

## **\*\*Brand Strategy Functions\*\***

Supported strategic functions for brand development and refinement:

1. Brand Archetype Alignment (Jungian model)
2. Voice and Tone Audit (Text, Survey, Social)
3. Local Benchmarking (vs. Regional Competitors)
4. Differentiation Heatmaps
5. Brand Narrative Simulation
6. Equity Analysis and Value Attribution