



Know your Brand's real worth with our **Brand Audit & Corporate Identity** Retainer Package

"It is often the case not what the brand stands for, but what consumers perceive the brand stands for."

Your understanding of your brand personality and the customer's perception about your brand is often different than the reality. Wishing something and making sure that we have something concrete are two different things. One has to analyze, understand and work towards creating the right brand personality is a scientific process. At Inspire we are specialized in all these aspects. We become the extended hand of your marketing team and support all your business communication and promotion initiatives.

Under our Brand Audit & Corporate Identity Package we conduct scientific brand audit, we evaluate, research and recommend measures to elevate the existing brand image. We also recommend strategized campaign with unique Brand Positioning as a part of brand building process. Well established brand image gives sustainable growth and personalized association with brand values.

Activities

Research & Policy Formulation

- Existing Brand Audit
- Market Study and SWOT Analysis
- Vision, Mission and Values Document
- Designing of Internal Branding and Employee / Business Associates Awareness Program
- Brand Positioning Document and Brand building Strategy Plan

Design Support

- New Brand Logo Designing / Existing Brand identity design refinement
- Designing of Brand Identity Manual i.e. Logo proportions, colour specifications, corporate stationery templates, logo meaning, brand philosophy, brand values, logo applications on various promotion media, etc.



Planning, Implementation & Monitoring

- Formulation of Advertising and Promotion Plan
- Planning of design and technical specifications for various promotion media mix.
- Preparation of budgets, Vendor negotiation, Price analysis, etc.
- Ongoing Reviews, Implementation monitoring, Feedbacks analysis, Strategy revisions, etc.

Methodology & Deliverables

Research & Policy Formulation

- Close interaction with business Promoters, Directors, CEO's & Marketing Managers.
- Weekly 2 visits of half day
- Research / Feedback interaction with all departmental heads and cross section employees.
- External sample based on line research.
- Internal analysis with core team.
- Preparation of synopsis, reports and policy documents.

Ongoing Design Support

- Creation of brief, collecting relevant inputs by interacting with all concerned people.
- Preparation of logo design options and Brand manual with internal team of professional designers.
- Presentation, Feedback collections, Approvals and Rendering of final artworks.

Ongoing Planning, Implementation & Monitoring

- Weekly 2 visits of half day with prefix agenda and close interaction with marketing team and other concerned people.
- Vendor meetings, Negotiations, Budget preparation, Implementation monitoring etc.
- Preparation of plans, Ongoing strategy revisions and Reports.

Talk to us today and explore how effective our engagement would be to enhance your Brand image and increase your market share.