



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.

Proposed Scope of Activities

Research & Policy Formulation

- Existing Brand Audit
- Market Perception Study and SWOT Analysis
- Vision, Mission and Values Document
- 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 & values, logo applications on various promotion media, etc.

Planning, Implementation & Monitoring

- Formulation of Brand Building and Promotion Plan
- Planning of design and technical specifications for various promotion media mix.
- Preparation of projected budgets.



- Close interaction with business Promoters, Marketing Managers & Brand Managers.
- Personal visits and periodical Skype conference with prefix agenda
- Research / Feedback interaction with all departmental heads and cross section employees.
- External sample based on line research.
- Preparation of synopsis, reports and policy documents.
- Preparation of logo design options and Brand manual with internal team of professional designers.
- Preparation of plans, Ongoing strategy revisions and Reports.

A magnifying glass with a silver frame and black handle is positioned over a word cloud. The word "BRAND" is prominently displayed in large, bold, red capital letters at the center of the lens. Surrounding it are various other words in different sizes and orientations, including "MARKETING", "IDENTITY", "CLIENT", "CREATIVE", "COMMUNICATIONS", "TECHNOLOGY", "STRATEGY", "ADVERTISING", "FIRM", "CLASS", "INTERBRAND", "NAME", "PRODUCT", "DEMAND", "LOYALTY", "CLIENT", "EXPERIENCE", "STAMP", "MIX", "NAMES", "SOURCE", "DESIGN", "PROCESSES", "MARKET", "FORM", "IMAGE", "TECHNIQUE", "OVERBRAND", "FAST", "STRATEGIC", "NAMING", "CORPORATE", "EVOLUTION", "CONCEPT", "FIRMS", "MARK". The background is white, and the overall composition suggests a focus on brand identity and marketing concepts.