



Grow your business with our **Brand Management** Retainer Package

Do you have a brand manual explaining your brand identity?

Do you have your business vision and mission statements defined?

What are your brand values?

Have you done any research of how your brand is perceived by external and internal people?

Does your website appear on the first page of the search?

Is your brand promotion plan aligned with your marketing strategy and sales plan?

Do you have defined strategy to develop your brand?

To achieve consistent growth, to be successful in today's competitive market you need to tackle all above questions and cannot afford to ignore them. 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 Management Package we evaluate and analyze Brand Values, translate them into 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
- Designing of Internal Branding Awareness Program for Employee / Business Associates
- 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.
- Providing ongoing designing support for Brand Communication through various promotion media mix (Corporate Profiles, Print Media Campaigns, Marketing / Sales Promotion Literatures, Hoardings, Banners, Kiosks, Signage, POP & Packaging, News Letter, Technical Journals, House Magazines, Website templates, Event communications i.e. Invitation, Backdrop, Venue Signage's, Posters, Presentations, Participant Kits, etc., Exhibition Branding and Visual Posters, Seasonal Marketing Communication i.e. Theme Calendars, Invitations, Greetings, etc.)

Planning, Implementation & Monitoring

- Formulation of Annual Advertising and Promotion Plan
- Planning of Design and Technical Specifications.
- Preparation of Budgets, Vendor negotiation, Price analysis, etc.
- Ongoing Reviews, Implementation monitoring, Feedbacks analysis, Strategy revisions, etc.

Methodology & Deliverables

- Close interaction with business Promoters, Marketing Managers and 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.
- Design Development, Feedback collections, Approvals, Rendering of final artworks, Data Management, etc. with close interaction with concerned departments. .
- 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 enhance your Brand image and increase your market share.