

# Brand Optimizer™ from King-Casey

Three Levels of Services for Developing or Optimizing Your Brand Identity

Activity/Deliverables/Benefits	Level I (Basic)	Level II (Intermediate)	Level III (Advanced)
<b>Evaluate Synergy Between Current Brand Strategy and Identity</b> We review your brand strategy and positioning and determine how effectively they are being communicated by your existing identity.	X	X	X
<b>Review Existing Brand Research</b> We review any pertinent brand and consumer research to identify opportunities for leveraging desired consumer perceptions of the brand, and eliminating undesired perceptions.	X	X	X
<b>Document Brand Vision</b> We conduct a brand discovery exercise with key management to help identify and articulate the interrelationship of your business strategy, brand vision and key branding objectives.	X	X	X
<b>Assess Current Brand Identity</b> We empirically assess your current brand identity from a strategic and creative execution standpoint, and provide specific recommendations for improvement.	X	X	X
<b>Conduct Qualitative Research of Current Brand Identity</b> We conduct one-on-one interviews among customers and non-customers to identify the key strengths and weaknesses specific to your brand. . The resulting report will include specific recommendations for optimizing your brand identity.			X
<b>Develop Brand Attributes</b> We work with key management to identify the primary attributes (current and aspirational) your brand should stand for. Agreement on these attributes assures the creation of a brand identity that visually reflects the values and personality of your brand.		X	X
<b>Create Brand Platform and Positioning</b> We work with select management to develop a new brand platform and brand positioning statement. Key elements include brand purpose, values, positioning, personality and promise.		X	X
<b>Develop Brand Identity Design Concepts(logo)</b> We generate a range of brand identity concepts (logos) that visually communicate the new brand platform, positioning and attributes.		X	X
<b>Assess New Brand Identity Concepts</b> We empirically assess and screen brand identity concepts to identify which designs most effectively communicate the new brand platform, positioning and attributes.		X	X
<b>Conduct Qualitative Research of New Brand Identity Concepts</b> We conduct one-on-one interviews among customers and non-customers to evaluate (from a customer point-of-view) which logo best communicates the desired brand platform, positioning and attributes.			X
<b>Finalize Brand Identity Concept</b> We finalize and develop production artwork for one new brand identity concept (logo).		X	X
<b>Publish Summary Report</b> We develop and publish a summary report that makes specific, actionable recommendations for optimizing your brand identity.	X		
<b>Develop Brand Guidelines Manual</b> This 18-20 page manual provides specific guidelines for the correct usage and application of the new logo. The content is to be agreed upon, but typically includes conceptual application of the brand identity to signage, stationary, uniforms, packaging, etc.			X
<b>Estimated Timing</b>	4 Weeks	8 Weeks	14 Weeks