

“...branding decisions have long term consequences both positive and negative and must be deployed with diligence.”

The *Structures for Strategy™ Branding Plan* is a strategy-crafting tool ideal for brand management planning.

This formula is of specific interest to professional career brand managers for use as a comprehensive checklist in addressing branding issues.

BRANDING is corporate identity — it is about trust, reliance and reputation for the brand user and a greater public aware of its existence.

It is also about future earnings for the brand owner. As a result, branding decisions have long term consequences, both positive and negative and must be deployed with diligence.

This BRANDING PLAN will assist marketing managers responsible for product and brand management where no dedicated branding function is currently in place, and a meaningful guide for promotions managers looking to align their communications exposure within a branding philosophy.

Useful for the:

- SBU/general/corporate manager
- Small business owner
- Entrepreneur

...seeking to ensure that the brand they manage is deployed with the best impact.

The unique design of the framework templates and methodology, utilised throughout the planning format, provides a pathway towards public posturing for a brand intended for longevity.



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