



Brand Translation: Bringing the Brand to Life

All too often, we have experienced a disconnect between strategy and execution and witnessed good strategy, based on deep and rich customer insights, fall down in execution. This happens when content, tools and people representing the strategy are either not available or not used during execution. Accordingly, we have developed a series of tools that ensure strategies can be effectively implemented regardless of people changes and hand-offs. Moreover, because brand perceptions are created at many different points of contact, we have developed processes, like brand cascading and environmental branding, that ensure the brand promise is delivered through employees, partners and the physical environment in which the brand lives.

SensoryQ™

SensoryQ is a research tool that identifies the sensory stimuli, or cues, that will trigger the desired brand perceptions in the target audience.

Messaging Blueprint

The messaging blueprint is a conceptual messaging architecture for the brand and includes primary and secondary message areas for all key stakeholders, along with tonality and support points. It is developed at the same time, or slightly after the brand strategy so that anyone charged with creating final messaging has a solid guide from which to work.

Brand Style Guide

The brand style guide summarizes the strategy, its rationale, the sensory cues and messaging blueprint, as well as the look and feel for the brand. It includes brand usage rules and supporting tools for anyone who develops brand communications. The brand style guide can be developed in printed or interactive formats.

Brand Cascading

In brand cascading, we conduct training sessions with employees and external partners of the organization to help everyone understand what the brand is all about. But these sessions go beyond training and also involve brainstorming ways in which employees can help bring the brand to life within their functional areas.. These ideas are collected, prioritized with management's help and then implemented and tracked.

Environmental Branding

Environmental branding involves bringing the brand to life through interior and architectural design. Interior and architectural design guidelines and examples are developed that evoke the desired brand perceptions.

For more information, contact Six Degrees at 480 627 9850 or info@six-degrees.com

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