Brand Development Methodology

M² Marsden Marketing
— Marketing That Sells —

Data Sources

- Customers & Prospects
- Employees
- Company Leadership
- Partners & Vendors
- Regulators
- Industry Analysts
- Media
- Financial Community

Brand Assessment

- » Current Market Position
- » Market Trends Analysis
- » Competitive Analysis Internal & External
- » Perception Research
- » Perception Gap Analysis
- » Attribute Mapping

Strategic Goals

Brand Strategy

- » The Brand "Why"
- » Brand Vision & Mission
- » Brand Propositioning Road Map
- » Value Proposition
- » Brand Look & Feel
- » Brand Voice
- » Brand Architecture & Standards