

Branditive is a brand consultancy that focuses on the practical business needs of its clients. If the brand is to be efficiently managed and contribute to the client's success, it must permeate all aspects of the business and be taken into consideration in every decision the company makes.

What sets us apart:

- **Interplay between strategy and implementation:** We are well versed in the entire spectrum of brand management – from quick wins to long-term strategic measures to strengthen the brand.
- **Interplay between consulting and design:** We combine strategic consulting with creative expertise to ideally meet the challenges facing your brand.
- **Extensive experience and knowledge of various industries and organizational approaches:** Our years of experience in B2B and B2C markets, including SMEs and non-profit organizations, reduce business risk and give you the confidence of knowing you have made the right decisions on all your branding issues.

Methods for enhancing the performance of your brand:

What does your brand do for your company?

	1. <b>Brand audit</b> Assessing the current status of the brand	2. <b>Brand basis</b> Defining the core components of the brand	3. <b>Brand profile</b> Developing the brand's visual identity	4. <b>Brand route</b> Anchoring the brand in the marketplace
1. The brand identifies and differentiates products and services within a market	– How is the brand currently being perceived?	– What is the underlying foundation of the brand?	– What distinctive elements comprise the brand? – Is the brand expressed consistently throughout the entire experience chain?	– What are the best internal and external implementation strategies?
2. The brand is a management tool	– How is the brand being managed?	– What system does the brand employ?	– What themes does the brand address on the marketplace?	– How is the brand's management organized? – Are the brand guidelines comprehensively documented?
3. The brand contributes to the company's value creation	– What role does the brand play in the business model and distribution channels?	– What is the impact of brand drivers on the relevant business fields?	– Is the interaction between the brand and the areas of business clearly defined?	– Has trademark protection been ensured? – What is the right expansion strategy for the brand?
	→ Specification of the brand's market position and planned measures	→ Strategic and thematic framework for the brand	→ Defined brand identity with well orchestrated touchpoints	→ Integration of brand management in all business processes