

Phase 1: Brand Strength Audit

The Objective

Develop a prioritized marketing and communications game-plan for your portfolio company that will immediately impact the marketplace and begin to align the organization.

The Approach

Rapidly assess customer why's, internal perceptions, current company and key competitor communications / position in the market and benchmark, using diagnostic tools that can measure impact.

1. Initial Briefing Meeting
2. Research Review
3. Stakeholder Interviews (up to 3)
4. Communications Audit
5. Competitive Audit
6. Brand Strength Diagnostic
7. Customer Interviews (up to 3 — optional)

The Investment

- 2-hour Key Stakeholder Kickoff Discovery Meeting
- 2-hour final Game-Plan Work Session
- 2–3 weeks

The Deliverable

- Summary of audit findings and implications
- Brand Strength Scorecard (baseline)
- Marketing Game-Plan detailing the prioritized near-term initiatives and tactics needed to immediately impact the marketplace and begin to align the organization.

Contact

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