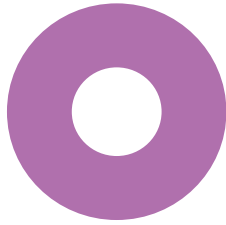


Brand Philosophy Workshop

Branding has developed a fascination with psychology, the scientific study of how the mind functions and determines behaviour. Being concerned with topics such as perception, cognition, motivation, personality and so forth, this is quite useful.

However, in the real world, most branding initiatives are concerned with changing the way people think about an organisation, service or product. Moving from how people think to what they think forms the basis of a brand philosophy. And changing the way others think about the brand usually starts with changing the way you think about the brand internally.



The Workshop framework

Firstly, an internal team of people who are in touch with the market, responsible for the brand and influential in shaping the way people think within the organisation are brought together in a simple one - or half-day Brand Philosophy workshop facilitated by Neil Stewart from Orchard. (Neil uses projective and enabling techniques derived from clinical psychology to stimulate participants to produce the subjective truth rather than objective responses.)

The workshop agenda is tailored to the individual circumstances but usually involves engaging, revealing and enjoyable group exercises designed to:

i) Open up different ways of thinking by getting everyone involved in the workshop to talk through physical objects (instead of having a hypothetical discussion)
The Salon.

ii) Paint a picture of your desired audience so that we understand them as people. (Rather than define them using marketing terms such as job title, market sector and so forth). *The Portrait.*

iii) Visualise the competitive environment and your position within it (in order to define how people think about your brand and produce a starting point for differentiation. *The Brand Map.*

iv) Visualise the brand values and personality. (As with other aspects of the workshop, the objective is not to resolve the brand image but to provide the material to think about how to resolve the brand image - and as always, we start to think with pictures.) *The Image*

v) Translate key messages and propositions into a promise.
The Brand Promise.

NB. The Brand Philosophy workshop can be revised and used as the basis for focus groups in external research, either before or after the internal workshop.

The Analysis

We use the results of the workshop as the material to think about your brand. The analysis involves an interpretation of the findings from the workshop but, more importantly, how to take them forward verbally and visually.

The Document

The Brand Philosophy Document is intended to get you to think differently about your brand. It doesn't document the past; it articulates how the brand can be developed and communicated into the future. As such, it is also the basis for any creative platform.

Timing and Cost

Each situation is different and the workshop is tailored to the individual circumstances; naturally, the analysis and document are always unique. Typically, from the date of the workshop to delivery of the Brand Philosophy document, allow approximately 4 weeks and a budget of £5,000 - £6000 (plus travel and subsistence expenses, charged at cost).