



THE BRAND BOMB

Brisk and Objective Methodology for Branding

"Short, direct and powerful."

Seth Godin

 ExpertAdvice



"Kevin Duncan has a winning way with words."

British Airways Business Life Magazine

BRISK AND **O**BJECTIVE **M**ETHODOLOGY FOR **B**RANDING



This seven-stage method costs a fraction of what a branding agency would charge and can usually be completed in less than three weeks.

THE PROCESS

1. Condensed Data

I review as much data as possible that might influence future brand direction. This includes all marketing materials and strategic thinking done so far. It will also include any opinions that the management hold strongly. I assimilate this into what I call the Communications Blizzard.

2. Management Responses

Senior clients answer three questions. This can either be done online in a few minutes, or can be the subject of a more reflective workshop facilitated by me. This stage typically reveals that views are diverse and not aligned between various factions, and helps to inform new direction.

3. Staff Responses

Staff opinion is solicited via the same three questions online. It takes a few days to distil up to 100 replies into a manageable set of information. In a first workshop, I summarise everything and we set a new direction. Competitor claims and customer views can be added for more context.

4. Brand Expressions

I take the essence of the agreed direction and generate a large number of expressions (around 50) that encapsulate the collective spirit of the company or brand. These may become straplines, but are also likely to form the basis of other communications platforms.

5. Presentation & Discussion

These are presented to senior management in a second workshop. After plenty of discussion, a theme is agreed, and favoured runners up can be earmarked for other uses such as sales presentation themes. A one-pager captures the answers to the three questions.

6. Brand Statement

The resulting theme is validated against all the distilled information so far, and tested with various audiences. This new branding direction is honed into a final brand statement of intent to ensure that staff convey the style and zeal necessary to convince customers of its value.

7. Agreed Outputs

We decide which marketing materials will best communicate the new direction. It is important to complete the preceding phases without pre-supposing what they will be so the process remains open-minded. If necessary I can brief teams to get the process underway.

THE THREE QUESTIONS

These questions will reveal “diamonds in the dust”: things that you already do well but do not necessarily articulate or publicise. They are equally effective when asked of management, staff, and customers.

1 WHAT WE ARE

Describe what the company or brand is in less than 10 seconds.

eg. We are

2 WHAT WE DO

Describe what the company or brand does in less than 30 seconds.

eg. We do/providein thesector/market.

3 WHAT WE ARE LIKE

Describe what the company or brand is like to do business with in less than 30 seconds.

eg. We describe ourselves as.....

TYPICAL DURATION OF STAGES

- | | |
|--|--------|
| 1. Assimilation of condensed data | 1 day |
| 2. Management responses to questions | 1 day |
| 3. Collating data from staff responses | 2 days |
| 4. Creation of brand expressions | 2 days |
| 5. Presentation of brand expressions | 1 day |
| 6. Brand statement and validation | 1 day |
| 7. Agreed outputs | 1 day |

Typical time span: 8-10 days over 2-3 weeks.

Typical price: £15,000 - £20,000, depending on staff numbers.

KEVIN DUNCAN

Kevin is a business adviser, marketing expert, motivational speaker and author.

Kevin has written 16 books, which have sold over 120,000 copies. They have been voted Telegraph Business Club Book of the Week, WHSmith Book of the Month, Foyles Book of the Month, nominated for CMI Management Book of the Year, and translated into over a dozen languages. He has been voted Best Speaker at a number of conferences.



After 20 years in advertising and direct marketing, he has spent the last fifteen years as an independent troubleshooter, advising companies on how to improve.

He can turn his hand to many things: training programmes based on his books; motivational speaking; facilitating awaydays and conferences; repositioning brands; producing business and marketing plans, strategies and creative solutions; advising on company structures; writing speeches; improving new business effectiveness; pitch writing; and action-orientated non-exec work.

In agencies, he worked with 400 clients, deployed £600m of funds on over 200 brands, oversaw over 1,000 projects, and won 35 awards for creativity and effectiveness.

As Expert Advice, he has carried out 600 jobs for 150 clients, such as Dentsu Aegis, The Guardian, M&C Saatchi, Metro, RBS, Royal Mail, Saatchi & Saatchi, and Shell.

He flies birds of prey, collects classic guitars, and has released ten albums. He is married to Sarah, and has two daughters, Rosanna and Shaunagh.

"Far too much business analysis ends up in serving to over-complicate the issues. The bigger the company, the more opinions on the table. Kevin's clinical style cuts through all this static so you know exactly where you are."

Mark Giffin, Global Marketing Leader,
A. T. Kearney

"Kevin's bite-size techniques are practical and immediate, unlocking the creativity that lies within."

Paul Davies, Director of Marketing
Communications, Microsoft

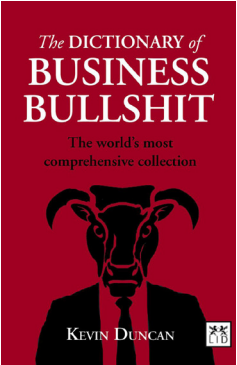
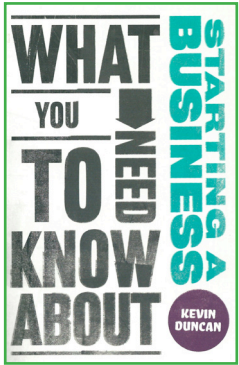
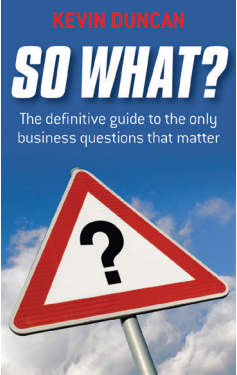
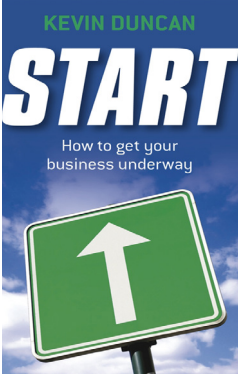
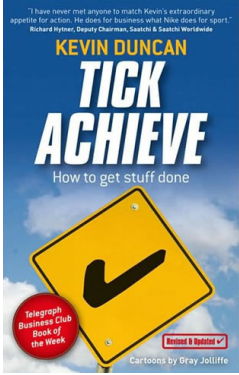
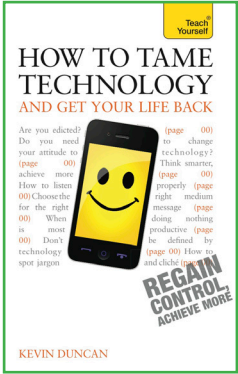
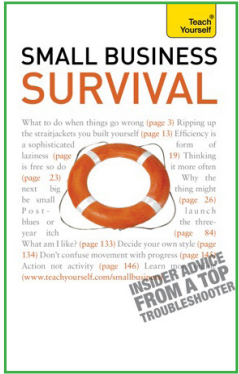
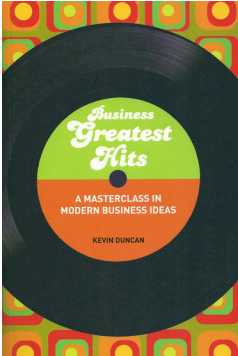
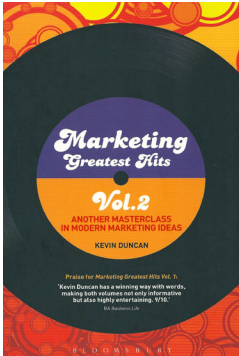
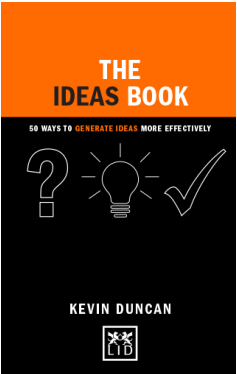
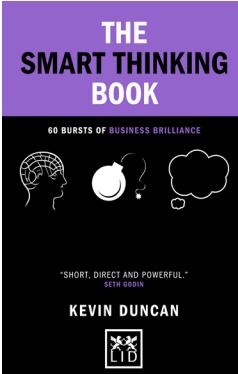
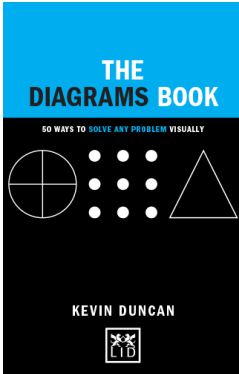
"Kevin does for business what Nike does for sport."

Richard Hytner, Deputy Chairman,
Saatchi & Saatchi Worldwide

"Kevin makes observations that are so sharp that it could save you months of wasted time."

Don Williams, Retail Sector Partner,
KPMG UK

KEVIN'S BUSINESS WRITING



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