Factors of Brand Development and Deployment

Static
Evolves
Intangible
Expressed via tangibles
Personalized by elements of the company
Evocative of the sum of the elements of the company

New Business Model
Transparent companies
Empowered employees
Team environment
Responsive

New Economy
New way of thinking/buying
Empowered customers
Global competition
24/7 access

Products

Corporate Culture

Customers

Brand Ambassador

Brand

Brand Ambassador

Internal Deployment

External Deployment

Employees

Vendors

Services

Empowerment
Understands and appreciates brand
Vital and responsible part of team
Identification with brand
Brand ambassador

Empowerment
Communicates with and demands of brand
Understands and appreciates brand
Identification with brand
Brand ambassador

Effectively copes with:
Brand baggage
Corporate baggage
Prior negative experiences

Effectively copes with:
Economic downturns
Prior negative experiences
Changes in buying/spending habits