



Bringing it...

Insights to help you and your brand Smash It!

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Brand Strategy isn't rocket science – and it doesn't have to cost the earth

Whether it's because all around you feel everyone's saying the same thing or you realise your brand's positioning isn't aligned with what's happening with your customers, deciding to redo your brand strategy can feel like a mountain to climb.

But it doesn't have to. Here's the journey as we see it:

- The answer is rooted in the customer not in the product
- Deliver against customer needs not internal KPI's
- Your brand is how you uniquely meet that customer need
- If your connection with your customers is functional, your offering will become commoditised
- If your connection with your customers is emotional, you'll smash the competition
- If your connection with your customers is emotional, your product will be more valuable to them
- Customer choice is driven by a combination of convenience and connection. You can thrive with only one, but real loyalty comes when you have both



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We Bring It

Let's keep the conversation going

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