



# **BrandBuilder**<sup>™</sup>

Fresh Thinking + Lasting Impression

**In today's challenging times, keeping your business identity current is essential. Rebranding and updating an identity several times throughout a lifespan is a natural process.**

Allegra's innovative BrandBuilder<sup>™</sup> program is designed to assist you in evaluating your marketing practices, identifying opportunities and formulating a strategy to propel your brand forward. It is intended to help you further define your brand and find ways to differentiate it from the competition.

By embracing the latest in technology and strategic-based methods to achieve measurable results, Allegra's team of marketing professionals will assist you in advancing your business goals. We combine experience, a vast array of resources, and knowledge of industry best practices; then we infuse the process with fresh thinking. The result? New markets, new opportunities and new growth for your business.

If your brand is in need of re-energizing, BrandBuilder<sup>™</sup> was designed for you. To make things easy, we've developed turn-key packages to help you quickly identify your needs all within a predetermined budget, so there's no 'surprises'. It's time for your business or organization to stand out from the crowd.

▶ **Let your brand take flight with a unique style that perfectly reflects your company's personality.**



## BRANDBUILDER™

A brand audit and report that delivers a BrandBuilder™ Marketing Strategy, including:

- ▶ A comprehensive overview of your brand
- ▶ Clearly stated objectives of your brand and your business goals
- ▶ An outline of what your brand offers, and market perceptions
- ▶ An overview of your competition
- ▶ Review of Mission/ Vision statement
- ▶ Cohesive definition of your company (Elevator speech)
- ▶ SWOT (strengths, weaknesses, opportunities, threats overview)
- ▶ Identification of your best customers, what they really want from your business, and where to find more
- ▶ Identification of key stakeholders and how to better engage them
- ▶ Strategy development and implementation timeline

## BRANDBUILDER™ ADVANCED

All of the BrandBuilder™ Strategies, **PLUS** refined or redeveloped brand logo, from initial concepts to final artwork.

## BRANDBUILDER™ ULTRA

A complete brand audit and report that delivers a BrandBuilder™ Marketing Strategy, **PLUS** a new website\* including:

- ▶ Refined or redeveloped brand logo
- ▶ Style guide sheet to ensure ongoing brand integrity, including access to all brand-associated files

\*HOSTING EXTRA

**\*\*pricing available upon request\*\***



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