



Brand Reconstruction TM

Harnessing emotion to build brand effectiveness

- ❖ A New World order calls for a new way of building and managing brands
- ❖ Brand Reconstruction TM can overcome all the issues currently associated with today's brand building and can ensure your brand is able to move forward effectively

Current brand building systems	Brand Reconstruction TM
Backward looking research – focused on what consumers have done in the past or what they are thinking currently	Future-focused research (without ignoring where the brand is now) which identifies new and emerging trends & motivations
Rational analysis, both from Consumers / Clients and from the Brand Team itself	An additional focus on emotion which is the fundamental driver of our behaviour and therefore key to the effectiveness of our brand building
Fragmented approaches using different Research & Communications Agencies, which are costly, inconsistent and difficult to control	A seamless, integrated approach between branding and market research which saves time & money and results in more consistent strategic thinking and control for the client

Brand Reconstruction TM has 3 clear stages

Brand Deconstruction

Plan the Project

Stakeholder interviews to understand internal client dynamics

Desk research to understand the Company, Category, Consumer & Competition

“Encompass Research” to explore target market’s emerging drivers & reactions

Strategy Synthesis

Developing draft Future Brand Essence in structured, collaborative team workshop, beginning with debrief of Brand Deconstruction Stage

“Encompass” Validation Research of new strategy

Refining Future Brand Essence based on Validation research findings

Brand Reconstruction

Implementation workshop with the team generates ideas

Action Planning & Briefing Phase

Internal & External Launch of Brand Essence

“Encompass” Audit & Tracker to ensure effectiveness of the new strategy

Brand Reconstruction™ is designed to **address today's rapidly changing world** and ensures your brand is **keeping up and evolving in the right direction**. It is not just for brands in trouble



It is a proven technique developed from the psychological sciences using story-telling to build a richer, more insightful picture of the marketplace

It is new, unique and proprietary

It is action based and 'can do'

It is cost effective and time efficient

So who is behind this new service?

- ❖ It is a joint venture between research specialists **Cultural Imprint** and brand specialists **London Brand Innovations**
- ❖ Both companies share a similar interest in bringing a more 'Wholebrain' approach to the marketplace so have invented tools which allow right as well as left brains to have an input
- ❖ Experienced in working with many of the world's leading brands and organisations:
 - **Fiat**: In 2003, LBI developed an inspiring Brand Essence that would encompass all the models, align and motivate the team across all disciplines and drive the brand in an inspiring way. In January 2004 Fiat's market share rose to its highest in 20 months, in May that year sales were up 11.4% and the brand continues to grow. In 2009 it is the world's 6th largest carmaker.
 - **Magnum**: In the late 80's, Cultural Imprint used their Encompass Research to identify a new segment of consumer and an emerging trend in the ice cream market. As a result, Magnum ice creams were developed and the brand now sells over 1 billion ice creams every year worldwide.
 - **Lebara Mobile**: In a collaborative Brand Essence workshop in 2005, LBI identified a compelling insight that would give Lebara Mobile a new, more consumer relevant direction for the future. In 2006 they were announced as the UK's 4th fastest growing private company by The Sunday Times 'Fast Track 100 listing' and continue to grow 50% year-on-year.
 - **Lego**: In the early 90's, the US division of Lego were failing to hit revenue targets. Where previous consumer research had failed, Cultural Imprint's Encompass Research was able to address the paradox that existed whereby parents loved the brand but didn't buy it and it was seen as 'uncool' by kids themselves. As a result, US sales tripled in 18 months

For more information on Brand Reconstruction™ please contact either:

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