



## **Brand - Your Most Valuable Asset**

**By Rachael Drouhard**

## Brand = Reputation

- The way you look, talk and behave .
- The *consistency* between your promise and your service.
- Customer and employee *perception*.



- It's what sets you apart from the crowd.

# Our philosophy.

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# Brand Strategy



- Brand Identity

- Brand Dynamics
  - Defining your reputation?
  - Is your brand compelling?
  - What's your story?

- Message Map