



# **MARKETING**

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# **GENERIC S**

## **BrandingSTEPS®**

### **Introduction**

# Welcome to the world of Branding!

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- BrandingSTEPS® is a complete toolkit containing all the key information and tools that you need to brand a product or service and then manage the Brand. At its heart are a number of steps, or a process, which help you understand the challenges of branding, and to systematically carry out the key steps you need to follow in order to make your branding successful
- BrandingSTEPS® is divided into 4 major parts:
  - Part 1: What is Brand and Branding?
  - Part 2: Starting out Branding
  - Part 3: Brand concepting, developing and launching
  - Part 4: Maintaining and growing a Brand
- You can enter or leave the process at any stage which is most appropriate for your situation, for example, if you already have a well established brand, you might prefer to enter the process at Part 3 or 4



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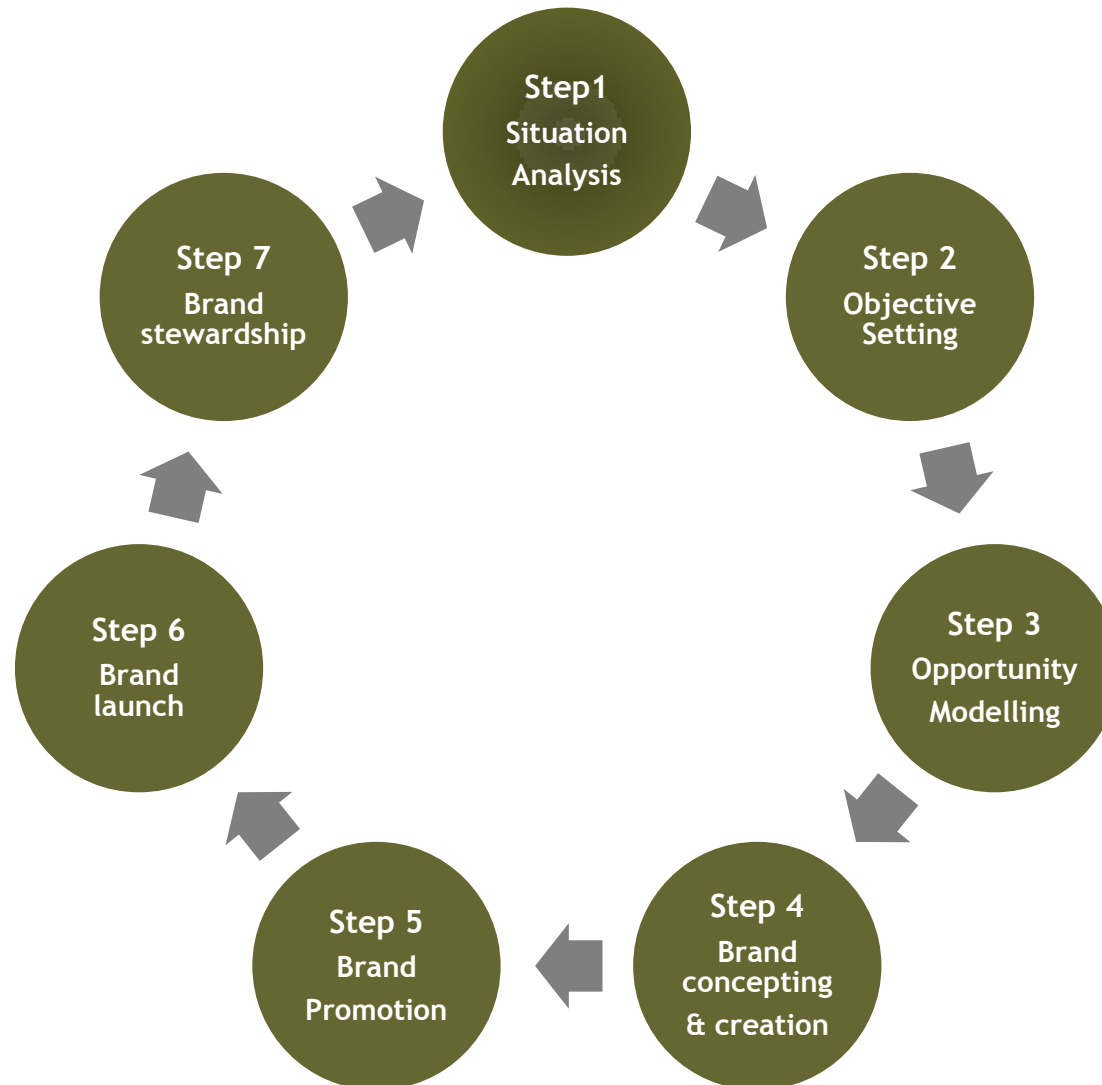
**The BrandingSTEPS®**

# An introduction to the BrandingSTEPS®

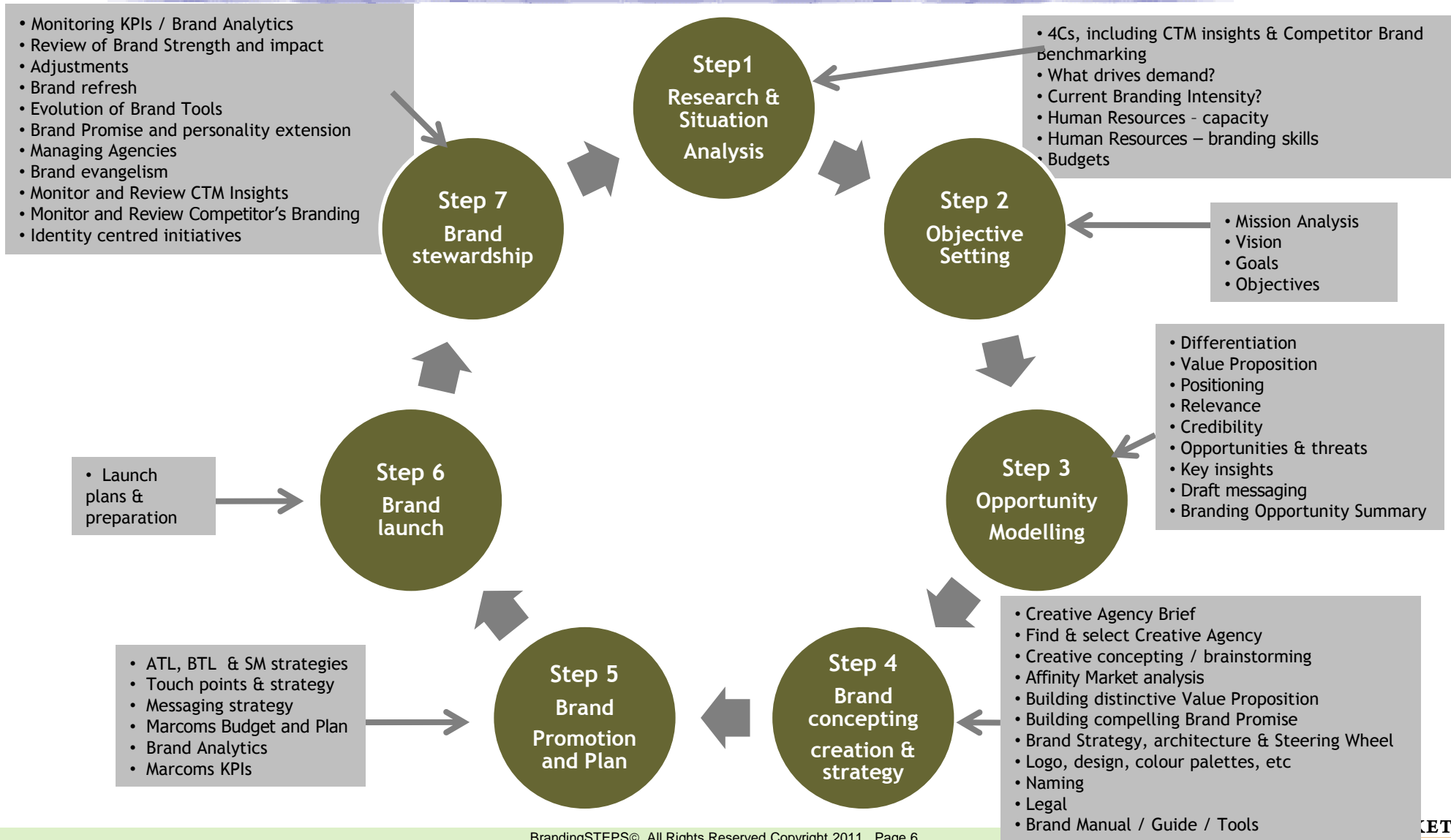
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- Now you are setting out on the Branding journey. Congratulations, because you are entering the pinnacle of professional marketing - the most difficult, demanding, challenging, but also rewarding of all marketing activities
- BrandingSTEPS® is a comprehensive and systematic process derived from years of practical branding experience and is designed to accompany you on your branding journey, and help you establish what the brand you want
- An overview of the Steps is shown overleaf. Then, on the following page you will see the detailed activities associated with each Step

# There are 7 major steps in the BrandingSTEPS® journey



# The 7 BrandingSTEPS® - detail

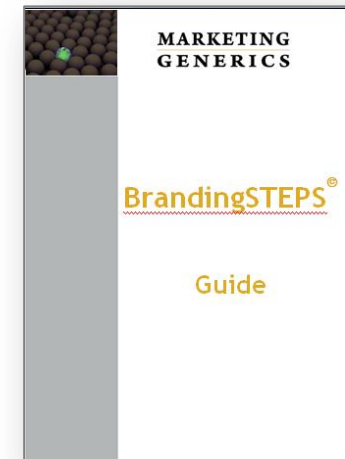


# What help are you looking for?

- BrandingSTEPS® is usually delivered to organisations by means of workshops or trainings, supported by the comprehensive Guide.
- The BrandingSTEPS® training / workshops are delivered by our sister specialised learning & development company, Pedagogia Ltd
- Individuals and teams in marketing functions of Brand Owner /potential Brand Owner companies can thus be fully coached, supported and equipped as they progress through the Branding journey
- For more information about:
- Marketing and branding consultancy / advice: [ianthomas@marketing-generics.com](mailto:ianthomas@marketing-generics.com)
- For marketing and branding workshops / training: [ianthomas@pedagogia.co.uk](mailto:ianthomas@pedagogia.co.uk)



Workshops / Training Sessions



Comprehensive Branding Guide