



Markenfels

Whitepaper

Strategic brand management: a structured process

Brand transformation

A well-managed branding process spares resources and safeguards the investment that is required to build a brand.

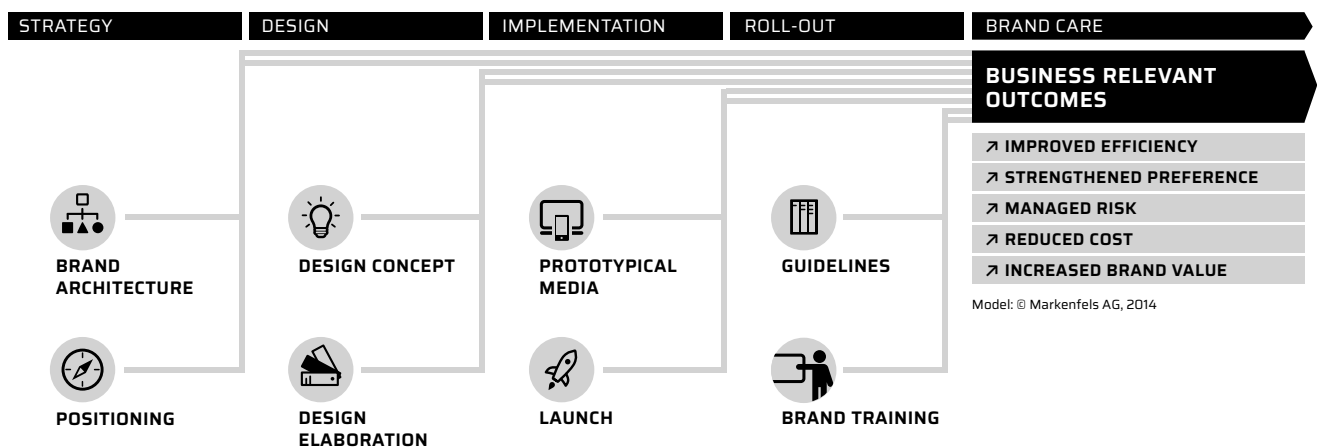


Active brand management contributes to business success

In order to guarantee long-term business success, a brand must be managed consistently. Once in a while this also requires the adaptation of a brand – e.g. to ensure alignment with a revised business strategy, or to meet new customer demands. The adaptations can apply only to parts of a brand – or merge into an extensive refreshment of the brand. In strategically founded cases, an actual rebranding can become essential, e.g. in context with a merger.

A structured process safeguards your investments

A clearly structured and perfectly tailored process ensures the planning and budget dependability especially complex projects require. For your brand investments to unfold their full potential, namely to minimize risks, reduce costs and create value, it is essential to align the process consistently with the business strategy.



What does the process look like for your brand?

Every company has unique needs. Based on our longtime experience, we will develop a tailored process. We will elaborate your need for action and the process steps necessary to strengthen your brand.

Contact

Markenfels AG
Scheuchzerstrasse 83
8006 Zürich, Switzerland



Your personal contacts



Gernot Honsel
Managing Partner
+41 44 360 80 21
gernot.honsel@markenfels.ch



Dr. Ulrike Grein
Managing Partner
+41 44 360 80 22
ulrike.grein@markenfels.ch