



The Brand Conversation Playbook™

Purpose

Key deliverable to add for any rebrand, website redesign, company positioning or content marketing plan. The Playbook aligns functional teams and marketing providers behind a singular voice. A company's core strengths are defined and teams are armed with operational ways to communicate them.

Process

Takes about 4-6 weeks

1. Stakeholders weigh in
2. Market research
3. Competitive brand audit
4. Craft all Playbook elements
5. Team presentations
6. Revisions
7. Final Playbook delivery

Common Playbook components

Operationalized brand messaging gives practical, everyday-use wording that's turnkey for marketing and sales activities.

- Customer segmentation
- SWOT
- Customer pain definition
- Benefit pillars
- Brand voice
- Brand vocabulary
- Unique value (UVP)
- Elevator pitch
- Key phrases—by segment and platform

What sets us apart

A proprietary system with real IP behind it. Our team has honed the Brand Conversation Playbook for over a decade, with use across public entities and high-growth startups. While the process is proven and systematic, the results are 100% customized to your company's business and how you want to present in the market—taking into account your culture, business wins, challenges and roadmap.