

STAGE 1:

Hire Brand Maestros as your New-Brand Development consultants. We can work with you every step of the way to make the process more productive and efficient. We'd begin with a dialog, reviewing your existing efforts of the past few years, examining strengths and weaknesses, and fixing on core competencies.

STAGE 2:

Determine categories and markets of opportunity resulting in a clear-cut audience demarcation. At this stage we do expect having a portfolio of acceptable categories, plus a list of areas you wish to avoid to open up the creative possibilities and any existing corporate identity guidelines.

STAGE 3:

Creative teams, operating within the loose confines of the portfolio of categories work to create a brand that excites a market. Campaigns of print ads, or outdoors, or TV, or radio, and Internet banners.

STAGE 4:

Qualitative in nature, wherein we expose the campaign concepts to targeted groups to get responses to questions such as:

- Is this something they would try?
- Is this a brand for them?
- What are their expectations?
- What are their price expectations?
- Does the name register; does it have a high recall?

STAGE 5:

Fine-tune promotions, ad, packages or names or other aspects, using feedback from groups.

STAGE 6:

Qualitative in nature and involves taking the revised campaigns back to groups.

STAGE 7:

Discuss with and finalize the best campaign with the client. R&D any requirement for change in the product/service communication or packaging.

STAGE 8:

Release the campaign with the client's approval.

Brand Maestros

Taking your Brand to a whole new level