

Hansa Brand IMPLMNR™

Delivery of the Brand Promise in the Organization

The brand promise is delivered in multiple ways by many functions in the organization. Successful implementation of any brand requires that the organization understands the brand and is equipped to deliver the essence of the brand – in short, “to live the brand.” Organizations looking to align the company’s people and processes around the brand ask the following types of questions:

- Who needs to know what about the brand?
- What role should leaders play in delivering the brand?
- What training is needed to provide the understandings and skills critical to delivering the brand consistently across the organization?
- How should organizational processes be enhanced to deliver the brand promise?
- What actions should be taken in what order to yield an organization that lives the brand?

A brand is only as good as its implementation. The brand’s performance and distinctive recognition depends on this. Brand IMPLMNR™ is an internal exercise that helps bring the brand to life within the organization. This can take many forms: clear articulation of what the brand stands for, development of brand books, identification of touch points for improvement, development of briefs to guide action, internal communication in various internal media, developing a ‘rallying cry’ to motivate action, and actions for training and training the trainers.

Hansa Brand IMPLMNR™ has flexibility to (1) help create the brand delivery framework and plan for enabling the organization to live the brand; (2), assist with the execution of an existing framework; or (3) partner with an organization to both develop the implementation framework and execute it throughout the organization. Within these options, Hansa Brand IMPLMNR™ also provides flexibility to assist with the following activities:

- Strategy to enroll leaders as brand guardians and owners of the brand
- Strategy to align and equip the organization to deliver the brand and for individuals to be brand ambassadors
- Training to build skills and capabilities
- Process improvement planning, including revamping products, services, communications and other functions that deliver the brand
- Brand book and style guide development and training
- Brand web site and intranet resource development
- Internal brand measurement to gauge employee baseline and progress in delivering the brand

The emphasis throughout Hansa Brand IMPLMNR™ is on the creation of internal alignment. The implementation of the brand promise has to be an organizational agenda. This is achieved with a well-coordinated plan along with the development and execution of relevant materials and support. Steps appropriate to supporting brand delivery vary based on the company’s desires for help. Typical steps include:

1. Assessment of the current state of internal brand understanding and delivery
2. Development of a prioritized plan of action to align and equip the organization
3. Detailed action plans to support priority areas to enable the organization to live the brand
4. Execution services support

The Brand IMPLMNR™ process provides the following deliverables:

- Organizational alignment plan
- Brand rallying cry for the internal organization
- Brand training programs, including train-the-trainer
- Executive workshops to gain buy-in and action to implement the brand internally
- Brand books and style guides
- Brand intranet and resource library development
- Brand guardian and ambassador training
- Process, product, service and communication improvements to deliver the brand

Hansa provides a full range of qualitative and quantitative research services. Our experienced research and consulting team, including PhD-level statisticians, uses innovative, data-driven methodologies tailored to our clients’ research needs.

We pride ourselves on our ability to truly understand the voice of the customer and translate that voice into winning strategies for brand development, marketing communications, customer relationship enhancement, and product/service innovation.

