

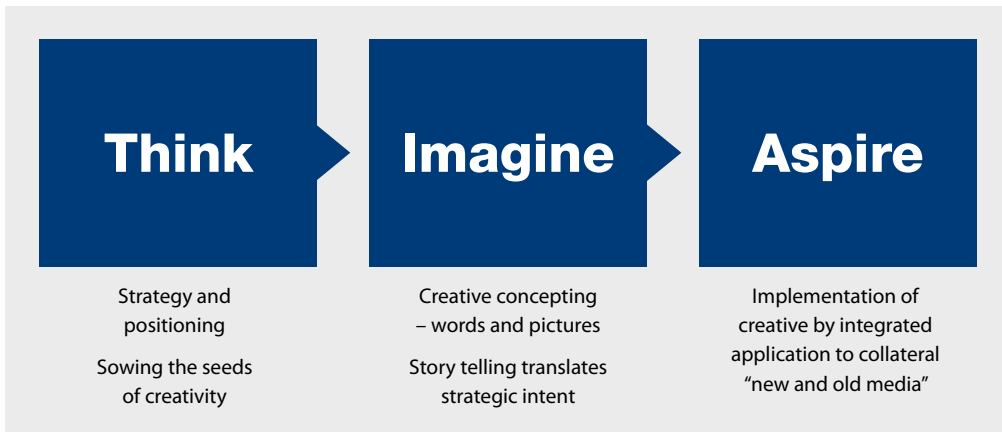


ASPIRE®



Aspire's core brand methodology

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The 'think' phase

In this phase Aspire reviews all of the key strategic inputs that will influence the positioning and brand strategy of an organisation including:

- organisational strategic intent
- market segmentation
- customer perspectives
- stakeholder views
- industry drivers and environment
- competitor brands.

Aspire conducts an analysis of these inputs and identifies the new brand positioning and strategy. This is selected to best reflect an organisation's strengths and place in the market. The positioning is also chosen to be relevant, differentiated and sustainable.

Once the 'think' phase is completed, Aspire moves on to visual and written expression of the new positioning in the 'imagine' phase.

The 'imagine' phase

This phase evolves the brand strategy established in the 'think' phase into written and visual concepts, which we prepare and present for approval.

A focused creative process is the foundation of this step.

The outcome is a conversion of your strategic intent into a creative brand solution that will appeal to your target audiences, winning their hearts so their minds follow.

In essence, this phase is about bridging an organisation's strategy and unique points of difference to an appealing brand persona.

Aspire Marketing Solutions Limited

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The 'aspire' phase

Having understood your strategy in-depth and prepared a concept for carrying it to market, the 'aspire' phase completes the process.

In this phase, we bring to life your concept through our portfolio of tactical implementation capabilities and by applying various methodologies from our repertoire.

Aspire develops branded marketing collateral and materials based on your specific requirements and unique story. This can include such things as websites, multimedia, brochures, presentation materials, brand user guidelines and photographic resources.

We have called this phase 'aspire' as our standards for the implementation of client work are always aspiring to the highest level, as embodied in our brand.

Summary

The think – imagine – aspire methodology builds a bridge from strategic intent to an organisation's tactical communications.

Once completed, this method forms the basis for all tactical communications until an appropriate watershed is reached and a review is required.

The method is also ideal for organisations with complex product or service offerings as it ensures the excellence of a complex enterprise is filtered and expressed in visual creativity for maximum appeal.

Benefits

The business benefits of the think – imagine – aspire method are:

- development of a clear brand strategy and positioning that ensures intrinsic competitive advantages are captured and conveyed
- a focused creative solution that aligns closely to strategy and value
- a creative solution that brings to life your competitive advantage in a way that gives you the x-factor you need
- a clear manageable creative process that facilitates stakeholder input and avoids wasting budget on creative dead ends
- saves costs at implementation by providing a clear road map and repertoire of communicable attributes that can be tailored to all collateral and mediums.

If you are looking for a professional brand methodology, Aspire's think – imagine – aspire method will give you the solution you need.

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