

BrandArchitects

Helping ambitious, growth-orientated companies  
**deliver higher enterprise value, faster.**

**?**  
Underperforming investments?  
Culture slow to adapt to a new strategy?  
Management team require additional tools to deliver growth?  
Diversification and expansion opportunities?

**✓**  
**Organisational Brand Alignment™** is the only business discipline that is able both to articulate a new business vision and to realign an organisation's leadership, structure, culture, brand assets, market propositions, and customer perceptions behind a new business focus or strategy.



# Brand Architects uses Organisational Brand Alignment™ to trigger, express or accelerate change in ambitious, growth-orientated companies; **allowing you to make genuine improvements to the businesses you buy, faster.**

Brand Architects is the business branding consultancy for fast growth companies undergoing substantial change. We recognise branding as a means to an end – delivering rapid value creation and growth. Whether you're investigating market consolidation opportunities, want to help your investments perform better or to adapt to a new strategy, or if you simply want to give the management team additional tools to help them deliver business objectives, Organisational Brand Alignment can help you to increase the speed of change and add value to your investment.

Brand Architects' expertise encompasses all aspects of brand management and brand strategy, including brand architecture and portfolio management, brand definition, naming, execution, brand engagement and cultural alignment.

## **Our services for Private Equity clients and their portfolio businesses include:**

- Analysis of target brands and market potential prior to acquisition;
- Creating compelling brand visions to realise business potential;
- Communicating the growth strategy business-wide, ensuring rapid implementation and change;

- Engineering success-orientated organisational cultures to deliver business goals;
- Identifying the core market to drive faster, more focussed growth;
- Securing new competitive advantage;
- Developing consolidation and repositioning strategies;
- Mediating between internal competency and external opinion to define the core business sweet spot;
- Operating as on-call brand strategists for rapid response.

Branding for Private Equity investments brings with it a wide range of benefits that contribute to exceptional company performance. Externally, investors, analysts and advisors benefit from clear communication and articulation of the business vision, giving them a clear sense of direction and confidence in value creation and growth programmes. Since competitive advantage is integral to growth and value creation, Organisational Brand Alignment addresses not only strategy and business objectives, but the identity of the organisation and its relationship with customers and partners, who benefit from improved service delivery and the ease of dealing with an organisation that has a clear sense of its own purpose.

Operational excellence is key to exceptional performance for growth and value.

Internally, business strategy-led branding has benefits for leaders and senior management and also for employees. For business leaders, Organisational Brand Alignment delivers change faster by aligning the organisation behind its business targets. For employees, an understanding of the business vision helps them to play a full role in its delivery, offering both fulfilment and a greater sense of security. This in its turn contributes to greater productivity, innovation, customer service and the retention of key knowledge and talent.

Brand Architects excels as brand strategists for growth-orientated companies during times of substantial business change. We understand that more of the same will not create great new performance from your investments. We offer hard-nosed management of softer assets to create value faster, for a better ultimate return.

## **Need to know more?**

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**[www.BrandArchitects.com](http://www.BrandArchitects.com)**