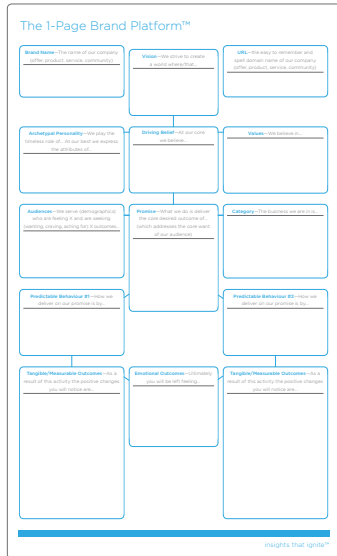


The 1-Page Brand Platform™

Fire Up Your Brand and Team...on one page.

The 1-Page Brand Platform



What is it?

Your organization, service, product or solution must capture the attention of your market and stand out from the crowd. The 1-Page Brand Platform™ is a framework marketers can utilize to craft their brand story in collaboration with customers and colleagues. The tool was designed to include all of the key information a marketer would need to clearly communicate and live their brand...on a single page.

Who is it for?

As an organizational leader, a marketer and brand leader, it's key to ensure everyone on your team is on the same 'brand' page and truly understands what you do, why you do it, how you do it and for whom. Our brand platform process will help bring clarity to your brand offering and set the stage for future brand development.

Why is it useful?

The 1-Page Brand Platform™ was developed to address the frustrating inefficiency and loss of opportunities marketing professionals and their communication agencies struggle with because of the lack of clarity about their brand.

The Brand Platform is important...but the collaborative process, used to develop it is even more important because it achieves buy-in with customers and company stakeholders early in the process.

Without this crucial buy-in, you end up with clever words on a page, but half-hearted ownership, and weak implementation.

With buy-in, you get inspiring clarity, energizing ownership, and efficient implementation that stems from true alignment.

How is it applied?

A series of facilitated conversations are undertaken with key customers and company stakeholders. Copious amounts of Post-It® Notes line the walls, and other creative devices and drawings help to work through the elements within the brand platform.

If you feel your team already has a deep understanding of your customer needs, a Brand Platform prototype can be developed in a few days.

However, if you want to engage your customers in the process (which we recommend), then it can take a few months. Our clients tell us the extra time is well worth the powerful results, because the voice of the customer validates and refines the internal perspective.

Now What?

If you are interested in learning more about our 1-Page Brand Platform process [let's set up a conference call](#) to walk through the elements within the platform. We will analyze one of your favourite brands and fill in the blanks within the Brand Platform. This direct experience is the best way to get a feel for the platform and how you might apply it.

You can review [Alex and Brady's experience](#) working with Strategic Fuel and applying our 1-Page Brand Platform process for their company, Juice Inc..