



The Branding Tree

The Seed. Every brand has at its core a seed, sometimes called the brand DNA, which inspires the whole enterprise and informs every aspect of the brand as it develops and grows.

The Roots. The roots are the foundational beliefs and structures that sustain and nourish the brand. They may not be visible to the stakeholders but they inform all decisions that ultimately create the brand experience. Brands are grounded in three core roots:

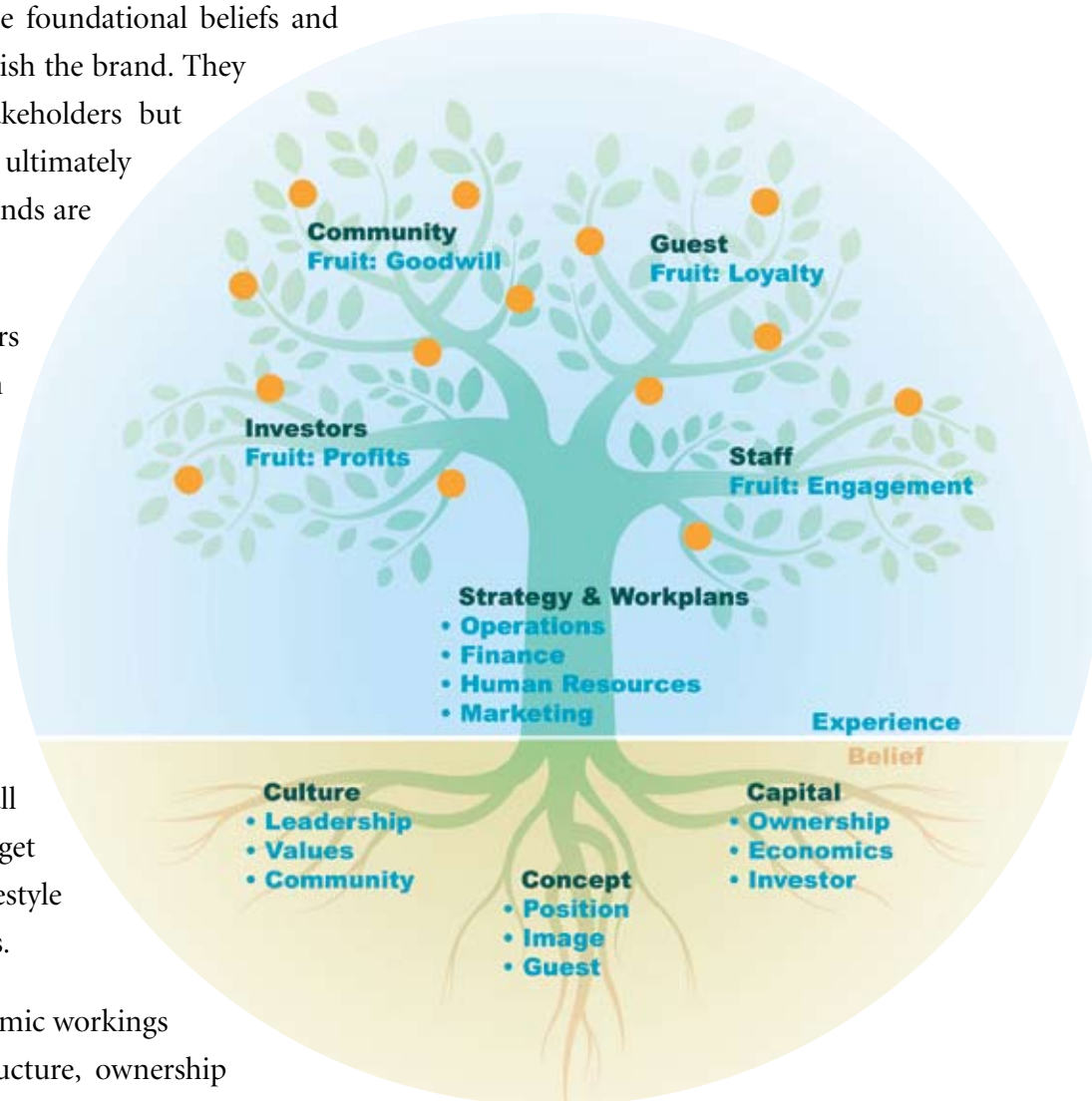
→ **Culture** refers to the behaviors and beliefs that characterize an organization. The culture grows out of the leadership's principles and behavior, the core values to be emulated and the way in which people choose to work together.

→ **Concept** refers to the image, product, services, and overall value this brand delivers to its target audience by satisfying their lifestyle needs better than its competitors.

→ **Capital** refers to the economic workings of the brand: the financial structure, ownership and economic model that balances investment, value proposition and profits.

The Trunk. This root system lays the foundation for the numerous decisions that make up the trunk or core operating system (including plans for finance, operations, HR, marketing, etc.). It is the execution of this trunk system that delivers the experience to all of the stakeholders.

Branches and Fruit. The implementation of these strategies and plans shapes the branches, the unique experience of stakeholders, which ultimately pays off in the fruits of loyalty, engagement, goodwill and profits.





The Branding Tree: Our Consulting Process

A Brand Is About the Experience It Creates

When consumers talk about brands, they are really talking about the experience those brands create. Establishing a distinct brand experience is essential; it's what differentiates your enterprise from your competition's. But creating a brand requires more than just an attractive image, logo or value proposition. It requires growing an organization grounded in distinct beliefs and values that are expressed consistently throughout the operations thus generating a unique experience for its guests, employees, community and investors.

Healthy Roots Lead to a Vital Brand

A tree is a living organism that grows from a seed and develops strong roots that support and nourish the trunk and branches that we see and experience. Similarly, a great brand sprouts from a seed, an initial vision, out of which grow the roots that ground the business. These roots, although not visible to the customer or staff, ultimately shape their experience. The fruit produced by a strong brand (guest loyalty, employee engagement, goodwill in the community, returns for investors) result from the careful cultivation of the roots. Plant the seed intelligently, be true to your roots, and you'll be blessed with a bountiful harvest.

The Process Answers Critical Questions

The Branding Tree process yields answers to many key questions that lead to the vitality of the brand, including:

What does our brand stand for?

What is creating our guest's experience?

How do we effectively manage our company's culture?

How do we reinvigorate and align our team around our company's mission?

How do we involve our team in crafting a shared vision?

The Branding Tree: A Process for Cultivating Your Brand

The Branding Tree offers a process for defining and nourishing the root drivers of your brand, bringing them to life through your operations to create a consistent brand experience that produces your targeted business outcomes (the fruits of your labor).