

ANATOMY OF A BRAND

Surface
Brand

NAME
LOGO
BRAND IDENTITY
PACKAGING
SOCIAL PRESENCE

Iconic
Capital

Experiential
Brand

STRATEGIC PLAN
RESEARCH
BRAND VALUES
MANAGEMENT STRUCTURE
CULTURE (OUTBOUND)
INVESTOR RELATIONS
MARKETING STRATEGY
SALES STRATEGY

Financial
Capital

Brand
Equity

ENGAGEMENT
NPS
CUSTOMER RELATIONS
LOYALTY CLUBS
KNOWLEDGE MANAGEMENT
DATABASE / CRM

Emotional
Capital

HUMAN RESOURCE
CULTURE (INWARD)
STAFF MOTIVATION
RECRUITMENT PROGRAMS
BOH ENVIRONMENTS

Human
Capital