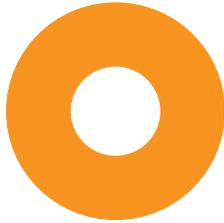


Brand Critique -The Starting Point

Increasingly, when it comes to developing their brand, many corporations and other organizations simply don't know where to start. Would market research help? If so, what would it try to identify...and what is the research brief? (This can be an expensive starting point, so it's important to get it right.) Is the brand image, style, identity right for the brand? Does it 'communicate' the desired brand philosophy, values and proposition? Or, quite simply, are your graphic designers on the right track?

In the complex world of brands and brand communication, there are no shortage of questions that can be asked...and asking the right questions can be the starting point for the whole process of adding real equity to your brand. That's why we introduced the idea of *the brand critique*; a simple introductory meeting that provides unbiased and well informed feedback on what you've got or what you're hoping to do with your brand.



What you can expect

The Brand Critique adopts the established cornerstone of art school education - the crit. It works like this:

- i) You assemble a few people from your organisation, people involved in the brand or with a vested interest in its success - irrespective of their job function or position within the company (an intern is taken as seriously as a Chief Exec). The key factor is that there is more than one person, the dynamic is important.
- ii) You meet with one or two Orchard team members. The meeting has to be face-to-face. (The changing 'temperature' of the room is often more important than any facts or information.)

- iii) You show something. Here the emphasis is on the actual rather than the virtual. It might be designs for a brand identity, a new website, the findings from some recent research, an idea, a brochure, a new name, a corporate video, a strapline, or whatever. But it will be something actual - which means it is unlikely to be some internal powerpoint presentation or proposal. And it doesn't have to be something you agree with; indeed, disagreement is highly productive in identifying what is really going on.

- iv) We listen to what you and your colleagues have to say. We might ask a few questions. Then, in this live environment, we deconstruct the situation and explain, quite simply, what is happening... what the implications are for the brand. We might even identify a route forward.

- v) After the meeting we produce a short report that identifies the key issues identified - and any recommendations made. What happens next is down to you. Although most clients decide to opt for one of our Brand Philosophy Workshops, there is no expectation or obligation at this stage to continue the discussion (which, needless to say, will always remain confidential).

Timing and Cost

This is a low-cost, proven method of gaining valuable feedback and insights into what you are trying to achieve with your brand. It also acts as a catalyst for getting things done. For a Brand Critique in the UK, which normally takes about 1-3 hours, the cost is usually between £1,500 and £2000 (plus travel and subsistence expenses, charged at cost).