

How BrandTogether™ Works



Brand Intelligence

We start by conducting three levels of research to help you understand what your audiences and your organization needs now.

- 1 **Internal Intelligence:** Guided discovery session(s) with your internal stakeholders to get to the heart of what makes your organization special
- 2 **Audience Intelligence:** One-on-one interviews with your customers and partners to reveal why they choose your brand over all others
- 3 **Competitive Intelligence:** A deep dive into your competitors to dissect their brand strategies, identify patterns of sameness in the market, and spot clear opportunities for your brand to differentiate itself



Brand Strategy

Informed by our brand intelligence, we build a powerful, three-pillared brand strategy that you can go to market with immediately.

- 1 **Business Descriptor:** A clear and consistent definition of what your organization does
- 2 **Key Differentiators:** The 3-5 things that you do better or differently than anyone else, moving beyond clichés to articulate your true unique selling propositions
- 3 **Tagline:** Your organization's ultimate rallying cry, positioning statement, and brand promise



What's the Secret Ingredient? Emotion

Studies show 95% of purchasing decisions are driven by emotion. Across our **BrandTogether™** process, we'll guide you through your audiences' emotional needs to build a brand that speaks to them at their core.

The Companies That BrandTogether™ Win Together

We've helped teams in virtually every industry and sector move from dull "what we do" marketing to powerful "why you should choose us" branding. Here are just a few of them.



Get a Free BrandTogether™ Demo

Want to see our process in action? Contact us at 410.296.0800 or [Hello@DevaneyAgency.com](mailto>Hello@DevaneyAgency.com) to schedule a guided walkthrough now.

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