



key indicators - descriptions

exploring // When your brand is busy discovering, collecting ideas and exploring the possibilities within its environment. This stage usually begins in the early development phase of a new idea. It requires an in-depth understanding of the cultural, experiential, emotional and functional attributes that affect and help shape the personal characteristics of your brand.

focusing // When your brand needs to inspire the market place with confidence. From inception, to the time your brand enters the environment, it develops brand characteristics through clear direction, guidance and discipline. It is not until this knowledge is built that your brand has the solid platform needed to deliver on its promise.

working // When your brand is not being pro-active and is going through its day-to-day routine. Many brands may decide to remain in this stage for the rest of their "life", becoming comfortable with its surroundings and content with the financial rewards. Here, it is vital to communicate what has been learned in the focusing stage and deliver on the intended brand promise.

propelling // When your brand needs an injection of creative inspiration. In this stage, attention shifts from being comfortable and earning reasonable rewards to excelling and creating buzz. It is marked by achieving outstanding results and taking centre stage. The benefits of excelling bring greater brand performance and opportunities.

mastery // When your brand's value has reached climax stage, allowing it to become highly recognised and superior within its category. A brand in this stage works less, produces extraordinary results with minimum effort and is highly respected. A wise brand at the pinnacle of success. This stage requires careful monitoring and reviewing processes to protect against any lack of, or sudden drop in brand integrity.

transcending // In this rare stage, the brand's focus shifts to harmonising. Using the extraordinary knowledge and experience acquired, your brand bends, breaks and transcends all the accepted rules. Brands at this point produce the kind of results that defy current and past trends and shape society perceptions. This stage requires innovative thinking through re-defining the category standards.

life calling // When your brand is going through a reflective phase, where the brand life is defined and re-defined. Life calling can either be triggered from having a vague sense that a problem exists through to the envisioning of new goals. A life calling can come at any time, causing perspectives to undergo a mild to radical shift. This can be heralded by market crises or a series of noteworthy events. Often this stage prepares your brand to enter the re-birth stage.

re-birth // When your brand has reached the end of a life and before it runs out of force. The zero stage of re-birth is the process of undergoing a fundamental brand life transformation. Your brand emerges transfigured. A new and different life awaits to be discovered. To understand it, brands must start by entering a new exploring stage.

