

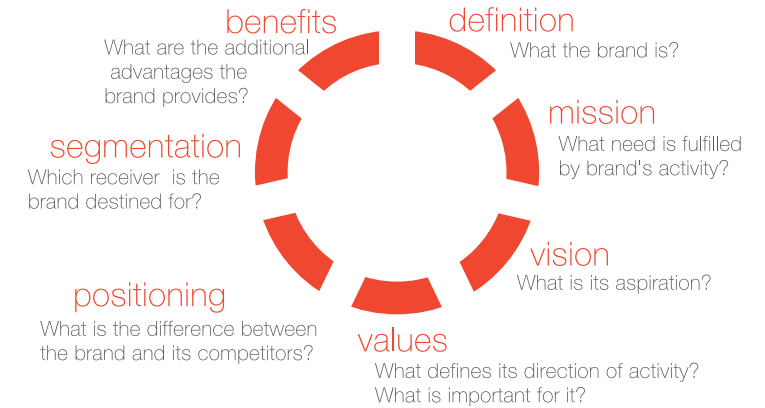
# Strategy

The strategic products created by Follow aids in a competent manner to created and modify chosen aspects of the brand's activities, in order to fulfil the aspirations of the owners. Certain components of this package may also be used to improve the management of the portfolio of brands.

# Follow The Definition

Follow The Definition is a strategic product, enabling the creation of new brands from scratch, taking into account the specifics of the market and investors expectations. It can be also used to redefined the existing concept. As a result of this a complete proposition of a functional model and visual strategy is conceived, assuring its recognition and acceptance by consumers.

This material should become the ideological basis, coordinating all the brand's activities in a manner, which enables the creation of a defined image. This creates the opportunity to influence consumer expectations, by creating their perception of the brand. Meeting their expectations and attaining their acceptance, enables the achievement of business plans and targets.



- description of the current situation (conclusions from brief)
- brand's mission statement
- brand's vision statement
- definition of brand's core values
- brand's positioning
- brand's segmentation
- brand's benefits statement
- definition of a brand's image goals and desired associations
- foundations of image policy on organizational, creative (pictures+words) and behavioural level
- description and analysis of image of competitive brands
- SWOT analysis foundations of brand definition
- summary

# Follow The Voice

Follow The Voice is a strategic product, which defines the scheme of the brand's verbal communication in such a manner to stimulate the desired reaction on appearance , from consumers. The message is uniquely created linking the idea with the appropriate communication mediums and style. All mediums ,apart from transparent communication, also reinforces the defined impressions on consumers.

This influences the degree of brand awareness along with the understanding and acceptance amongst external opinion groups. This in turn enables the attainment of a strong and lasting market position. The final result of these actions, is a brand of good reputation, solid foundations, which makes it easier to exist and function in the market environment.

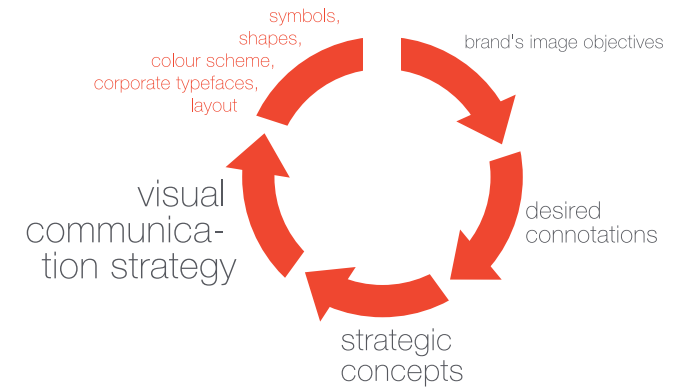


- definition of brand's image goals
- quantitative and qualitative analysis of texts used by brand
- characteristics of language used by competitive brands
- effectiveness of competitors verbal communication evaluation
- foundation and rules for creating texts for a brand (directions for style, length of sentences, using of adjectives, mood of communication, type of lyrics, desired symbolics, recommended metaphors, etc.)
- do& don'ts
- examples of texts
- (if needed) detailed brand's texts constructing manual for press releases, crisis PR, business offers, advertising, etc.
- summary

# Follow The Vision

Follow The Vision is a product, which assists in organising the entire visual communication of the brand, in such a manner, in which every appearance of a graphical character is compatible and builds the required corporate image.

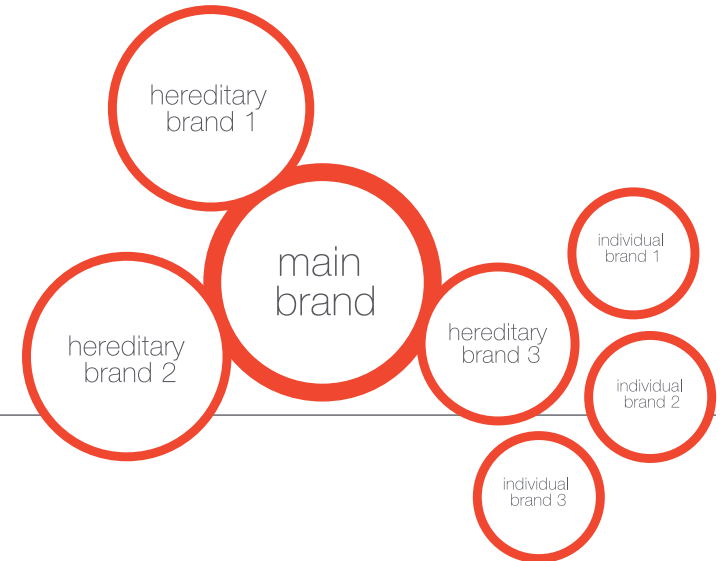
The base of this product is to create or modify the visual communication strategy. This is a set of rules, regulating the principles of projecting material of a graphical character. When applied in tandem, they are able to make the appropriate impression on the beholder, becoming one of the main elements of a compatible brand image. Independent of the context, in which one would like to be perceived, the image becomes more consequent for the receiver, and through its distinct character, more desired and understood by the target group.



- brand's image goals definition
- brand's visual communication quality analysis and evaluation
- foundations of creating brand's visual messages
- definition of desired colour sets for a brand
- definition of desired shapes for a brand
- photo style of publication foundations
- brand's style of publication
- brand's typography set
- do & don'ts
- examples of stuff
- summary

# Follow The Shape

Possessing a few brands, symbolises a tremendous business image creation, to be exploited. Follow The Shape is a strategic product, which entails activities formulating the architecture of the brand, delivering the greatest advantages for its owner. As a result of this activity, a concept is developed, which enlarges the range of each sub brand and strengthens the the leading brand. The mutual relations among the brands are so organised , so as to strengthen each element, however leaving the ability to function independently.



- current brand's situation analysis
- definition of problems and criteria of evaluation of brand's portfolio new shape
- brand's main market of activity characteristics
- competitive brands power analysis
- new architecture of brands portfolio proposal
- detailed description of a role of every brand from portfolio
- definition of sets of communicative values for a whole brands portfolio and all brands individual
- brand's portfolio new shape explanation
- market effect of implementation new shape simulation
- summary



tel. +48 71 3444 232  
gsm. +48 502 604 038  
email. [biuro@2follow.pl](mailto:biuro@2follow.pl)

Follow  
ul. Krainskiego 16  
50-153 Wrocław  
[www.2follow.pl](http://www.2follow.pl)