



**natrel**  
COMMUNICATIONS

# Global Branding

Globally Consistent. Locally Adaptable.

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## **The Challenge:**

How do you ensure the use of consistent branding elements across global markets while providing regions with the flexibility to address their unique cultural and regulatory requirements?

## **The Solution:**

Natrel will employ rigorous discipline through the following comprehensive, step-by-step process to help you maximize your global branding opportunity.

### ***Laying the groundwork for success...***

- Enlist the input and participation of all stakeholders, maintaining consistent contact through international meetings and/or Web/teleconferences
- Identify both global and market-specific issues and opportunities
- Establish brand positioning that is relevant across all markets
- Conduct a brand personality workshop
- Capture selected positioning and personality and other global team decisions (ie, creative strategy) in a formal Brandscape that defines the creative challenge and aligns expectations

### ***Defining the brand and the rules that protect it...***

- Conduct branding exploration with provisions for adaptation across multiple markets
- Test selected concepts across representative markets
- Establish branding elements for final concept (eg, color palette, page architecture, stylistic motif, fonts, logo [word mark and symbol], branded language)
- Create a library of approved key messages to be drawn upon, as appropriate, by specific regions
- Develop a comprehensive brand guidelines document that specifies mandatory elements, delineates parameters for allowable customization, includes a library of approved images, and provides examples of tactical promotional and scientific executions

**We would be happy to present a global branding case study at your convenience!**

## **Contact:**

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**If you think your global brand would benefit from our proven system of meticulous cultivation, plant it here...and watch it grow.**