ADVICE TO A BRAND MANAGER

The 5 stages to successfully visualise and verbalise an idea

### 1st stage

DESIGN the key properties, i.e. the visual and verbal identity for the brand or product to be used in ALL media. This is a conceptual work, i.e. an IDEA and not a final execution! This is best done in collaboration with your Design and/or Advertising agency or Communication Counsellor. The idea is best 'conceptualised' with rough layouts using traditional magic marker sketches.

### 2nd stage

Execute the chosen idea in at least 3 media as for instance packaging, print advertising, website, POS material, TV or outdoor. Here the design computer is the best tool, but remember that the execution is still on the conceptual stage. Do not yet judge the executional quality!

### 3rd stage

Design the final execution of this idea for the package which will ALWAYS be the main medium for the identity, as this is what the consumer is looking for and buying. Build in a powerful 'call-to-action' message, be it an extraordinary appetite appeal, a powerful selling text, easy-opening or re-closure systems, a nutritional plus, etc.

Do not forget to judge your work in the real context, i.e. do a REALITY CHECK. Put your pack on the shelf next to competitors and your outdoor ad so it is understood at a 20-30m distance surrounded by other ads.

### 4th stage

Prepare a 1-5 page identity guide with a short explanatory text and DISTRIBUTE it to all parties involved, i.e. agencies, purchasing, sales people, legal advisors, etc. to make them understand the thinking behind the idea/concept.

### 5th stage

UPDATE, SIMPLIFY AND AMPLIFY continuously. A brand or product identity is a living matter as the competitors and distribution channels constantly change.

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Avoid working with agencies that give you many solutions to choose from. If they are professionals, they should know what you need and therefore submit the one proposition they think is right for you, with a maximum of 2-3 alternatives.

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