Making Yours the Only Choice:
Strategic Brand-Building for Double-Digit Growth
“I know what my company stands for and what makes our brand(s) different from our competitors.”
**Intangible Asset Value Pyramid**

- **Stature**
  - Company "Why"
  - Brand Architecture
  - Brand Bundle
  - Emotional Connection

- **Esteem**
  - Personality
  - Reputation
  - Sales Experience, Culture

- **Visual Elements**
  - Logo
  - Web, Collateral, Signage, etc.
A simple model that makes you money.

HOLLAND HELIX®

Aligning Your Business, Your Brand and Your People
Clear Brand Distinction
your brand is your promise.
It is evidence of your distinction.
-2- Clear and Compelling
-3-
Brand Efforts in Strategic Planning
Brand Development vs. Branding
HOLLAND HELIX®

BUSINESS STRATEGY
CLARITY

BRAND STRATEGY
CONSISTENCY

PEOPLE STRATEGY
CONNECTIVITY
360° EXPERIENCE

PERSUADERS

AFTER THEY BUY

BEFORE THEY BUY

WHILE THEY ARE BUYING
commitment vs. compliance