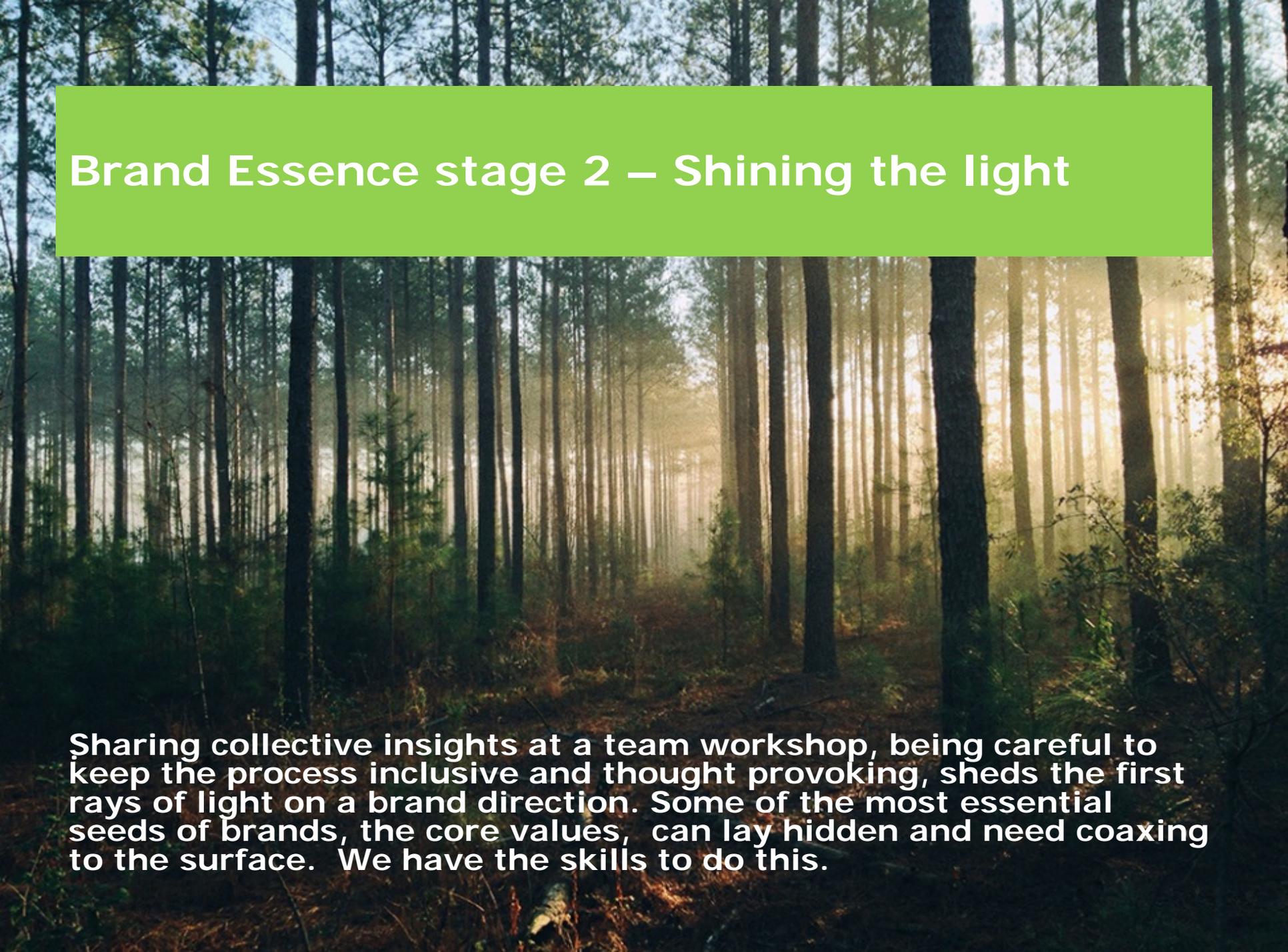
A misty forest scene with tall trees and a path leading into the distance. The trees are dark and silhouetted against a lighter, hazy background. The overall mood is serene and mysterious.

Brand Essence stage 1 - Starting the journey

First step in a journey of brand discovery is to scope out the task in detail. Understand what we know, find out what we don't, and explore for missing information. We need to identify the dangers and opportunities - it's a very competitive environment, so knowing what drives your challengers is fundamental.



Brand Essence stage 2 – Shining the light

Sharing collective insights at a team workshop, being careful to keep the process inclusive and thought provoking, sheds the first rays of light on a brand direction. Some of the most essential seeds of brands, the core values, can lay hidden and need coaxing to the surface. We have the skills to do this.



Brand Essence stage 3 – Finding the ingredients

When we look closer at characteristics, traits and values, a plethora of brand ingredients is revealed, to be explored and refined. Each is tested in our inclusive workshop for relevance and strength, leading to agreement on the vital ingredients that will give your brand direction and positioning.

Brand Essence stage 4 – Distilling the magic

Taking the essential ingredients from the workshop, we crystallise your brand positioning, advertising proposition and differentiation support. You now have a distilled essence that is unique and collaboratively evolved. This brand essence is the catalyst that will nurture creative ideas for all your marketing perspectives.

Outcomes of the Brand Essence process

Research insights audience attitudes and values, mindset, media habits



Conduct Brand Essence process workshop - **Create differentiation**



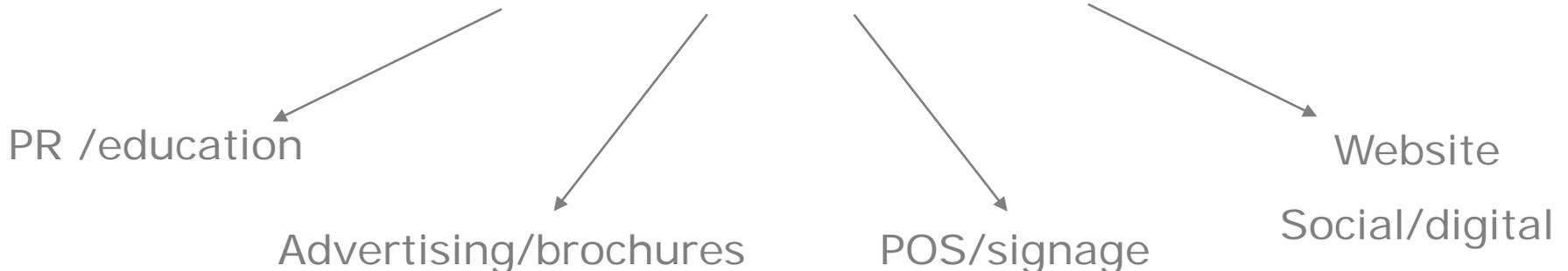
Develop positioning and creative focus



Build a brand identity and key messaging (+ guidelines)



Central creative idea (all audiences)



The Evergreen Brand Essence process

Contact us now to discover how your brand could stand apart by using the Evergreen Brand Essence process to find your unique identity through our stakeholder workshop techniques.

Gill Walker

+613 9413 9900

gill@evergreenam.com.au