

H O W T O C R E A T E Y O U R O W N  
B R A N D I M P A C T C E N T E R .

**VIBRAND**  
EXECUTIVE BRAND CONSULTING



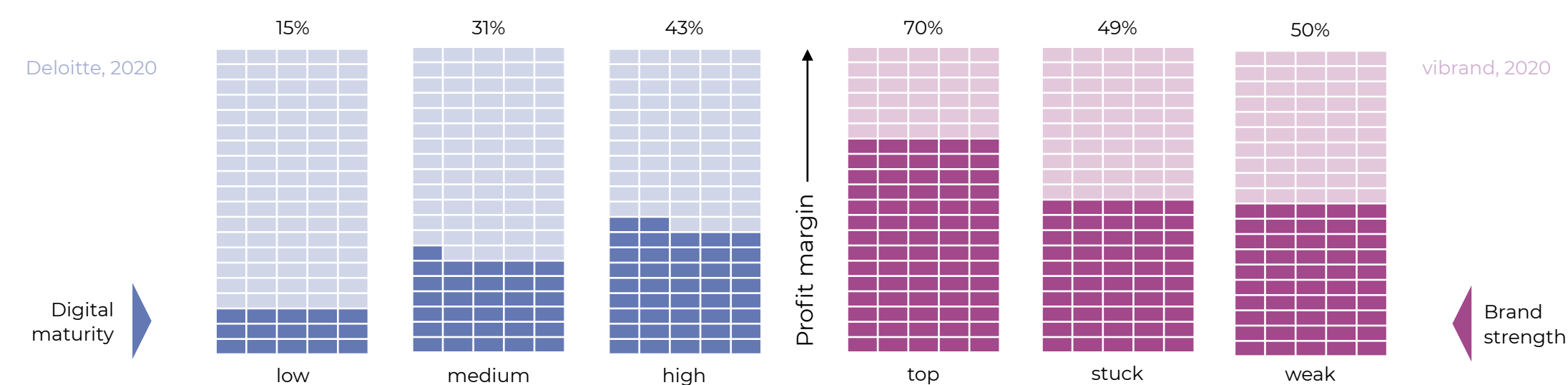
OLIVER SCHMITT  
CEO & FOUNDER

WHY WE CREATED VIBRAND

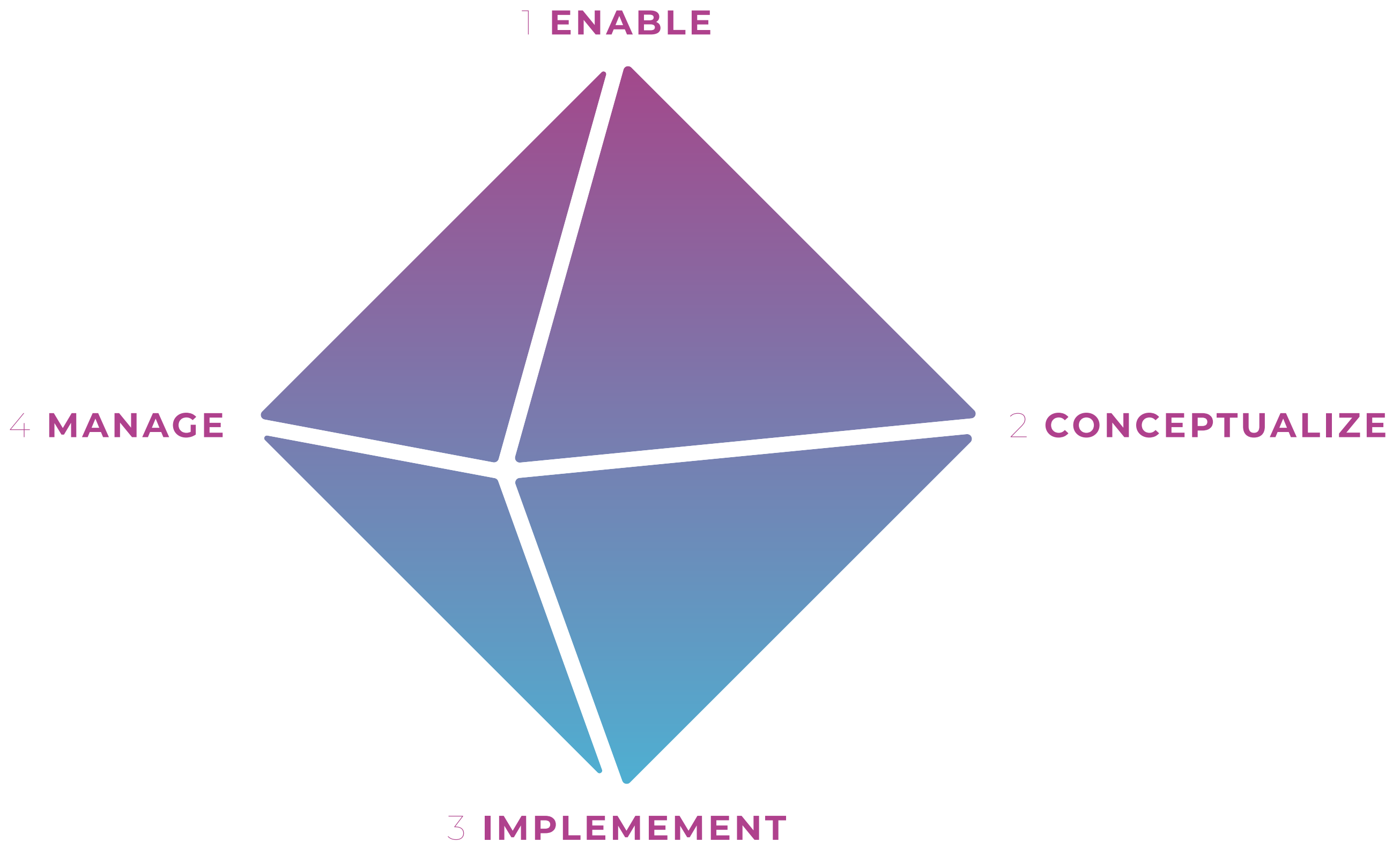
# BECAUSE YOUR BUSINESS DESERVES IT

Countless studies prove time and again that the degree of digitization and brand strength are decisive for success. That is why we are committed to realizing digitally driven, brand-centric corporate growth as a guiding principle.

Our study on "Brand Growth Capacity" as well as the Deloitte study "Uncovering the connection between digital maturity and financial performance" from 2020 show the profit-relevant impact correlation:



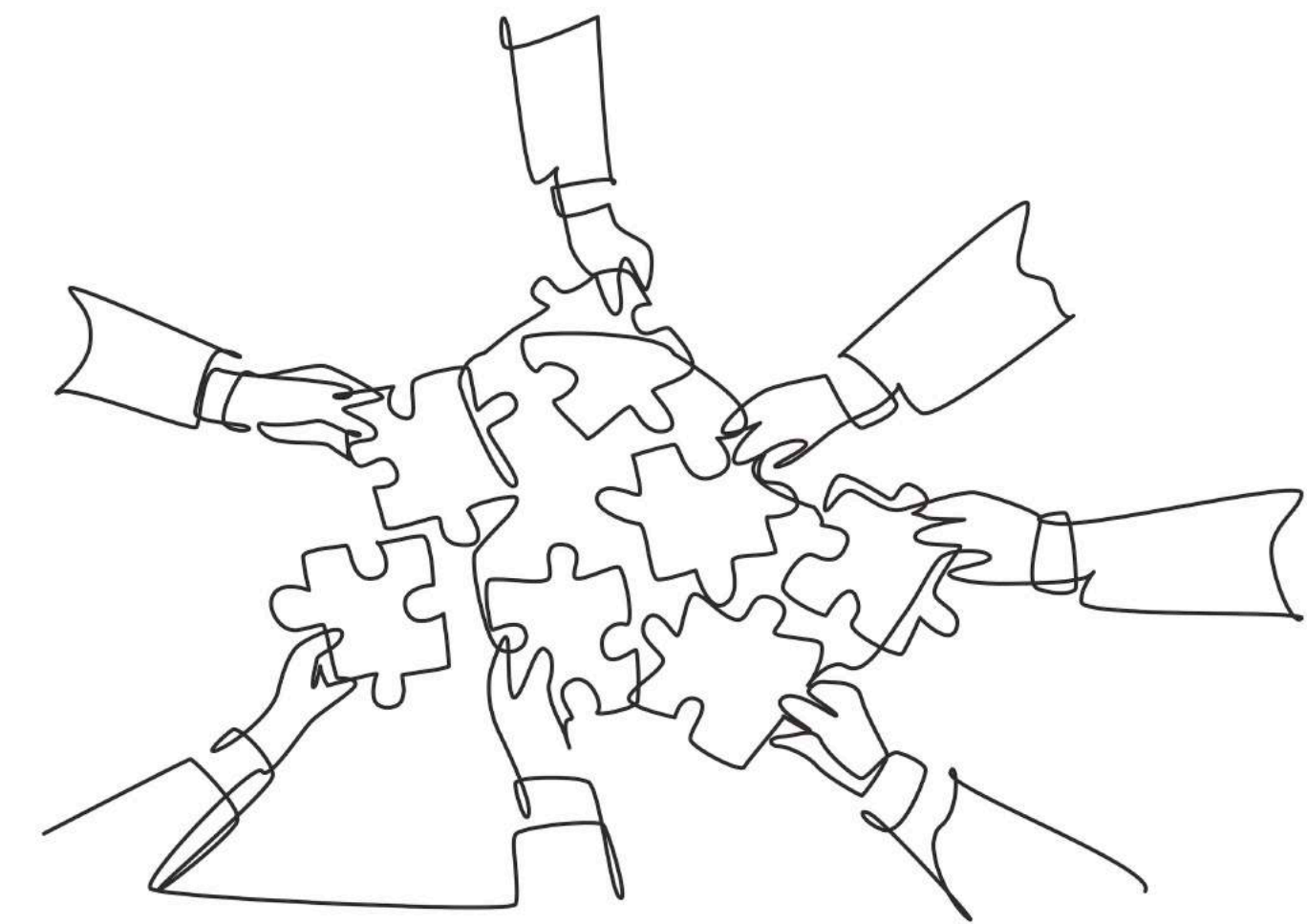
WE RECOMMEND A 4-STEP APPROACH FOR THE SUSTAINABLE REALIZATION OF AN EFFECTIVE IMPACT MODEL:



**4 attitude-key points** to realize the impact center for your company:

1. Assemble a **team** that meets the necessary openness as well as resources for constantly changing environments and in which the personalities complement each other optimally.
2. Establish **pragmatism** as a key element to move quickly from concept to implementation.
3. Build strategic, digital, and branding **skills** within the team and ensure that these skills are continually enhanced.
4. Encourage a "**hands-on**" mentality to generate a competitive advantage in the effective realization of new approaches.

## ENABLE AGILE BRAND MANAGEMENT



THE LEVERAGING COMPONENT



**ENABLE** AGILE BRAND MANAGEMENT THROUGH A TEAM ASSEMBLED WITH INTELLIGENCE AS WELL AS SENSITIVITY AND THE APPROPRIATE CULTURAL FOUNDATION WITHIN THE ORGANIZATION.

**4 conceptual-key points** to realize the impact center for your company:

1. Conceptualize a **brand strategy** that encompasses positioning, customer experience and market performance - and is synchronized with the business model, organizational structure and culture.
2. Build those contents that promote the goal-oriented **awareness** with appropriate content management, communication and design.
3. Develop that customer experience management that ensures the necessary depth of **relationship**.
4. Design that **performance** plan that generates sufficient leads and conversions based on a technical, organizational and operational fit.



## ENABLE CONCEPTUAL STRENGTH



# CONCEPTUALIZE THE „STRATEGY“ TO „PERFORMANCE“ APPROACH

## BRAND STRATEGY

- Customer journey analysis
- CX objectives
- CX framework & guidelines
- CX operating model
- CX culture

- Value innovation
- Purpose
- Core competencies
- Vision & objectives
- Competitive strengths
- Positioning
- Architecture
- Channel selection
- Content & target system
- Monitoring model
- Activities & omnichannel synchronization
- Operating model
- Performance culture

## KNOWLEDGE

- Brand awareness
- Brand image

CONTINUOUS IMPROVEMENT

CONTINUOUS OPTIMIZATION

- Brand communication
- Brand content management
- Brand design

## RELATIONSHIP

- Brand satisfaction
- Brand trust
- Brand attachment
- Brand loyalty

CONTINUOUS IMPROVEMENT

CONTINUOUS OPTIMIZATION

- Customer journey design
- Brand experience management

## PERFORMANCE

- Visibility
- Omnichannel synchronization

CONTINUOUS IMPROVEMENT

- Leads
- Conversions
- Reconversions

CONTINUOUS OPTIMIZATION

- Channel dedication
- Executional excellence
- Technical, organizational & operational fit

**BRAND VALUE**

## CONCEPTION



## IMPLEMENTATION & TRANSFORMATION



## MANAGEMENT

Conception spendings

Communication spendings

Relationship spendings

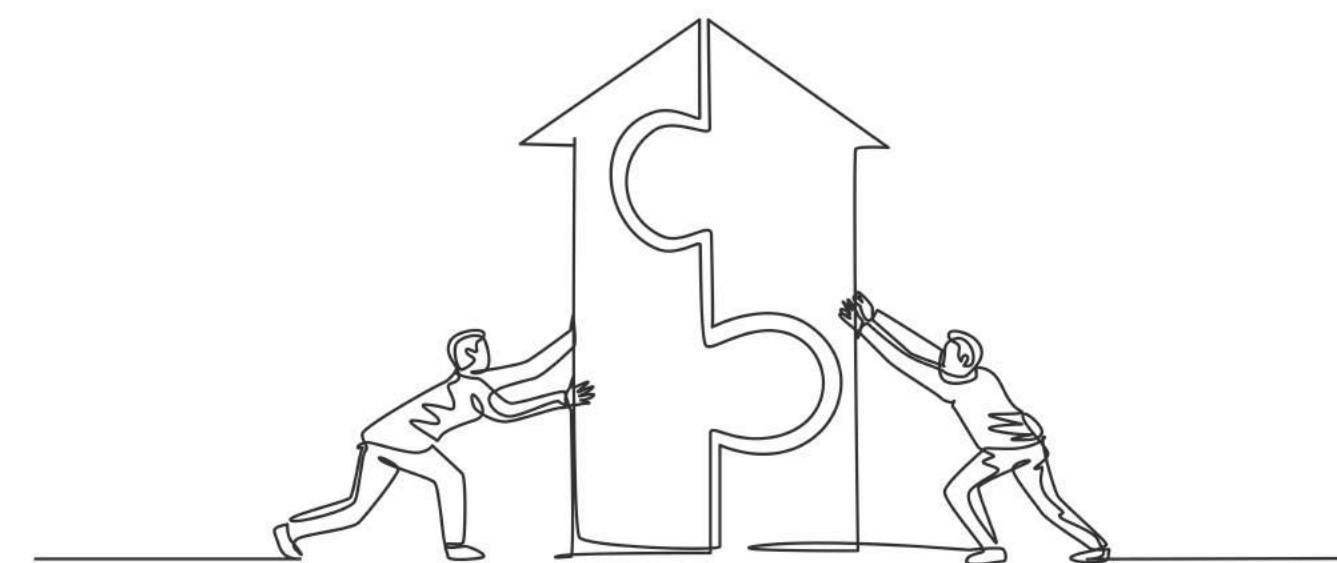
Performance spendings

### 4 implementation-key points to realize the impact center for your company:

1. Ensure that the **implementation** of the innovative measures is conscientiously prepared at all levels - right down to the operational processes.
2. Set up **agile** tools and flexible alignments as standard - change decisions must be able to be made quickly.
3. Accompany the **transformation** with attention and, if necessary, independent coaches - changes always represent stress tests for the affected managers.
4. In parallel to the structural transformation, prepare the basis for cultural development - in addition to data-based management, a corresponding C-level **commitment** is indispensable.

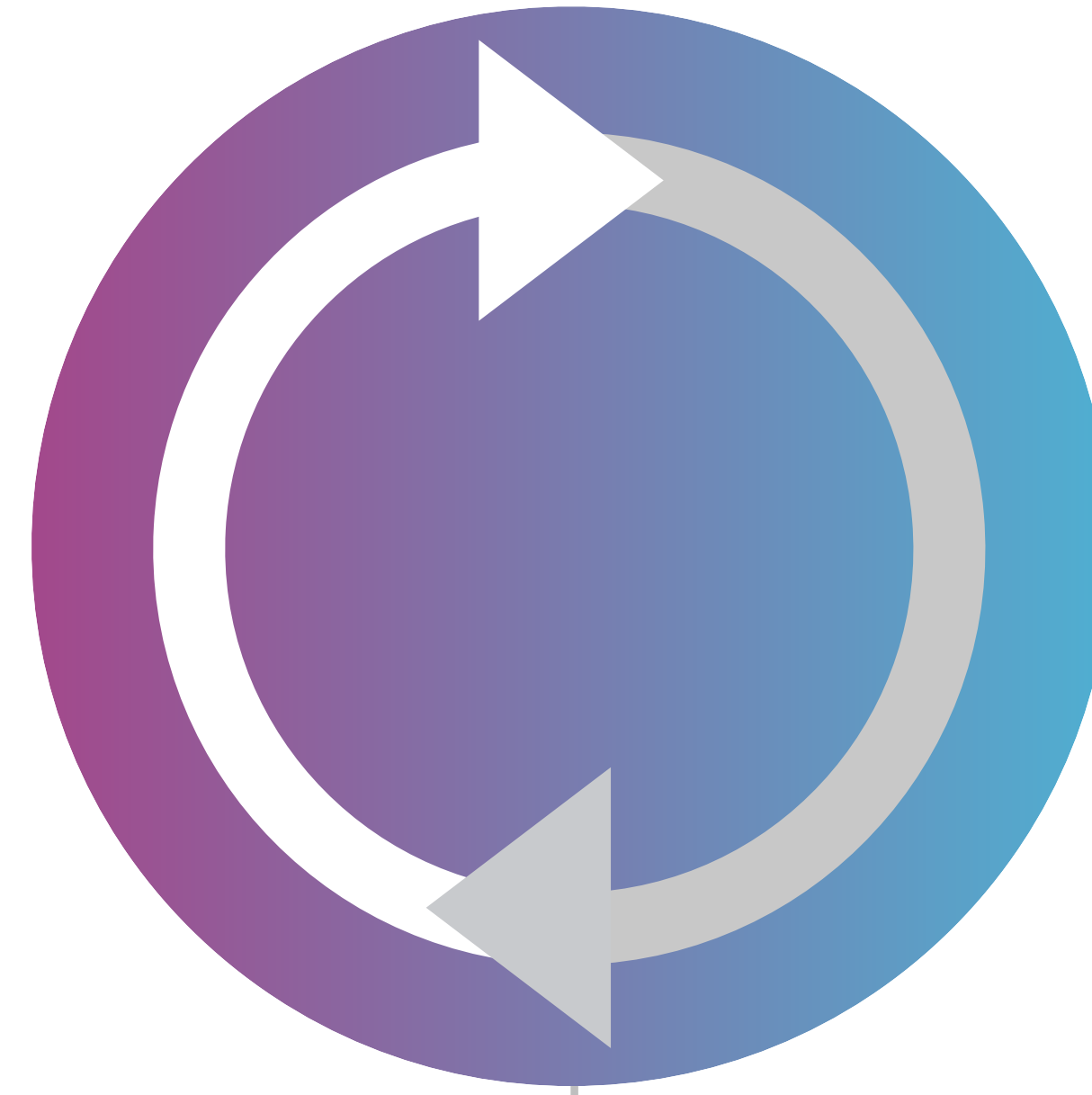


## ENABLE IMPLEMENTATION & TRANSFORMATION





# IMPLEMENT INNOVATION & TRANSFORM YOUR BUSINESS



**Implement digital innovation measures**

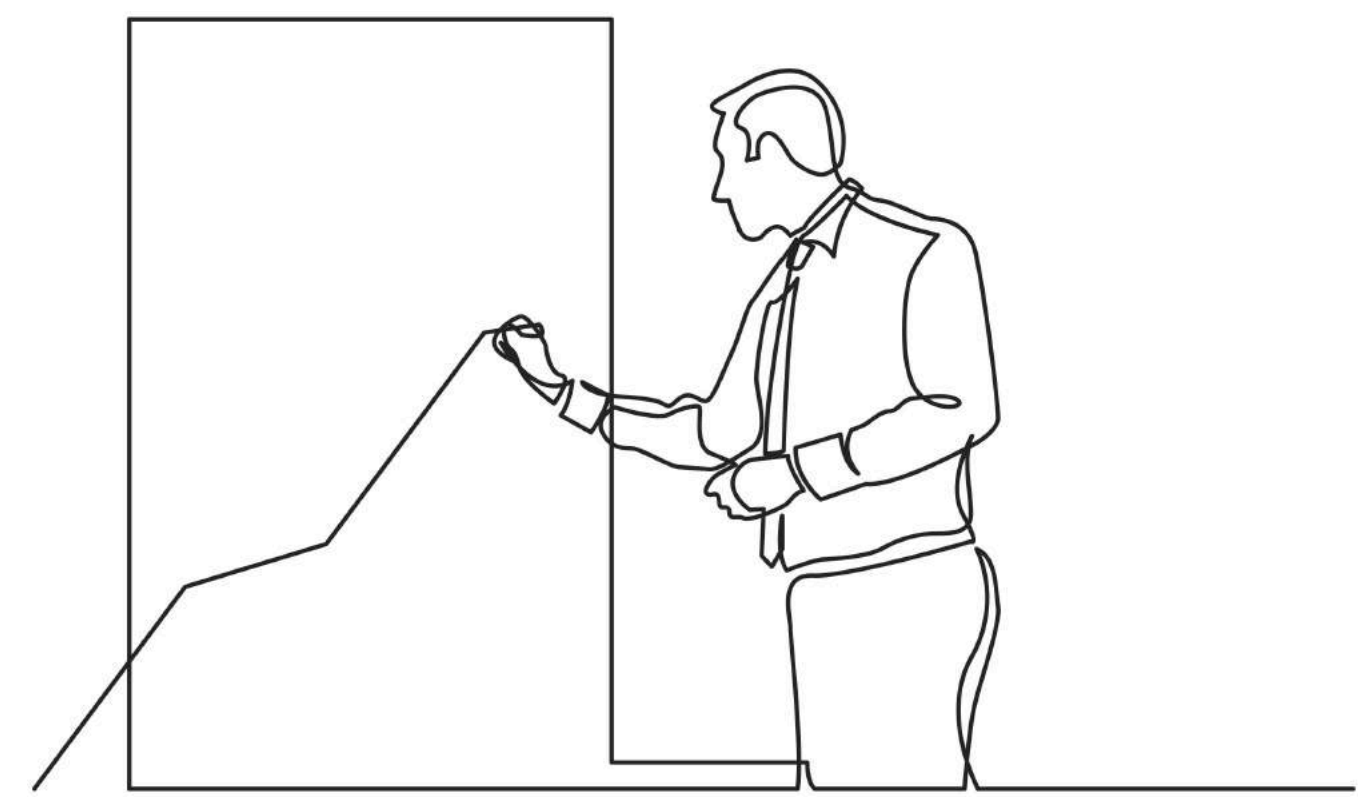
**Brand-centric transformation of structure & culture**

### 4 management-key points to realize the impact center for your company:

- 1. Fully **support** the changes started and make bold decisions when necessary.
- 2. **Live** an approach of ongoing optimization to get the most out of the measures for the company.
- 3. **Promote** a culture that is open to learning and, in this sense, failure-tolerant, and that enters into an ongoing improvement process through constant knowledge loops.
- 4. **Stimulate** innovation and creativity focused on sustainable performance through a bundle of diverse initiatives and actions.



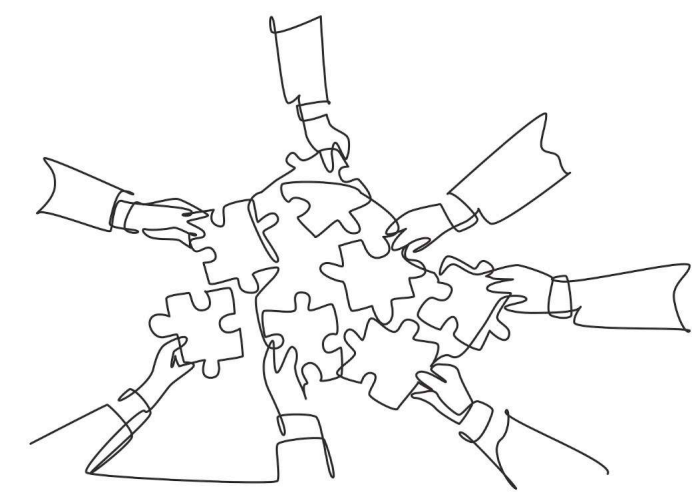
## ENABLE PERFORMANCE



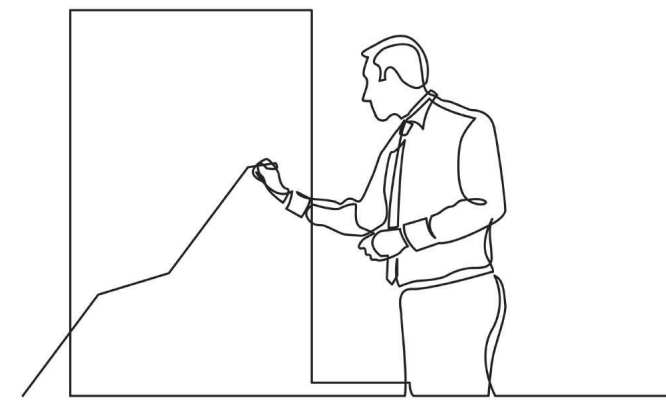
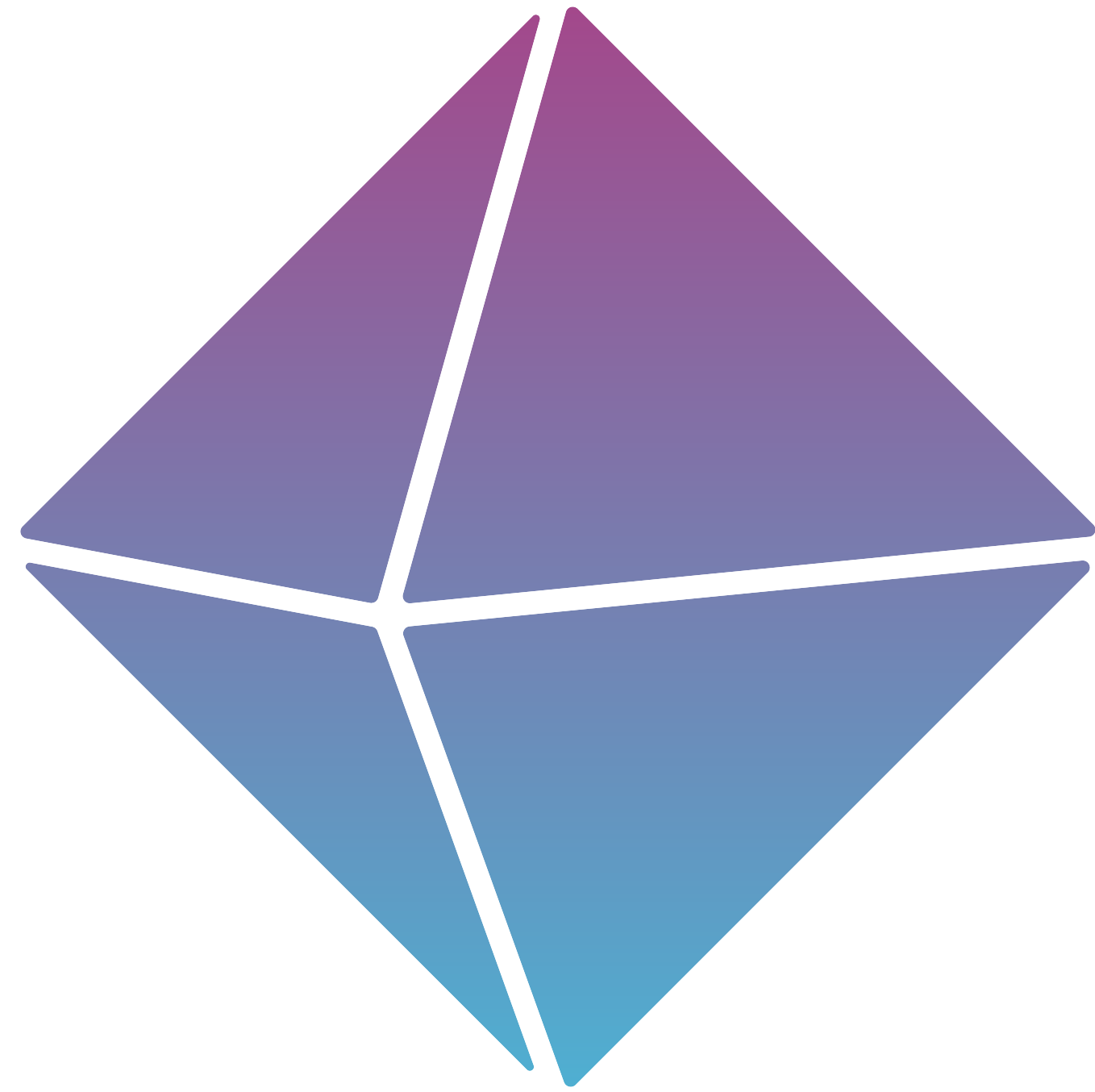
THE MANAGEMENT IMPERATIVE

A large flock of birds, possibly terns, is captured in mid-flight against a pale, overcast sky. The birds are arranged in a dense, circular formation, creating a large, dark, textured shape that resembles a giant's hand or a massive wheel. The foreground shows a blurred field of tall grass and a few bare trees on the left side.

**MANAGE** ONGOING OPTIMIZATION & ORGANIZATIONAL EVOLUTION THROUGH  
FULL SUPPORT, A PROMOTED CULTURE & STIMULATED INNOVATION.



1 **ENABLE**

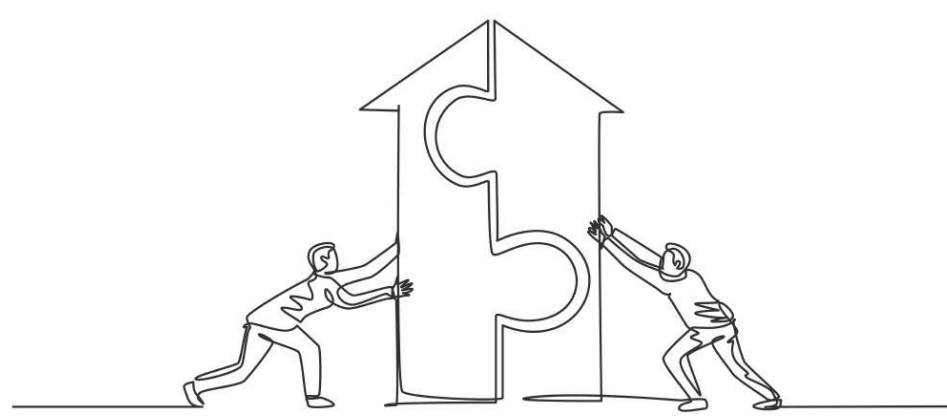


4 **MANAGE**



2 **CONCEPTUALIZE**

3 **IMPLEMENT**



# VIBRAND FOR YOU

## OUR SERVICES

We offer implementation-oriented brand strategy to accompany companies with their brands to new opportunities for success. We do this with an appropriate level of detail - enabling organic growth in all aspects.

Our approach is always pragmatic and designed with the achievement of goals in mind. Typically, we start with a short briefing and a first sub-project. With a selected team of experienced marketing and brand professionals, suitable holistic brand concepts for strategy, experience and performance are developed.

On this conceptual basis, vibrand uses a network of agencies and specialists to ensure the implementation and management of the defined strategy. This ensures a bridge between a constantly growing number and complexity of different channels as well as service providers and tools. vibrand is thus a partner for coordinated & measurable brand management in the course of digital transformation across all industry boundaries.

**Our mission is to design and effectively realize growth ambitions in a sustainable manner, adapted to the respective brand competence.**

- ▶ Brand strategy
- ▶ Digital transformation
- ▶ Customer experience
- ▶ Marketing performance
- ▶ Brand-centric organizational development



# GET IN TOUCH

VIENNABRAND GMBH  
VIBRAND.AT

## LOCATION

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MITRA WINTER

**Enabling sustainable, digital-driven &  
brand-centric corporate growth.**

