

H O W T O A C H I E V E
B R A N D L E A D E R S H I P

A 4 - S T E P G U I D E

Including 4x4
practical tips plus
checkboxes.

VIBRAND

ENABLING BRAND LEADERSHIP



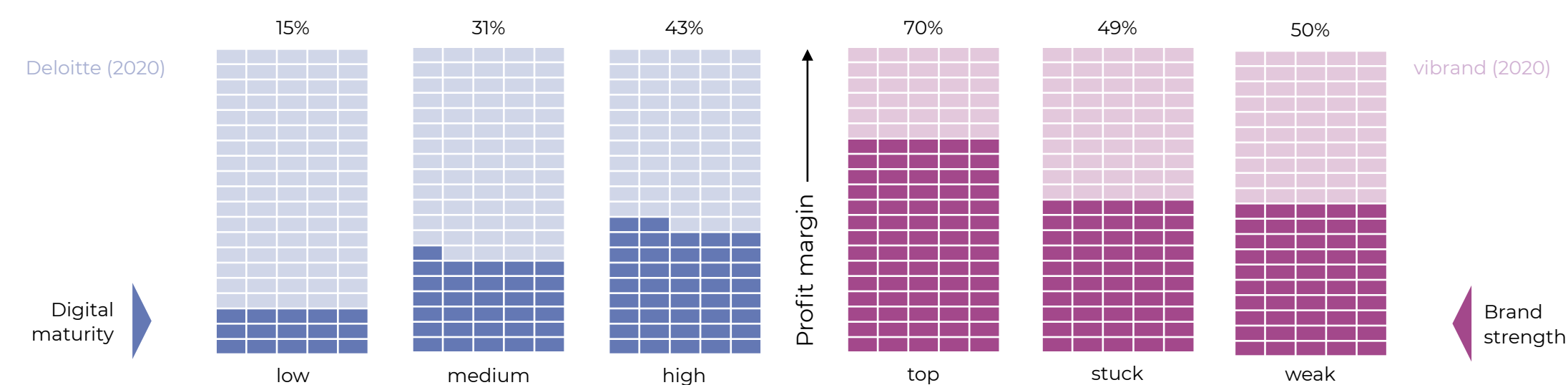
OLIVER SCHMITT
CEO & FOUNDER

WHY WE CREATED VIBRAND

BECAUSE YOUR BUSINESS DESERVES IT

Countless studies prove time and again that the degree of technical advancement and brand strength are decisive for success. That is why we are committed to enabling brand leadership for tech businesses & startups as a guiding principle.

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





THE BRAND LEADERSHIP IMPERATIVE

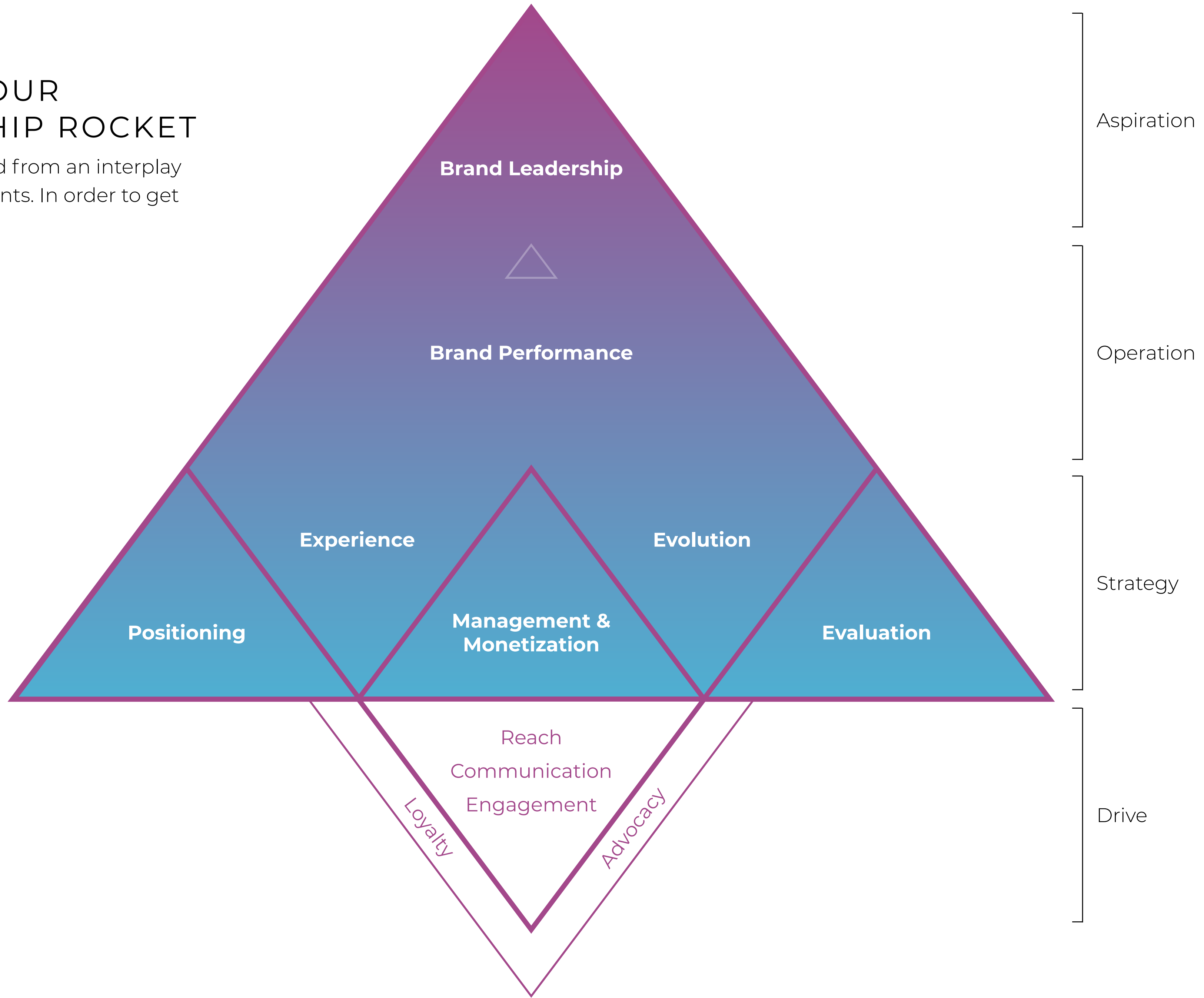
BRANDS ENABLE ORGANIZATIONS TO CREATE UNDERSTANDABLE
ADDED VALUE THROUGH CLEAR DIFFERENTIATION & TO INFLUENCE
DECISIONS IN THEIR OWN FAVOR.

WE SIMPLY CALL IT BRAND LEADERSHIP.

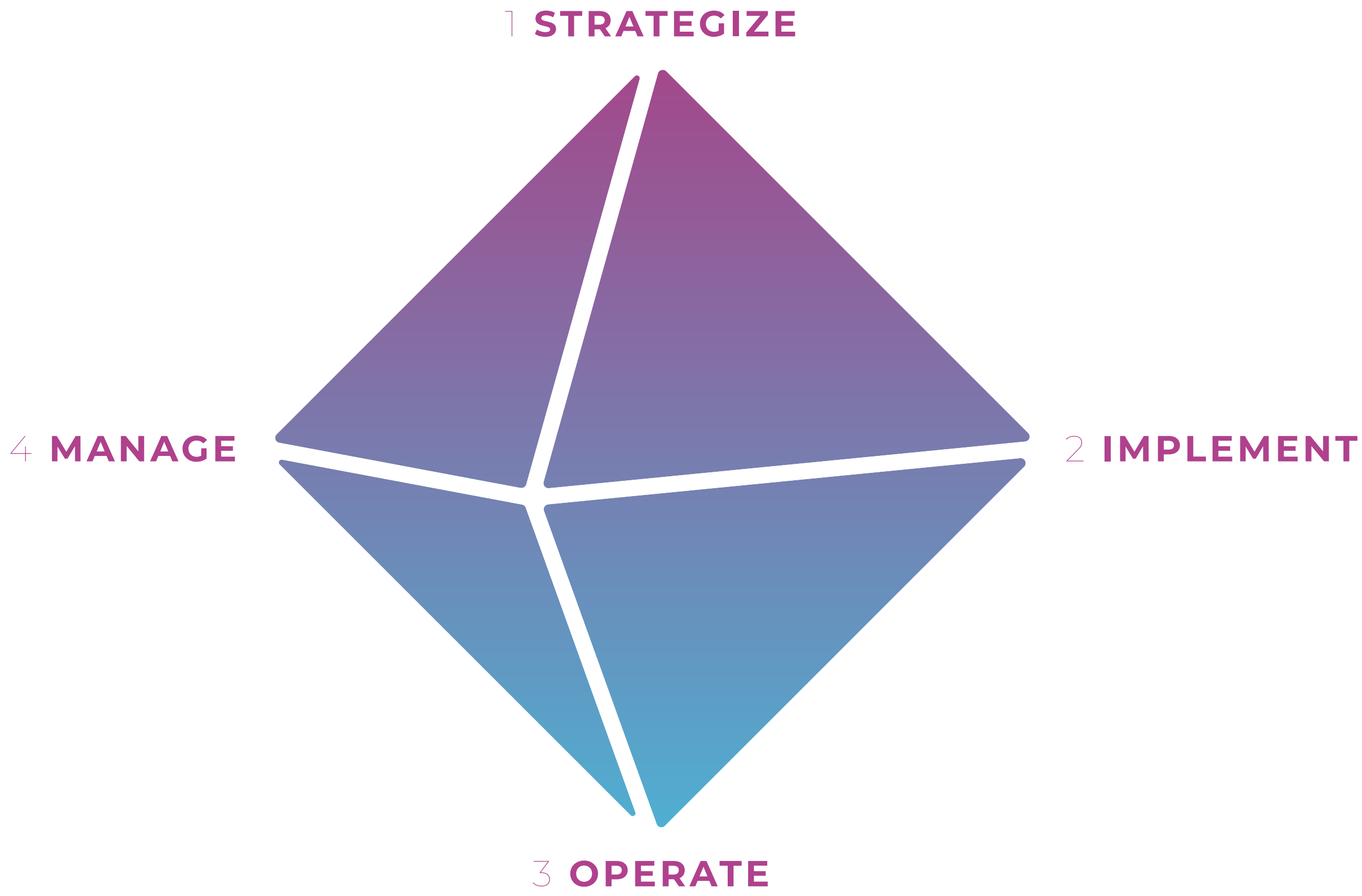
HERE IS YOUR 4-STEP GUIDE HOW TO ACHIEVE IT.

HOW TO BUILD YOUR BRAND LEADERSHIP ROCKET

Your Brand Leadership is derived from an interplay of different brand-related elements. In order to get there, start with the strategy.



WE RECOMMEND A 4-STEP APPROACH FOR ACCOMPLISHING BRAND LEADERSHIP:



4 strategic key points to realize brand leadership for your business:

1. **Evaluate** where your most important competitors' brands stand – and identify your current and/or aspired position.
2. Design brand experience along your **customers' journey** & use this for looking at your brand from their perspective.
3. Derive a clear concept through which activities your brand's experience shall **evolutionary develop** within the periods to come.
4. Define a **compelling conception** of management and monetizing your brand in an optimal way – including processes as well as pricing.



ENABLE STRATEGIC STRENGTH



Review using these checkboxes:

 <p>COMPETITORS EVALUATED</p>	 <p>EXPERIENCE DESIGNED</p>	 <p>EVOLUTION PLANNED</p>	 <p>MANAGEMENT & MONETIZATION DEFINED</p>
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4 implementation key points to get the team ready to drive the brand:

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. Set up a spirit that **stimulates creativity**. Especially in the implementation phase, it is important to draw conclusions from the initial findings of new measures and to process them creatively.
4. To **channel activities & creativity** accordingly, methods such as e.g. design thinking are particularly suitable - agree on the appropriate approach and pursue it consistently.



ENABLE IMPLEMENTATION THROUGH FOCUS



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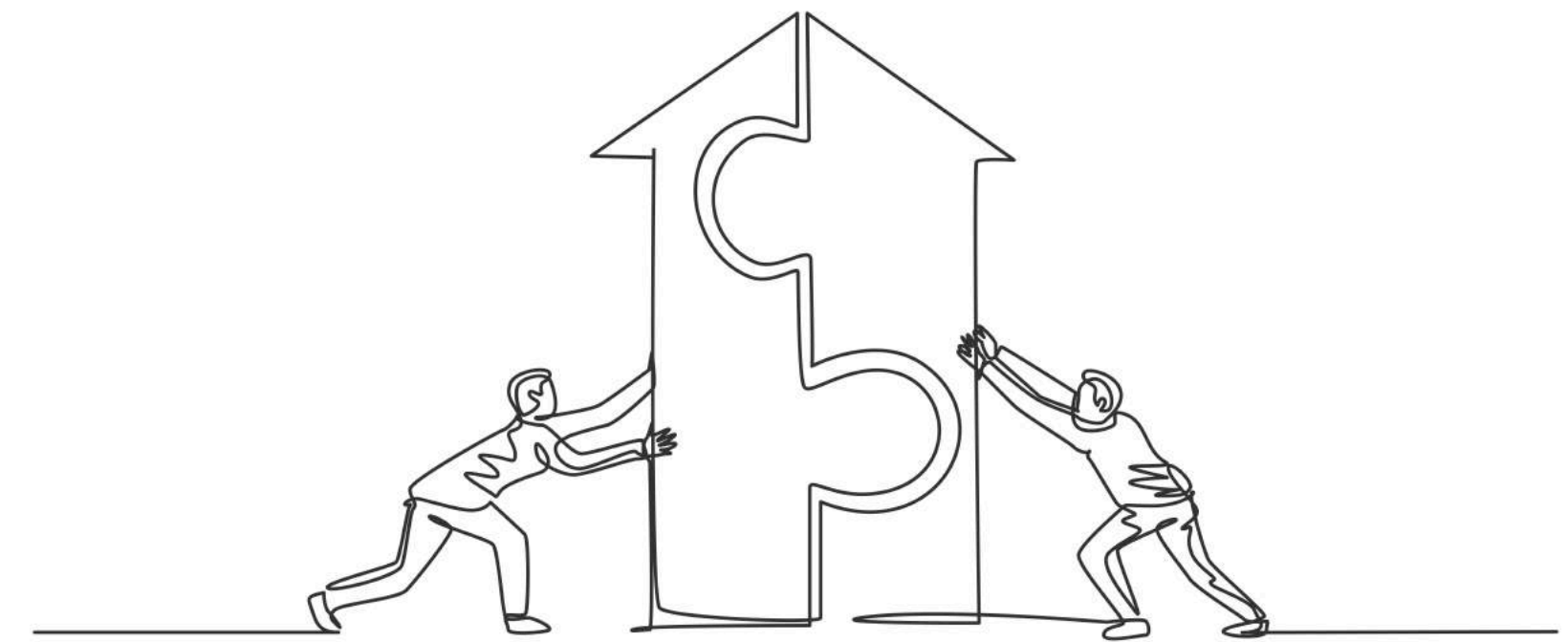


4 operational key points to get your organization ready:

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. Encourage a "**hands-on**" mentality to generate a competitive advantage in the effective realization & consequent deployment of new approaches.
3. **Accompany the operation launch** with attention and, if necessary, independent coaches - changes always represent stress tests for the team.
4. In parallel to the structural launch, prepare the basis for cultural development - in addition to data-based management, a corresponding **c-level commitment** is indispensable.



EMPOWER OPERATIONAL EXCELLENCE THROUGH TEAM FIT



Review using these checkboxes:

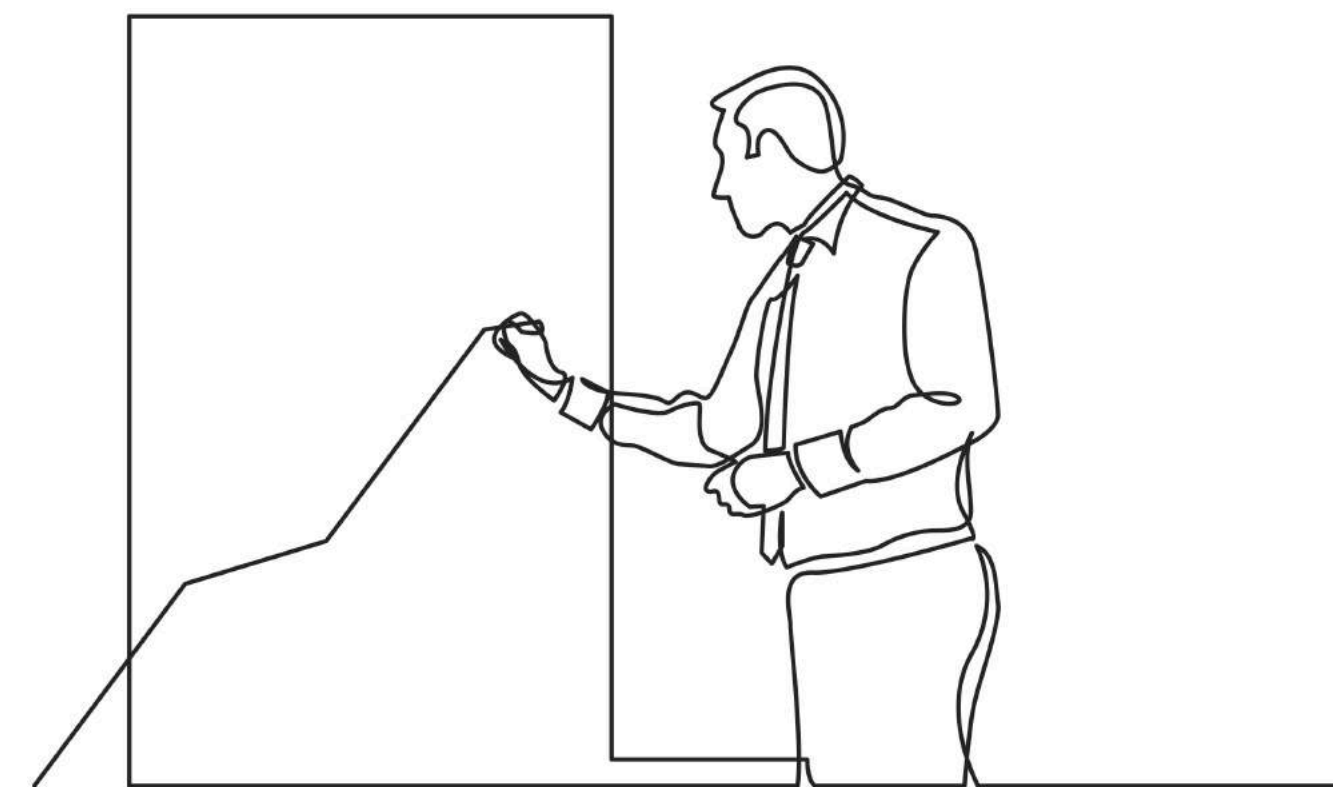


4 management key points to sustainably establish the ongoing optimization process within the company:

1. Fully **support the brand-driving activities** started and make bold decisions when necessary.
2. Live an approach of **ongoing optimization** to get the most out of the measures for the business.
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.



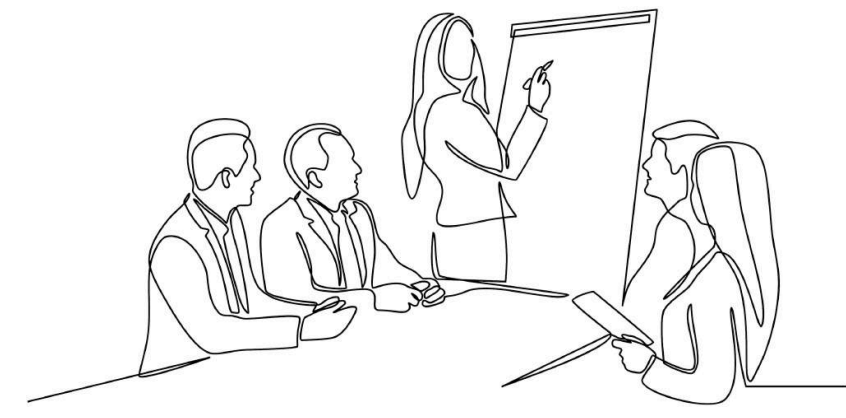
ENABLE PERFORMANCE TO REACH BRAND LEADERSHIP



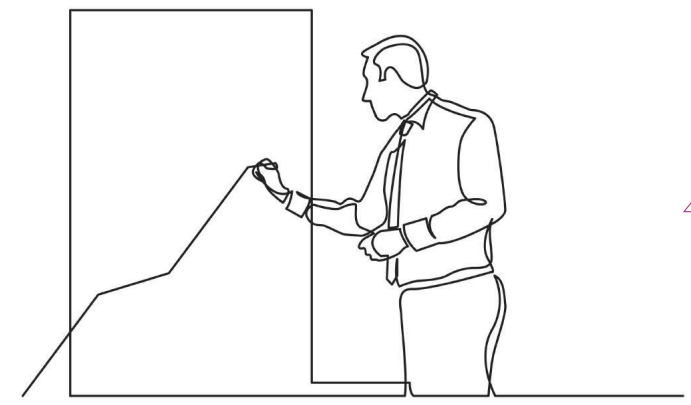
Review using these checkboxes:

 SUPPORTIVE TO THE NEW	 LIVING THE OPTIMIZATION	 LEARNING CULTURE PROMOTED	 PROGRESS STIMULATED
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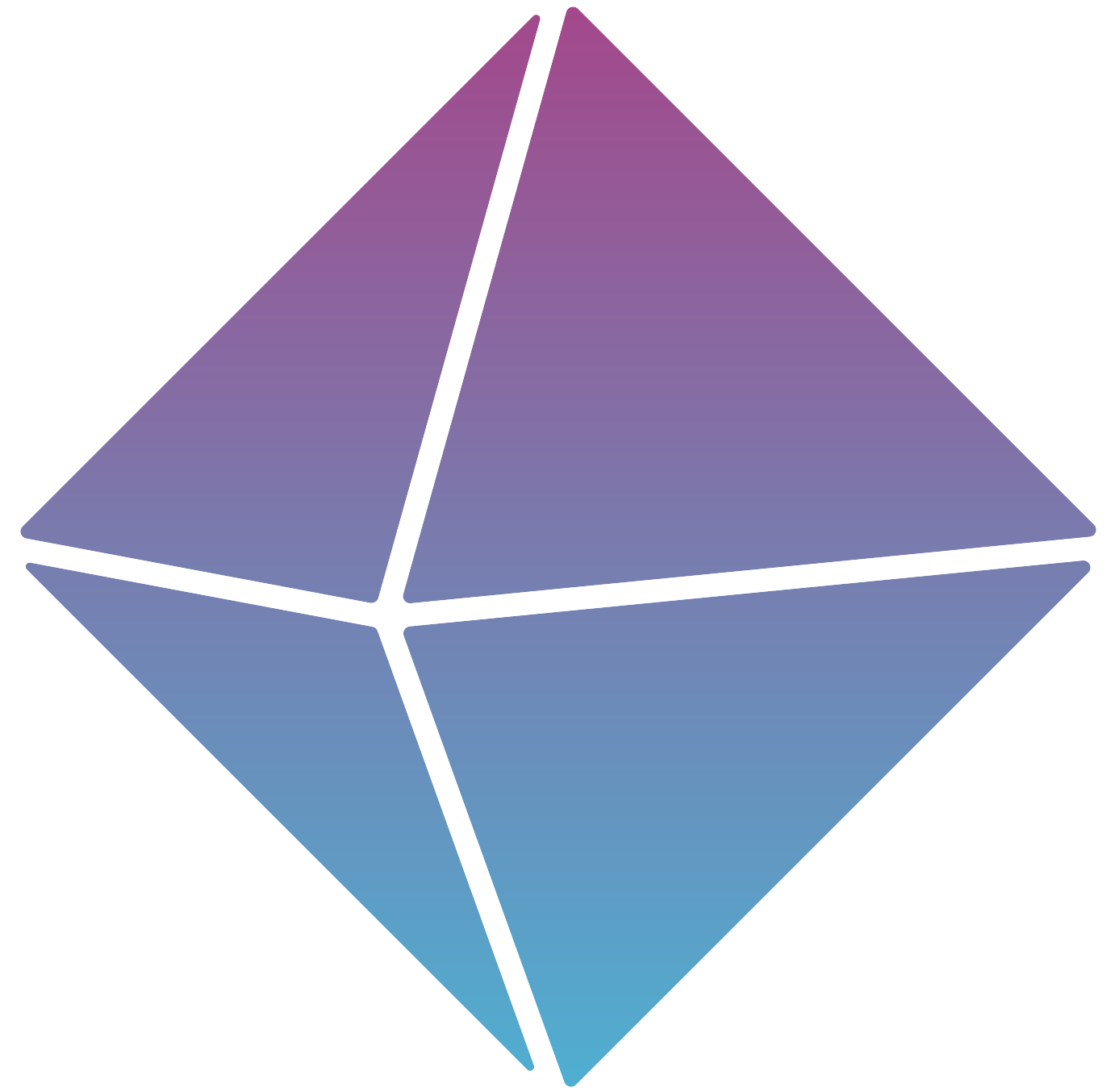
CONSISTENTLY FOLLOWING THESE
4 CORNERSTONES PAYS OFF -
BRAND LEADERSHIP SHALL BE THE
STRATEGIC CORPORATE GOAL



1 STRATEGIZE



4 MANAGE



2 IMPLEMENT



3 OPERATE



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.

VIBRAND FOR YOU

OUR MISSION

We offer **implementation-oriented brand strategy for tech businesses & startups** to accompany them with their brands to new opportunities for success. We do this with an appropriate level of detail - enabling sustainable 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 concepts for brand leadership are developed and implemented.

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.





PAUL KRUEGEL



OLIVER SCHMITT

W H Y U S

Because we have already worked for & enabled more than 100 large & renowned tech & innovative businesses globally. From telecommunications to med tech, artificial intelligence, electronics industries, blockchain, web3, green energy, fintech, gaming, infrastructure, etc.

Being serial entrepreneurs ourselves, we are just loving to support other entrepreneurs on their journeys to establishing brand leadership.

That's all. If you want to learn more, let's chat.

GET IN TOUCH

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Enabling brand leadership.
For tech businesses & startups.