



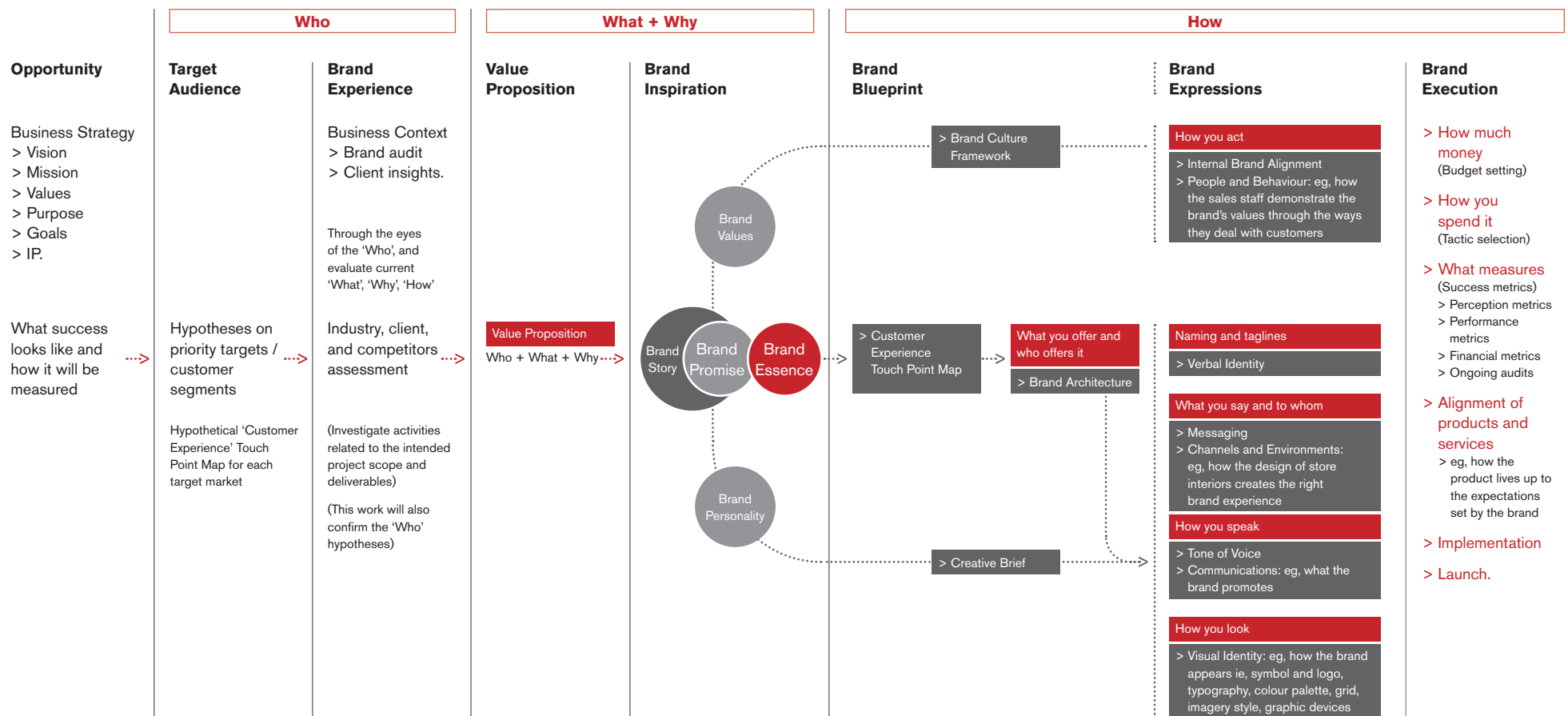
## An Overview: Aligning business strategy and brand strategy

Every project is different and every client requirement is different. The common starting point is looking at the 'bigger picture' right from the start of the project. We enter a project at different stages of the company's journey—new ventures, merger and acquisitions, rapid growth, or a challenging new business environment. We need to understand their vision and how their organisation measures success, we also need to find out where they have been. The 'Impact Model' is a tool Brand Audits uses in discussions at the commencement of a project. It helps us quickly grasp some issues as well as the

level of understanding the client and management has around 'brand'. We don't reinvent the wheel unless we have to.

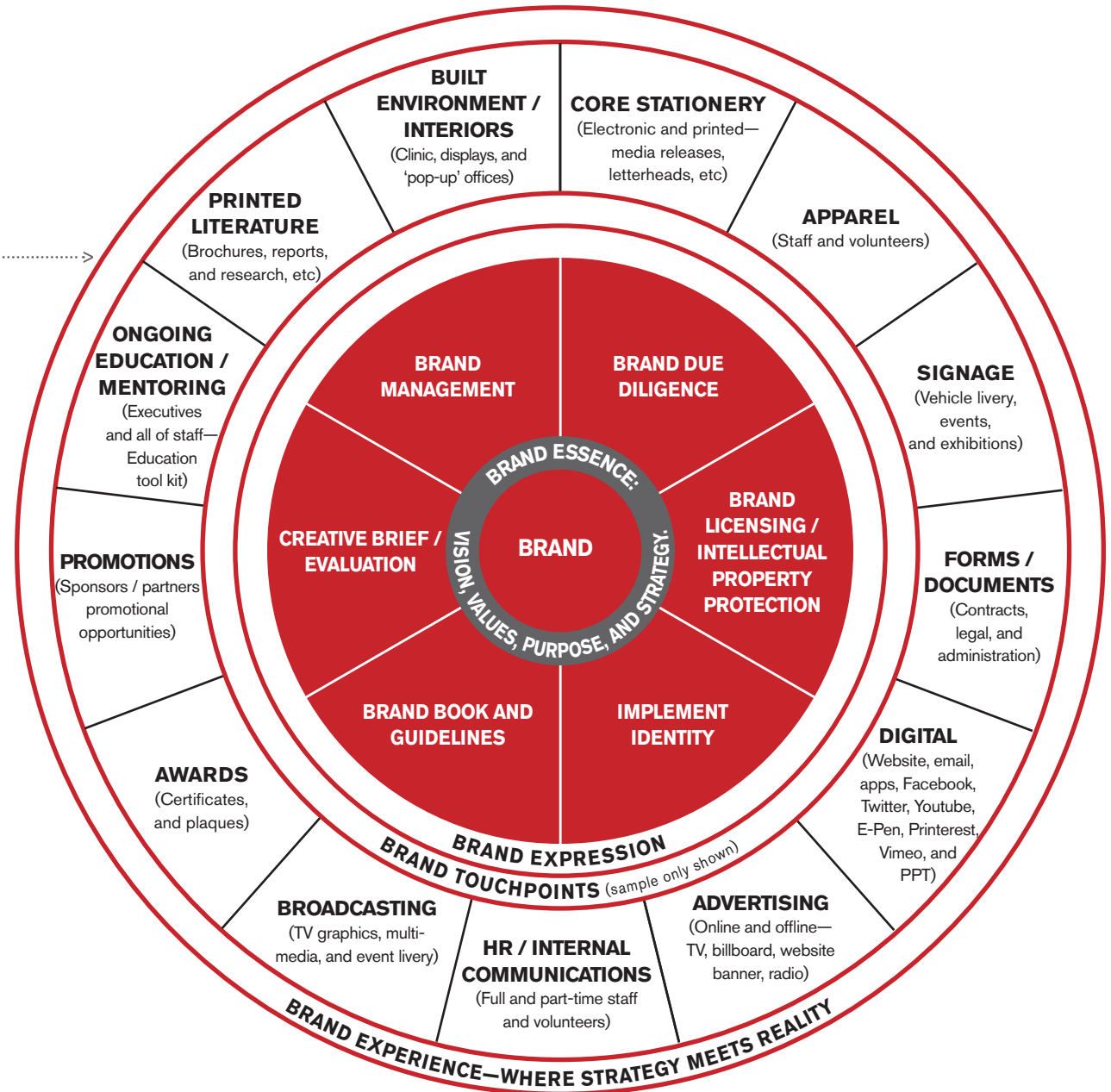
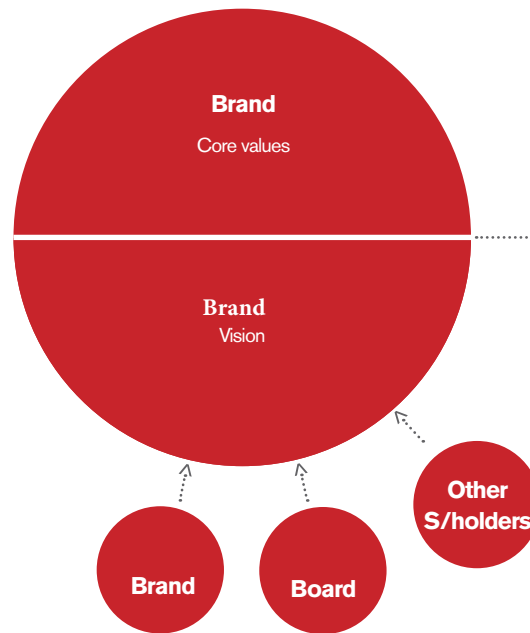
In the case of the FPQ brand strategy project, we would dovetail any existing research completed into new customer research. It is important to build on and leverage the work done to date. It is also important to create a 'Brand Glossary' right at the start of the project to ensure everyone is working from the same base. Brand is a confusing term—it was once seen as a 'just a logo' to 'everything a company says, does,

acts, and looks like. The 'Brand Glossary' forms an important point of reference for all—from Board, to Executives, to staff at all levels as well as stakeholders, partners, and sponsors. Its job is to simply explain what it is that makes FPQ unique and memorable.



## An Overview: 'Brand Wheel' showing context for brand development

### Brand considerations



## Company: A corporate overview of Brand Audits

- > **Providing unparalleled corporate brand expertise**
- > **Brand auditing**
- > **d.thinking: business innovation intensive**
- > **Brand development and identity strategy**
- > **Communication counsel.**

**“Thorough and professional as usual.”**

*Ms Lily Chan, Principal Architect,  
Office of the City Architect and Heritage for the  
Chief Executive Officer, Gold Coast City Council*

### About Brand Audits

Our firm's brand strategy processes were developed over 30 years. Working to an organisation's specific needs, our multidisciplinary team deliver leading-edge brand strategy, brand development, brand auditing, and effective brand identity strategies.

Brand Audits is also at the forefront of business innovation, coaching Australian executives in design thinking. In 2011, we introduced the 'd.thinking Business Innovation Intensive'. Inspired by the Stanford University's d School, the intensive is designed to help organisations foster innovation to deliver differentiated brand experiences.

### Brand Auditing

Our Brand Auditing services are based on more than 30 year's diverse corporate brand experience.

Regular auditing keeps a brand strategically-focussed and fuses customer touch points to exceptional brand experiences.

Brand auditing is the key to protecting your brand's value, preventing brand erosion, and increasing your market position. It's the foundation for building a strong, valuable brand with a competitive advantage. It is just the beginning of the brand strategy development journey.

Brand Audits takes a 'bigger picture' approach to auditing a brand. We look at every opportunity your organisation has for interfacing with its clients and how this can be controlled with exceptional design. Our firm highlights every synergistic opportunity available to an organisation to create the right customer impression and ensure the business strategy is fully supported and both internal and external stakeholders understand their specific role in creating the brand experience. Ongoing stakeholder engagement is important for the brand's long-term growth and value creation.

### How Brand Auditing helps business

Brand Audits provides brand auditing and strategic brand solutions for whole-of-business brand management.

Brand auditing is an essential risk management process and sustainable business practice for any organisation. Regular brand auditing helps protect a brand's value, prevent its slow erosion, and ensure its consumer relevance.

Through our propriety auditing processes, the Brand Audits team works closely with key internal stakeholders to independently audit, and assess how the organisation's brand strategy aligns with the business strategy.

We ensure your business strategy aligns with your design strategy and is translated across all aspects of the brand experience and client touch points. We also provide solutions to the gaps identified between your business strategy and brand execution.

Our brand assessments and solutions are informed by both your stakeholders and your organisation, so that they are strategically relevant and commercially significant.

### Brand audit report

We provide an independent report assessing your brand's visual identity against the organisation's business strategy, brand values, and vision. We also provide an analysis of the previous FPQ brand strategy and brand expression to benchmark your brand and identify existing and new opportunities.

Our audit includes a catalogue of your current visual branding. Whether it be your stationery or your, signage, apparel, websites, uniforms, marketing collateral, or advertising materials—they are all integral client touch points that communicate your business strategy and brand message to the various staff, clients, partners, and other stakeholders.



## Company: A corporate overview of Brand Audits (cont.)

- > Business strategy, business plan, and marketing plan
- > Brand identity standards and systems
- > Brand plans and creative briefs
- > Brand positioning research
- > All marketing collateral, products and other touch points.

### Assessment of legal risks

Brand Audits reports consider brand trademark issues related to your brand. In consultation with a specialist intellectual property lawyer, we check on the ownership of your IP / TM including logo, tagline, and imagery used to represent your brand.

### Action plan

Any gaps between the business strategy and its visual translation are identified. Brand Audits provides whole-of-business solutions and an action plan for addressing these gaps, revitalising the brand, and implementing your brand story. Our solutions help you ensure every 'customer touch point' incorporates exception design aligned with the business strategy.

Brand audits will also advise on developing a design brief and the selection of the right design agency to reinterpret your brand.

### Mentoring

Our service includes an on-going mentoring service. Our mentoring services help build your in-house branding capacity. We work with your executive team and external partners to successfully integrate design into every aspect of the brand. Creation and monitoring of briefs and partner performance is important to the success of the implementation. We know that having every team member fully engaged in the outcome, means ongoing and sustainable quality outputs by all.

### Brand development and identity strategy

Brand Audits works with organisations to develop their brand, the brand identity and project management its implementation across the organisation.

With an experienced multidisciplinary team as well as brand and design processes developed over 30 years, we consistently and efficiently deliver leading-edge brand strategies and brand development.

Our emphasis is two-fold: creating extraordinary brand experiences which supports long-term, strategic brand development.

Brand Audits' work is backed by research and a logistics process which allows us to eliminate costly production mistakes and delays. We work to a proven and flexible methodology and have a track record of efficiency as well as meeting deadlines. You can trust us to deliver!

Our services encompass:

- > Brand strategy development and advice
- > Brand management tools
- > Visual strategy and design management.

### Every challenge is an opportunity

At Brand Audits, we see every challenge as a new opportunity to work with businesses, divisions, teams, and individuals to improve performance.

As strategic advisors or interim executives we engage with our clients to create, lead and implement agreed initiatives. Our focus is on making a real difference to our clients.

### Enhancing enterprise value

We actively work with Corporates, Investment Banks, Commercial Banks, Private Equity, SMEs, NFPs, and Family Businesses to mitigate risk and enhance enterprise value. Our fees are aligned to the achievement of agreed outcomes.

**“We worked to some very tight deadlines and were fortunate to have your support and commitment to help us meet our objectives. The result is a document which the UniQuest staff and Board of Directors are proud to pass on to various stakeholders and potential new commercial partners.”**

*Mr David Henderson,  
Managing Director, UniQuest*



## Experience: Evidence of previous brand projects and brand experience

### Brand Audits



**Christine Moody**

- > **Extensive brand management and project experience—Gold Coast City Council, Surfers Paradise Hilton, and IndyCar Grand Prix**
- > **Extensive NFP projects include: Signature Brisbane, QIMR, UniQuest, Uniting Health Care, and Leukaemia Foundation,**
- > **Experience in working on global brands—ICC (Dubai), Become (USA), Wrigleys (USA), and Bank Muscat (Oman)**
- > **An ability to see over the horizon and ‘think differently’ others don’t**
- > **Able to bring Boards of Directors, Executives, and employees along on the brand journey**
- > **Ability to grasp the issues quickly**
- > **Attention to detail in every aspect of the project outputs.**

Christine Moody is an Australian leader in corporate branding and visual communication.

For over 30 years, this highly-awarded Brisbane businesswoman has been providing communication counsel to corporate and government clients across a range of projects. A skilled communicator, Christine's particular expertise is strategic brand design and interpreting corporate plans into visual and branding materials.

Known for her professional approach and her sense of humour, Christine is using her unique leadership style, knowledge and extensive experience to take Brand Audits to its next stage. Her vision is in creating a top-end consulting firm that delivers excellence to clients consistently and efficiently.

### Qualifications

#### Executive Education

- Stanford University Graduate School of Business, Design Thinking Bootcamp 2011
- Post Graduate Diploma in Communication (Distinction), Advertising Major, Queensland University of Technology (QUT): received Dean's Award for Excellence
- Australian Institute of Company Directors (AICD) Company Director's Course 2010
- AICD Interpreting Company Financial Statements E-Learning Course 2010
- Bachelor of Arts—Graphic Design, Queensland College of Art (QCA), Griffith University
- Current—Masters of Applied Science (Brand Research) “How international companies use design thinking to compete by differentiation”, QUT: due to complete by 2013/14.

### Brand Auditing

- Chris works with large and small, local and international teams and organisations to link corporate strategy with brand strategy.

- Regular audits not only protect valuable tangible and intangible assets, it also ensures that the organisation remains at the forefront of business innovation.

### Strategic Advice

- Chris works with Boards, CEO's, and Executives to advise on brand strategy. Leaders today understand that brands are no longer just logos living in the marketing department, a organisation's brand is everything it how it acts, what it says, how it is said, and how it looks. The development of a successful brand strategy involves relevant consumer research, client observations, and a carefully executed plan that ensures an all-of-company understanding. Once the internal branding is understood, external branding can be implemented to ensure all other stakeholders, partners, sponsors, and clients receive the same key messages.

### Brand design and execution

- Chris develops flexible online and offline identity systems that are underpinned by research and advised by marketplace trend watching. Innovative business ideas—both products and processes—are developed in close collaboration with the client.

### Executive coaching and staff mentoring

- Embedding brand is not a one-off process. Continuing education is important to maintain the organisation's brand differentiators. New recruits, new clients, and new stakeholders—as well as existing staff, clients, and stakeholders—need to be continually monitored and adjusted to ensure that all of the company is aligned in its purpose. Chris has developed award-winning products and processes to assist with this.

*(Refer Appendix One for full version of CV)*

## Experience: Evidence of previous brand projects and brand experience (cont.)

### Our approach

Every project and every organisation is different. While our underlying framework is similar on every project the brand language and associated 'tools' are customised to suit the client's requirements and appropriate to the organisation's culture.

Brand Audits uses the 'Impact Model' framework (*refer page five*) to help guide and develop the brand strategy in the business context.

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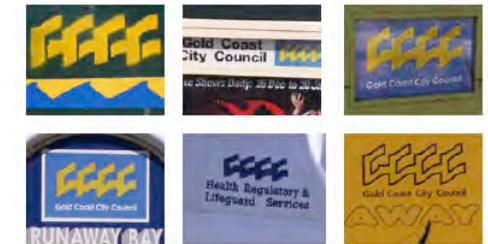
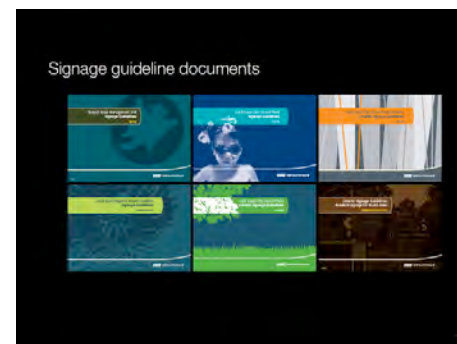
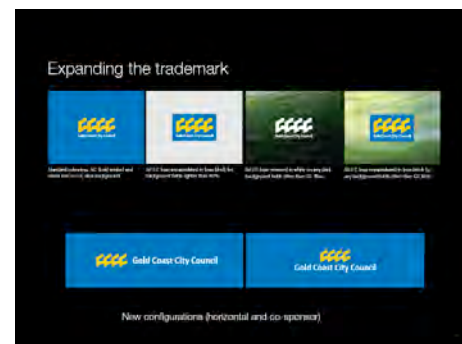
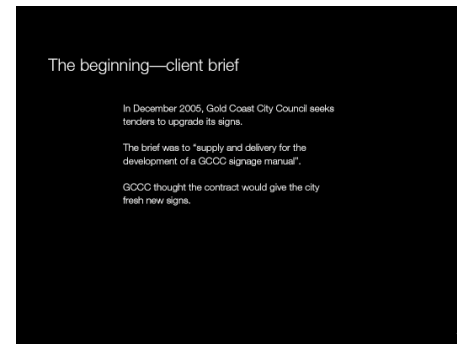
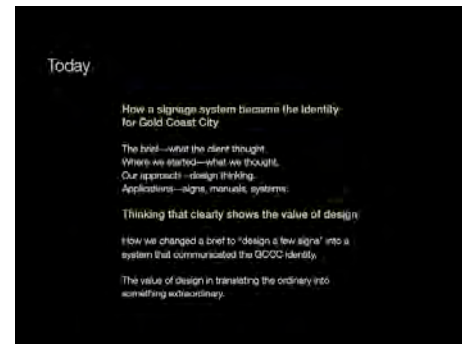
## Experience: Evidence of previous brand projects and brand experience (cont.)



### Gold Coast City Council

**Conducted a brand audit across entire Gold Coast City Council assets, prior to developing an entirely new guidelines for both brand identity and signage**

Gold Coast City Council's (GCCC) council responsibilities range from building and maintaining public infrastructure, encouraging economic development, caring for the environment to looking after public health, recreation and cultural development. GCCC currently administers an area from the Albert River to the Queensland-New South Wales border. Brand Audits has developed strategies for all of Council as well as each asset and each division—Pools, parks, oceanways, natural areas, suburbs, beach access, as well as 'special areas' such as Regional Botanic Gardens, Kirra Hill Community Centre, and Libraries. All projects involved complex stakeholder engagement.

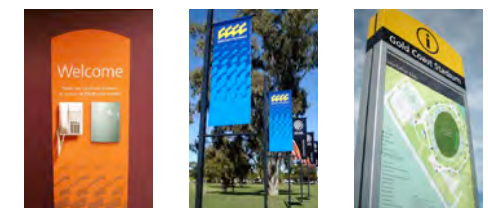


### Gold Coast City Council

Before: 'Meta' typeface

### Gold Coast City Council

After: 'Fudge' typeface





## Experience: Evidence of previous brand projects and brand experience (cont.)



### Queensland Performing Arts Centre

#### Brand strategy and visual identity based on new vision and business strategy

Develop a brand strategy and visual approach that aligned to the Queensland Performing Arts Centre's (Qpac) personality as a place of dynamism and energy.

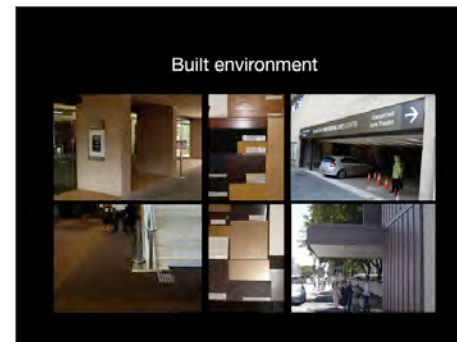
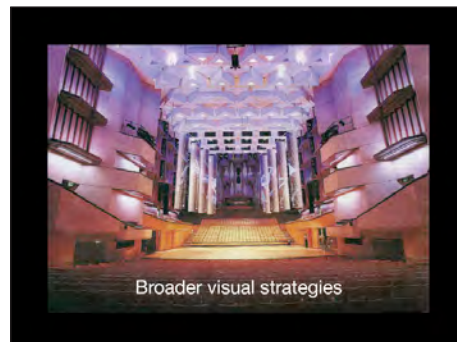
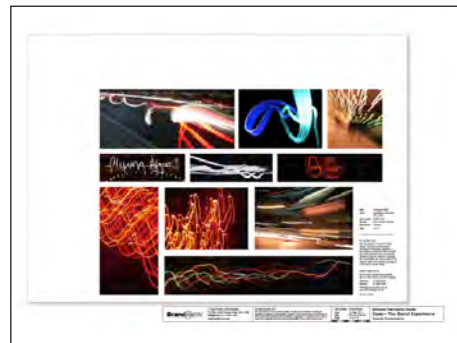
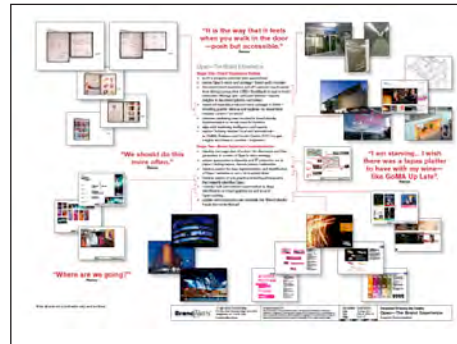
The project commenced with a detailed customer journey map and customer observations. A new trademark was inspired by light writing—a photographic technique that traces a light source over a long exposure—to convey time and movement.

The name block and other supporting graphics were developed to correlate with the dominant forms of the venue's architecture.

A flexible colour palette keyed off recent refurbishment of the interiors allows the identity to align with seasons, events and promotions.

**“It seems to really have hit the mark.”**

Mr John Kotzas,  
Chief Executive, Qpac



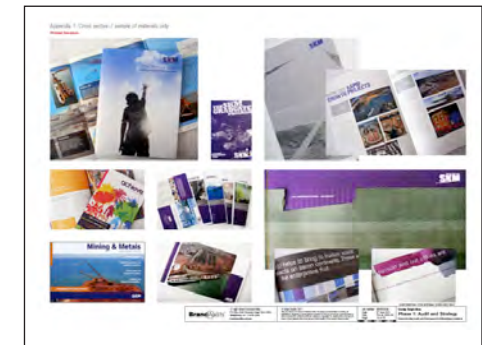
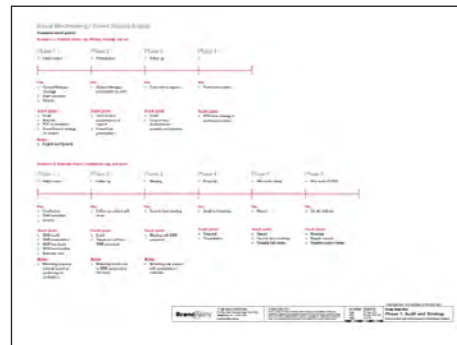
## Experience: Evidence of previous brand projects and brand experience (cont.)



### Sinclair Knight Merz

#### Brand audit and development of brand strategy inline with new strategic plan

Sinclair Knight Merz (SKM) is a leading projects firm, with global capability in strategic consulting, engineering, and project delivery. It operates across Asia Pacific, the Americas, Europe, the Middle East, and Africa, deploying some 7,000 people from more than 40 offices. We worked with Marketing team from the Mining Division and commenced with a brand audit and benchmarking projects across the organisation. Internal communication tools were developed to create awareness around what brand is and the importance of creating a cohesive brand across all of the crucial client touch points.

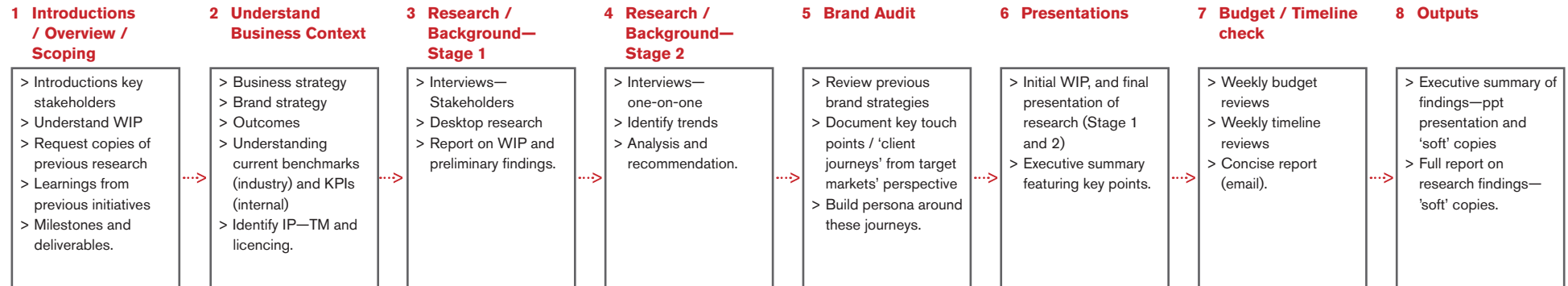


Excerpt from client presentation. Note: Due to the commercial sensitivity multi-page documents are available for review in hard copy format.

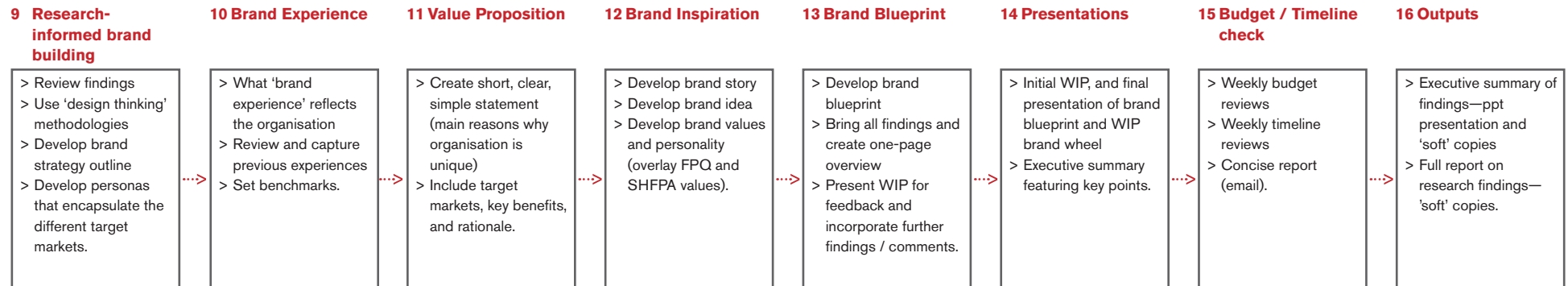
# Methodology: The methodology of how Brand Audits intends to approach the tasks and resulting output

## Developing a cohesive brand story

### Phase One



### Phase Two



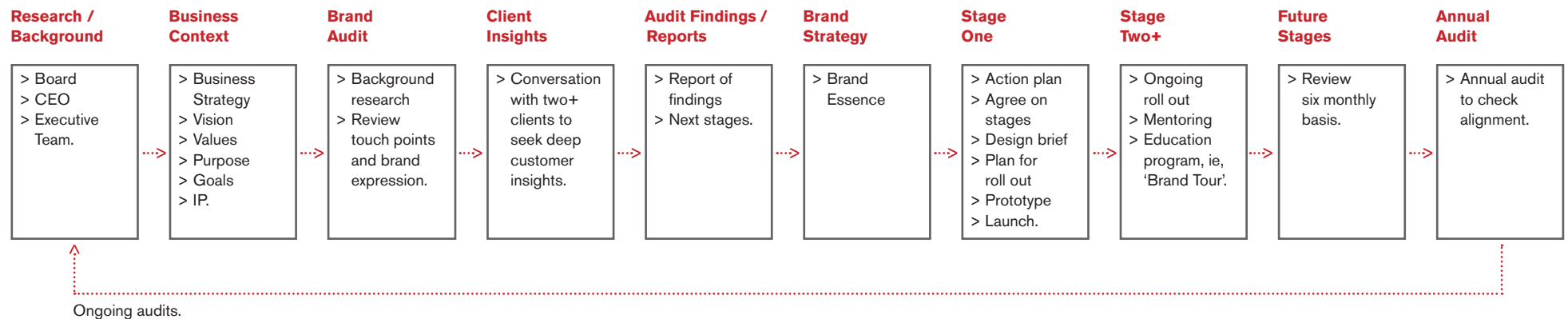
### Phase Three





## Sample: An example of a presentation used to communicate brand projects

### Methodology / Process Flow Chart



### Communicating brand to various stakeholders

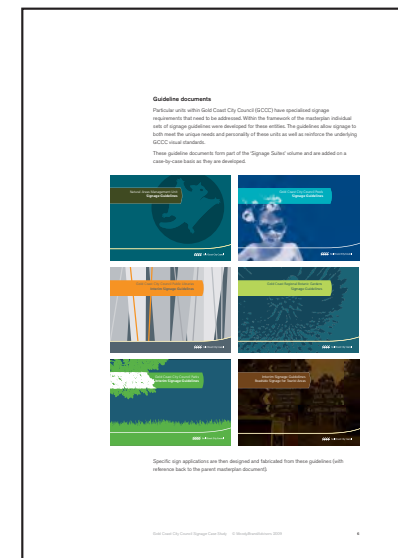
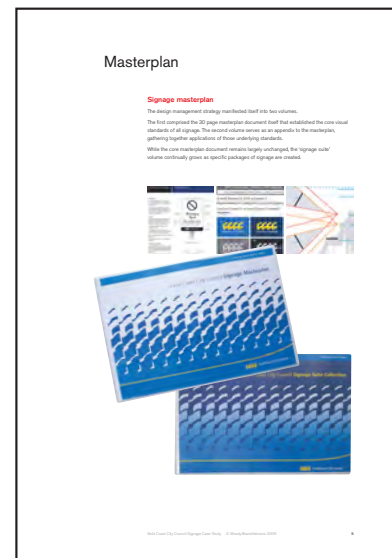
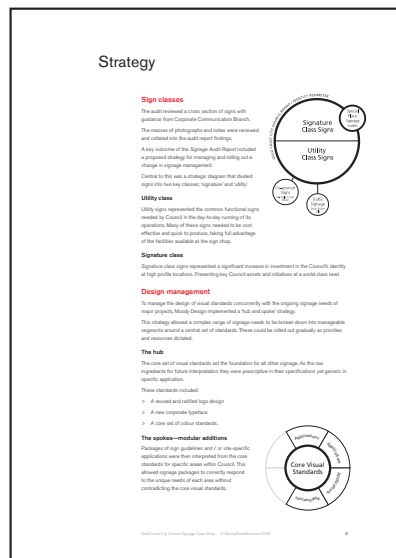
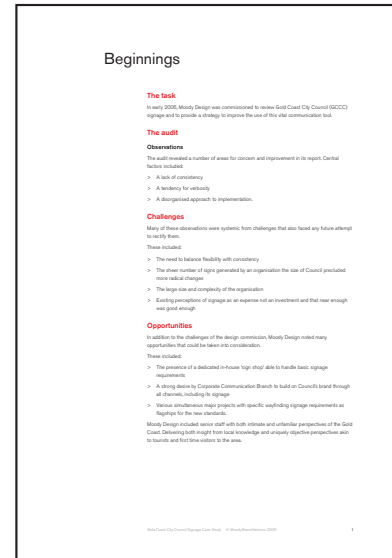
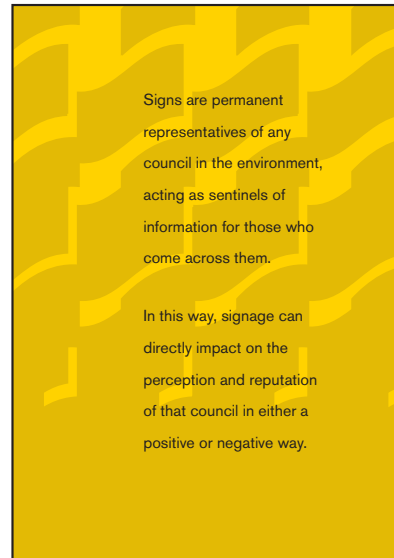
Brand Audits has extensive experience in creating cohesive brand stories. These brand stories need to be communicated to stakeholders at all levels of the organisation. We have used the Gold Coast City Council case study to demonstrate a typical document that is prepared for communication as well benchmarking.

Although the 'Methodology / Process Flow Chart' framework, shown above, is used to help guide the organisations to achieve a cohesive brand, the outcome is unique for each client. Organisation's history, culture, brand experience, and brand knowledge etc, are all considered during the project eg, the 'Brand 'Glossary' included in the brand book is customised to each organisation's requirements.

To explain the brand development process, we have used our process flow chart and visual representation of the different tools and outcomes achieved. Brand Audits is more than happy to talk about these audits in general terms but due to the market sensitive information of the contents, copies are not available for review.

# Sample: An example of a presentation used to communicate brand projects (cont.)

## Gold Coast City Council Case Study



## Sample: An example of a presentation used to communicate brand projects (cont.)

### Applications

#### Realising the vision

Although the rollout process is an ongoing and never-ending one, a number of prominent projects have already been initiated and installed. These serve as excellent illustrations of the signage masterplan as well as demonstrating the flexibility that exists within GQCC standards.

Recent signature projects include:

- > Evandale Council administration site
- > Economic Development and Major Projects office lobby
- > Gold Coast Regional Botanic Gardens
- > Carrara Sporting Complex—incorporating Gold Coast Stadium
- > Gold Coast Observatory
- > Bulding Reserves
- > Labrador suburb entry



Gold Coast City Council Regional Office Signage © 2014 Gold Coast City Council

#### 'Evandale' council administration site



Gold Coast City Council Regional Office Signage © 2014 Gold Coast City Council

#### Economic Development and Major Projects office lobby



Gold Coast City Council Regional Office Signage © 2014 Gold Coast City Council

#### Carrara Sports Complex (incorporating Gold Coast Stadium)



Gold Coast City Council Regional Office Signage © 2014 Gold Coast City Council

#### Gold Coast Regional Botanic Gardens—stage one



Gold Coast City Council Regional Office Signage © 2014 Gold Coast City Council



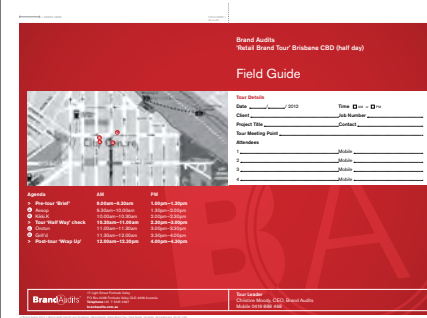
## Sample: An example of a presentation used to communicate brand projects (cont.)

### Brand Education / Workshop Tools

The tools and style of delivery, depends on each organisation's unique culture and understanding of what brand is. Brand Audits uses a combination of these key tools:

- > Relevant Journal Articles: ie, *Harvard Business Review*
- > Identification of benchmark companies: To explain 'Brand' in general, or to demonstrate a key component missing in an organisations brand strategy. Examples include Apple, Dyson, Hilti, Air New Zealand, Icebreaker, Method et al.
- > Presentations and Workshops: What is Brand? Powerpoints eg, 'Thought Leadership—Design Thinking for the 21st Century', 'Design Thinking: Insights to Innovation', and 'Brand is Everything'.
- > Authoring Case Studies / Papers: eg, 'Gold Coast City Council—Sentinals of Brand', 'Starwood vs Four Seasons—Different Business Models means Different Brand Strategy means Different Brand Expressions'; and Beyond Australia's Resources boom: The top five traits of design-led, innovative companies that Australian companies need to develop
- > Summaries and distributions of 'Conversations with Global Thought Leaders' on a regular basis: eg, Mauro Porcini, Design Executive Pepsi Co (previously with 3M), Chip Conley, Founder of Joie de Vivre; Sir Stuart Hampson, Former Chairman of the John Lewis Partnership, UK; Claudia Kotchka, former VP, Procter & Gamble; Professor Robert Sutton, Stanford University and author of best selling business books; Jill Flynn, Co-Author of Break Your Own Rules.

Due the our clients' differing needs, Brand Education / Workshop Tools vary depending on the outcome of the brand audit and ongoing requirements. We have access to global thought leaders and make it our goal to keep up with global trends and innovative companies. The outcome is new thinking and a fresh response to the complex and ever-changing business environment.



Brand Audits  
Retail Brand Audit Brisbane CBD (half day)

Field Guide

Date: \_\_\_\_\_ Time: \_\_\_\_\_

Client: \_\_\_\_\_ Job Number: \_\_\_\_\_

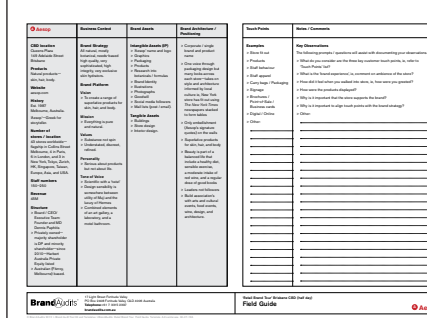
Project Title: \_\_\_\_\_

Your Meeting Point: \_\_\_\_\_

Agenda:

- 1. Welcome Brief
- 2. Brand Strategy
- 3. Brand Positioning
- 4. Brand Identity
- 5. Brand Expression
- 6. Brand Experience
- 7. Brand Measurement
- 8. Brand Governance
- 9. Brand Future


Brand Audits



Brand Audits

Field Guide

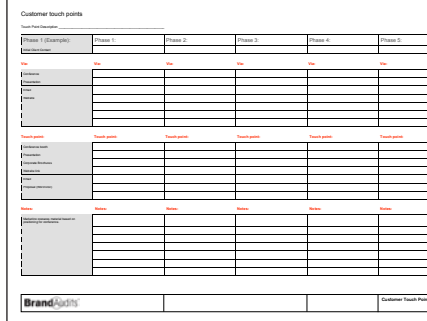
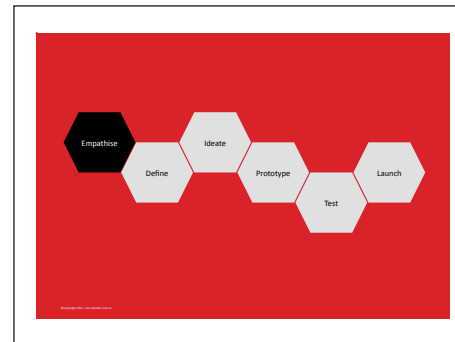
Brand Audits



Brand Audits

Field Guide

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Field Guide

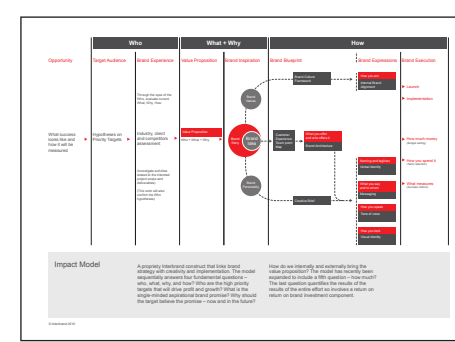
Brand Audits



Brand Audits

Field Guide

Brand Audits



Brand Audits

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Looking forward to working as part  
of the team!

