

4C FRAMEWORK FOR MODERN BRAND STRATEGY

SOURCES: R/GA, Organic Inc. and Accept & Proceed

1	DISCOVER
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2	DEFINE
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3	DESIGN
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4	SCALE
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1.1 COMPANY
<p>BRAND CORE & FUTURE VISION</p> <ul style="list-style-type: none"> • Foundational values and role in the world. • Current and past performance. • Brand ambition and future plans.

1.2 CATEGORY
<p>COMPLEXITY OF ECOSYSTEMS</p> <ul style="list-style-type: none"> • Macro trends and potential futures. • Market players and interconnections. • Networks and collaboration.

1.3 COMPETITORS
<p>DIFFERENTIATION & EXTENSION</p> <ul style="list-style-type: none"> • Proposition, strengths and weaknesses. • Positioning and distinctiveness. • Spaces for new brands and ranges.

1.4 CUSTOMERS
<p>VALUE(S) BEYOND THE TRANSACTION</p> <ul style="list-style-type: none"> • Groups, cohorts and customer journeys. • Attitudes and behaviours. • Valued products and unmet needs.

ELECTRO