

**START
STRONG IN**

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In this complex and changing world it's more important than ever to move decisively, communicate boldly and act fast. Now's the time to start thinking about your springboard to growth as we help you by **#ClarifyingTheComplex**

kiss

Clarifying the complex



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The importance of revisiting your brand

1 Consider your proposition – be ruthless about what you want your brand to stand for. Clarity and direction is a must - does your current proposition still resonate? Does it need refining or changing? Act fast and adapt accordingly.

2 Know your market – and expect disruption. Understand what market sector you are currently in, not the one you were in six months ago. Where are your customers spending their money now? And understand what the competition are up to – have they shifted course, and are they picking off your customers because you're looking in the wrong direction?

3 Feel your customer's pain – and be brutal with prioritisation. Reconfirm the pain that you remove for them and decide if it's changed? Have their issues and opportunities altered – redefine and develop these for the here and now.

4 Brands will be judged by their actions – how should you react in today's strange times? Take a good look at your values, your personality and tone of voice – and refine them if necessary.

5 Use creativity to bring this all to life – maximise your impact and consider where creativity and reinvention could take your brand right now? You need to push out in times of crisis.