



Our unique branding approach brings your brand promise to life, and “living the brand” gives you a powerful competitive edge.

## Branding & Strategic Communications

At Adayana, we know that your brand radiates from the inside. Our branding approach helps you to purposefully build your brand message from within, from brand creation to message delivery and assessment. Once your brand strategy is in place, we'll help you launch your brand through internal training programs to ensure your entire team is on target with your brand strategy.

We can also serve as an extension to your marketing and communication team, assisting with the development and implementation of your strategic marketing communication plan. We'll help you identify target market segments, develop key positioning and messages, and assist employees in carrying out key initiatives. We'll help your organization manage its message for innovative delivery to the right audience.

We understand that effective branding and communication means alignment among all of your channel partners, which is why we help you manage every touch point along the way.

Adayana Branding & Strategic Communication services can help you:

- Segment and reach your target audiences
- Develop customer-focused brand positioning
- Empower employees to carry out your brand promise
- Create a distinctive brand identity
- Execute effective campaigns aligned with your channel needs
- Develop marketing communication plans
- Use communications technology effectively
- Monitor and measure communication efficacy