



4D[©] BRAND DEVELOPMENT

Setting the foundations of a winning brand

Connecting your brand to your customers, colleagues and investors

A house that lasts a lifetime relies upon its foundations to withstand the storms it endures. The strongest and most successful brands are absolutely no different. Our 4D process helps to create brand stories with heart and purpose that are designed to connect with customers on an emotional level. These stories are not a flash in the pan, they have a deep understanding of your audience and are built for long-term growth.

bedrok 4D brand development process



discover.

We start with gaining an understanding of your customers, markets and your brand.

This can include a synthesis of existing research and data, team interviews, brand health checks, store safaris or new primary research. Project objectives, timescales and budgets will dictate the approach.

Output is a discovery pack that compiles key insights giving you the best platform to move to the next stage.



define.

Takes on different forms but most commonly a workshop.

Together we characterise your target customer and articulate your brand story to resonate with them. We gain clarity on your purpose, what makes you special and set out your brand ambitions.

Output is a defined brand story pack.



develop.

- Brand name development
- Brand identity; logo, fonts, colour palette, tone of voice
- Brand guidelines



deliver.

- Website development
- Store fascias
- Point of Sale
- Packaging
- All brand assets e.g. uniforms, vans, stationery etc.



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Typical projects:

Brand refresh

Even the most successful businesses re-brand on average once every 5 years. It lets customers know you are current, innovative and not a dinosaur stuck in the past. We can create a new identity to help you shine across all touch points.

New proposition development

When you're launching a new product, service or sub-brand in your business, this process helps position it perfectly within your armoury. We create stories and identities that help you create a winning proposition whilst ensuring it is in tune with your master brand.

Employer branding

When it comes to engaging your existing staff and attracting new talent, a clearly articulated story is essential. Being clear about who you are and what you stand for, ensures your team moves as one behind a common purpose, generating less waste.

Ideal for:

Companies looking for long-term transformation

Clients we've helped



Testimonials

Bedrok has made a significant contribution to both the development and delivery of our strategic plan. Their fresh thinking, creative approach and experience in the retail industry has enabled us to deliver a new brand position perfectly aimed at our target audience.

Nigel Leahy - Tile Giant Marketing Director

I can thoroughly recommend the workshop that Andy and the team holds, it helps to extract your vision, values and gives real clarity to the direction of your business.

Jo East - English Rose Collection Director

FREE BRAND CONSULTATION by industry experts

- ✓ A full topline review of your online & offline marketing materials
- ✓ Honest feedback and advice on how to grow your brand through any quick wins we spot, plus longer term strategical choices we'd advise

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