

BRAND MANAGEMENT

Cosight sees a specific increasing role for brands in the future. With our extensive knowledge in brand strategy development and brand stretch development we consult and facilitate in meaning- and purposeful brand progression.

BRAND SHAKE & SHAPE™

Create an innovative culture for your brand

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The tool is designed as response to the structural market situation in the beginning of the 21st century: volatile markets & prudent consumers – it aims at strengthening the role of brands and make them fit for the future.

A brand needs to work on all levels of the tree to ensure a healthy and sustainable growth.



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The Brand Shake & Shape™ is designed as response to the structural market situation in the beginning of the 21st century: volatile markets & prudent consumers – it aims at strengthening the role of brands.

- Brands need to reposition their value proposition to reinforce consumer trust
- Brands need to re-assess their brand architecture to provide orientation
- Brands need to write stories to create myths & experiences and increase reputation
- Brands need to restructure their portfolio, streamlining their product offer, to focus on the core and growing consumer needs for ethics & sustainability
- Brands need to develop innovative and break-through platforms to attract consumers with meaningful offers shaping the markets of the future

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Brand Shake & Shape™

