

PACKAGE #1: BRAND POSITIONING ASSESSMENT (BPA)

The Brand Positioning Assessment (BPA) is our premier service, and one where most firms begin. This distinctive process takes an in-depth look into every facet of our clients' creative firms to review operations, procedures, sales processes, company culture, client relationships, and marketing communications for their effectiveness in the market place. Spanning the course of several months, the Brand Positioning Assessment allows creative firms to gain a deep understanding of their brands and customers, enabling them to attract better-suited clients with larger budgets.

How does your BPA work?

BPA takes a perception-based approach in examining your current positioning and expertise offering, your competitive environment, your customer base, and your company culture. This means that we place a high value on outside feedback and interactions in shaping your positioning. From here, we'll be able to understand what sales and marketing communications strategies you require to attract and retain only the best customers, all while maintaining a healthy, exciting work environment for yourself and your employees.

We'll get to this stage in the process in 3 steps. Initially, we'll be spending most of our time together reviewing your current state of affairs. Everything from your hiring process, to your incoming sales process, to your firing process will be reviewed in both qualitative and quantitative formats (where possible). This knowledge transfer is crucial in ensuring all of our recommendations are well-aligned and relevant. Secondly, we'll conduct a gap analysis to find where improvements and changes can be made to help reach your business goals. And finally, your BPA will conclude with specific actionable items to help you see valuable changes, quickly. After these 3 steps, we'll also be available to you for up to one year for ongoing guidance and assistance in implementing your BPA recommendations, known as Ongoing Assessment Support. This entire process usually takes anywhere from 6 months to a year to complete and will be tied to specific objectives to ensure ongoing success.

From start to finish, a Brand Positioning Assessment usually looks like this:

1. We have a quick phone call to discuss your firm's current state. This allows us to get enough information to give you an idea of how your specific BPA will be unfold (since no two are ever alike).
2. From here, we'll find time for us to come out to your site. This usually takes about 2 days for smaller firms of 9 or fewer employees, more for firms larger than 10 employees.
3. Surveys will be sent to all employees to help prepare us for the on-site portion of your assessment. The surveys will be simple and should be completed by every member of your staff (including interns, contractors, part-time employees, etc.) prior to our scheduled date.
4. Your on-site assessment will consist of interviews, guided discussions, and active listening with key employees (these will vary greatly from firm to firm). The environment for this stage in the process is

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lighthearted, energetic, fun, and even enlightening as it will force yourselves and your employees to explore generally uncharted territory. Most clients say they learn as much about their company at this stage as we do!

5. After we've had sufficient discussions to gain mutual understanding, we'll create actionable recommendations delivered in a digital format for your distribution among employees.

6. We'll follow up regularly to discuss progress, blocks, concerns, etc. and put together specific strategies to overcome struggles in reaching your goals. Ongoing Assessment Support will be available for one year.

COST	DELIVERABLE
>9 Employees, \$12,000 <10 employees, \$16,000 (plus travel and expenses)	Time and insight from industry expert, action items for success PLUS Ongoing Assessment Support for one year at no extra cost