



building sharper brands

CMDi works with a wide variety of membership and not for profit organisations, helping them sharpen-up their strategy to build value, engagement and growth.

Our services inform the right decisions and help to deliver transformational change.

Our work over the past decade has enabled CEOs and their leadership teams to identify new strategies to deliver improvements or change in a more agile way.

Whether you're sharpening your organisation's positioning to create valuable differentiation, creating a vision to seize new opportunities, or building a brand strategy to deliver more growth, you need a faultless strategic foundation backed up with go-to-market communications.

CMDi's services integrate research, strategy and creativity to deliver effective change or improvement in the most agile and cost-efficient way possible.

Find out how CMDi can simplify your complex, sharpen your strategy and transform your brand.

Contact Dianne Lucas, CMDi
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CMDi Research & Strategy Consultants

www.cmdi.co.uk

Services tailored to meet your needs



Research

- Market assessment, attractiveness and entry analysis
- Brand review, usage and perceptions
- Financial performance review
- Customer insights
- Process and operations optimisation
- Customer behaviour and paths to purchase
- Product and service innovation
- Channel review
- Segmentation and profiling
- Data, tracking and benchmarking



Strategy

- Market entry strategy
- Vision and corporate plan
- Brand and product positioning
- Brand extension
- Business transformation
- Personas and value propositions
- Go-to-market and product launch
- Merger and Acquisition planning
- NPD and digital innovation
- Revenue and profit growth review
- Leadership and operational management



Creative

- Communication strategy
- Purpose articulation
- Brand identity and expression
- Brand line and brand manifesto
- Website design and content
- Creative campaigns
- Messaging and copy
- Content and social media marketing
- Consumer marketing and TV / Radio campaigns



Workshops

- CEO 'futures' workshop
- Board strategy days
- Vision creation and roadmap
- Senior leadership team 'value building' workshop
- Visioning and ideation
- New corporate strategy planning
- Membership model of the future