



## 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](http://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