



**building sharper brands**

**CMDi is a business and brand strategy consultancy that helps solve problems, unlock growth and sharpen customer focus.**

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

**To compete in challenging times, leaders must constantly adapt and sometimes reinvent their strategy.**

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.

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**CMDi** Strategy Consultants

**www.cmdi.co.uk**

# Services

## Research



- Brand strength and benchmarking
- 360° organisational review
- Leadership and team directional assessment
- Market assessment, attractiveness and entry analysis
- Brand review
- Customer insights, behaviours and perceptions
- Customer satisfaction and value tracking
- Value proposition development
- Segmentation and journeys
- Product and service innovation
- Channel and communications review
- Personas and profiling
- Data tracking, KPIs and benchmarking

## Strategy



- Vision and corporate plan
- Growth strategy
- Organisational direction and leadership alignment
- Brand and product positioning
- Brand extension
- Market entry strategy
- Leadership and team change management
- Personas and value propositions
- Customer closeness, and personalisation strategy
- Innovation and capability building
- Channel review and strategy
- Product and service review
- Go-to-market and product launch

## Creative



- Vision and strategy articulation
- Brand relaunch and transformation
- Brand identity and expression
- Value proposition articulation
- Engagement and recruitment campaigns
- Creative strategy
- Messaging and copy
- Content marketing campaigns
- Consumer TV, VOD and radio