



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