



# One Brand DNA

## An internal compass for a powerful and engaging brand

The Brand DNA is the genetic code of the brand. Inspired by biological genetic codes, the DNA elements of a brand are inherited and unchangeable. They are the cornerstones of the brand. The Brand DNA serves as a “filter” for the brand team and the rest of the organisation, asking, “are the planned objectives, strategies and activities in line with the brand DNA?”

Over time, activation plans, behaviours and a company mindset in line with the brand DNA will create a unique and clearly distinctive brand in the eyes of customers and consumers.

enable2grow helps the brand team to analyse key elements of the brand and to define the DNA. Going back in the brand history, looking at the founder’s vision, analysing successful brand activations and understanding the consumer perception of the brand are some of the starting points for the analysis, which will in the end lead to the definition of the brand DNA.

- An initial workshop defines the objectives and the different workstreams
- In a second workshop, the results of the enable2grow analysis are presented and DNA elements are defined with the team. Brand strategies and activations are screened to check whether they are in line and supportive of the brand DNA
- In the last step, the internal communication of the DNA is prepared, not only for use by the brand team but as operating standards in important functions such as sales, customer service, and HR.

**“A clearly defined Brand DNA – the compass of the brand – guides activities, behaviour and mindset for the whole organisation. The objective is to create a powerful, unique, distinctive and engaging brand in the eyes of customers and consumers.”**



### Dr. Beate Klingenberg | Enabler & International Brand Expert

Beate supports her clients in the areas of international brand & business strategy, strategic growth planning and digital transformation. Based on her longstanding strategic and operational experience as a European CMO and country manager at different LVMH brands, she advises her clients to make their brand engaging for customers and fit for the future. → [in](#)

Ready for the next step? Contact us for an informal exchange at **+49 30 25 76 20 52 72** or book us [here](#).