



# Brand Strategy

## The backbone of the growth agenda

A strong brand is a driving force for the success of a product or service as it creates desirability with consumers and customers. A clear brand strategy helps to align the organisation and its activities behind the defined brand growth targets.

enable2grow helps the organisation to define a compelling brand vision and strategy, delivering:

- Key elements of the brand, including consumer look and feel over the next 3-5 years
- Key objectives the brand and the business need to achieve in the next 3-5 years
- Key strategies and KPIs to achieve the objectives

We organise and support the necessary work streams to create measurable impact with speed.

- An initial workshop helps the core team to evaluate and refresh the status quo of the brand vision based on the latest insights and data.
- In a second workshop, key objectives and strategies for the next 3-5 years are defined – supported by several workstreams and working groups
- A third workshop will look into potential barriers and enablers for the strategy, resulting in a brand transformation plan for each team

**“A powerful brand strategy, enabling the organisation to align behind one common mission includes clear milestone plans and KPIs to empower each team to achieve their individual growth objectives. Our approach, supported by our experience and guidance, enables our clients to achieve success.”**

Ready for the next step? Contact us for an informal exchange at **+49 89 44 99 07 20** or book us [here](#).

## Brand Strategy – The backbone of the growth agenda



**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](#)



**Juliane Wiehenkamp**

Enabler, Marketing & Sales Expert with a passion for Sustainability

Juliane helps her clients make their brands and thus their businesses grow. To achieve this, she always looks for ways to make brands, products and processes more sustainable, both from an environmental and social perspective. She has gained her allrounder Marketing and Sales skills by working for leading international consumer goods companies like Dr. Oetker, Mars, GBfoods or WMF. She holds a Business Sustainable Management certificate from the University of Cambridge. → [in](#)



**Maike Buhr** | Senior Enabler, Human-centered Business Strategies

Maike focuses on the development of company and marketing strategies, positionings, and growth strategies often linked to digitization and innovation. She combines over 20 years of experience in companies (P&G, L'Oréal, Mittelstand, Start-ups), analytical thinking and in-depth consumer/target group understanding (customer-centricity) and transfers her knowledge into strong strategic digital and non-digital growth concepts with recommendations on how best to move to market. → [in](#)

Ready for the next step? Contact us for an informal exchange at **+49 89 44 99 07 20** or book us [here](#).