

WALDERS®



BRANDING



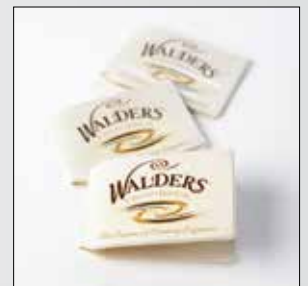
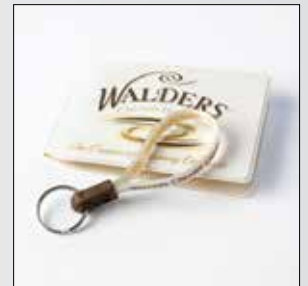
Branding is not about smart logos and glossy brochures; it is **the sum of many significant components** that build a consistent statement and feeling about your organisation. Whether you like it or not, your brand is taken as a collection of impressions about **YOU**.

We have developed a number of approaches to help to identify, produce and promote the image, essence and brand of organisations, ensuring clarity and consistency of message to the target market.

Remember, perception IS reality.

'A brand is a single word or concept that you own in the mind of your prospect. It's as simple and as complex as that'

AL REIS, AUTHOR - 'IMMUTABLE LAWS OF BRANDING'




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