



## BRAND INSIGHT

Brand Universe + Brand Audit + Brand Analysis = Brand Insight

It's a simple enough 'Brand Overview' process, yet often the most difficult thing is being able to see the wood for the trees.

Clarity of vision is all. And, yet, it's all but inevitable that the closer to a client an agency gets, the more it tends to see the world through the client's eyes.

How best to guard against such understandable, yet, wholly unnecessary myopia?

A fresh pair of eyes can do wonders by bringing a new perspective to each and every part of the thinking, planning, and creative process.

A good enough reason to call me, have a productive chat, and then pencil me in.

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**INSIGHT | STRATEGY | IDEATION**

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