



## BRAND STRATEGY

Most Brands are in it for the long haul. That stands to reason.

Yet, most account planners (Brand managers, too, for that matter) aren't always allowed to think long-term. Out of necessity, they're focused on the job in hand. How best to get it completed, get in on time and on budget. After which, they're confronted by the next most pressing problem, and the next...*ad infinitum*.

It's all very alluring. People who are seen to get workable results, rarely get fired. So, it's hardly surprising account planners and Brand managers get used to being tactically driven. When a strong Brand Strategy clearly calls for The Long View.

I'm not necessarily suggesting a 'whack to the side of the head' for all concerned, but oftentimes people simply need to be reminded of the need to Think Long-Term. Especially when tasked with producing a clear and cogent Brand Strategy.

But people—even the cleverest and most-experienced in an agency—need time and space and permission in order to change their modes of thinking.

I can act as catalyst to those necessary changes in mind-set.

But, of course, that's only if you appreciate the value of Long-Term Thinking and call me in to conduct an enhanced Brand Strategy session.

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**INSIGHT | STRATEGY | IDEATION**

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