

we care about brands™



## brand care cycle™

Integrated Brand Development, Brand Management  
and Brand Care

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## Brand & Value-based Management

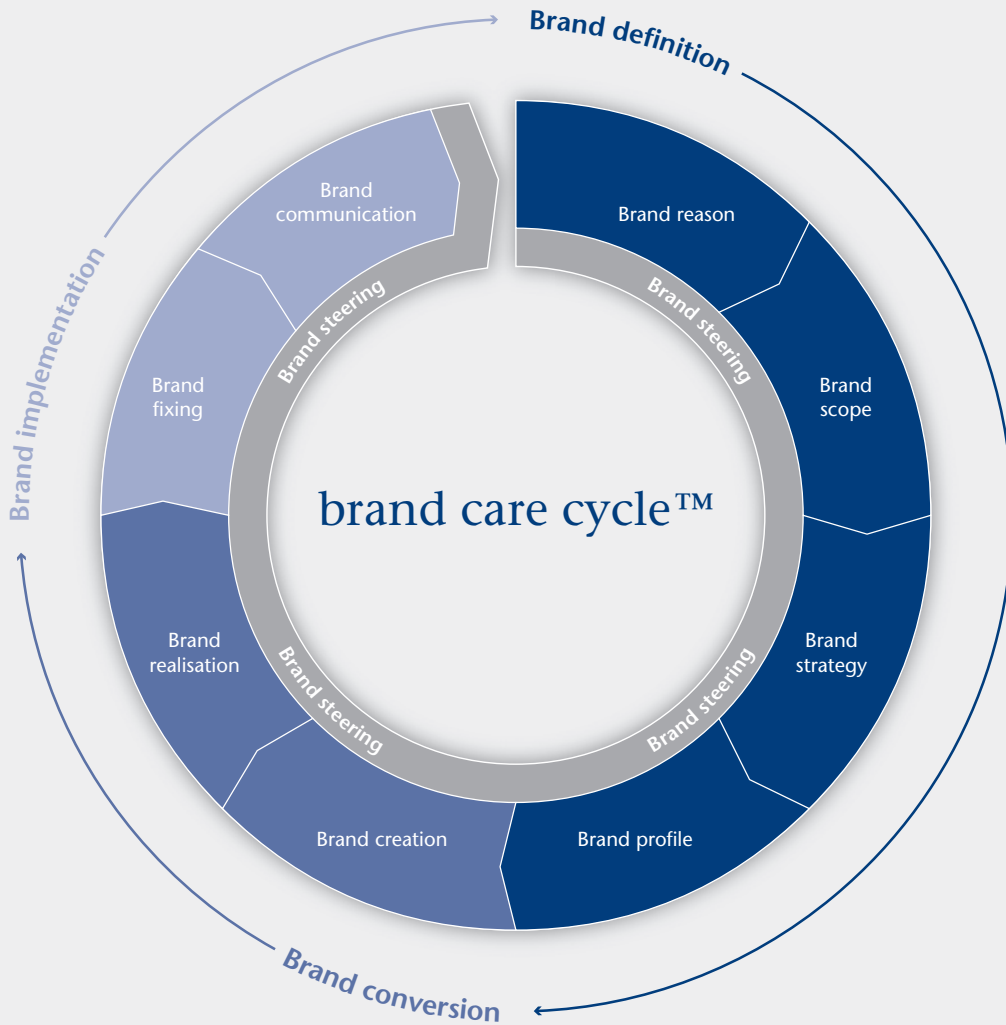
In the development, management and care of brands, our work is centred around an integral understanding of value-based corporate management. This understanding forms the basis of our collaboration with our customers. What the brand represents becomes an instrument for strategic corporate management.

### brand care cycle™

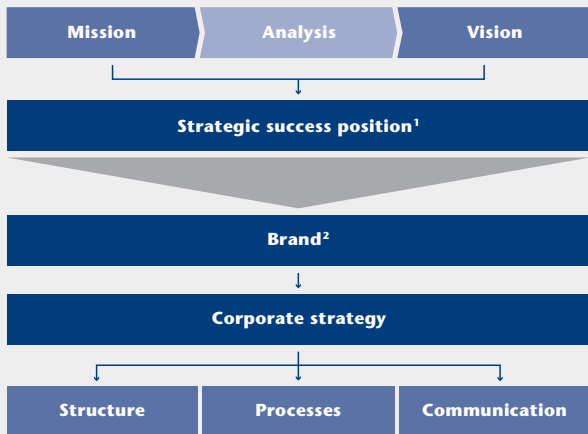
The integral model developed by m.a.d. brand care embodies our process-oriented approach to strategic brand development and operational brand management.

Our method is primarily geared towards the requirements of corporate and service brands and takes into account the real challenges that arise in every identity-finding process.

In addition to findings from current market research, our model is also based on our experience from over 300 projects realised by m.a.d. brand care. The «brand care cycle™» has a modular structure and is scalable in terms of implementation, making it suitable for companies of all sizes.



## Brand & Value-based Management



<sup>1</sup> Key target value for the strategic orientation of a company

<sup>2</sup> Instrument for strategic corporate management

Since 1996, we have been involved with more than 300 different brand identities, for businesses of all sizes. More than half of these brands have been developed by m.a.d. brand care.

- > As a full service agency, we are focused on providing a consistent and top-quality brand development and brand management service based on the principle of integrated corporate communications.
- > As a value-oriented business developer, we strengthen the strategic positions of SMEs from a wide variety of industries.

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