



# OUR BRAND ACCELERATION TOOLS



BRAND COMPASS



CURRENT BRAND DIRECTION



DRIVING IDEA



NEW BRAND DIRECTION







# WHAT IS BRAND ACCELERATION APPROACH?

Brand Acceleration is a proprietary **"The X agency Strategic Tool"** placed into effect to map the brand strategy to be precisely followed and executed.

Brand Acceleration is a **four-step** process:

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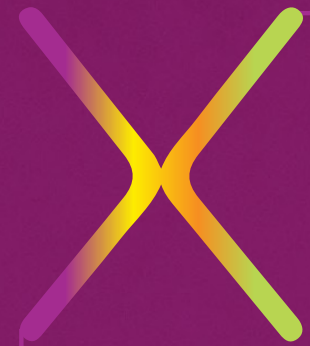
DRIVING IDEA



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# BRAND COMPASS

To identify the Brand's Audience, Categories,  
Touchpoints, and Characteristics

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# CURRENT BRAND DIRECTION

To define the current Brand Value in the market

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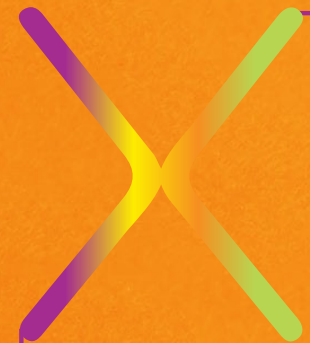
DRIVING IDEA



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# DRIVING IDEA

To define the Brand Proposition and pave way for its future direction.

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# NEW BRAND DIRECTION

To suggest and determine the ultimate Brand's Future Direction

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