



# Brand and Deliver

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November 2015

**Having just been through the exercise of refreshing and realigning a brand, and launching a new website at Collas Crill, it prompted the age old debate about the value of brand.**

To the cynic, brand is often seen as nothing more than a logo, a slogan or a colour. Yet, even if a business has none of these things, it doesn't mean it doesn't have a brand. A brand is our promise to our clients. What we actually deliver must live up to the promise we're making, or our whole proposition will fail. The promise we make permeates everything we do because what sits behind are the mechanisms to make sure we deliver against it, often a complex organisational and operational framework, which is ultimately designed to drive profitability, deliver healthy ROIs and maximise returns. It is also why having a strong set of corporate values and consistent culture, to reinforce behaviours within the organisational and operational framework, is so important. Everything you do within that framework influences perception of your brand.

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