



AGILE BRANDING

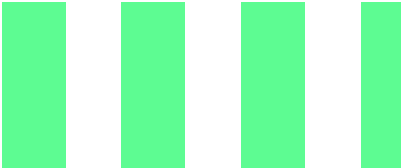
FOR SME AND BLUE-CHIP
COMPANIES

TERAPODS BRANDING AGENCY

Terapods plays a crucial role in helping SMEs and Major corporations improve their agile branding, foster collaboration and alignment across teams, and measure and analyze the performance of their branding efforts to ensure success. By working with a branding agency like Terapods, companies can develop a more agile approach to branding and build stronger, more resilient brands that drive business growth and success.



WHAT IS AGILE BRANDING



Agile branding refers to the ability of a brand to quickly adapt to changes in the market and consumer behavior, and to respond to emerging trends and opportunities. It involves a flexible approach to branding that allows for rapid experimentation, iteration, and innovation.



Current challenges faced by companies

Legacy structures and processes

Big companies often have well-established structures and processes that can hinder agility. Decision-making processes, organizational hierarchies, and legacy systems can slow down the ability to respond to changes in the market and to implement new branding strategies.

Organizational alignment

Successful agile branding requires alignment across different departments and teams within a company. This can be challenging in large organizations, where silos and competing priorities can make it difficult to achieve alignment and collaboration.

Maintaining brand consistency

Agile branding can involve experimenting with new messaging, visual identity, and brand positioning. While this can be beneficial for staying relevant and competitive, it can also be challenging to maintain brand consistency across all touchpoints.

Balancing short-term and long-term goals

Agile branding is focused on quick experimentation and iteration to respond to changing market conditions. However, it is also crucial for large companies to balance short-term goals with long-term brand strategy to ensure that the brand remains consistent and relevant over time.

Managing risk

Agile branding involves taking risks and experimenting with new approaches. While this can lead to innovation and growth, it can also lead to failure. Large companies need to have a risk management plan in place to mitigate potential risks and minimize the impact of any failures.



Solutions to address the challenges

Embrace new structures and processes

Big companies should consider adopting more flexible and agile structures and processes that allow for faster decision-making and cross-functional collaboration. This can include adopting a more agile approach to project management and implementing cross-functional teams that can work together to execute branding strategies.

Foster organizational alignment

Companies should prioritize fostering alignment across different teams and departments. This can be achieved through regular communication and collaboration, shared goals and metrics, and a culture that values cross-functional teamwork.

Develop clear brand guidelines

To maintain brand consistency, big companies should develop clear brand guidelines that outline messaging, visual identity, and brand positioning. This can help ensure that all touchpoints remain consistent while still allowing for experimentation and iteration.

Balance short-term and long-term goals

Companies should develop a clear brand strategy that balances short-term and long-term goals. This can involve setting clear objectives and metrics for each initiative and measuring progress against those goals. By doing so, companies can ensure that they are building a strong, sustainable brand that remains relevant over time.

Manage risk

Companies should develop a risk management plan that outlines potential risks and mitigation strategies. This can involve setting clear criteria for success and failure, testing and iterating on branding strategies before launching them at scale and using data to inform decision-making.



Agile methodology adopting rate



According to a report by McKinsey & Company, more than 80% of executives believe that their companies' business models are at risk of disruption. As a result, many companies are turning to agile methods and strategies to stay competitive and adapt to changes in the market. This includes adopting agile branding techniques to respond quickly to changing consumer preferences, emerging trends, and new technologies.

80%

believe that their companies' business models are at risk of disruption.

69%

of marketers are currently using agile methodologies to some extent.

In addition, a survey by the Association of National Advertisers (ANA) found that 69% of marketers currently use agile methodologies to some extent.

TERAPODS PROCESS TO HANDLE AGILE BRANDING

ADAPT TO AGILE BRANDING AND BRING A GREATER IMPACT

#1 Conducting brand audits

Terapods can conduct a brand audit to evaluate a company's current brand strategy, messaging, and visual identity. This can help identify areas where the company can improve its branding and develop a more agile approach.

#2 Developing brand guidelines

Terapods can develop clear brand guidelines that outline messaging, visual identity, and brand positioning. These guidelines can help ensure that all touchpoints remain consistent while still allowing for experimentation and iteration.

#3 Facilitating cross-functional collaboration

Terapods can work with different departments and teams within a company to facilitate collaboration and alignment.

#4 Implementing agile methodologies

Terapods can help companies to implement agile methodologies and processes that allow for faster decision-making and more flexible approaches to branding.

#5 Measuring and analyzing brand performance

Terapods can help companies to measure and analyze the branding efforts performance.





Terapods is a branding and digital marketing agency that specializes in helping businesses enhance their brand presence.

As part of our dedication to delivering top-notch branding services to our clients, we as brand enthusiast would like to utilize Agile Branding to cultivate your brand and discuss how we can assist our clients to achieve brand success.



Agile Branding is a highly effective approach to branding that can help businesses stay ahead of the competition in today's fast-paced digital landscape.

At Terapods' we are committed to helping our clients achieve similar success. If you're ready to take your branding to the next level, contact us today.