



3 Common Attributes of Brand-Aligned Organizations

Clarity

Everyone gets it. The brand promise and attributes are clearly articulated and understood by employees and partners.

Coherence

It's all connected. The brand promise and attributes are embedded consistently throughout the organization and across every touchpoint, e.g., tied to performance measures, environment, communications. Just as important, external messaging is a truthful reflection of internal reality, employees and customers perceive that the brand delivers on what it promises.

Control

Someone's driving it. The brand is proactively managed as a strategic asset, with centralized control of internal and external marketing and communications.

SOURCE: Jack Morton Worldwide, © 2003