



diagnose the health of
your brand with brand
therapy.

how healthy is your brand?

a brand's health is an indication of the effectiveness of its marketing strategy and affects profitability and the ability to extend the brand name to other products.

Like physical health, it can be measured by two factors: current well-being and resistance.

A brand's resistance level indicates its ability to withstand competitors, market changes, or strategic missteps, similar to the way a body's resistance to disease agents indicates good health. Current well-being is gauged by a brand's attractiveness to consumers.

what is brand therapy?

brand therapy™ is a unique 3 step process that diagnoses your current brand structure, prescribes a unique brand formula and implements a revitalized strategy across all communication touch points.

brand therapy™ provides the intelligence to link your brand with business strategy, the insight to connect with your customers and the platform to deliver your brand promise over time.

who uses brand therapy?

sme's, corporates and individuals: "I loved having Brooke run her Brand Diagnostic for my business. The process was well conceived and has allowed me

to filter what we do from a corporate identity stand point. Its kind of like knowing the rules for our brand. I look forward to the next installment." Matt Church (February 16, 2006)

"Brooke is a rare find in today's marketing world. Her strong background in design and proven branding process enables her to diagnose your business and create a brand that communicates with impact to both customers and the company. She is a must have for your business." Nils Vesk (February 15, 2006)

how much is brand therapy?

brand therapy™ is charged at \$250 phr with diagnostics starting from \$2500 ex gst for 2 attendees and \$5000 ex gst for 5 attendees. bespoke corporate projects are p.o.a

who can i call to book an appointment?

call brooke alexander on 02 9332 1122 or email brooke@kre8.com.au to discuss your current brand position. She can then assist you in your best plan of action.

10% OFF for impero clients

impero clients are entitled to a 10% discount on all brand therapy services.

