

The Need

In this age of global trading, mass communication and the shrinking world, brands are assuming an increasing importance. They can be universally recognised, a focus of customer loyalty that transcends language and geography. In some cases, their value is over 50% of market capitalisation and is measured in billions of dollars.

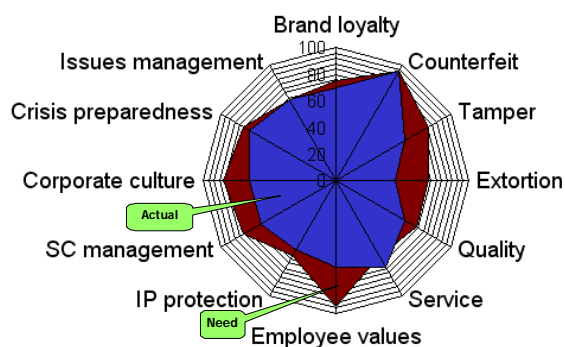
However, brands are vulnerable:

- They are increasingly exploited by organised crime with brand counterfeits and product extortion.
- They can become the target of anyone with a grudge who can contaminate or adulterate the products to which the brand relates.
- They can be victims of errors, or of unauthorised acts by any the brand owner's employees and partners anywhere in the world.
- A global brand can be seriously harmed by the actions of the most remote of subsidiaries.
- Badly handled product and reputation crises have caused significant losses in brand value and share price, and even the demise of the companies concerned.

The DBRC Brand Profiles

Brand resilience can only come from a holistic approach. Single solutions to one aspect of your brand's exposures may overlook more vulnerable areas and may even be negated by them - for example, money spent on product authentication may be wasted if your products are of inferior quality to their counterfeits.

Our approach therefore begins by creating a series of unique brand profiles by studying all aspects of your brand where resilience may be needed. These show your strengths and weaknesses clearly and graphically and enable your strategy to be debated and created.



DBRC's Dynamic Toolkit

We don't just identify weaknesses in your brand resilience - we help you to correct them. The majority of our processes consist of a combination of desk and technical research, interviews and workshops. We use, and adapt, a wide range of processes to fit your needs, and many of those processes will have been developed exclusively by us.

Modules in our toolkit include:

- **Measurement and prioritisation** - to obtain consensus on the risks that should be prioritised for attention at each level within the business
- **Benchmarking** - against best practice, competitors, industry standards and regulatory needs.
- **Technical** - deciding the right technology for you, for example in verification, tracking or tamper evidence.
- **Threat modelling** - to identify the full dynamics of each major threat - potential causes and consequences and the optimum mitigation strategy.
- **Brand modelling** - Graphically joining the various elements of your brand strategy and management to reveal and highlight covert influences, conflicts and opportunities.
- **KPI identification** - identification of the leading and lagging KPI's, and the tolerance thresholds that should surround them.
- **Dynamic board reporting processes** - a graphical executive dashboard that provides an instant overview of those areas needing high level attention at any point in time.
- **Crisis preparedness** - preparedness audits, crisis simulations and testing, plan creation and our unique Dynamic Crisis Management™ process.

DBRC's unique approach

- **Holistic** - a joined-up approach to your total brand exposure.
- **Flexibility** - Consultancy processes most often fail because the consultants have learned, and rigidly apply, a "one size fits all" process. We adapt our processes to your culture, preferences and way of doing things.
- **Transparent** - open workshops and scoring systems achieve buy-in.
- **Transferable** - Our processes will be transferred to you for your ongoing use. Training, documentation and process licensing are included.