

POSITIONING.

Only when the orientation is firmly anchored within the organisation can a distinctive positioning have an external impact and demonstrably strengthen customer loyalty, purchasing willingness and long-term corporate value.

Objectives:

- Fully defined and activated corporate identity
- Identification and activation of relevant areas of action and impact
- Complete development of a sustainable positioning

Services:

- Cross-organisational anchoring of a clear, coherent and differentiated positioning
- Identification and evaluation of relevant areas of impact
- Analysis and comparison of relevant touchpoints: from newsletters to points of sale, from websites to loyalty programmes, from telephone queues to reservation systems
- Development of immediate and future operational recommendations

Recommended if you want to **fully exploit your strategic potential and optimise your areas of influence.**

Duration: 4–6 months | Budget: EUR 30,000–60,000