

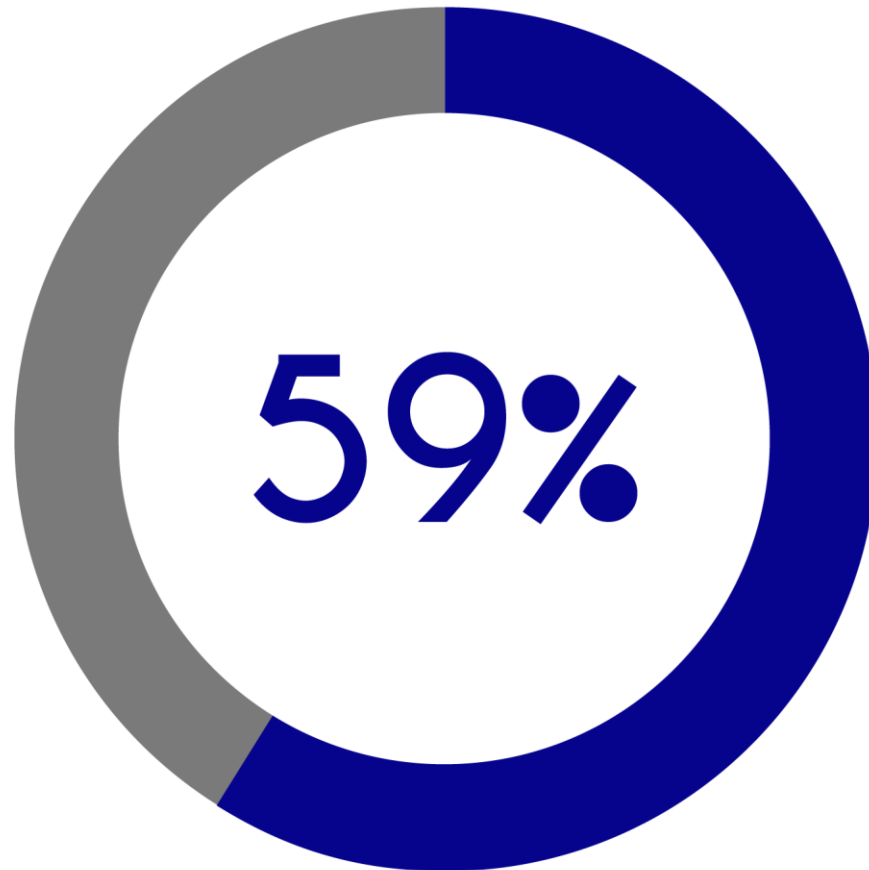


The Pudding  
L I V E   Y O U R   B R A N D

[www.ThePuddingBrand.com](http://www.ThePuddingBrand.com)

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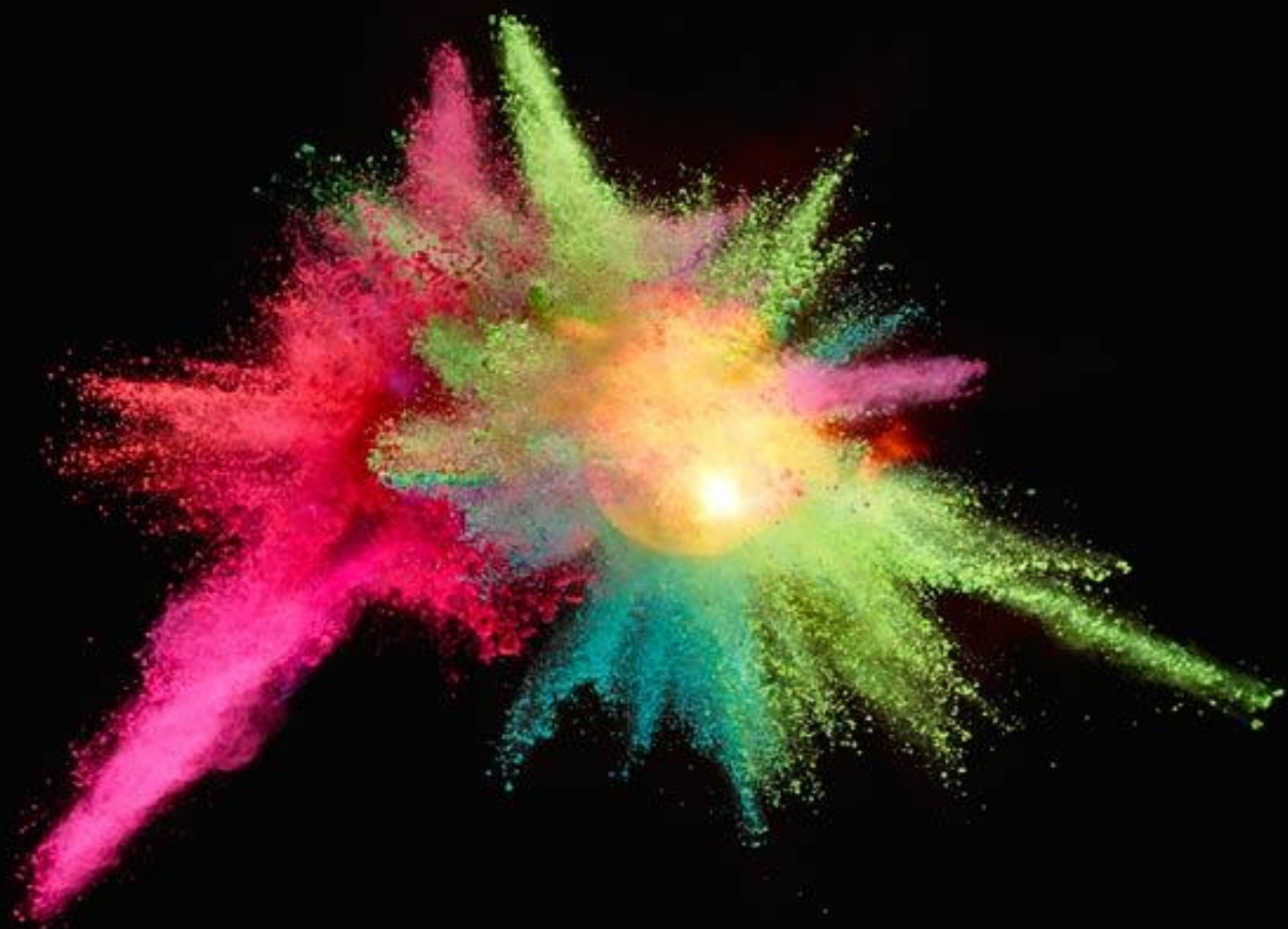




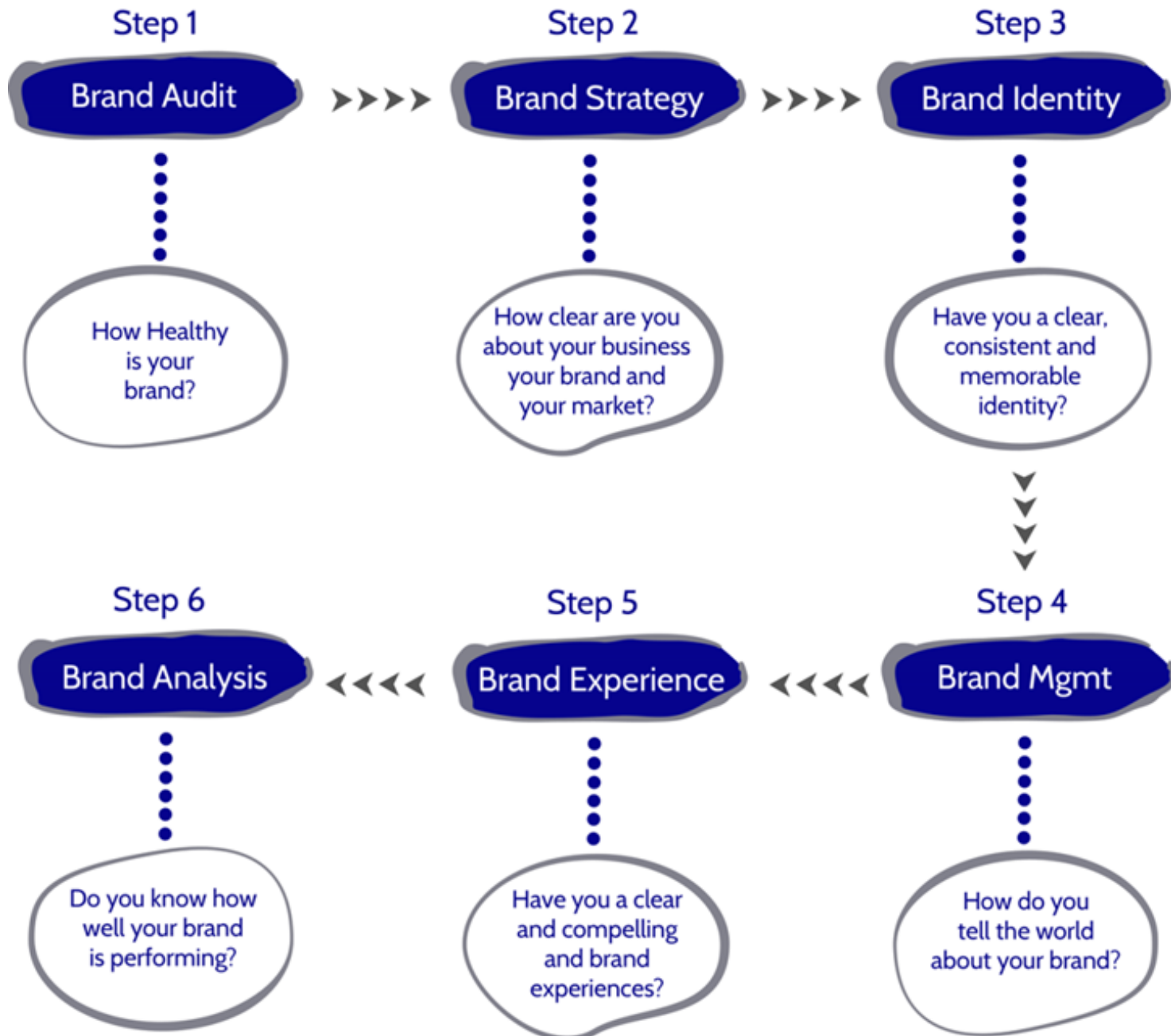
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health check

# Brand Strategy

## All those questions!







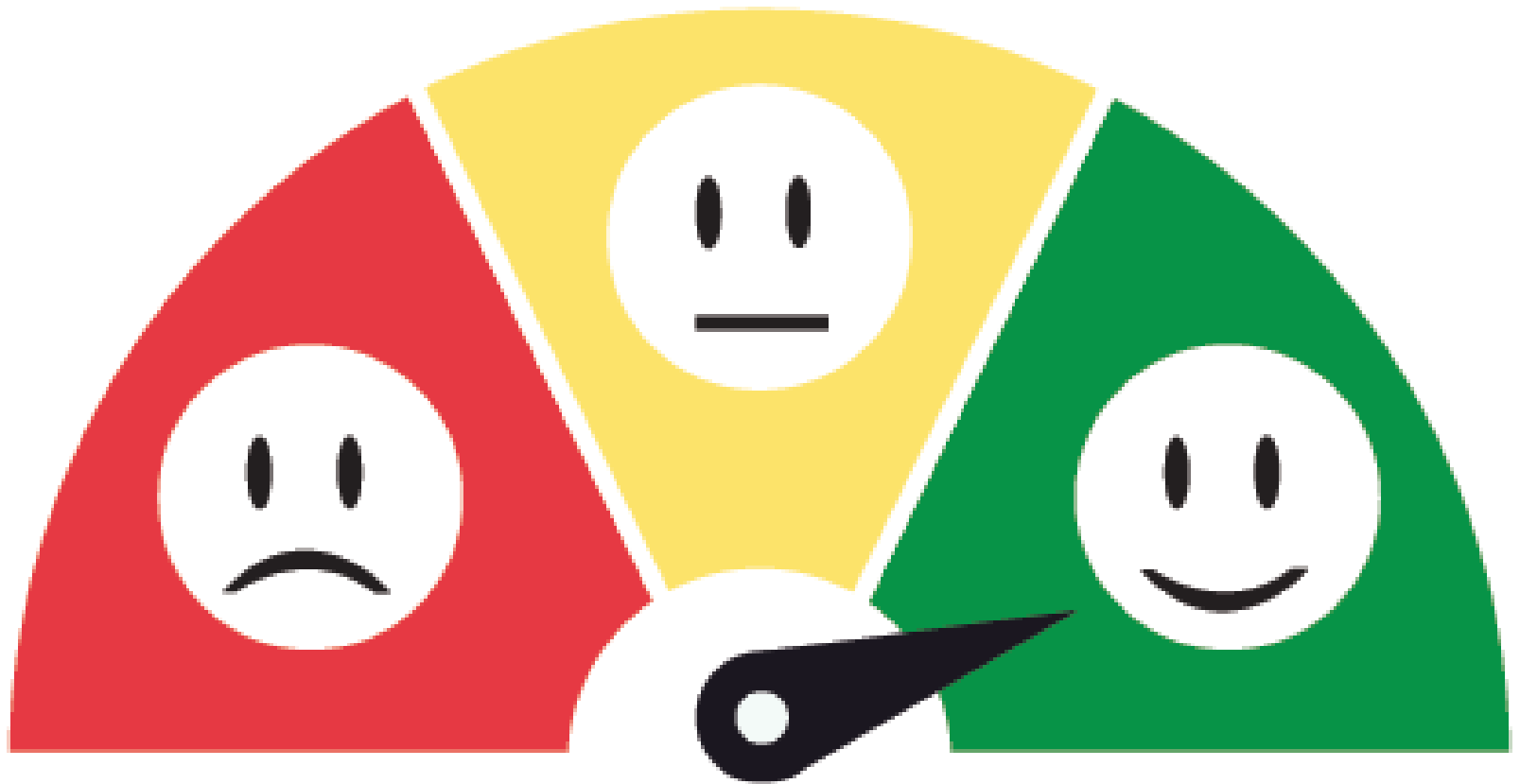
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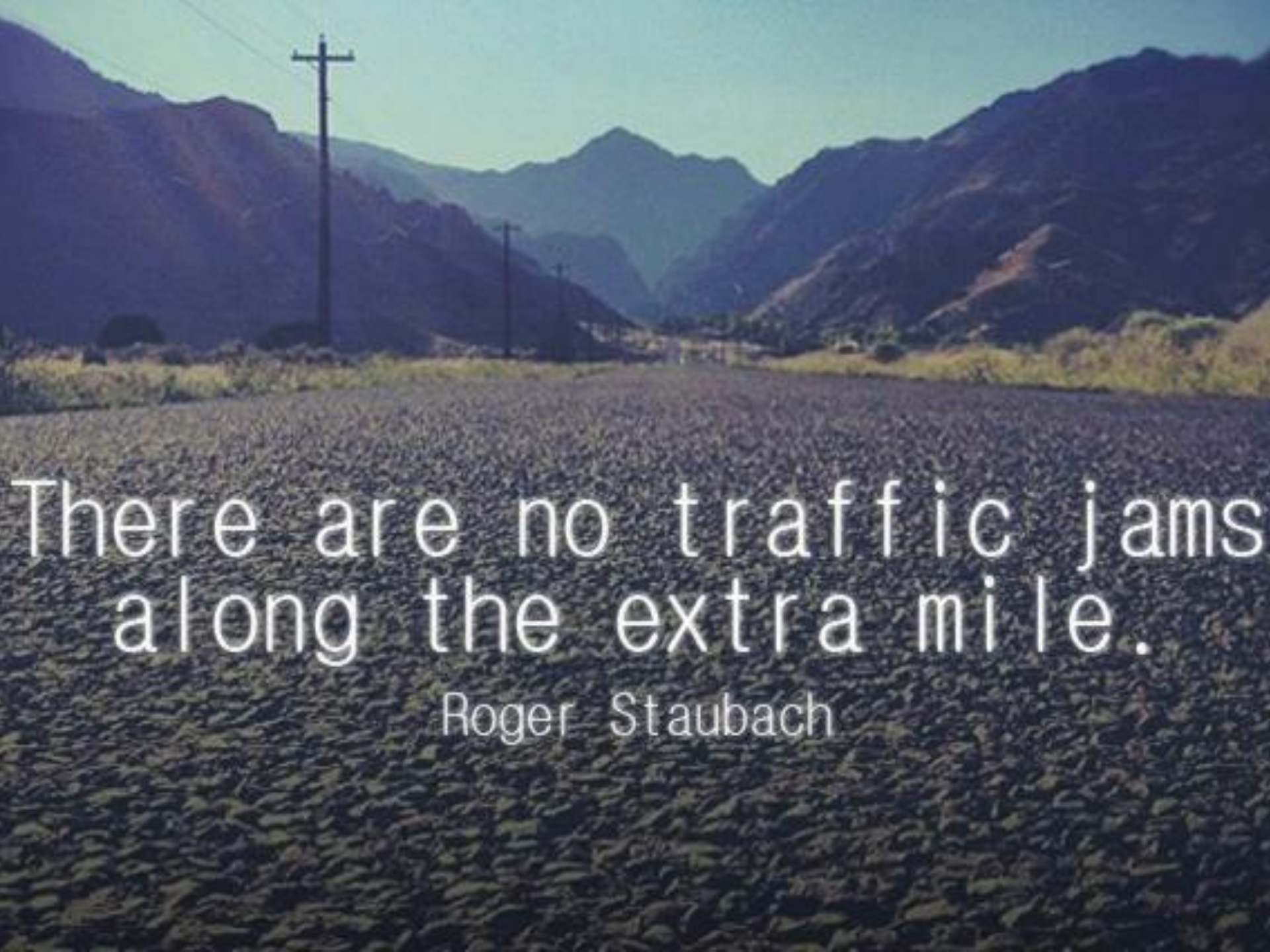






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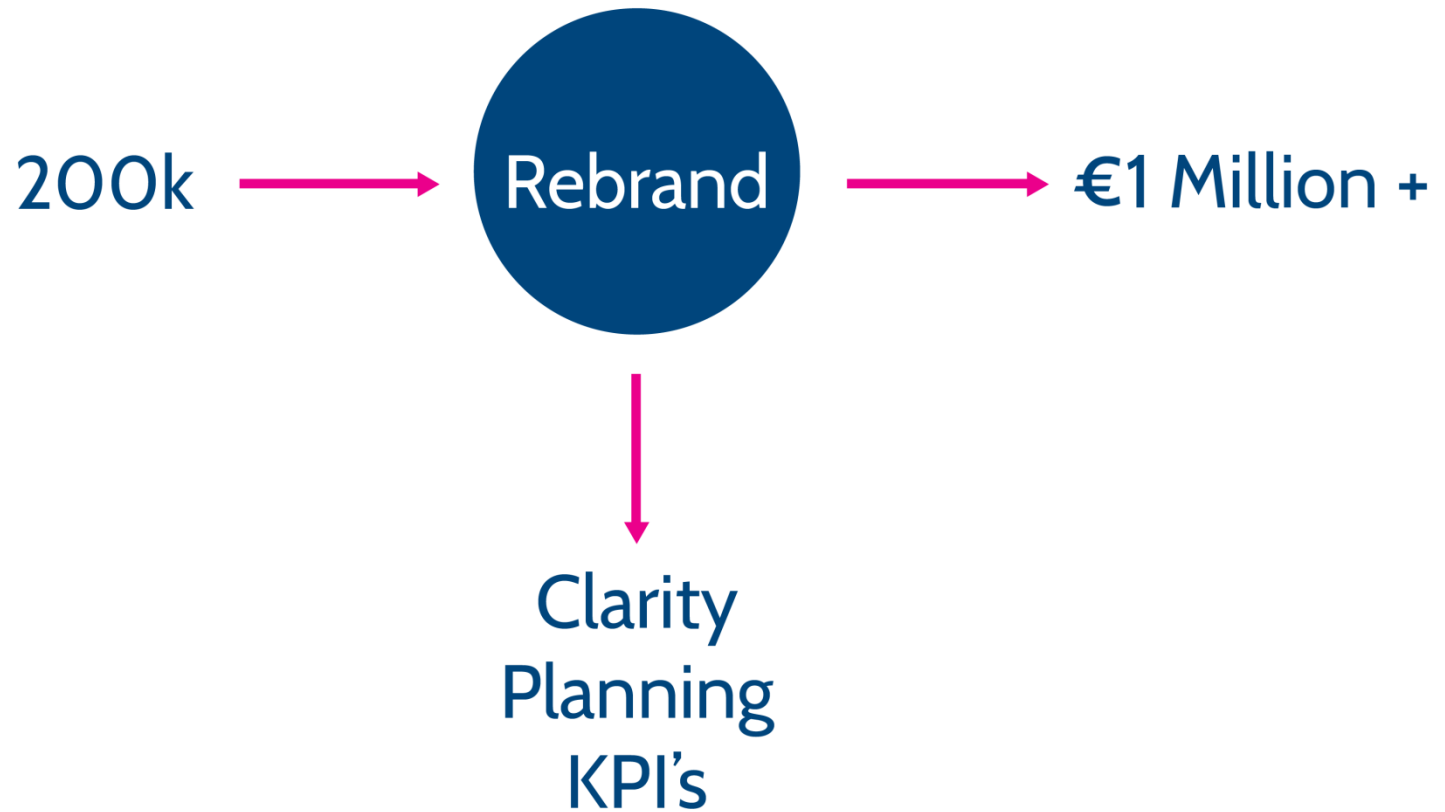
There are no traffic jams  
along the extra mile.

Roger Staubach

# #OnBrand







CareBright  
HOMECARE IN OUR COMMUNITY





A diagram consisting of two dark blue circles connected by an equals sign. The left circle contains the text 'Right People' and the right circle contains the text 'Improved Performance'.

Right  
People

=

Improved  
Performance

New Customers

Current Customers

€ € €

Partnerships

Brand Advocates

# Top Tips

- Brand v's Bland
- Market Research
- Clarity
- Experience
- Brand Culture
- Relationships
- Management of Branding
- Don't develop an accidental brand
- Always ask why
- And always live your brand



Thank you

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