

BRAND-CENTRIC INTEGRATION

IN A NUTSHELL

1.

VERTICAL INTEGRATION

Align operational activities with philosophy and strategic goals across different levels of the hierarchy. Ensure that strategic objectives are translated into actionable operational plans. Create clear links from high-level strategy to day-to-day activities. **IMPACTS:** brand consistency, employee engagement.

2.

HORIZONTAL INTEGRATION

Align operational strategies across different business units or departments in the same levels of the enterprise. Ensure that different departments work collaboratively, not in silos. **IMPACTS:** product and service consistency, organisational sustainability, employee engagement.

3.

INTERNAL INTEGRATION

Ensure employees and other internal stakeholders embody the enterprise values stated in philosophy. Employees become brand ambassadors, ensuring all interactions with customers and partners reinforce the brand. **IMPACTS:** employee engagement, brand ambassadorship, customer & stakeholder experience.

4.

EXTERNAL INTEGRATION

Align communication and strategy with ideal external stakeholders experience, such as customers and suppliers. Ensure that relationships and communication are managed strategically to support sustainability. **IMPACTS:** customer journey, stakeholder expectations, external relationships.

ETHOS

Walk the walk, then talk the talk.

CAVEAT

Although there are multiple integration schemas and interpretations of integration, this method is applicable to the field of brand management. It will need to be tailored to each individual enterprise.

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