

# HALEY BRAND INTELLIGENCE – CAPABILITIES

## **Brand Research/Strategy**

Audits  
Analysis  
Research  
Strategy  
Positioning  
Planning

## **Brand Experience Development**

Campaigns  
Advertising  
Marketing  
Public Relations  
Interactive

## **Brand Platform Development**

Mission  
Vision  
Personality  
Message

## **Brand Architecture Development**

Naming  
Identity  
Standards

## **Brand Tracking**

Equity  
Valuation