



**The central and foundational point in competitive strategy is an organization's brand . . . and how the brand is differentiated in the market.**

At The Strategy Group™, we bring a unique perspective to competitive brand strategy – that powerful and differentiated brands are *something you deliver, not just something you promote*. Our comprehensive approach combines brand research, planning and implementation support to evaluate the effectiveness of your brand and improve brand performance through integrated clinical, operational and marketing strategies.

Our team of brand strategy experts will work with you to:

- Assess the competitive strengths and weaknesses of your current brand strategy
- Identify a unique brand position that sets your organization apart from the competition
- Develop brand building, product development and marketing strategies to position the institution for growth and attract target customers

**Brand Strategy Consulting Services**

<i>Assessment</i>	<i>Planning</i>	<i>Applications</i>	<i>Management</i>
Brand Performance	Brand Strategy	Brand Architecture	Brand Standards
Brand Equity Analysis	Competitive Positioning	Brand Experience	Performance Metrics
Consumer Research	Co-Branding	Product Design	Marketing ROI
Market Opportunities	Brand Identity	Product Development	
Competitive Dynamics	Brand Framework	Brand Communications	
	Marketing Strategy		

**Contact Us**

The Strategy Group™ ([www.thestrategygroup.com](http://www.thestrategygroup.com)) is a management consultancy specializing in competitive strategy in the health industry. For more information about how we can help you gain a competitive and sustainable advantage, contact Karen Corrigan at 757.640.8515 or [corrigan@thestrategygroup.com](mailto:corrigan@thestrategygroup.com)