



# Building Brand Resilience

## Brand and reputation management

Brand and reputation—it's what your company is built on. It's what your customers base their loyalty on. It's the culmination of everything your company does, from product quality to employee behavior and everything in between. It takes a lifetime to build, but only an instant to be torn apart.

So what can you do about it?

### **Brand and reputation management: building superb brand resilience**

When it comes to your reputation, perception is reality. To effectively promote, protect, and preserve your brand and reputation, it must be managed programmatically with ownership and

accountability residing in the C-suite. And it's critical for leaders to keep the brand out in front of everything their company does.

### **How can Deloitte Risk and Financial Advisory's approach help you?**

The most resilient brands embrace uncertainty. They recognize that purposeful responses go a long way in helping to bounce back after brand events and that preparation gives leaders the confidence that their program can weather a storm. Our experienced leaders, combined with the full breadth of our capabilities, can help you sense for threats, seize opportunities, and shape perceptions to achieve greater brand resilience, market differentiation, and strategic positioning.

### **Managing brand and reputation risks**

Protecting your organization's brand and reputation is a big challenge, but it's a manageable one. A leading brand and reputation management program aligns resources and organizational capabilities across strategy, marketing, communications, and risk management to activate your brand, deepen advocacy, and build and protect your reputation.

By developing risk intelligent strategies and investing in the right capabilities, organizations can drastically reduce the impact of brand and reputation risks while continuing to grow and succeed.



### Sensing threats

We can help you sense potential threats and keep your finger on the pulse of your brand by:

- Continuously measuring and monitoring changing perceptions of your brand over time
- Using advanced reputation risk sensing capabilities to get ahead of risks, trends, disruptors, and threats
- Proactively preparing for, and minimizing the impact of, the biggest potential brand threats through effective risk management, mitigation, and crisis response activities

### Seize opportunities

We will help you capitalize on opportunities by:

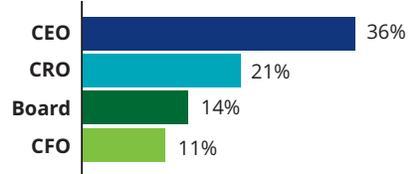
- Creating a brand risk-intelligent culture and strategies by embedding the brand into everything you do
- Cultivating internal and external brand advocacy through formal stakeholder engagement programs
- Proactively preparing for and responding to threats through crisis preparedness, response, and recovery
- Taking advantage of opportunities to positively impact brand perceptions through consistent, compelling brand messaging

### Shape perceptions

We will help you positively impact brand perceptions by:

- Aligning business strategies with your brand vision and positioning to further differentiate from competition
- Elevating your brand by building advocacy among the most important stakeholders and influencers
- Proactively and purposefully respond to threats to your brand and reputation to protect, elevate, and strategically position your organization
- Supporting your brand and reputation management efforts with robust governance to drive alignment, continuous improvement, and a strong risk-intelligent culture

### Primary responsibility for reputation risk:



Source: Reputation@Risk Survey, Deloitte and Forbes Insights, 2013. [www.deloitte.com/reputationrisksurvey](http://www.deloitte.com/reputationrisksurvey)

Learn more by visiting [www2.deloitte.com/us/brand-reputation](http://www2.deloitte.com/us/brand-reputation)

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