



BURKHART MARKETING :: Brand Refresh

# Activation + Compliance

Helping your brand consistently drive consumer engagement

## YOUR CHALLENGE

Activation is a crucial part of building a positive perception of your brand. This can be done through product samplings, promotions, sponsorships and experiential events. Regardless of the channel, consistent execution is key to leveraging the value of any brand. With hundreds of affiliates around the country engaged in marketing activities and producing materials, all too often, even the best intentions don't translate into the consistent executions required for your brand to build trust with customers.

## OUR SOLUTION

While brands appreciate when their partners market on their behalf, they need them to follow approved guidelines and use authorized images, verbiage and media placement. We work alongside marketing teams to develop comprehensive activation plans and then remove one of the largest obstacles to brand compliance — low adoption of corporate marketing programs. We assist channel partners in their continued execution of local marketing, ensuring employees support and enhance the brand in their interactions with customers.

## WE DELIVER

- **Marketing Tool Kit**  
Local Activation Packet
- **Brand Training**  
Frontline Ambassadors
- **Marketing Road Show**  
Presentation, Consult
- **Brand Compliance**  
Stewardship, Governance
- **Brand Intelligence**  
KPI Monitoring

LEARN MORE



REQUEST A CONSULT



- **Make your brand more prominent**
- **Help convey brand positioning**
- **Strengthen affiliate franchisee relationships**
- **Revitalize slumping brand activity**
- **Minimize brand distortion**

See how Burkhart helped a **leading automotive service brand** execute a successful national ad campaign

DOWNLOAD STUDY

