



# résumé

## John Lyons

John is an expert in strategic branding and marketing with over 25 years' experience in building and developing brands, creating strategic marketing plans and delivering successful marketing programmes.

Placing the brand at the heart of things, clearly defining - or refining - the vision and getting it across with flair, is central to what John delivers.

He is a strategic thinker with the proven ability to translate strategies and plans into action and a commitment to deliver results.

### What John would bring to your team

John brings a fresh and inclusive approach to helping leadership teams to develop understanding, belief, adoption and loyalty for their brands.

Through a process of close collaboration John guides clients to uncover their brand's 'big idea' that captures the essence of the business. He then helps to build this into a compelling story and a robust marketing and communications strategy. More specifically this process includes:

- **Brand Discovery** – through a variety of research techniques we unearth how stakeholders perceive the brand currently
- **Brand Positioning** – through brand workshops we define exactly how we want stakeholders to think of the brand.
- **Brand Manifestation** – developing the look and voice of the brand including identity and key marketing messages
- **Marketing Strategy** – developing a robust strategy to deliver the brand positioning and the marketing objectives
- **Marketing Communications Strategy** – developing the right blend of media and messaging to effectively engage the target audience
- **Brand Management** – ensuring consistency in the use of the brand and advice on brand extensions

By adopting a positive brand strategy we aim to have a substantial impact on the business, the brand, the culture, communications & marketing and of course on sales, profit and shareholder value.

If you are looking to breathe new life into a current brand or create an entirely new brand, PCS can help.



### EXAMPLE ASSIGNMENTS:

- Construction services group – created new brand for the whole group including internal and external brand launch. Marketing Strategy development.
- Education software developer – created cohesive group brand strategy to unite the disparate product brands
- Logistics Employment Group – developed a robust brand strategy to reposition the business into a new market
- Procurement consultancy – undertook a complete review of their business and developed a brand and marketing strategy to deliver significant growth from key sectors including construction