

Corporate & Brand Strategy

We support you in developing growth strategies for a sustainably successful future and in maximizing the potential of your brand.



Strategic clarity for your business.

We are convinced that clear strategies guide long-term and profitable growth and that the brand is a strategic management tool.

In times of continuous change, increasingly intense competition, critical and price-sensitive consumers, and information and product overload, companies and their products need to be firmly positioned in the market. This positioning requires a well-founded and sustainable corporate and brand strategy.

Unless a company exclusively pursues a strategy of cost leadership, it should have a unique selling proposition in order to be able to grow profitably on the market in the long term. In a market environment in which abundance has replaced scarcity, however, it is becoming increasingly difficult for companies to clearly differentiate themselves from the competition.



What strategy do you pursue to lead your company successfully into the future?

How do you implement your corporate and brand strategy internally and externally?



Strategy as guide to sustainable growth

In many years of serving our clients, we have realized that every company is unique and has a wide range of extraordinary capabilities. In most cases, the challenges companies face are not based on a lack of competencies or an inadequate offering. It is often due to a missing strategy that provides internal and external orientation and expresses the company's own strengths in the best possible way.

Strategy means clarity. Clarity about what mission I am pursuing as a company, what I stand for, what I can and cannot deliver, where I want to develop and how I will get there.

The brand as a strategic management tool

A medium that expresses the core competencies of a company in a condensed form and conveys what a company stands for is the brand.

A strategically managed brand enables companies to achieve clear differentiation from their competitors and to increase their attractiveness and desirability among consumers. In addition, a strong brand empowers companies to achieve higher prices, retain customers and employees in the long term, and optimize marketing efficiency. Attractive brands boost product and company value, raise market share and convey security, orientation and trust to consumers.

The brand is not just a visual surface (logo, design, slogan, etc.), but an extremely efficient and continuously demanding management tool that accelerates the implementation of the corporate strategy and is integrated into all areas of the company.

The corporate and brand strategy are thus the responsibility of top management and integral components of corporate governance.

The Grant Thornton Strategy Check.

Fundamental questions on the path to strategic clarity for your business.

What strategy do you pursue to lead your company successfully into the future?

Brand personality

What attributes does your brand embody and convey?

Brand positioning

With what unique selling proposition and value proposition do you position yourself?

Brand architecture

How do you organize your brand and product portfolio?

Brand innovation

How do you adapt your brand to changing market and customer needs?

Brand principles

Which principles guide your operational brand management?

How do you implement your corporate and brand strategy internally and externally?

Corporate Strategy

Corporate identity

What does your company stand for and what makes it unique?

Corporate purpose

Why do you do what you do and what overall goal drives you?

Corporate strength

What are your core competencies and drivers of success?

Corporate goals

What quantitative & qualitative strategic goals are you pursuing?

Corporate alignment

How do you align your company to achieve your goals?

How do you use your brand to execute your corporate strategy?

Brand Strategy

Implementation

Living strategy

How do you practice your strategy daily in your field of activity?

Experiencing strategy

How do you make your strategy perceptible and tangible for your customers and partners?

Steering and measuring strategy

How do you ensure an effective strategy implementation?

Corporate & Brand Strategy Services.

We accompany you in the development and implementation of your corporate and brand strategy.

STRATEGY DEVELOPMENT

Corporate Strategy

Strategy Audit: We analyze and evaluate your existing corporate strategy and derive clear and practical recommendations for action for your future corporate management.

- **Corporate identity:** We consolidate the character and culture of your company and manifest them in the form of core values.
- **Corporate purpose:** We define the higher mission of your company with which you want to enrich your environment.
- **Corporate goals:** We formulate strategic goals for your company as well as a motivating vision of the future that will provide guidance for your future actions.
- **Corporate strength:** We identify the core competencies of your company and thus create the basis for your sustainable competitive advantage.
- **Corporate alignment:** We determine which strategic alignment is most suitable for your company, considering your core competencies as well as current market conditions.

Brand Strategy

Brand Audit: We analyze and evaluate your brand from an internal and external perspective and derive a range of recommendations for action for your future brand management.

- **Brand personality:** We define what your brand stands for and with which attributes it should be associated in the market.
- **Brand positioning:** We develop your USP and value proposition for a credible, attractive and differentiating positioning in the market.
- **Brand architecture:** We structure your brand and product portfolio and optimize the interaction of your corporate brand with individual or product brands
- **Brand innovation:** We support you in systematizing your innovation process and sustainably increasing your innovative power.
- **Brand principles:** We define strategic guidelines for the implementation of your brand strategy and thus the standard for your marketing program.

STRATEGY IMPLEMENTATION

Implementation

Living strategy: We empower you and your employees to live your corporate and brand strategy from the inside out and to integrate it into your everyday life in the form of concrete measures and rituals.

Executive and employee coaching | Brand ambassador programs | Strategy roll-out

Experiencing strategy: We make your strategy tangible and perceptible at all internal and external touchpoints, thus ensuring a consistent brand experience.

Customer Journey Management | Target Group Management | Go-to-Market Strategy | Product and Service Design | Employer Branding | Innovation management

Steering and measuring strategy: We ensure that strategy implementation is regularly measured against specific KPIs and continuously improved in its impact and quality.

Steering committees | Performance monitoring



Together we achieve your goals.

We help you to define your strategic direction and make the right decisions.

Why Grant Thornton?

We combine our clients' strengths and competencies with current market developments and trends, and thereby open up new business and growth potential for them.

Due to our extensive expertise in the advisory sector and our international network, we offer our clients all-in-one advice from a single source.

Our consulting approach

INTERACTIVE

We develop strategies in close collaboration (coaching, retreats, workshops - analogue & digital) with our clients.

EMPIRICAL

We develop strategies that are data-driven and based on scientific methods and models that can be clearly measured in their implementation.

HOLISTIC

We develop strategies that are not only dedicated to a specific problem, but offer our customers holistic and long-term solutions.

We are your personal consultant in various strategic issues and are available to you as project and interface managers even beyond the strategy work.

Your additional value

We accompany you in the realization of your growth ambitions by developing a strategy and implementation concept tailored to your needs, which will help you to achieve measurable and sustainable success.



Growth & Value Creation



Sustainable competitive advantages



Clear differentiation



Increased attractiveness & future viability



Clarity, focus & orientation for the future



Increased sense of identity and feeling of togetherness



Increased implementation strength & agility

Your contact.



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Nikolaus Rauschl is responsible for the field of “Corporate & Brand Strategy” in the Advisory division at Grant Thornton Austria, in which he has several years of in-depth practical and project experience.

In his career as a management consultant, Mr. Rauschl has assisted well-known national and international medium-sized companies and large corporations from a wide range of industries in the development and implementation of growth-oriented corporate and brand strategies.

His focus lies in the identification of attractive and future-oriented business and growth potentials and in the development of clearly differentiating positioning strategies. In addition to the development of strategies, Nikolaus Rauschl empowers and motivates executives and employees to actively implement strategies and integrate them into their daily operations.

Mr. Rauschl studied business administration in Regensburg and completed a master's degree in “International Business” at the Munich Business School with stops abroad in the Netherlands and England, where he acquired additional know-how in the areas of strategic brand management as well as project and innovation management.

Key areas of focus

- Corporate and brand strategy development & implementation
- Mission, vision and purpose development
- Brand and product positioning
- Customer journey management
- Innovation management
- Executive and employee coaching
- Workshop design & implementation
- Project and interface management (PRINCE2®)

Get in touch with us and let's work together on your growth strategy.



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