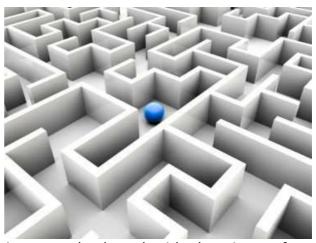
Strategic support:

Long-term cooperation on the management of company's strategic brands. A marketing audit of the brand takes place beginning of such followed by a cooperation, creation of strategic and marketing plans. Later, strategic aims are set and tools are devised to monitor the results achieved.



• The chance to juxtapose one's views on the brand with the views of an outsider offers scope for a more fruitful brand management.