



Episode 3 Takeout

How to Launch a Branding Project

Key Ideas:

01

Brand is an investment. Do it right the first time.

02

There's not always a direct line between brand and ROI, but ultimately there is ROI.

03

Use AI to help activate your brand, but be prepared to edit.

Guest:

Paul Zimmerman

Director of Communications & PR
Michelman Robinson



Secret Sauce:

“Collaborate with a branding expert, come to the process with an open mind and get consensus from leadership.”

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Resources & Mentions

Look at all types of brands that resonate with you and ask yourself why.

Review what your business peers are doing.

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