

Brand Health Check

by Stellaris1

Why It Matters?

Stellaris1 believes that **data-driven & insight-based strategies** deliver the best results — far beyond just execution without direction.

Objectives

“We don’t just provide ideas; we deliver solutions that you can apply to your business.”

- ✓ Analyze the brand and market
- ✓ Understand business challenges and client objectives
- ✓ Develop relevant, data-driven strategies
- ✓ Provide a roadmap that can be implemented immediately

DELIVERABLES

Report: Executive Summary with Insights

Insight & Summary Document

Actionable Strategic Recommendations

Consultation Session (Online/Offline)

Next Steps Roadmap for Business Strategy Execution

Discovery

Consultation Session / Basic Audit

1 WEEK

OBJECTIVE

Finding the gap between brand, business goal and communication

ACTIVITY

Review brand value (fundamental) & online medias

- Social Media
- Google Review
- Website

IDR6,000,000

IDR**2,899,000**

Strategic

Discovery Session Included

2 WEEKS

OBJECTIVE

Finding brand position among competitors and industry

- Competitive Analysis (landscape)
- Brand Positioning
- Key Messaging
- Communication Strategy

ADDITIONAL

Social Performance & Sentiment (Social Media Listening)

IDR12,000,000

IDR**7,899,000**

Deep Dive

Discovery & Strategic Sessions included

3 WEEKS

OBJECTIVE

The next steps roadmap in executing business strategy

Strategic + Customer journey mapping, tactical plan for marketing execution

- Customer journey mapping
- Tactical Plan: 6-12 month Marketing Roadmap, campaign, Social media content pillars
- Visual references

IDR18,000,000

IDR**13,899,000**

Take the next step toward smarter, more sustainable business decisions by scheduling your free 30-minute consultation with us

[Schedule a Consultation Session](#)