



Brand Circle
International
Resource
Network

Brand Circle...
**An impartial network of
specialists working together
in a flexible way to serve
our client's best interests
and deliver real value.**

Banks | Service Retail | Offices | Business Centres | Financial Organisations | Commercial | Education | Real Estate Developers | Workplace Environments | Entertainment Venues | Multipurpose Development | Shopping Malls | Leisure Centres | City Developments | Supermarkets | Pharmacies | Fashion | Sports | Electrical | Hypermarkets | Automotive | DIY | Hardware | Large Format | Niche Speciality | Established Retail Chains | New Start Ups |

Serving the best interests of the retailer...

Brand Circle is a new way of collaborative working that opens up retail opportunities on an international basis.

We are a structured network of retail experts in different specialist fields who have come together to address client issues and challenges in a truly impartial way.

Our focus is on enhancing and strengthening the retail brand in all activities and potential touchpoints. This is the driving force and inspiration underlying Brand Circle's approach.

Branding is everything a retailer does. It determines and shapes the customer experience.

Effective branding is a fundamental management philosophy that defines the successful retailer in the 21st century.

Creating and sustaining strong retail brands requires skills and services that combine best practice expertise and international perspective with local knowledge.

"A refreshing alternative to mega communication groups with their own vested interests and narrow focus."

Branding development, by definition, means change - whether evolutionary or revolutionary - from a small refinement to a major repositioning or new concept.

The pace of retail change continues to accelerate. Consumer aspirations shift and adapt to latest trends and issues. New markets emerge to seize new opportunities. Established markets seek out fresh ideas and remodelled concepts.

As specialists, working with retailers on an international basis, we provide the full spectrum of expertise needed to keep ahead - both of the consumer and the competition.



Delivering best value through...

- High level, top management input and output.
- An integrated international approach.
- Upfront, joined up, tailored thinking.
- Truly impartial advice.
- Finding innovative ways to increase efficiency and impact.
- Reducing indirect costs.
- Harnessing appropriate technology to meet objectives.
- New, more agile ways of working.
- Outstanding project management.

These are our business principles.

In the process of achieving change, clients need expertise on strategic offer, management and financial issues, concept creation, development, communication and implementation. This may be to do with trading, technical or operational issues. It may typically involve a combination of elements such as product, people, technology, funding, distribution channels, physical environments, services and communication.

Brand Circle provides:

- A worldwide resource structure of reputable experts.
- Retail specialists with a wide range of different skill sets.
- Shared sense of working together for a common purpose.
- A balance of commercial know-how and creative innovation.

Brand Circle also operates in the Real Estate, Financial, Leisure, Commercial and Education sectors. If you would like to know more about how Brand Circle can help to develop and grow your retail business, please contact either Clive Woodger or Dan Pratt. Alternatively email us at welcome@brandcircle.net and we'll get back to you promptly.

Clive Woodger

SCG London
8 Plato Place,
72-74 St Dionis Road,
London, SW6 4TU
UK

www.scglondon.com
t. +44 (0)20 7371 7522

Dan Pratt

Pratt
3035 N. Shadeland Avenue
Indianapolis
IN 46226-6231
USA

www.pratt.com
t. +001 317 524 3213



www.brandcircle.net