What is Brand Alignment?

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Brand Alignment, as explained by DJS Research Ltd.

Brand alignment is the internalisation of a central ethos within an organisation. A company with strong brand alignment ensures that every action it takes â€“ from the products it launches to the press releases which it publishes â€“ is in keeping with that companies world view. This in turn helps business to gain customers who subscribe to the ethos demonstrated by the company in order to show they share the same outlook.

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