

KAPFERER'S BRAND PRISM

Kapferer's Brand Identity Prism is one of the most influential models of brand development & communication.

The Prism focusses on the sender-receiver model, and how brands are senders of information and consumers are receivers and vice versa. This becomes very relevant in today's time when brands and customers are connected in real time with few clicks and taps.

ABND uses this classic model as a part of our processes.

