Girl Effect’s 10 Step Brand Creation Process

1. Objectives
   Girl Effect has a consistent set of objectives.
   To create a new normal for girls by increasing their value, voice, and connection.

2. Insight
   Girl Effect designs formative research in each country to inform the brand strategy.

3. Strategy
   Informed by insights and data, Girl Effect creates a final brand strategy in-country.

4. Concept
   Girl Effect develops the creative concept - name, look, feel, and tone of the brand.

5. Model
   The operational model is finalised after running in parallel with strategy and concept development.

6. Prototype
   Before launch, the brand is tested in a 'real-life setting' to ensure both the concept and format work as designed.

7. Content
   Following iteration from the prototype research, Girl Effect create and produce content for the first wave of activity.

8. Measure
   Girl Effect carry out a baseline survey and design a measurement framework (qual & quant) to monitor and evaluate the brand.

9. Promote
   Girl Effect launch the brand in-market to engage our target audience.

10. Evolve
    Data and insight from brand measurement research enable Girl Effect to improve the brand and products.