

FIGURE 1: Components and example of Organisational Brand Identity

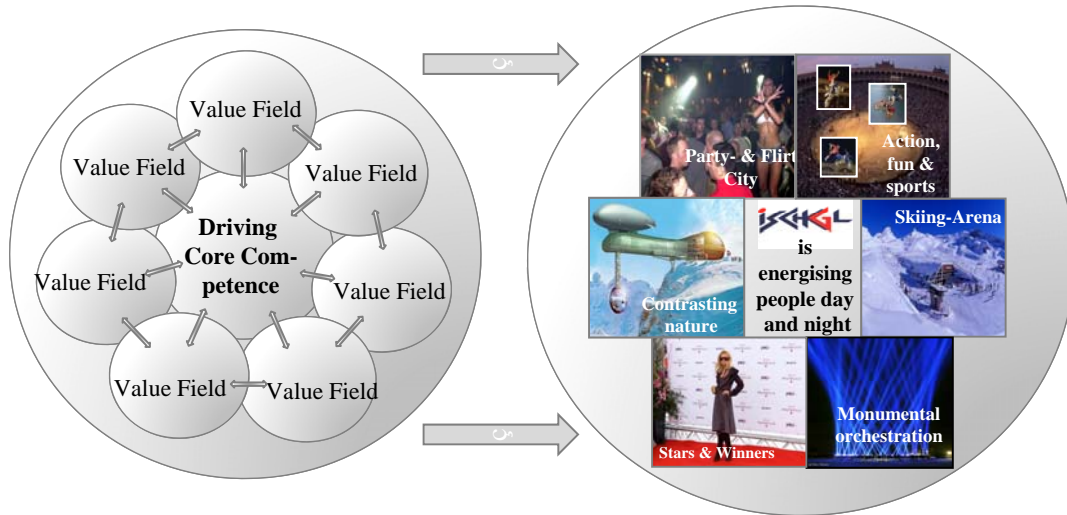


FIGURE 2: OBI-Transition Model
Central Phases & Corresponding Results

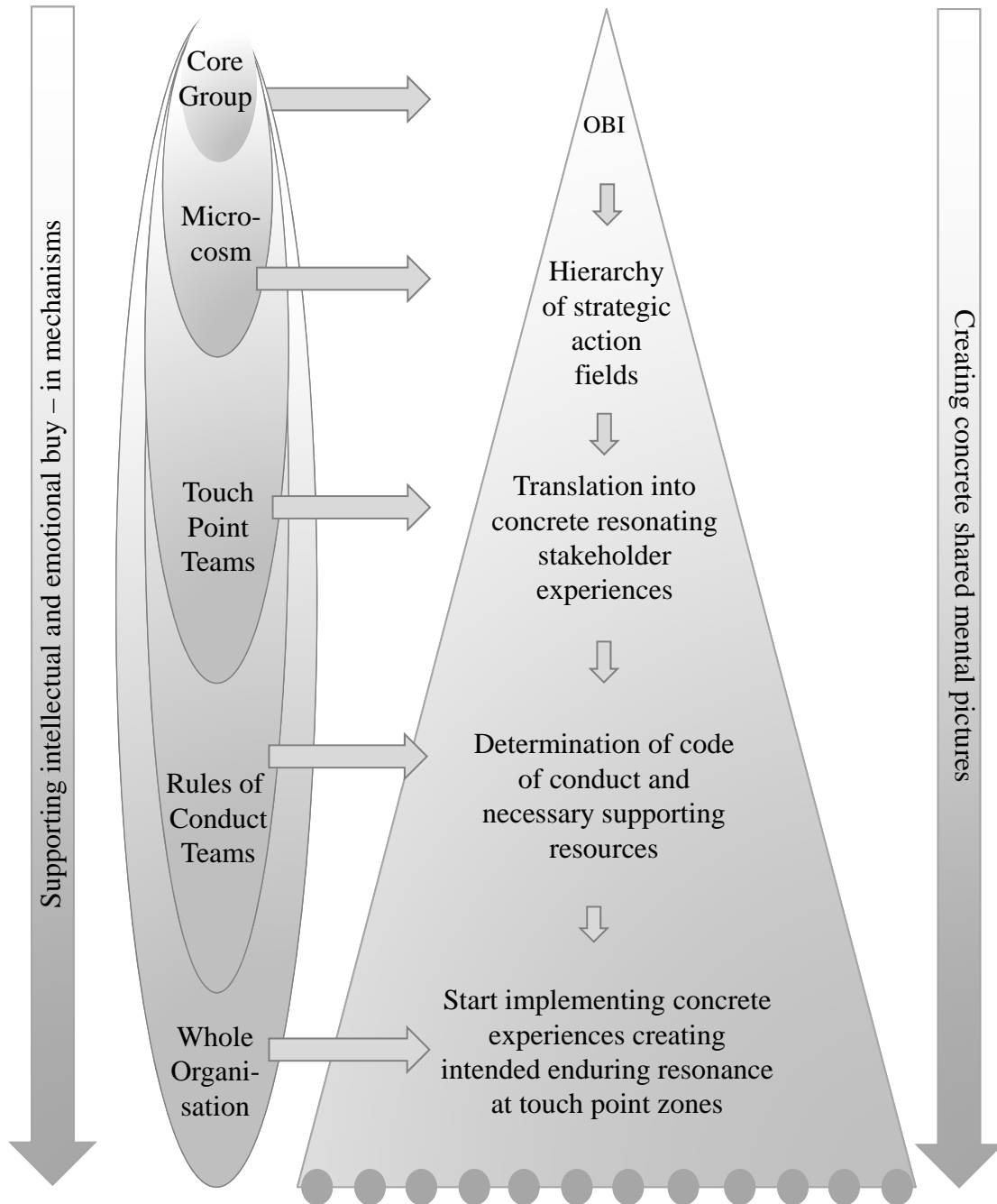


FIGURE 3: Zillertal Beer - Transition Model
 Central Phases & Corresponding Results

