

YOUR BRAND IDENTITY

POSITIONING

MISSION AND VISION STATEMENT

BRAND PROMISE

BRAND PERSONALITY

TAG LINE

CORPORATE ID



WHAT DO YOU STAND FOR, WHAT IS YOUR POSITION?

1 - YOUR BRAND POSITION

Successful positioning means contrast, rising above the competition, rejecting conformity. People can't help but take notice of a brand that stands out from the crowd, especially in an over crowded marketplace.

To be noticed and interesting, your brand's positioning must accomplish three things:

BE DIFFERENT

- *PROJECT* a sense of personality
- *OFFER* a unique business model
- *SEPARATE* yourself from competitors visually
- *USE* fresh language to describe your firm and services
- *OFFER* a truly unique technology or service
- *BE* the first or only firm to do something
- *MAKE* you name bold and memorable

BE FOCUSED

Be specific in your offer, over generalising may expand your customer base, but it will increase your competition.

- *SPECIALIZE* in a specific industry or service offer
- *SPECIALIZE* in serving a client of a certain size
- *FOCUS* on a specific geographic area

BE RELEVANT

You may be specialised and niche but if not enough people need you, you won't survive. Test the waters to see if there is enough interest to support your business.

4 KEYS TO A POWERFUL POSITION

1. **Find your niche.** Are your competitors generalists or specialists? Do they stand out in any way? What opportunities exist for your company to create contrast and specialize? What does your company do better than anyone else?
2. **Talk** to as many customers and prospects as possible to find out if your business focus is viable. Make sure there is demand for your services.
3. **Develop a brief**, 1 or 2-sentence positioning statement that lays out what you do and what you stand for. Then ask yourself why a customer would care.
4. **Think of ways you can create contrast** in the marketplace. Can you use messaging, unique services, or design to distinguish your business?

A MISSION STATEMENT IS INTENDED TO CLARIFY THE 'WHAT' AND 'WHO' OF A COMPANY, WHILE A VISION STATEMENT ADDS THE 'WHY' AND 'HOW' AS WELL. *

2 - YOUR MISSION STATEMENT

DEFINES THE COMPANY'S BUSINESS, ITS OBJECTIVES AND ITS APPROACH TO REACH THOSE OBJECTIVES.

Your internal marketing compass, which will guide all future marketing and branding communications. Your business in a sentence, an elevator pitch!

WHAT DO YOU DO?

In a word or simple sentence, how would you describe what your major/main offer is?

WHO DO YOU DO IT FOR?

What is the customer profile of the market that you feel you serve best? Think about:

- *GEOGRAPHY* - where are they located?
- *DEMOGRAPHY* - gender, age, education, status, income.
- *INTERESTS* - reading/music/sport/shopping
- *BELIEFS* - Do they participate in particular groups, organisations, political parties...
- *BUYING* patterns - are they impulse buyers or cash conscious, value service over price?

WHY ARE YOU SO SPECIAL?

- *HOW* will you achieve this mission and accomplish your goal?
- *WHAT* makes you different and unique from the other similar businesses in the area? (USP)
- *HOW* will your customer feel after visiting you?
- *WHAT* is your brand personality? Joyful, irreverent, precise?

EBAY - Provide a global trading platform, where practically anyone can trade practically anything

WHOLEFOODS MARKET - With great courage, integrity and love, we embrace our responsibility to co-create a world, where each of us, our communities, our planet can flourish. All the while celebrating the sheer love and joy of food.

CARE - To serve individuals and families in the poorest communities in the world.

JDRF -To find a cure for diabetes and its complications through the support of research.

****As a company grows, its objectives and goals may change. Therefore, vision statements should be revised as needed to reflect the changing business culture as goals are met***

THE BEST VISIONS ARE INSPIRATIONAL, CLEAR, MEMORABLE, AND CONCISE.

3 - YOUR VISION STATEMENT

THE FUTURE POSITION OF THE COMPANY (THE DESIRED END STATE)

This is about aspirations and passions; what is important to you as a business and ultimately why your business exists. A one-sentence statement describing the clear and inspirational long-term desired change resulting from your business's existence.

WHAT ARE YOUR VALUES?

- *WHAT* steers your business, its decision-making and direction?
- *WHAT* makes you do this job, that keeps you motivated?

WHAT LASTING DIFFERENCE WILL YOU MAKE?

- *WHAT* lasting difference do you want to make?
- *WHAT* ultimate benefits do your services deliver?
- *IMAGINE* how you want the business to be in 5-10 years time
- *WHAT* unique outcome can you provide?

HUMAN RIGHTS CAMPAIGN Equality for everyone

ALZHEIMER'S ASSOCIATION A world without Alzheimer's

OXFAM A just world without poverty

DISNEY To make people happy.

IKEA To create a better every day life for the many people.

A BRAND PROMISE IS THE TANGIBLE BENEFIT THAT MAKES A PRODUCT OR SERVICE DESIRABLE

4 - YOUR BRAND PROMISE

This is the essence of your brand, and what may motivate people to use you, be it customers or staff.

It's a promise you can confidently make to anyone who comes into contact with your business.

It can be spelled out to the public, or it can be manifested more subtly in the expression and delivery of the brand experience.

FEDEX When it absolutely, positively has to get there overnight

JOHN LEWIS Never Knowingly undersold

ANALYSIS OF YOUR OFFER

- WHY do customers choose to use your business?
- WHAT words would a happy customer use to describe you? Fun/Relaxing/Interesting/Surprising/Creative/Quality etc...
- WHAT attributes do customers like best and would find hard to replace if you weren't there?

YOUR BUSINESS ATTRIBUTES

- Of the above attributes, on which might you stake your reputation?
- Of the above attributes, which are the most compelling, i.e. those that you feel you can rally behind?

3 WAYS TO MAKE (AND KEEP) YOUR PROMISE

WHAT PROMISES ARE YOU MAKING TO YOUR CLIENTS? TO MOTIVATE CLIENTS, A BRAND PROMISE MUST ACHIEVE THE FOLLOWING THREE GOALS:

1. It must convey a compelling benefit
2. It must be authentic & credible
3. It must be kept, every time

FOUNDATIONS FOR A BRAND IDENTITY

DEFINING YOUR POSITION, WRITING A MISSION STATEMENT, VISION STATEMENT AND BRAND PROMISE HELP TO DEFINE HOW YOU TALK ABOUT YOUR BRAND INTERNALLY. THESE KEEP YOU FOCUSED AND PROVIDE THE FOUNDATIONS FOR A STRONG AND FOCUSED BRAND IDENTITY.

ADD THE FOLLOWING TO THE MIX AND YOU WILL HAVE A FULLY DEVELOPED BRAND IDENTITY; THE VISUAL & VERBAL EXPRESSION OF YOUR BUSINESS A GUIDE ON HOW YOU RELATE TO YOUR CUSTOMERS THROUGH MARKETING.

1 TAGLINE

A good tagline introduces you to the brand and articulates your brand promise;

- **CLARIFY** (what you do, how you are positioned, your USP)
"Your career is our job" (TheLadders)
- **EXPRESS** an important brand attribute or what you stand for
The Happiest Place on Earth " (Disneyland)
- **SUPPORT** your positioning
"We try harder" (Avis, the #2 car rental company)
- **HELP** people recognize and remember you

2 CORPORATE IDENTITY

Using the brand personality and positioning as a spring board, the corporate identity visualises the brand with a unique combination of the following, each element bringing something to the brand.

- **LOGO** - the most important element but you should be able to remove the logo from a piece of marketing and still recognise the brand.
- **FONTS** - a combination of 2-3 fonts
- **COLOUR** palettes - ideally 2 to 3
- **TEXTURES** - a library of patterns and textures to use as backgrounds.
- **ASSET** choice - photography/illustration, what kind, what style, what content.