

What is a Brand?

WORKSHOP



**Queensland
Government**

This project is proudly supported by the Queensland Government's Advance Queensland initiative in association with Tablelands Regional Council.



WHAT IS A BRAND?

WELCOME!

This workshop will cover what exactly a brand is and what is not. We will workshop the elements that make up a brand, why they are important and how to use them to promote your business

1. What is a brand
2. Developing your brand why and how?
3. Brand Purpose
4. Brand Values
5. Brand Essence
6. Brand Voice
7. Brand Pyramid
8. Using your brand to your advantage

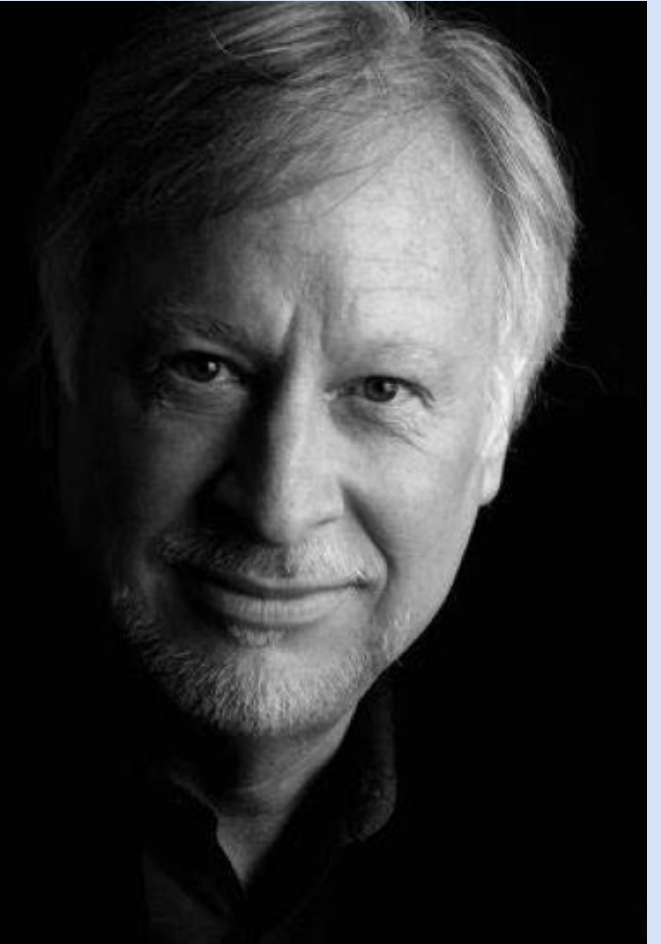
WHAT IS A BRAND?

What is a brand?

A brand is a person's gut feeling about a product, service or organisation.

A brand is not what YOU say it is, it is what THEY say it is.

- *Marty Neumeier* -



WHAT IS A BRAND?

What is brand?

Every business needs to have a brand. Something that identifies it, and makes it stand out from the crowd. A solid brand is one of the most powerful marketing tools.

What is a brand?

Let us start with the basics, and what a brand is not.

A brand is not a logo. The term logo is short for LOGOTYPE which is design speak for Trademark

LOGOS is Greek for Word. Now a trademark, can be a logo, symbol, monogram, emblem or other graphic.

Coca Cola uses a monogram while Nike uses a symbol for example.

A brand is also not a product. When people talk about branding they often confuse managing their products, the sale of their products, or distribution of their products with brand. As you can see by this diagram, products have a very different role in marketing, than brand.

So what then, you ask is a brand?

WHAT IS A BRAND?

Elements that make up a brand

For those who have studied marketing at any point you would be familiar with Philip Kotler, a well respected global marketer and the author of numerous marketing text-books, well he defines a brand to be a:

- **Name**
- **Logo**
- **Sign**
- **Tagline**
- **Design/Fonts/Colours**
- **A combination of these**

All intended to identify something. Now that something could be a company, a product or a service.

A brand, regardless of whether it is personal, for a company or particular product is, at its most basic level what people think, feel and say about something when they hear it or see it.

Companies with strong brands are clear about who they are and what they want.

WHAT IS A BRAND?

Some famous brand examples:



Creative and quality. A made up name that is now used as common English - "Just Google it"



Descriptive and functional. Clearly describes where the business is based and what they do.



The fruit has nothing to do with the product, but the logo is simple, effective and memorable



Red instantly springs to mind when you think of the Virgin brand. Red also goes faster!



The McDonalds yellow theme with the golden arches is known throughout the world and has been used consistently for over 70 years



Nike appealed to their target markets' state of mind. 'Just do it' encourage action.

WHAT IS A BRAND?



Creators of
Captivating
Communication

Defining Your Brand Purpose

In order to build a brand we need to:

DEFINE WHO YOU ARE

DEFINE WHAT YOU SAY

DEFINE HOW YOU SAY IT

The process always starts by defining who you are and identifying the characteristics that make you unique.

WHAT IS A BRAND?

Defining Your Brand Purpose

The brand purpose is the reason your brand exists, beyond just to make a profit.

When your brand genuinely aligns with a cause or reason for being, it will attract a dedicated following. By giving people a purpose and reason to feel inspired, you keep them coming back to your brand.

The goal is to not only to build unity internally but also externally. In the end, this will lead to an increase in market share, faster growth and higher sales.

To discover a Brand's purpose we need to answer 3 little questions:

- **WHO ARE YOU?**
- **WHAT DO YOU DO?**
- **WHY DOES IT MATTER?**

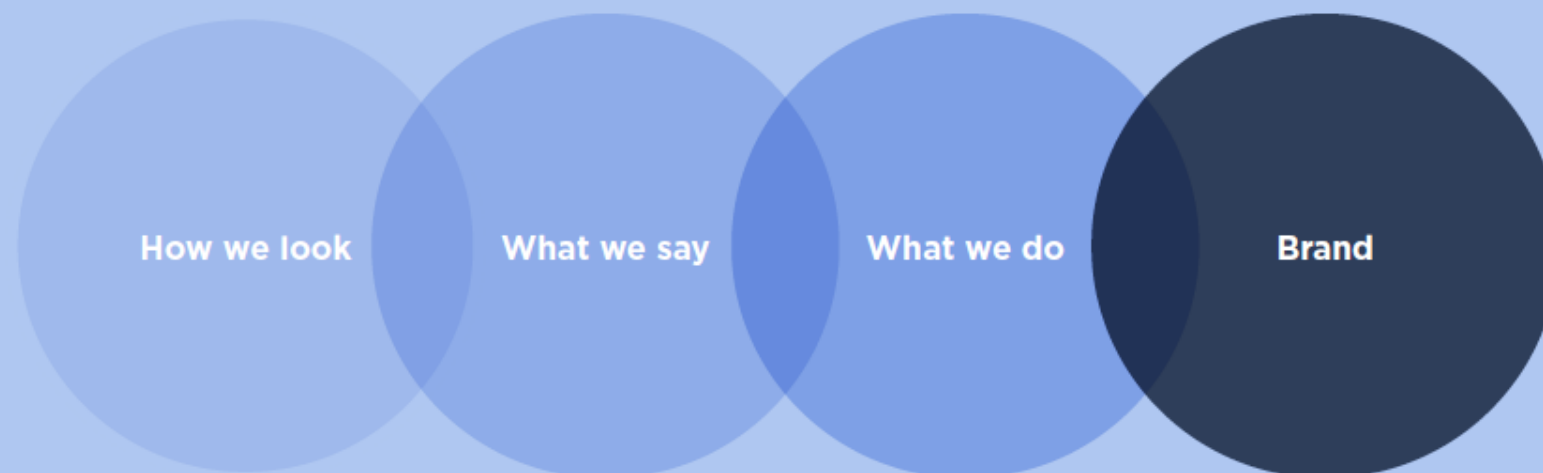
We need to have compelling answers to all 3 questions, meaning our customers find them irresistible.

ACTIVITY | BRAND PURPOSE

WHAT IS A BRAND?

Defining Your Brand Purpose

A Brand is what people think, feel and say.



WHAT IS A BRAND?

Developing Your Brand

A Brand is what people think, feel and say.

Discovery

How we are perceived

Opportunity

How our peers or competitors are perceived

Vision

What we want to be

Attributes

Our relevant and unique qualities and values



Brand Position

Elevator Pitch

Sums up our relevant and unique offering



Brand Promise

A promise on what our brand will deliver

Simple engaging idea or statement that motivates behaviours



Look

Brand Identity

Say

Brand language

Do

Brand Strategy

Brand strategy needs to align with the business strategy



Creators of
Captivating
Communication

WHAT IS A BRAND?

Brand Values

Brand values are your North star and you want to create a culture to stand for this.

You can figure out your brand values by asking yourself, “How do I want to be perceived by the public?” and being sure you can commit to the answer.

It goes deeper than just the services and products you offer, it is all about the experience you give to the public.

Let’s take a look at Coca Cola. Their values include leadership, integrity, passion, diversity and accountability. They deliver all of these values in their products, advertisements, customer service and overall experience.

When establishing your brand values, you want to be very clear and stand out from your competition.

ACTIVITY | BRAND VALUES

WHAT IS A BRAND?

Brand Essence

Your brand essence captures the key elements of your brand. It is a combination of your purpose, your promise and your attributes summed up in one, or two words.

What do you think the brand essence is for these following examples?





#LIVEYOURLEGEND

© 2016 H-D or its affiliates. HARLEY-DAVIDSON, HARLEY, H-D, and the Bar & Shield logo are among the trademarks of H-D U.S.A, LLC

A close-up, low-angle shot of the back of a blue iPhone 13 Pro. The focus is on the camera system, which consists of four lenses arranged in a square pattern. The top-left lens is the largest, followed by the bottom-left lens. The top-right and bottom-right lenses are smaller. The phone's metallic frame is visible on the left side. The background is a blurred, blue-toned landscape, possibly a mountain range or a body of water under a clear sky.

iPhone 13 Pro

WHAT IS A BRAND?

Brand Essence

Your brand essence captures the key elements of your brand. It is a combination of your purpose, your promise and your attributes summed up in one, or two words.

What word, or combination of words would best describe your business, product or service?



Creators of
Captivating
Communication

WHAT IS A BRAND?

Brand Voice

Brand voice refers to the personality and emotion infused into a company's communications.

It encompasses everything from the words and language you use, to the personality and image your marketing assets aim to invoke. It plays an important role in making sure your message cuts through the noise and makes a lasting impression on potential customers.

Now that you know your brand's identity, you want to figure out how to project your personality. This means how you want to sound to your targeted audience.

Take a step back and evaluate your tone. Is it loud? Quiet? Reserved? This should accurately reflect your brand's personality.

To create a personality with your voice, you must decide how you want to be perceived by your audience. Remember, you want to use your voice and convey your brand personality consistently.

WHAT IS A BRAND?

Brand Voice

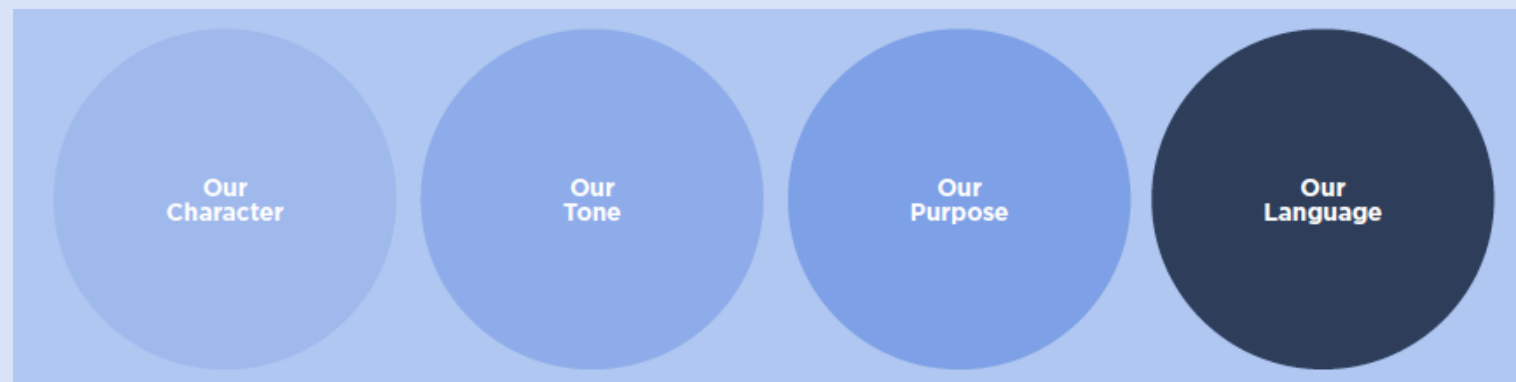
A Brands voice is broken in to 4 areas:

Character: What attributes fit with what you want your brand to sound like?

Tone: What is the general vibe of your brand?

Language: What kind of words do you use in your conversations?

Purpose: Why are you communicating in the first place?



ACTIVITY | BRAND VOICE

WHAT IS A BRAND?

A brand pyramid is a way of visually demonstrating your brand attributes, we can now take what we have covered and complete your businesses BRAND PYRAMID

PHYSICAL ATTRIBUTES What are the physical characteristics of your business, product or service that could be location, size, proximity to major centres

FUNCTIONAL ATTRIBUTES What are you good at and how you operate?

EMOTIONAL REWARDS What are the emotional benefits customers experience when they deal with or purchase from you?

VALUES As a business what is most important to you?

PERSONALITY A brand personality is a key set of human characteristics that you would attribute to your brand. They are a way for clients to relate to you and a way the brand behaves. It is the consistent behaviour.

ESSENCE Your brand essence captures the key elements of your brand. It is a combination of your purpose, your promise and your attributes summed up in one, or two words. For Nike their essence is “inspirational” for Disney it’s “magical” for Jeep it’s “adventurous” for VISA it’s “everywhere”

ACTIVITY | BRAND PYRAMID

WHAT IS A BRAND?

In summary

Why is brand so important?

A quality brand instils confidence in the audience, it increases the value of your business and it delivers your key messages simply. If the brand is instantly recognisable and memorable customers will be able to share their experiences. Your brand can also help to focus employees and instil value-driven behaviours among staff.

How to use your brand to your advantage

- Define your brand: engage a designer to take your details and create the design elements you will use to identify your brand.
- Be consistent: consider creating a style guide to help manage how the brand is used.
- Live the brand: ensure that everything you do speaks to the brand. For example, for Disney their goal is to ensure every encounter with a Disney product or service is 'magical'.
- Use your brand on all your promotional materials: website, business cards, physical location, packaging, advertising, vehicles, uniforms, social media.
- Drive traffic to your own channels: such as your website and social media

LOGO



BRAND