In Part 1:

- **Be consistent in all of your communications.**

- **Show your values through your actions. Have purpose.**

- **Be clear on your tone of voice and stick to it.**

- **Ensure that everyone receives the same brand experience throughout their journey with you.**

- **You don't control your brand, your customers do.**
  But you can influence and guide them

BRAND POSITIONING

What is it?

The purpose of brand positioning is to give a **REASON TO BUY.**

A difference that gives your customer a reason to pay attention and be interested in your brand.

What is it?

It is how you **DIFFERENTIATE** your brand in the mind of the customer from other brands.

Your positioning needs to be **UNIQUE**, and not something that another brand in your market sector is saying.

In other words:

IT IS YOUR ONLINESS!

AKA your Unique Selling Point (USP)

Onliness Statement

Traditional differentiation is no longer enough - today companies need "radical differentiation" to create lasting value for their customers.

It's a great way to tap into the core message of your brand, and find your positioning statement.

The Onliness Test

OUR (offering)
IS THE ONLY (category)
THAT (benefit).

Onliness Statement

WHAT: (what you do)

HOW: (what makes you unique)

WHO: (customer)

WHERE: (area that you operate)

WHY: (customer pain point/challenge)

WHEN: (underlying trend)

Instagram Scheduling App

WHAT: The only social media scheduling app

HOW: that does automatic insta post scheduling

WHO: busy social media managers

WHERE: worldwide

WHY: who want the ease of automatic scheduling

WHEN: during this era of digital automation.

"When you brand yourself properly, the competition becomes irrelevant"

- Walt Disney

BRAND PERSONAS

What is it?

A persona (a.k.a. "avatar") is a fictional person who represents your ideal customer, and if you are a business or organisation, your brand.

Why create one?

By creating a buyer persona, it will mean you are crystal clear on who you are marketing to.

By creating a brand persona, it lets your brand speak to your customers as if it were a person. This helps your brand to communicate in a more natural and engaging way.

How to create one?

Stage 1: Customer research

- Call or chat with existing customers.

- Speak to email subscribers or social media followers.

- Check out your competitions customers.
    - Read their reviews and social media posts.

How to create one?

Stage 1: Customer research

You are trying to build a complete picture of the perfect customer. Get to know how they tick.

Follow them online. It can seem a bit *CREEPY!*

How to create one?

Stage 2: Customer Avatar

• Write down everything you've learned in stage 1.

• Use a template to help you

Background:

• Chartered Accountant at Walker Dunnet & Co

• Studied at Oxford and relocated to Scotland for current job.

• Married with one child and has a Border Collie dog.

Demographics:

• Male

• Age 27

• Annual HH Income: £75,000

• Lives in 2-bed flat in the city centre

Goals:

• Become a senior accountant within the next 3 -5 years.

• Achieve a salary of £80,000 p.a. so that he can purchase a family home.

• Network harder to build up a list of professional contacts.

Thomas Coverdale

Hobbies & Interests:

• Runs 5K races weekly

• Loves Game of Thrones

• Likes to go out to the pub at the weekend. He is a Brewdog Equity Punk

• Goes on one big main holiday each year to the USA.

Challenges:

• Wants to have more modern branding to attract younger customers, but isn't the final decision maker.

• As the youngest employee, finds it hard to be taken seriously.

Common Objections:

• I love the idea of having a modern, tech feel brand identity but the boss will never go for it. He doesn't see the value or need for it.

• I'd love to refresh the brand but I can't get buy-in from the boss. He never takes my ideas seriously.

Biggest Fears:

• Getting stuck in a job where he isn't valued and no chance of promotion.

• Never be able to retire due to the economy.

• Life is passing buy too quickly

Rock your Brand

Your brand's persona

If you want to mean more to your customers and start communicating with them in a way that makes them remember (and like) you, then your brand needs a real personality.

Your brand's persona

Not a collection of cherry picked
characteristics, but a warts-n-all personality,
with an outlook on life and opinions of the world.

With the right personality, your brand will make
real connections.

ARCHETYPES

Your brand's persona

Brand Archetypes help you
identify the desire you want your audience to
feel when they connect with your brand.

The Twelve

OUTLAW • MAGICIAN • HERO
LOVER • JESTER • EVERYMAN
CAREGIVER • RULER • CREATOR
INNOCENT • SAGE • EXPLORER

The Twelve

OUTLAW
DISRUPTIVE / REBELLIOUS / COMBATIVE
"Rules are made to be broken"

The Twelve
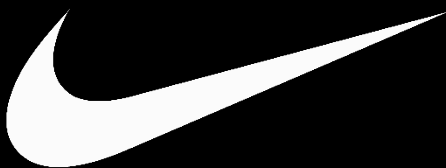
MAGICIAN
MYSTICAL / INFORMED / REASSURING
"It can happen"

The Twelve

HERO
HONEST / CANDID / BRAVE
"Where there's a will there's a way"

The Twelve

LOVER
SENSUAL / EMPATHETIC / SOOTHING
"I only have eyes for you"

CHANEL

Rock your Brand

The Twelve

JESTER
FUN LOVING / PLAYFUL / OPTIMISTIC
"If I can't dance, I'm not part of it"

Old Spice®

The Twelve

EVERYMAN
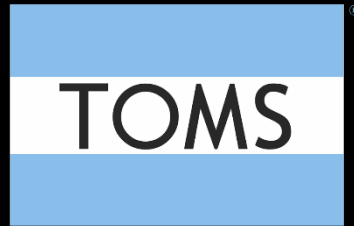FRIENDLY / HUMBLE / AUTHENTIC
"You're just like me and I'm just like you"

The Twelve

CAREGIVER
CARING / WARM / REASSURING
"Love your neighbour as yourself"

TOMS®

The Twelve

RULER
COMMANDING / REFINED / ARTICULATE
"Power isn't everything, it is the only thing"

ROLEX

The Twelve

CREATOR
INSPIRATIONAL / DARING / PROVOCATIVE
"If it can be imagined, it can be created"

The Twelve

INNOCENT
OPTIMISTIC / HONEST / HUMBLE
"Life is simple, and simplicity is elegant"

Dove

The Twelve

SAGE
KNOWLEDGEABLE / ASSURED / GUIDING
"The truth will set you free"

NATIONAL GEOGRAPHIC

The Twelve

EXPLORER
EXCITING / FEARLESS / DARING
"Don't fence me in"

Deep Dive

https://iconicfox.com.au/brand-archetypes/

The Process

STEP 1: Understand the REAL desire of your audience

STEP 2: Identify your personality position

STEP 3: Adopt the right archetypal mix

STEP 4: Give your brand opinions and an outlook on life

ROCK your Brand

Step 1

All business-customer relationships are transactional in nature. But brands that tap in to who their audience is, and WHY that audience are seeking a solution, have the tools to connect emotionally.

Step 1

When you understand your customers WHY, everything you communicate as a brand should be influenced with that WHY at the core.

Using the archetypes list, you identify the desire that most closely represents your customer's WHY.

Step 2

Having isolated your customer's desire, you can match that desire to the archetype that best evokes that desire.

For example, if your audience desires Freedom, then your brand archetype may have the Explorer at the core or if your customer wants to belong, then the Everyman archetype will give them that feeling.

Step 2

Your audience may have a core desire specific to your solution yet that desire won't necessarily define their personality.

Knowing the personality and broader desires of your audience will help you identify the position you want your brand to take within its space.

Step 3

Your core archetype will represent a minimum of 70% of your overall brand personality, leaving 30% for differentiation.

If you have other brands in your space that are strategic enough to be using archetypes, then you may find yourself as one of many "Everyman" archetypes in your industry.

Step 3

Maybe your audience does desire a sense of belonging, but maybe they don't want to sacrifice their individualism.

In this case, appealing to their sense of liberation once their core desire of belonging has been appealed to, could be enough for your brand to stand out in a competitive space.

Step 4

Once you have your archetypal mix, you can begin to flesh out your brand personality.

The goal in this exercise is to bring your brand to life and begin to personify who your brand is from its beliefs and outlook on life, to the way it articulates and communicates.

Step 4

Pose a series of questions to your brand related to your expertise, market, industry, social outlook, and a broad outlook on the world as a whole.

Rock your Brand

Step 4

- What do you love and why?
- What do you dislike / hate and why?
- Where do you bring the most value to your audience
- What is the one thing you would change about your industry above all else, and why?
- Why is your market a great space to be in?

Step 4

This is a powerful exercise. When your hear opinions, attitudes, beliefs and aspirations flowing from your brand, you see it differently. You see it as a person.

When these beliefs and opinions are translated into how the brand communicates, your brand is no longer communicating with two-dimensional sales copy.

CORE MESSAGE & STORY FRAMEWORK

Core Messaging Framework

A core messaging framework's purpose is to identify the strong value proposition and clear messaging of your brand.

Story Framework

A story framework helps you to create your marketing messages so that it maximizes audience engagement and retention through the power of storytelling.

People are 22 times more likely to remember a story than fact.

BRAND IDENTITY

Brand Identity

The collection of all tangible elements that a company creates to portray the right image to its consumer.

It is what sets you apart visually from your competitors.

The colours, typography and imagery reflect the personality of your brand.

Brand Identity

Logo
Packaging
Website
Social Media Graphics
Business Cards
Uniforms
Promotional Merchandise
Videos and more...

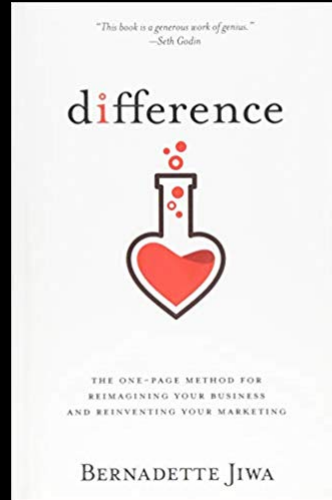"Your brand is the single most important investment you can make in business"
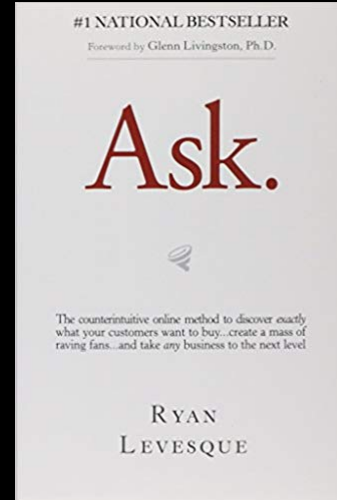
Steve Forbes – Forbes Magazine

Further Reading

Marty Neumeier

Bernadette Jiwa

Ryan Levesque

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https://pixelsink.com/wbs

WBS Discount

https://pixelsink.com/power-hour

Code: **WBS25PER**

Further info

- youtube.com/rockyourbrand

- pixelsink.com

- rockyourbrand.co.uk