

pixels ink[®] pi

Rock
Your
Brand



ROCK YOUR BRAND



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**ROCK
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WHAT IS A BRAND?

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A brand is not:

- a logo
- a product
- a service
- packaging or marketing



A brand is:

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

The story they tell others.



What your audience sees

**What they don't see,
but where they create
that gut instinct about
your brand.**



**“Your brand is what people
say about you when you are
not in the room”**

Jeff Bezos - Amazon



The Core Brand

(HEART)

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- **Values:** Who are we?
- **Purpose:** Why do we exist?
- **Vision:** What future do we want?
- **Mission:** How do we create that future?



Brand Values

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- Think of your values like your brand's DNA.
- They define the personality and the culture of a company, its products and its services.
- They are guidelines used to control consistency of the brand message, both internally and externally.
- Once established they are referred to in the creation of all marketing and communication briefs.



Pixels Ink's (MY) Values



- EMPATHY
- HONESTY
- CREATIVITY
- EDUCATION
- FUN

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Big Brand Primary Value



- Creativity



- Happiness



- Accessible information



- Victory

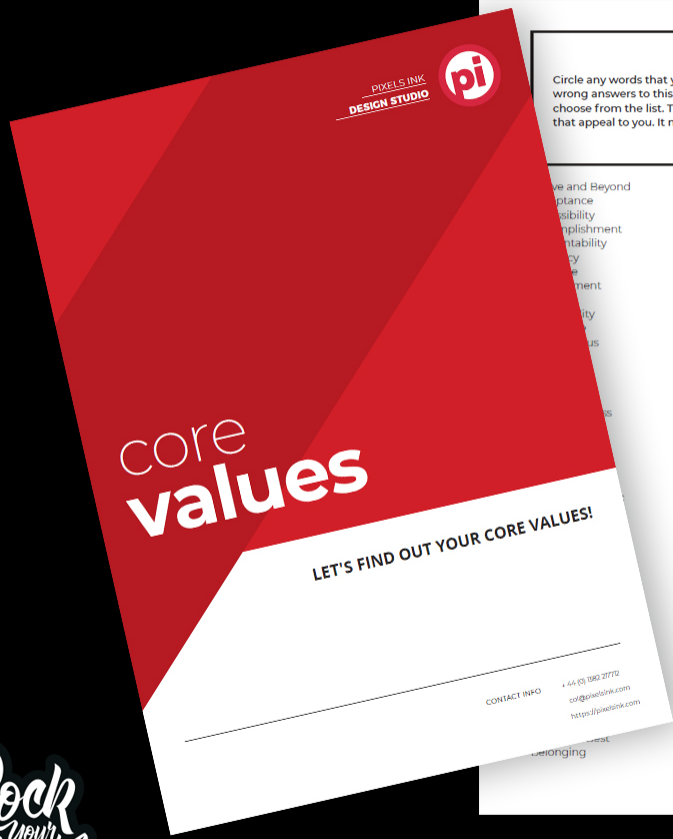
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VALUES WORKSHEET



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EXERCISE 1

Circle any words that you feel you have a connection with. There are no right or wrong answers to this exercise and there is no limit to how many words you can choose from the list. The main point of this exercise is that you circle any words that appeal to you. It might be 52, 178 or 312, it doesn't matter.

JUST DON'T OVERTHINK IT!

<p>ive and Beyond pliance sibility mpishment ntability y ment ity us</p>	<p>Best Best People Bold Boldness Bravery Brilliance Brilliant Calm Calmness Candor Capability Capable Careful Carefulness Caring Certainty Challenge Change Character Charity Cheerful Citizenship Clean Cleanliness Clear Clear-Minded Clever Clients Collaboration Comfort Commitment Common Sense Communication Community Compassion Competence Competency Competition Competitive Completion Composure</p>	<p>Comprehensive Concentration Concern for Others Confidence Confidential Confidentiality Conformity Connection Consciousness Consistency Content Contentment Continuity Continuous Improvement Contribution Control Conviction Cooperation Coordination Cordiality Correct Courage Courtesy Craftiness Craftsmanship Creation Creative Creativity Credibility Cunning Curiosity Customer Focus Customer Satisfaction Customer Service Customers Daring Decency Decisive Decisiveness Dedication Delight</p>
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pi CORE VALUES EXERCISE p2

YOUR CORE VALUES

Now that you have your core values, these will help guide you in areas such as planning, strategy, marketing, advertising and copy. They should be referred to whenever you do anything with your brand.

It is through actions and consistent use of your core values that people will get to know them. You shouldn't expect people to read about them in a brochure or on a web page. People need to experience your values through your actions. This is how they will describe your brand to others, how they 'feel' about your brand.

pi CORE VALUES EXERCISE



LOGO QUIZ

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BRAND PURPOSE & VISION (THE FUTURE)

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When your service is of a similar quality and price to a competitor, what makes someone use your service and not theirs?

In short, why should someone buy from you? What makes your brand different from the other widget makers and service providers?



Customers want and need to relate to your brand, and they need to buy into what you are doing. It is often an emotional response they have with your brand, and not a consciously made one.

They get your purpose, your WHY!



Simon Sinek - Start with Why



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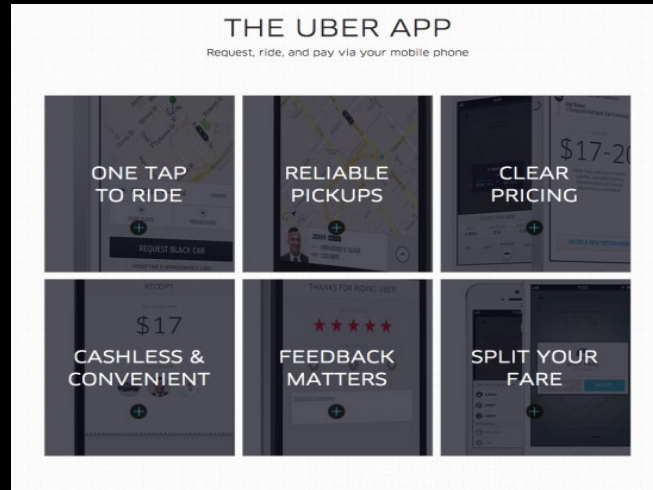


EXAMPLES

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Uber wants to evolve the way the world moves.



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Airbnb aims to connect millions of people in real life all over the world, through a community marketplace, so that you can Belong Anywhere.



What do you think Google's WHY is?



- To organise the world's information and make it universally accessible and useful.



BRAND MISSION (THE PRESENT)

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A Mission statement talks about HOW you will get to where you want to be.

It answers the question, “What do we do? What makes us different?”

Your mission statement may change, but it should still tie back to your core values, customer needs, purpose and vision.



Think of these questions when developing a mission statement:

- What do we do today?
- For whom do we do it?
- What is the benefit?



EXAMPLES

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"To be Earth's most customer-centric company
where people can find and discover anything
they want to buy online."

amazon

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Facebook's mission is to give people the power to build community and bring the world closer together. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.



Tesla's mission is to accelerate the advent of sustainable transport by bringing compelling mass market electric cars to market as soon as possible.



LOGO QUIZ

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Name the brands

1. Think different
2. Because you're worth it
3. Just do it
4. I'm lovin' it
5. Happiest place on earth



Tone of Voice

It isn't what you say,
it is how you say it.



Tone of Voice

Your tone can help you stand out from competitors, communicate efficiently and effectively with your audience and share your personality.



Tone of Voice



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Tone of Voice



"IF IT AIN'T
IRN-BRU
YOU CAN
KISS MY ASS."



"IRN-BRU?
I'M TOTALLY
MAD FERRET."



itsphenomenal.co.uk

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2 of my 5 a day and tasty.
Are innocent smoothies
the best invention ever?



The snooze
button?



2 of your 5 a day.



WATCH 330ML

Completely impractical design guarantees optimum wrist discomfort. Non-Existent Time Keeping™ technology makes it impossible to tell the time. Can't play music. Won't track your run. We really didn't think this through. Terrible watch. Seriously good juice.

less than £299

why don't we add sugar?
think kids. think bouncing.
think walls. innocent by nature

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Welcome to the craft beer revolution

BrewDog is a post Punk
apocalyptic mother fu*ker of a
craft brewery.

Say goodbye to the corporate beer
whores crazy for power and world
domination. Swear allegiance to the
uncompromising revolution.

Taste the hops, live the dream. Learn to
speak beer, love fruit and never forget
you come from a long line of truth
seekers, movers and warriors - the
outlaw elite. Ride toward anarchy and
caramel craziness. Let the sharp bitter
finish rip you straight to the tits.

Save up for a Luger, and drill the
bastards.



This is not a lowest common
denominator beer.

This is an assertive beer.

We don't care if you don't like it.

We do not merely aspire to the
proclaimed heady heights of
conformity through
neutrality and blandness.

It is quite doubtful that you
have the taste or
sophistication to appreciate
the depth, character and
quality of this premium craft
brewed beer.

You probably don't even care
that this rebellious little beer
contains no preservatives or
additives and uses only the
finest fresh natural
ingredients.

Just go back to drinking your
mass marketed, bland,
cheaply made watered down
luger, and close the door
behind you.

WHERE REBELLION
AND CRAFT MEET



AT BREWD OG
WE ARE ON
A MISSION
TO MAKE OTHER PEOPLE AS
PASSIONATE
ABOUT GREAT
CRAFT BEER
AS WE ARE.

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Tone of Voice

You can say things in many different ways to achieve different personas.

Ultimately, it's about writing in the way that best communicates your message.



Personal, Simple & Fair

“Please return the information requested within 21 days of receiving this letter... failure to do so will result in this case being closed and a new form will need to be completed.”

“We’d like to get this sorted out for you as quickly as possible. So if you can get it back to us within 21 days, that’ll help us speed things along.”

“We like to keep things personal and simple, so please give us a call and we’ll sort it out for you.”



Tone of Voice

e.g. A 2-Star hotel can describe itself to attract different customer personas by adapting its tone of voice:

- *An economically priced hotel located in the city centre.*
- *Easy on the wallet, this hotel enjoys having the city on its doorstep.*
- *This cheap as chips hotel gives you a night's shut eye, slap bang in the city.*



That's the basics!

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It can be the little things...

There are many things that can impact a brand's value, reputation and trust.

Some of these things we may not see as being obvious, but for the customer, what they experience when dealing with you matters.



It can be the little things...

- Did they receive a smile at reception?
- Is your website fast and clear?
- Is there good parking?
- How did you answer the telephone?



“I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

Maya Angelou – Poet & Civil Rights Activist



Summary

- 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



**“Your brand isn’t what YOU say
it is. It’s what THEY say it is.”**

Marty Neumier – Brand Strategist & Designer



DOWNLOAD

<https://pixelsink.com/abertay>





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