

**pixels ink<sup>pi</sup>**

*Rock  
Your  
Brand*



# 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

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# What is it?

The purpose of brand positioning is to give a  
**REASON TO BUY (or EMPLOY).**

A difference that gives your customer (or  
employer) a reason to pay attention to 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 a brand in your market is saying.



**In other words:**

**IT IS YOUR  
ONLINESS!**



# 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: **THE ONLY** (what you do)

HOW: **THAT** (what makes you unique)

WHO: **FOR** (customer)

WHERE: **IN** (area that you operate)

WHY: **WHO** (customer pain point/challenge)

WHEN: **DURING** (underlying trend)



# Instagram Scheduling App

WHAT: **THE ONLY** social media scheduling app

HOW: **THAT** that does automatic insta post scheduling

WHO: **FOR** busy social media managers

WHERE: **(IN)** 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



# BUYER PERSONA

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# What is it?

A buyer persona (a.k.a. “customer avatar”) is a fictional person who represents your ideal customer.



# Why create one?

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

Until you have clarity you may waste time and finances missing the mark in your brand messaging.



# 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



## Thomas Coverdale



### 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.

### 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



**“Your brand is the single  
most important  
investment you can make  
in business”**

Steve Forbes – Forbes Magazine



# BRAND IDENTITY

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# What is it?

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



# What is it?

Logo

Packaging

Website

Social Media Graphics

Business Cards

Uniforms

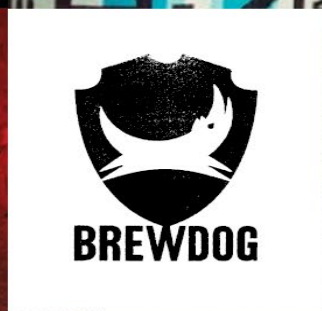


# What is it?

Your brand identity is what sets you apart visually from your competitors.

Colours, typography and imagery should reflect  
The personality of your brand.





**BREWDOG**

## PUNK IPA

POST MODERN CLASSIC

**THE TASTE**  
Punk IPA is a medium bodied beer with a tart citrus and grapefruit character. It's a classic IPA with a modern twist. The name is a play on the words 'Punk' and 'IPA'.

**THE LOOK**  
Punk IPA is a medium bodied beer with a tart citrus and grapefruit character. It's a classic IPA with a modern twist. The name is a play on the words 'Punk' and 'IPA'.

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**BREWDOG**

## DEAD PONY PALE ALE

WEST COAST KICKS

**THE TASTE**  
Dead Pony Pale Ale is a medium bodied beer with a tart citrus and grapefruit character. It's a classic IPA with a modern twist. The name is a play on the words 'Dead Pony' and 'Pale Ale'.

**THE LOOK**  
Dead Pony Pale Ale is a medium bodied beer with a tart citrus and grapefruit character. It's a classic IPA with a modern twist. The name is a play on the words 'Dead Pony' and 'Pale Ale'.

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Play  
with  
yourself.

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[www.virginatlantic.com.hk](http://www.virginatlantic.com.hk)

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of  
pleasure.

9-inch private seatback screens, 300 hours of audio/video on demand, 50 movies, over 100 hours of TV, 120 full-length CD albums and 18 video games. All playing on non-stop flights to London and Sydney. Nobody entertains you better in the sky than Virgin Atlantic.

[www.virginatlantic.com.hk](http://www.virginatlantic.com.hk)

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*Virgin*

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RICHARD  
BRANSON

THE VIRGIN WAY

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with "Virgin"  
on their t-shirt.

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speed from up to

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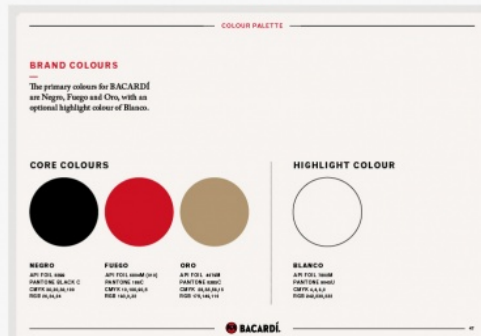
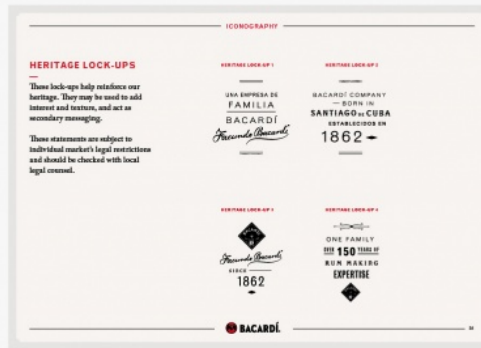
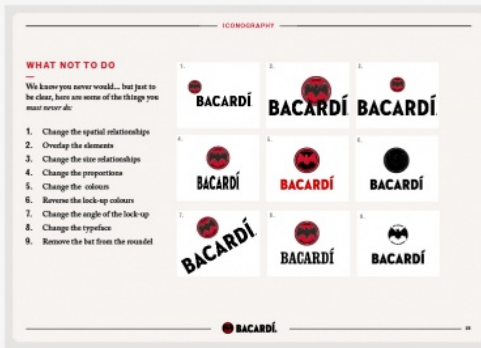
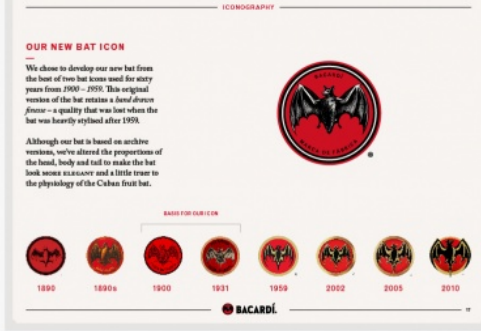
 **Keep up**



# Brand Identity Guidelines

These help to control how your brand identity is reproduced consistency and accurately.





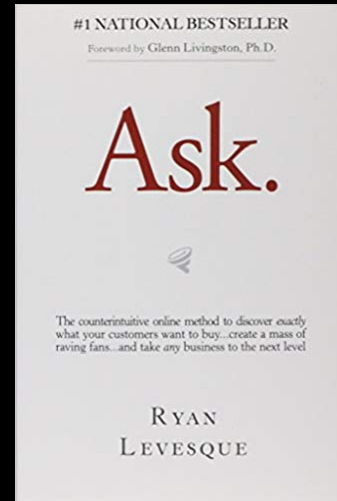
# Further Reading



Marty Neumeier



Bernadette Jiwa



Ryan Levesque



# Downloads/Info

<https://pixelsink.com/abertay>



# Further info

- [youtube.com/pixelsink](https://www.youtube.com/pixelsink)
- [pixelsink.com](https://pixelsink.com)
- [rockyourbrand.co.uk](https://rockyourbrand.co.uk)



# CHEERS!



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