

pixels ink^{pi}

*Rock
your
Brand*



ROCK YOUR BRAND



*Rock
your
Brand*

**ROCK
YOUR
BRAND**



*Rock
your
Brand*

WHAT IS A BRAND?



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.

It is 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)



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



Brand Values



- 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.



HONESTY

INTEGRITY

RESPECT



RESPECT

“Treat people the way you
would want people to treat
your nearest and dearest”.





- WE STRIVE TO MINIMIZE OUR NEGATIVE IMPACT ON THE ENVIRONMENT.
- WE STRIVE TO SHOW A DEEP RESPECT FOR HUMAN BEINGS INSIDE AND OUTSIDE OUR COMPANY AND FOR THE COMMUNITIES IN WHICH THEY LIVE.
- WE SEEK AND SUPPORT NONVIOLENT WAYS TO ACHIEVE PEACE AND JUSTICE.
- WE STRIVE TO CREATE ECONOMIC OPPORTUNITIES FOR THOSE WHO HAVE BEEN DENIED THEM AND TO ADVANCE NEW MODELS OF ECONOMIC JUSTICE THAT ARE SUSTAINABLE AND REPLICABLE.
- WE SUPPORT SUSTAINABLE AND SAFE METHODS OF FOOD PRODUCTION THAT REDUCE ENVIRONMENTAL DEGRADATION, MAINTAIN THE PRODUCTIVITY OF THE LAND OVER TIME, AND SUPPORT THE ECONOMIC VIABILITY OF FAMILY FARMS AND RURAL COMMUNITIES.





- LEADERSHIP: THE COURAGE TO SHAPE A BETTER FUTURE
- COLLABORATION: LEVERAGE COLLECTIVE GENIUS
- INTEGRITY: BE REAL
- ACCOUNTABILITY: IF IT IS TO BE, IT'S UP TO ME
- PASSION: COMMITTED IN HEART AND MIND
- DIVERSITY: AS INCLUSIVE AS OUR BRANDS
- QUALITY: WHAT WE DO, WE DO WELL





- FOCUS ON THE USER AND ALL ELSE WILL FOLLOW.
- IT'S BEST TO DO ONE THING REALLY, REALLY WELL.
- FAST IS BETTER THAN SLOW.
- DEMOCRACY ON THE WEB WORKS.
- YOU DON'T NEED TO BE AT YOUR DESK TO NEED AN ANSWER.
- YOU CAN MAKE MONEY WITHOUT DOING EVIL.
- THERE'S ALWAYS MORE INFORMATION OUT THERE.
- THE NEED FOR INFORMATION CROSSES ALL BORDERS.
- YOU CAN BE SERIOUS WITHOUT A SUIT.
- GREAT JUST ISN'T GOOD ENOUGH.





- DELIVER WOW THROUGH SERVICE
- EMBRACE AND DRIVE CHANGE
- CREATE FUN AND A LITTLE WEIRDNESS
- BE ADVENTUROUS, CREATIVE, AND OPEN-MINDED
- PURSUE GROWTH AND LEARNING
- BUILD OPEN AND HONEST RELATIONSHIPS WITH COMMUNICATION
- BUILD A POSITIVE TEAM AND FAMILY SPIRIT
- DO MORE WITH LESS
- BE PASSIONATE AND DETERMINED
- BE HUMBLE



VALUES WORKSHEET





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 332, it doesn't matter.

JUST DON'T OVERTHINK IT!

<p>... and Beyond</p> <p>...ance</p> <p>...ibility</p> <p>...ployment</p> <p>...stability</p> <p>...y</p> <p>...herent</p> <p>...ity</p> <p>...n</p>	<p>Best</p> <p>Best People</p> <p>Bold</p> <p>Boldness</p> <p>Bravery</p> <p>Brilliance</p> <p>Brilliant</p> <p>Calm</p> <p>Calmness</p> <p>Candor</p> <p>Capability</p> <p>Capable</p> <p>Careful</p> <p>Carefulness</p> <p>Caring</p> <p>Certainty</p> <p>Challenge</p> <p>Change</p> <p>Character</p> <p>Charity</p> <p>Cheerful</p> <p>Citizenship</p> <p>Clean</p> <p>Cleanliness</p> <p>Clear</p> <p>Clear-Minded</p> <p>Clever</p> <p>Clients</p> <p>Collaboration</p> <p>Comfort</p> <p>Commitment</p> <p>Common Sense</p> <p>Communication</p> <p>Community</p> <p>Compassion</p> <p>Competence</p> <p>Competency</p> <p>Competition</p> <p>Competitive</p> <p>Completion</p> <p>Composure</p>	<p>Comprehensive</p> <p>Concentration</p> <p>Concern for Others</p> <p>Confidence</p> <p>Confidential</p> <p>Confidentiality</p> <p>Conformity</p> <p>Connection</p> <p>Consciousness</p> <p>Consistency</p> <p>Content</p> <p>Contentment</p> <p>Continuity</p> <p>Continuous Improvement</p> <p>Contribution</p> <p>Control</p> <p>Conviction</p> <p>Cooperation</p> <p>Coordination</p> <p>Cordiality</p> <p>Connect</p> <p>Courage</p> <p>Courtesy</p> <p>Crableness</p> <p>Craftsmanship</p> <p>Creation</p> <p>Creative</p> <p>Creativity</p> <p>Credibility</p> <p>Cunning</p> <p>Curiosity</p> <p>Customer Focus</p> <p>Customer Satisfaction</p> <p>Customer Service</p> <p>Customers</p> <p>Daring</p> <p>Decency</p> <p>Decisive</p> <p>Decisiveness</p> <p>Dedication</p> <p>Delight</p>
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pi CORE VALUES EXERCISE 62

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.

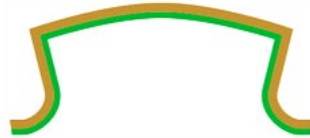
It is through actions and consistent use of your core values that people will get to know them. You shouldn't expect people to read about them in a brochure or on a web page. People need to experience your values through your actions. This is how they will describe your brand to others, how they 'feel'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

pi CORE VALUES EXERCISE



LOGO QUIZ







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BRAND PURPOSE



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?



When it comes to buying into your brand, customers are looking for more than features and benefits.

There needs to be a connection beyond the product or service, something that makes the decision to buy - 'feel right'.

They need to connect with your purpose.



Key Advantages

Your brand purpose adds value not just to the lives of customers but to society as a whole – social impact.

Having a brand purpose can help build a more emotional relationship between a brand and its consumer, which in turn, helps to boost sales as well as loyalty.

A unique brand purpose can differentiate your brand from competitors.





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- Since 2006, TOMS has designed and produced shoes, bags, coffee and eyewear for men, women, and kids.
- For every pair of shoes purchased, TOMS provides a new pair of shoes to children in need. The company also provides eyesight treatment and prescription glasses with each purchase of their eyewear.
- Additionally, with each purchase of their coffee products, TOMS provides 140 litres of water to a person in need with the help of their Giving Partners.



BRANDS WITH PURPOSE



Unilever

Dove



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Simon Sinek - Start with Why



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BRAND VISION (THE FUTURE)



BRAND MISSION

The Now

Everyday

Commitment


BRAND VISION

The Future

Someday

Ambition





BRAND VISION

Internal First

Substance

Genuine Ambition

From The Top (Leadership)



Where does my brand *aspire to go*, what does it *aspire to be*
and/or what impact does it *aspire to have*?





Ambitious

Motivating

Instill Belief

Influences Decisions

Big, Bold & Scary

Inspires Action

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"OUR VISION IS TO BE EARTH'S MOST CUSTOMER-CENTRIC COMPANY;
TO BUILD A PLACE WHERE PEOPLE CAN COME TO FIND AND DISCOVER
ANYTHING THEY MIGHT WANT TO BUY ONLINE."





"TO CREATE A BETTER EVERYDAY LIFE FOR THE MANY PEOPLE"





"TO ACCELERATE THE WORLD'S TRANSITION TO SUSTAINABLE ENERGY."





"OUR VISION IS DELIVERING HAPPINESS TO
CUSTOMERS, EMPLOYEES AND VENDORS."



BRAND MISSION (THE PRESENT)





VISION
(Someday)

MISSION
(Everyday)





VISION
(Navigation)



MISSION
(Rulebook)



What are we **committed to**,
in order to achieve our vision for the future?



*Without the mission, the vision is a dream,
and without the vision, the mission is adrift*





MISSION
(To Be / To Do /
To Develop)



VISION
(To Become)



MISSION

Committed Action

VISION

Committed
Action Result



The Google logo is centered at the top of the white rectangular area. It consists of the word "Google" in its signature multi-colored font: 'G' is blue, 'o' is red, 'o' is yellow, 'g' is blue, 'l' is green, and 'e' is red.

“TO ORGANIZE THE WORLD'S INFORMATION
AND MAKE IT UNIVERSALLY ACCESSIBLE AND USEFUL.”





“THE MISSION OF THE WALT DISNEY COMPANY IS TO BE ONE OF THE WORLD’S LEADING PRODUCERS AND PROVIDERS OF ENTERTAINMENT AND INFORMATION. USING OUR PORTFOLIO OF BRANDS TO DIFFERENTIATE OUR CONTENT, SERVICES AND CONSUMER PRODUCTS, WE SEEK TO DEVELOP THE MOST CREATIVE, INNOVATIVE AND PROFITABLE ENTERTAINMENT EXPERIENCES AND RELATED PRODUCTS IN THE WORLD.”





“BUILD THE BEST PRODUCT, CAUSE NO UNNECESSARY HARM,
USE BUSINESS TO INSPIRE AND IMPLEMENT SOLUTIONS TO THE
ENVIRONMENTAL CRISIS.”



TED

“SPREAD IDEAS”

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LOGO QUIZ



Name the brands

1. Think different
2. Because you're worth it
3. Just do it
4. Every Little Helps
5. Happiest place on earth





THINK DIFFERENT

L'ORÉAL

BECAUSE YOU'RE WORTH IT



JUST DO IT

TESCO

EVERY LITTLE HELPS

Disneyland

HAPPIEST PLACE ON EARTH

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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."



<http://www.ironbru.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 Lager, and drill the
bastards.



WHERE REBELLION
AND CRAFT MEET



AT BREWDOG
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 reflect different personas.

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



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 brand basics!

But to make things stronger...

**Positioning / Differentiation / Archetypes /
Core Message Framework / Story Framework /
Brand Name / Taglines & Hooks**

And then you can start to design your logo ;)



Remember. It can be the little things...

There are many things that can impact a brands 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.



Remember. 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



BRAND PACK

Core Values
Brand Differentiation
Brand Basics Sheet

<https://pixelsink.com/wbs>





pixelsink.com



rockyourbrand.co.uk



youtube.com/pixelsink

