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 **rock your
brand[®]**

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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 FOUNDATIONS)



- **Purpose:** Why do we exist? (beyond making money)
- **Vision:** What future do we want?
- **Mission:** How do we create that future?
- **Values:** What do we believe and stand for?



BRAND PURPOSE



When your service is of 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 product manufacturers and service providers?



Customers want to relate to your brand, and they need to buy into what you are doing. They often have an emotional response to your brand and not a consciously made one. Your brand feels 'right'.

They get your purpose, your WHY!



BRAND VISION (THE FUTURE)





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





“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"





TESLA

“TO ACCELERATE THE WORLD’S TRANSITION TO SUSTAINABLE ENERGY.”





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



EXERCISE



READ ALL ABOUT IT – FRONT PAGE NEWS

10 years from now, your brand has made the headlines for achieving greatness.

What does that headline say?

- Have you changed the way people do something?
- Have you grown to be the biggest?
- Cured a problem?



BRAND MISSION (THE PRESENT)







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



VISION



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: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'.

“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”



Brand Values



Understanding Values and Branding.

Definition of values: Core beliefs and principles that guide behaviour and decision-making.

Importance of values in business: Directs business practices, shapes company culture, and influences public perception.

Definition of branding: Creating a unique name, image, and message for a product or service in the consumers' minds.

Role of branding in business: Differentiates from the competition, builds customer loyalty, and creates brand equity.

The connection between values and branding: Values inform the brand identity and messaging, attracting like-minded customers and building trust.



Defining Your Core Values.

Step 1: Reflect on personal values that motivate and inspire you.

Step 2: Consider your company's mission and vision to ensure alignment.

Step 3: Analyse your target customer base to understand their values and expectations.

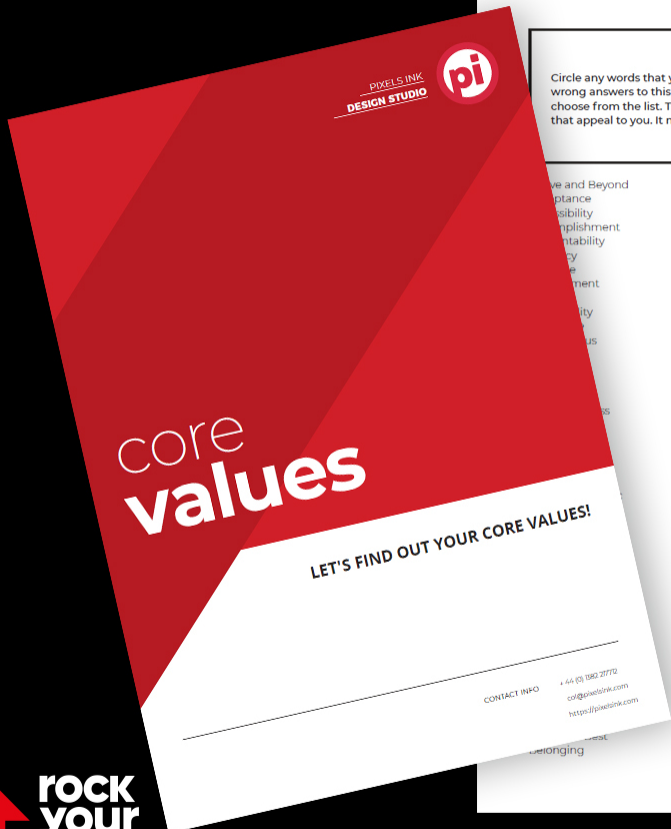
Step 4: Look at your company culture and identify patterns that reflect your values.

Final step: Compile a list of 3-5 core values that truly represent your brand.



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 312, it doesn't matter.

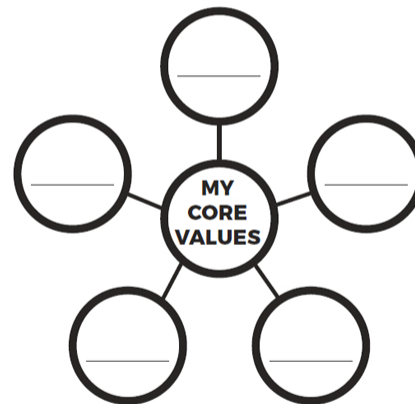
JUST DON'T OVERTHINK IT!

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

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.



HONESTY

INTEGRITY

RESPECT



My Brand Values:

Empathy
Creativity
Honesty
Fun
Education



RESPECT

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



My Brand Values:

Empathy: I always try to walk a mile in my client's shoes. It's a good thing I wear Converse.

Creativity: I'm all about colouring inside the lines. And outside the lines. Design is for rule-breaking.

Honesty: I keep things 100% real with my clients, with no fluff or BS - honesty is the best policy.

Education: I don't keep what I know to myself. I share it with the world through video. Plus, everyone loves the Scottish accent.

Fun: Life is short, and business can be stressful, so let's bring joy and fun whenever I can.





- 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





- 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.





- 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



Personal Values vs Brand Values

Be Aware!



Personal Values mixing with Brand Values

Chick-Fil-A:

- Christian-Led fast-food chain
- We're Here to Serve / We're Better Together / We are purpose Driven
We Pursue What's Next

What went wrong:

Chick-Fil-A was founded on Biblical principles, as stated on their website. This leads into the values above. But the CEO also held personal beliefs that were anti-LGBTQ and he made statements through brand channels on this. This had a massive negative impact on their sales



Aligning Your Brand Identity with Your Values.

Brand identity includes:

- Brand name, logo, typography, colour palette, tone of voice, imagery, and overall design.

Tips for incorporating values into your brand identity:

- Select colours, fonts and imagery that symbolise your values.
- Ensure consistency across all brand elements to reinforce your values.
- Develop a tone of voice that communicates your values.



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



Tone of Voice



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



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



#phenomenal.co.uk



Tone of Voice

You can say things in various ways to reflect different personas and values.

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



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.”



Communicating Your Values Through Your Brand.

Importance of communicating values: Builds trust, promotes transparency, and fosters customer loyalty.

Channels for communication: Website, social media, email, packaging, advertising, and events.

Tips for value-based communication:

- Use storytelling to illustrate your values.
- Showcase real-world examples of your values in action.
- Maintain authenticity and transparency in your messaging.
- Engage with your audience to learn from their feedback.



APPLE

Core Values: Innovation, simplicity, and quality.

Communication Strategies:

Apple uses clean, minimalist design and straightforward language across their website, packaging, and advertising, reflecting its values of simplicity and quality.

Product launches and keynotes are platforms for Apple to communicate their innovation and quality to their audience. Apple fans are a different breed!



NIKE

Core Values: Inspiration, innovation, and inclusivity.

Communication Strategies:

Nike uses powerful storytelling in their marketing campaigns, often showcasing inspirational stories of athletes overcoming obstacles.

They take a stand in social matters where inclusivity is threatened when other brands may sit on the fence to protect their bottom line.



LEGO

Core Values: Imagination, creativity, fun, and learning.

Communication Strategies:

LEGO's content, from product design to advertising campaigns, emphasises the value of imagination and creativity.

They run events and competitions encouraging creative play and learning, and not just for kids, reinforcing their core values.



DOVE

Core Values: Real beauty, self-esteem, and inclusivity.

Communication Strategies:

Dove's "Real Beauty" campaign challenged traditional beauty norms and celebrated diversity, and they run self-esteem workshops for young people; showing a commitment to their values.



That's some of the basics!

But to make things stronger:

**Positioning / Differentiation / Archetypes /
Core Message & Story Frameworks /
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 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 they engage with you matters.



Remember. It can be the little things...

- Did they receive a smile at reception?
- Is your website easy to navigate?
- 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.
- 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 Master / Author



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