



BRANDING

guideline 2019

by **toud**

BRANDING

before we begin

There is no magic recipe to create brands. In this process there must be a better understanding of the customers and the market. From here you can start building. Besides this understanding, there is a need for products/services, let's call them solutions, able to differentiate. There is no magic recipe either or a method based on innovation (or at least not always) - see Coca-Cola example. This differentiation can be created at the image level, can be real and strong without being based on any technological advantages. Let's call this second component positioning. The third ingredient is design. Nowadays you can't conquer hearts without catching the eye.

The road becomes pretty simple if you follow these three ingredients and keep what is called - common sense. Whatever you do, honestly respect your customers, try for real to help them and remember that the image of your organization (the way it is perceived) is more important than its identity (what it actually is).

2019 is announced to be a difficult year.
Correctly set your business objectives and consolidate
your brand to perform.

BE RELEVANT
be inspiring





WHY?

branding ?

1. To be unique - actually, to be
2. To be different
3. To be easy to be identified
4. To create retention
5. To generate pull marketing (forget push marketing)
6. To create employer branding
7. To have a powerful business
8. To have more power in relationship with stakeholders
9. Building trust

Today branding is the global currency of success.



WHAT IS branding ?

BRAND – refers to a set of elements that make a product, a company, an organization, person etc. to be recognizable and different. A brand has got two dimensions: one generated by features (what it really is) - **brand identity** and one generated by the way these features are perceived by the audience (how it is perceived) - **brand image**.

A brand means money – a measurable power to promote sales.

BRAND EQUITY – refers to the positive influence that a brand has on sale. It is defined as the difference of price paid for a known product to a lesser known one.



STARTING POINTS

branding ?

MEANING

1. Who are you?
2. What are you standing for?
3. What problems you solve?
4. Who has these problems?
5. Why should they care?

VISUAL

1. Design creates bridges of trust, of communication
2. How do you put all the answers to the questions above in images, symbols, fonts, colors, videos, graphics, sounds etc.?



POWERFUL BRANDS

1. Are authentic
2. Tell a story
3. Involve interaction
4. Are dynamic
5. Have the courage to break lines
6. Keep the promise
7. Listen



STRATEGIC BRAND PLATFORM

elements that create a brand

1. POSITIONING

brand on the market

WHO BUYS OUR PRODUCT/SERVICE?

DEFINE THE MARKET AND THE MAIN COMPETITORS

POINT OF DIFFERENCE

Think about what problems you solve and how are you different. This is very important because you have already seen that on the market there are not just you and your customers, there are many other entities that solve the same problems. Be different, to inspire and to be chosen.

REASON TO BELIEVE

Why should customers and stakeholders trust you? Think about ways to gain trust in your promise, in your statement, in your way of solving problems. Trust is essential. It gives power to every relationship that you build with each and any part of the stakeholders.

2. BRAND ESSENCE

BRAND ESSENCE (BRAND DNA) - A FEW WORDS (TWO, THREE) THAT PORTRAY THE "SOUL" OF A BRAND.

NOKIA - CONNECTING PEOPLE (IN THEIR CASE, BRAND ESSENCE IS ALSO TAGLINE)

TED - IDEAS WORTH SPREADING

3. BRAND PROMISE

To have a competitive position, a brand must promise something different, valuable, trustworthy, relevant. It has to promise to solve a problem of the customer.

Adobe - Adobe enables people and organizations to create engaging experiences.

4. VALUES

Choose three - four values that define your team. Explain why these values describe your team best. Do not simply choose three random values. Think about the team you have formed, how it will solve the customers' problems, how it will inspire them. Link these values to mission and promise. Are they compatible? Is synergy created to gain trust?

5. MISSION

Mission - What is our purpose? Why are we doing this? Where do we want to get?

Coca-Cola

To refresh the world...

To inspire moments of optimism and happiness...

To create value and make a difference.

6. VISION

Vision - how does the context change, how did we contribute to that and what will be our role in the future?

Facebook - To give people the power to share and make the world more open and connected.

7. BRAND PERSONALITY

Brand Personality - Specific features that people associate the brand with. They are rendered by adjectives. Do not treat this part superficially. Relationships are built between people, so it is important that your brand also includes elements specific to people. It will not be difficult. The brand must resemble the people within it, but also the ones outside it, the customers.

ADOBE - Adobe is exceptional, involved, genuine and innovative.

8. NAME

Probably you have already thought about it, or maybe you already have it. Make sure the name matches the strategy, that's important, otherwise it means something went wrong.

9. TAGLINE

This is a short and striking or memorable phrase used in advertising. It could be the brand promise, it could be the brand essence or just something that inspires the public. The slogan has to synthesize the strategy in a few words.

THE LATERAL THINKING WAY

If this journey is hard, if the examples are poor and the things went too abstract, there is a simpler way. We call this way - the common sense way. It could sound unprofessional, but give it a chance. We usually use it to validate the things that we built. Let's have a look together. We promise, just 3 more slides and that's it.

7 QUESTIONS

1. Why are we here?
2. What do we do and how do we do it?
3. What makes us different?
4. Who are we here for?
5. What do we value the most?
6. What's our personality?
7. Why should you trust us?

CONNECTING THE 2 WAYS

Is everything clearer now? Can you connect the two ways?

In the end we want to tell you that branding is not about you, it is about them.
Don't forget, create a powerful identity in order to hope for a good image.

NEXT - VISUAL IDENTITY

This is the next step. Toud provides some examples of powerful visual identity in order to inspire you to find your own way. You can find them in our dedicated page for [visual identity](#).

“IF YOUR STORIES ARE ALL ABOUT YOUR PRODUCTS AND SERVICES, THAT’S NOT STORYTELLING.
IT’S A BROCHURE. GIVE YOURSELF PERMISSION TO MAKE THE STORY BIGGER.” JAY BAER

WE HELP YOU TELL YOUR STORY - Toud

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