THE ROAD MAP TO DEVELOPING A SUCCESSFUL BRAND

How to capture attention and build brand recognition

FAMILY-TARGETED • MARKETING • steel BRANDING

PLANNING

TEAM BACKGROUND

The branding process is a marathon, not a sprint, and reaching the finish line hinges on the quality of communication between client and agency teams in order to make well-informed decisions. Great brands begin with thorough relationship building and information gathering.

Make it fun!

TARGET & MARKET RESEARCH

It's time to dive deep with research and review of all available published information on the market, audience, history and industry to determine target profiles and behavioral drivers, as well as assess any confusion between you and your existing competitors.

New insights about attitudes, awareness and behavior of prospects and customers often indicate

OPPORTUNITIES FOR FUTURE GROWTH

AUDITS & INPUT

COMPETITIVE AUDIT
This is like getting your hands on your opposing teams' playbooks. A competitive audit is a dynamic, data-gathering process that examines your competition's brands, key messages and identity in the marketplace – from brand marks and taglines to ads and websites.

MARKETING AUDIT
To develop a vision for an organization's brand future, you must have a sense of its history. This thorough examination of both current and past communications and marketing tools may even uncover some hidden gems.

STAKEHOLDER INPUT
Listening to the organization's vision and strategies for the future forms the nucleus of the creative process and helps ensure that solutions are linked to business goals and strategies. And you'll gain a keen understanding of the essence of the company.

BRAND STRATEGY

POSITIONING (WITH PROMISE)

Positioning statements ground brand archetypes with a rational definition of the brand relative to category, target and competition. Most importantly, a positioning statement clearly defines what is and is not inside the purview of the brand by directly addressing:

WHO? *What?* For whom? WHERE Against whom? *Different how?* SO WHAT?

ARCHETYPE (WITH PERSONALITY & VALUES)

It's time to define who you are. Choosing your brand archetype will guide the development of brand stories and decisions about how your brand looks, communicates and acts, while quickly connecting to your audience with credibility through logic and emotion in a powerful, intuitive way.

PILLARS (WITH ATTRIBUTES)

Brand pillars highlight the attributes of an organization identified as most valuable to the target audience. Communicated in the tone of the brand archetype, brand pillars are expressed as a set of three to four themes, each supported by a series of proof points that also serve as a jumping-off point to begin copy creation.

WHAT DOES YOUR ORGANIZATION STAND FOR?

BRAND DEVELOPMENT

HIERARCHY

Determine brand architecture to show how the sub-brands of a larger brand are organized. There are three main types: Monolithic, Endorsed, or House of Brands.

NAMING

The right name can become a self-propelling publicity campaign, motivating word of mouth, reputation, recommendations and press coverage.

LOGO

This is the beginning of the visual vocabulary of brand expression. At its most basic, it consists of a brandmark (pictorial element) and logotype (letterforms). It must be immediately recognizable and easily remembered in order to best trigger recall of perceptions of the brand.

TAGLINE

A tagline is a short phrase that accompanies the brand essence, personality and positioning, and distinguishes the company from its competitors.

MESSAGING

Key messaging is developed in order to give a brand one distinctive voice. Messaging must be memorable, identifiable and centered on the customer.

GRAPHIC STYLE

This is the visual language that makes a system proprietary and immediately recognizable using color, imagery, typography and composition.

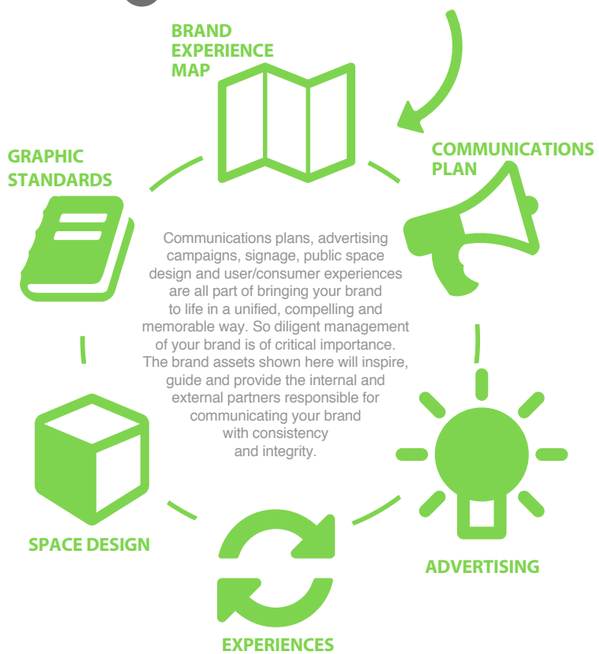
BRAND INTRODUCTION

Get ready. Get set. It's go time!

A launch represents a huge marketing opportunity. Plan your strategic launch goals, comprehensive elements and methods, and seize this rare opportunity to build brand awareness and synergy!

- **LEADERSHIP** — The company's leadership is key. When done well, brand launches are integrated into existing missions and values. Repositioning is sold as a powerful tool that will spur higher performance.
- **MANAGEMENT** — Launching a brand identity is a top-down initiative. This is an emotional opportunity to energize the whole team with a new sense of purpose that will ultimately produce brand champions and ambassadors.
- **STAFF/EMPLOYEES** — In nearly every launch, the most important audience is a company's employees, so make a moment and create a buzz! Give them ownership by showing concrete examples of how each person can join in and live the brand.
- **CHANNELS** — Once your internal launches have been implemented, it's time to bring your sales force and business partners into the fold. Arm your team with customer-centric, targeted and consistent messaging.
- **CURRENT CUSTOMERS/CLIENTS** — Timing is everything, so look for natural windows of opportunity and plan the best media mix. Create consistent messaging that is customer-focused. Tell them, tell them again and then tell them again.
- **PUBLIC** — Once everyone is on board, it's time to pull out all the stops! Whatever your company's budget, you need to have a launch plan. Start small, leveraging social networks like Facebook, Instagram and Twitter, or go big, with external vehicles and signage, public relations, advertising, direct marketing and more. Whatever you do, don't forget your goal: to create an emotional connection!

BRAND ASSETS



BRAND MANAGEMENT

SUCCESS You made it!

DOCUMENTATION

From guidelines to communications between brand stewards and internal and external producers, documentation that is easy to access and understand.

TRAINING

Brand implementation can't happen if it exists for a select few. Training should be strategic and well-planned, as personal as possible, and should include support, periodic audits and training reviews.

COMPLIANCE PROCESS

The compliance process begins with a designated, accessible person or persons assigned as gatekeepers of the brand. There must be a checks and balances system to audit and review all brand and marketing elements before they are released to internal and external audiences.

FEEDBACK & REVIEW PROCESS

Managing the brand requires discipline and vigilance. Providing processes for regular review of multiple stages throughout development helps ensure efficiency and timely completion.

GROWTH PLAN

When you think of your brand as a living thing, you'll realize that growth is important. The list for reaching your target audience(s) and building brand loyalty are endless. A good growth plan should be highly strategic and align with budget constraints and company goals. This will help you prioritize the right efforts that will keep your brand momentum going strong!