



BRAND IS EVERYTHING, NOT JUST YOUR LOGO.

IN THE SAME WAY AN ACCOUNTANT WOULD STRUGGLE TO CALCULATE AND FILE YOUR TAXES IN 10 MINUTES. OR A MECHANIC FINDING OUT WHY YOUR CAR DIDN'T START YESTERDAY IN 1/6TH OF AN HOUR. I WOULD STRUGGLE TO PROVIDE A MEANINGFUL TIP ON **B**RAND DEVELOPMENT IN 600 SECONDS. SO INSTEAD WE WILL COVER THE **B**ASICS. YOU CAN TAKE THIS **B**OOK AWAY WITH YOU AND FILL IN THE GAPS FOR YOURSELF

BRAND IS MORE THAN A LOGO.

A brand is more than just a logo; it encompasses the entire identity and perception of a business or product.

It represents the emotional and functional associations that consumers have with a particular entity. Every business has a brand, by default. But the strength of a brand is relative to many factors.

A poorly executed brand will take more effort and therefore resources to sell its product or service. In some circumstances where a brand is not aligned with what it does a brand can actually sabotage itself entirely.

While many people are aware of brands and branding, when it comes to creating and maintaining a brand, preconceptions and personal opinion can often cloud the decision making process.

Even for the best marketing and creative teams internalised bias and personal opinion can cloud the ability to visualise an effective brand strategy, meaning that a business ends up with something representative of a close competitor. Or worse still an identity and personality that is disconnected from potential customers.



Logos and product are important, But your brand identity transcends iconography.

- BUILD TRUST AND CREDIBILITY IN THE MARKET.
- DIFFERENTIATE A BUSINESS FROM ITS COMPETITORS.
- INFLUENCE CUSTOMER LOYALTY AND PURCHASING DECISIONS.

“YOUR BRAND IS WHAT PEOPLE SAY ABOUT YOU WHEN YOU ARE NOT IN THE ROOM” - JEFF BEZOS

TIP (STEP 1) - TRY TO UNDERSTAND YOUR BRAND

It does not matter if you are a sole trader or a global trading multi million turnover corporation. Understanding your own brand is key to ensuring you can portray it effectively to potential and existing customers.

For new and small businesses the big challenge is to become recognised and to connect with an audience.

For a larger established brand, remaining relevant and protecting brand equity is a challenge.

Regardless of size and age, understanding your brands value proposition from the customers perspective is critical in creating and growing your brand value.

Remember it is not about what **YOU** say is true that matters. It is what the **CUSTOMER** sees and what they believe is true that adds value. A well developed brand is representative of how a business walks, talks and behaves. If you look like a duck, walk like a duck but bark like a dog the customer will find it more difficult to believe in you.

- WHAT DO YOU DO?
- WHERE DO YOU FIT IN THE MARKET?
- HOW DOES THAT RELATE TO YOUR TARGET CUSTOMERS?

WOOF!



THE TWO BIG COMPONENTS OF BRAND

UI / IDENTITY

THE BITS OF YOUR BRAND THAT PEOPLE CAN SEE, HEAR AND TOUCH

UX / EXPERIENCE

HOW AND WHERE PEOPLE INTERACT WITH YOUR IDENTITY, PRODUCT AND SERVICE

BRAND IDENTITY

A strong brand will have a clear identity and ideally controlled by a set of guidelines. Brand guidelines do not have to be a perfectly illustrated epic coffee table book. Guidelines can grow with your brand but the sooner you start documenting the elements that make up your brand the faster, easier and more cost effective creating content will be.

Your messaging will be more consistent as well and both internal and external stakeholders (staff and customers) will find it easier to understand your “brand”

THINK...

- VISUAL ELEMENTS (LOGO, COLOURS, TYPOGRAPHY, IMAGERY).

Do they all tie together coherently? Are you using the same fonts and colours on your website as on your products and advertising? Document it! Keep it consistent.

- BRAND VOICE AND MESSAGING.

Are you a hero brand, an outlaw or a creator? There are 12 defined brand archetypes (Carl Jung) understanding where you fit will help determine how you might talk and engage with customers.

- BRAND PERSONALITY AND VALUES.

Mission and Vision statements are not just for the board room and pitch documents. Your brand identity and its elements should align and support both of these things. If they don't then you will need to either adapt your business objectives or align your identity to suit.

BRAND EXPERIENCE

Having a strong brand identity is only one half of the battle to create or maintain a brand presence.

Your brand identity is your equivalent to “words” and your brand experience are your “actions” so it is important that you align the two so that the way your customer can interact with you lives up to the identity you have worked so hard to create. A lot of the brand experience element is ensuring the things you have decided on in your guidelines are executed correctly. This is why they are helpful. They remove the need to personally train new internal staff and outside agencies on how you expect them to behave and talk.

THINK...

- CUSTOMER INTERACTIONS WITH PRODUCTS OR SERVICES.

If you are a premium product are you on the right shelf in the right store? Do your actions meet up with your intent? If you identify as a business that provides an easy to use product do you use simple and easy to understand language- or do you mistakenly include technical information that doesn't speak to the customer you are trying to attract?

- ONLINE AND OFFLINE TOUCH-POINTS.

From in store or online displays right through to customer telephone aftercare. You need to maintain a consistent experience. What can you do for a customer that they wouldn't expect that re-enforces your brand identity?

- OVERALL CUSTOMER JOURNEY.

How easy is it for the customer to feel part of your clan, crew, family or group from the first time they see your brand through to how they experience what you offer? Brand loyalty is built over time so how can you maintain contact either directly or indirectly and re-enforce the value of your brand over time?

TIP (STEP 2) - AUDIT YOUR BRAND

Step 1 asked you to think about your brand, then we looked at the 2 main elements of what brand was.

So you might ask, isn't step 2 just a repeat of step 1? This is where the difference between a creative team re-jigging a website and logo and true brand awareness starts to come into play.

The results of step 1 are your “assumptions” now you need to test them, bearing in mind everything we have covered.

Is everything you thought in step 1 true, does your “friendly service” ring true when you audit the language you use on the phone and in your customer service process? Or do you fall short?

Are you consistent in your messaging, imagery and tone of voice..? I have seen established multi-million dollar businesses using 3 different logo iterations and mixing their tenses in marketing material!



ASSESS THE CURRENT BRAND ELEMENTS AND THEIR CONSISTENCY.

GATHER FEEDBACK FROM CUSTOMERS AND STAKEHOLDERS.

IDENTIFY STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS.

TIP (STEP 3) HONEST REFLECTION...



HONESTY IS KEY.. IF YOU STRUGGLE TO BE OBJECTIVE GET OUTSIDE INPUT. DON'T ASK YOUR "MATES" THEY WILL LIE TO YOU

PICK

3 BRANDS THAT YOU THINK ARE CLOSEST TO YOURS IN YOUR FIELD.

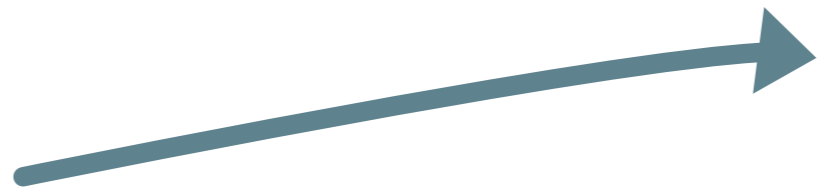
THE BRAND WHICH YOU THINK IS THE BEST IN YOUR FIELD.

THE BRAND YOU THINK IS THE WORST IN YOUR FIELD.

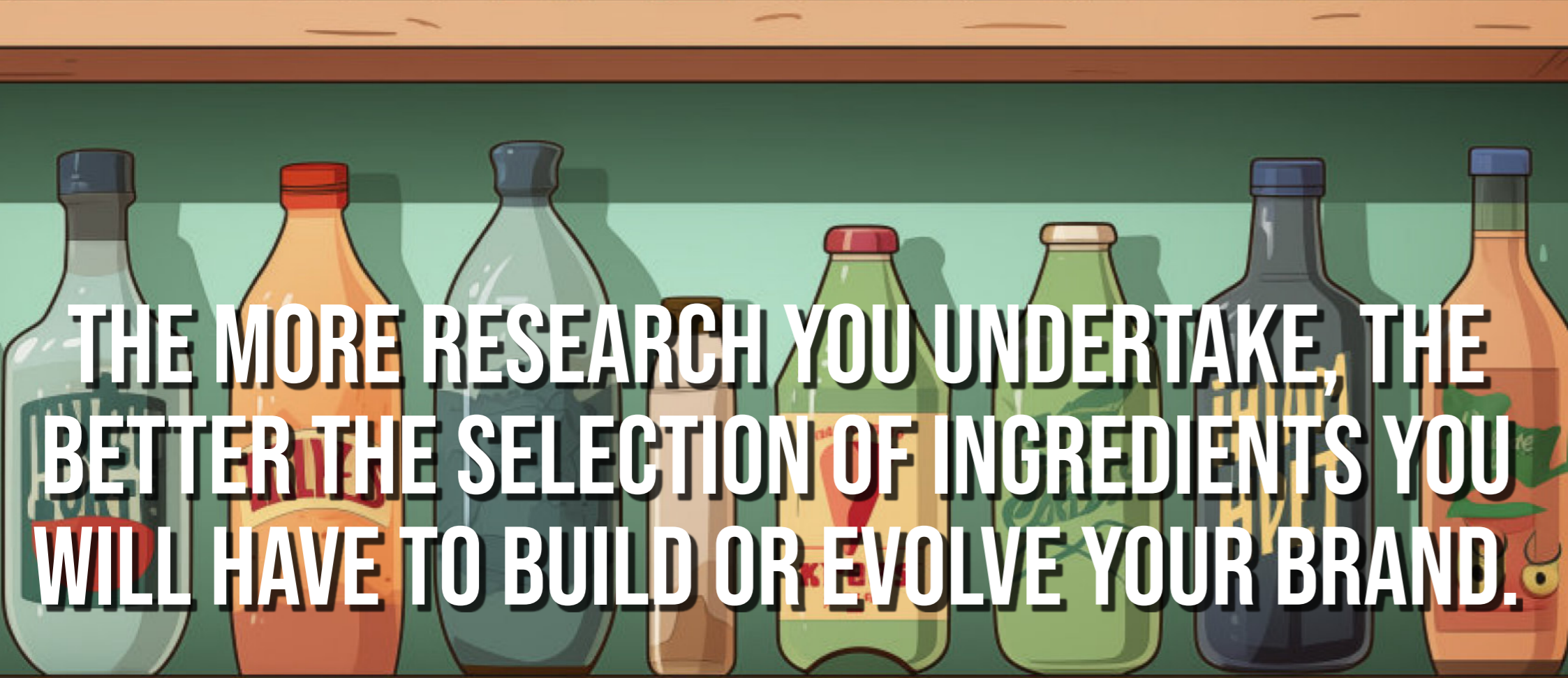
THESE BRANDS CUSTOMERS ARE LIKELY YOUR CORE DEMOGRAPHIC. HOW CAN YOU CONNECT WITH THEM AND PORTRAY YOUR BRAND AS DIFFERENT WHILE RESONATING WITH THEIR CUSTOMERS VALUES?

THIS IS LIKELY THE ASPIRATION FOR YOUR BRAND. DO NOT IMITATE! UNDERSTAND WHAT MAKES THEM RESONATE SO YOU CAN FIND WAYS OF OFFERING BETTER.

WHAT MAKES THEM THE WORST? HOW CAN YOUR BRAND WORK TO AVOID COMPARISON?



TIP (STEP 4) PUTTING THE PIECES TOGETHER...



THINK OF BRAND AS A CHARACTER ...

Using the research input, create or adapt your brand to be a character that can interact and talk to your customer.

Think not just about how the brand will appear now, but how it will evolve. Does it need support characters (house of brands or branded house architecture)?

Has it got room to grow?

When it opens its mouth does it sound the way people expect it to?

Does it look believable and is it wearing the right clothes?

PEOPLE BUY FROM PEOPLE, MAKE SURE YOUR BRAND IS BELIEVABLE, CONSISTENT AND AWARE OF ITS SURROUNDINGS. ASSESS LOOK, FEEL AND BEHAVIOUR TO MAXIMISE ITS POTENTIAL.



QUICK SHEET ...

Try to understand your brand.

Internal reviews, audits and perceptions even from the best marketing team, will over time, become biased and lead to a perception of the brand that isn't always reflective of reality. Your initial internal audit should be used as a “Based on our understanding of ourselves we think this is how we look and feel to customers”.

Try to understand your competition (not just to ones YOU think are a competitor).

Do not just pick the competition you think is closest to you as a point of reference when trying to improve your brand.

Brand is not just one thing.

Brand archetype, hierarchy, voice, appearance and even processes all reflect on how it is perceived. The ultimate goal is for your brand to be recognisable, consistent and believable. If one element does not align properly it can impede everything you are trying to achieve.

Branding is NOT marketing.

Your mission, vision, logo, product, service, processes, just about anything your customer experiences is part of your brand genetics. A brand identity from a marketing agency will add value to a business, but if you develop your brand, its guidelines and how it interacts with what your business does before engaging with an agency, you will get results that are both more sustainable and also cost effective.



ABOUT OUR FOUNDER...

Luke Green created Ballistica after spending over 20 years in corporate roles including product and brand direction for the worlds leading guitar amplifier company Marshall Amplification.

Having worked with, and led in-house design and marketing teams across multiple projects. As well as helping with business development including working to diversify product portfolios and setting up a record label and studio project. His aim is to take experience from the polished and highly competitive music and entertainment sector, and help businesses craft and execute better brands. Providing consultative direction, and also engaging with the best local and international creatives to deliver what he hopes are interesting and engaging changes to a companies brand or product offering.

**IF YOU ARE LOOKING TO IMPROVE YOUR BRAND,
EXPLORE WAYS TO CREATE BETTER PRODUCTS OR
SERVICES WITH IMPARTIAL INSIGHTS THEN BOOK A
FREE 30 MINUTE APPOINTMENT.**



BALLISTICA

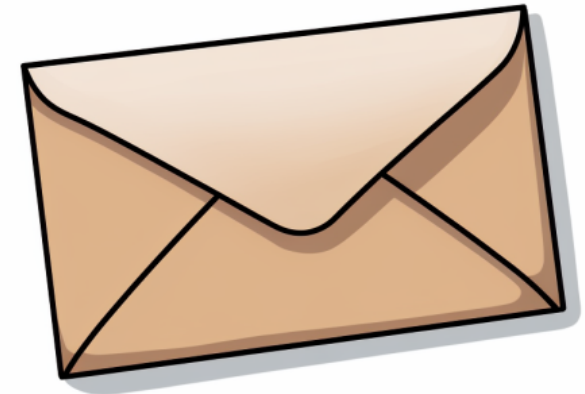
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