

THE CREATIVE GROWTH AGENCY™



BRAND TOOLKIT

SIXTH STORY

BRANDING IS...



IDENTITY



EMOTIONAL



SUCCESS

We think that brand is a lot more than that. Brand is a perception or an idea that someone gets about a company or its products and how it triggers emotions. Peter Drucker says that business is no more than innovation and marketing and we believe that businesses who get branding can create success.

**Business only has two
functions, marketing
and innovation.**

PETER F DRUCKER

WHERE DO WE START?



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Here's our checklist, what you need to have in your brand toolkit

- Your vision and values
- A strategy to have team buy-in and create brand ambassadors
- Your customer windows (or buyer personas)
- Clarity on 'what business are you really in' and your value proposition
- Your brand story
- Your brand tone of voice
- Your brand's attributes (brand behaviour and personality)
- Your brand's visual assets
- Brand guidelines

CREATE A CUSTOMER PERSONA



Be creative, get your team involved

Creating a customer persona will help you think about who your customer really is and how you can reach them. The idea is to build up a realistic picture of the person your product or service actually speaks to. Think about what they like, where they spend time and why they'd choose you over the other guy. Leave no

stone unturned.

Use magazine clippings or doodles to build a mood board if you like. This is an insightful exercise often used by brand consultancies, and we encourage doing it with members of your team.

Where to begin

Start with your existing customers. Specifically the ones you love to work with. Think about what makes those projects go really well. We all want more of those kinds of relationships. Understand who those customers are so you can attract more of them.

If you have no existing customers, think about who your product will benefit. Don't fall into the trap of focusing on an unrealistic hit list. Think about what you offer and who needs you rather than who you'd like to work with.

What's the value?

Having your customer persona mapped out means no more guesswork.

Engage with the process properly and it's like creating a window directly into your customer's world. So when you sit down to develop a new product, design a

customer journey or write marketing copy, you can see exactly who you're talking to.

It sounds simple. But that's the kind of insight that allows you to align your business perfectly with your clients' problems.

CUSTOMER WINDOW



<p>Demographics</p> <p>—</p> <p>Male / Female, average age, parent, geographical location, education etc.</p>	<p>What brands are they engaged with?</p> <p>—</p> <p>Car they drive, supermarket they shop in etc.</p>
<p>What media do they consume?</p> <p>—</p> <p>Social media, newspapers, TV channels, magazines etc.</p>	<p>Psychographics</p> <p>—</p> <p>Values, opinions, lifestyle etc.</p>
<p>What is their plan?</p> <p>—</p> <p>i.e. what problem does your customer have (their pain point), what state are they trying to move towards, when do they need it by?</p>	
<p>What is their goal?</p> <p>—</p> <p>i.e. what their picture looks like without their problem, how do they feel emotionally?</p> <p>Get your team involved</p>	

HOW TO USE BRAND GUIDELINES

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Many of our clients have fed back to us and said that the brand guidelines have become a part of their induction process for new staff. It's a guideline and discussion document to say this is how we look and this is how we interact with our customers. That's priceless feedback and companies that have confidence in their brand can allow it to grow and thrive.

Brand guidelines should be used as a toolkit. Any visual communications should be replicated in the same vain as your guidelines to keep a consistent look and feel. Some brands have become so recognised and powerful that companies have trademarked colours, they do it for a reason so it's really important to stick to your brand standards.

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**Brand guidelines should
build a long-lasting brand
that's fit for purpose today
and as the company grows.**

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Want to have a chat about your branding project?

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If you'd like to discuss your business goals and online objectives, we'll be happy to have a consultation to provide suggestions for improvements to your current site or a fresh strategy to overhaul your site completely.

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