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# 9 STEPS TO BRANDING YOUR BUSINESS

FEELING  
PEAKY.



A brand is what a company, service or product stands for in the hearts and minds of its target audience. A brand is not a logo, an identity or product. A brand is the intuitive feeling a person has about a company service or product. Get your branding right and your company will reap rewards for years to come. However, if you get it wrong it could be a costly mistake. The following is a guide to building a successful brand that delivers the right message and connects with customers.



# 1. The Pillars of Branding

Looking at the 4 pillars of branding we can establish how branding works. These are Difference, Relevance, Esteem and Understanding. Think of a brand like you would a friend;

**Difference:** Like a friend they are unique and individual

**Relevance:** They understand your needs better than anyone else

**Esteem:** Like a friend you trust the brands you love

**Understanding:** Like a friend you know lots about the brands you love.



## 2. Customers Research

Who are your customers and how do they think? What motivates them and how do they behave. What are the key reasons that lead them to want or need your product or service? Why should they care?



### 3. Your Brand Promise

Does your company have a clear promise/central idea?

Can you explain what it is you do and what differentiates you from your competitors?

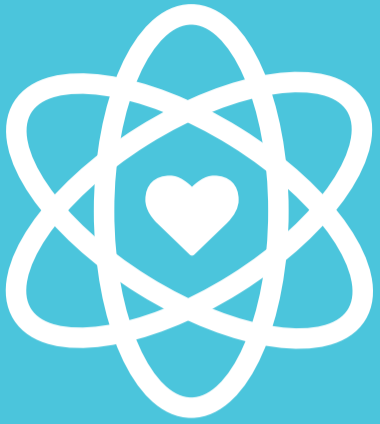
Develop a positioning statement

**(single minded proposition).**

Why do you do what you do?

How do you do it?

What is it that you do?



## 4. Brand Values

Defining the core values and strengths of the business. Brand values define the personality of a company, its products and its services. They act as guidelines to control consistency of the brand message both internally and externally.

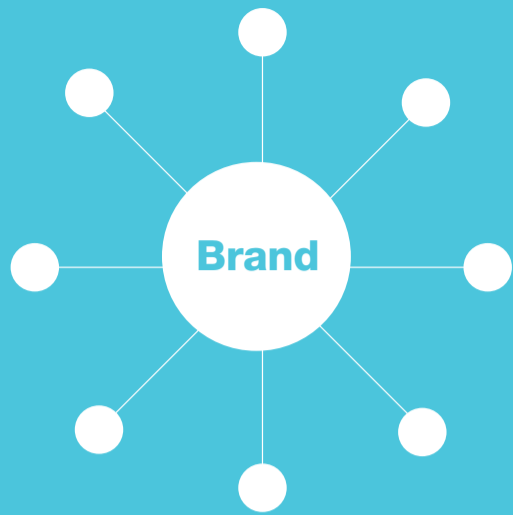


## 5. Brand Look & Feel

Your visual identity, is your customers first encounter with your brand. Giving a good impression is vital.

In creating your brands visual representation (Look and Feel) verbal and visual elements are used to express the essence of your brand. Elements of Look and Feel include;

- Colour
- Tone of voice
- Personality
- Brand ID



## 6. Touchpoints

Leveraging your brand through a range of touchpoints. Create communication strategies and channels to engage the brand's audience. This helps it to grow, increase affinity, salience and brand equity.



# CULTURE

## 7. Brand Culture & Guardianship

Create a culture around the brand by aligning all members of staff with the vision and essence of the brand. These brand ambassadors will help describe who you are to the wider public.



## 8. Consistency

Create a set of brand guidelines, this will ensure that all aspects of your brand will maintain consistency and avoid fragmentation.



## **9. Brand launch & distribution:**

The creative agency tasked with the brief will need to demonstrate technical and artistic merit with an ability to keep the brand story alive as it unfolds. They must be able to measure brand metrics and respond to the brands audience as they grow and evolve.

# Contact us

How can we help? Get in touch now...

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