

Brand Matters

GUARDRAILS

Purpose
Aspirations
Values
Vision
Mission

POSITIONING & MESSAGE PLATFORM

Communication objectives
Company naming
Positioning statement
Boilerplate
Talking points
Tagline
Differentiation

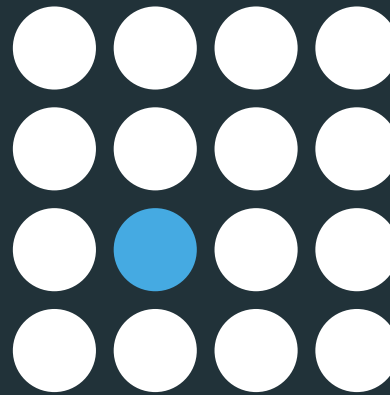
IDENTITY

Personality
Distinctive voice
Visual mood boards
Color pallet
Logo
Typography
Icon

ASSESSMENT & TOOLS

Brand audit
Earned media
Interviews
Surveys
Workshops
Brand spectra
Concept maps
Pop & clutter test
Six test for positioning

**YOUR BRAND IS WHO YOU ARE
AND WHAT YOU DO.**



A brand is a promise from a company to its customers of specific benefits, quality, and value. Your brand is what THEY say it is.

If there is a gap between what the company says and does and what customers think and feel then you have positioning to do, in order to close the gap.

ACTIONS

Positioning
Messaging
Value propositions
Communication tactics
Marketing playbook
Taxonomy & segmentation

BRAND LEVERAGE

Positioning platform
Style guide
Product
Personnel - brand counsel
Environment & facilities
Photography
Video

POTENTIAL PAYOFF

- Reduced cost of sales & marketing
- Engaged voice of customer
- Increased earned media
- More people qualified to speak for company
- Graphics & language reinforces the desired perception
- Improved decision velocity
- Consistency before momentum
- Creation of a living brand
- Increased company value