



Ultimate Checklist

Creating a Successful Brand



How to Create a Brand

Create a Memorable and Distinctive Brand In 10 Simple Steps

Introduction

A successful brand is so much more than a business name and trendy logo, your brand is your style, it's the way you communicate and the experience you provide for your customers, across many applications:

- Physical Environment (Market stall, store or office)
- Print, signage, and packaging
- Website & online advertising
- Content marketing & social media
- Sales & customer service

Building a brand is a process, and it will evolve over time, your ongoing effort will result in establishing long-term relationships with your customers.

This can lead to a steady increase in sales, more projects, word-of-mouth referrals, and advocacy for your products or services.

Before We Start

Before we start, we'd like to acknowledge that the concepts of brand and branding can be a bit vague and quickly become confusing. If you are unsure about the meaning of these words please don't hesitate to ask one of our friendly business advisers or email the team: email@showable.com.au





Context

Analysis

1. Understand Your Organization

- List your internal capabilities
What are the resources of your business?
- Analyse your strengths and weaknesses
What are the strengths and weaknesses of your business?

Good to Know

Resources can be tangible (e.g. financial, physical) or intangible (such as technological, reputational, human capital).

2. Understand Your Clients

Who are they? What do they want?
Create groups of relevant clients based on the following factors:

- Demographics**
Group your customers based on age, gender, location, language, income, education, marital status, family size etc.
- Psychographics**
Group your customers by personality types, values, attitudes, interests, beliefs and lifestyles.
- Behavioristics**
Group your customers based on their usage behaviour with the product and/or the brand, such as frequency of use, benefits pursued, willingness to purchase and brand loyalty.

3. Understand Your Environment

- Analyse the competition**
Who are your competitors? What do they offer? How are they different from your business?
- Identify opportunities and threats in the market**
Are there some opportunities or threats within your industry or related to your consumers, competitors, or stakeholders?
- Identify opportunities and threats in society**
Are there any trends in the following areas that you should worry or be optimistic about: politics, economy, society, technology, environment, law?

Good to Know

This environmental analysis is also sometimes referred to as PESTEL analysis:

- P** - Political
- E** - Economical
- S** - Social
- T** - Technological
- E** - Environmental
- L** - Legal



Branding

Strategy

4.

Brand Definition

- Define your brand purpose
Why are you here?
- Define your brand values
Values define the culture of your brand and ensure a meaningful connection with your customers.
- Define your brand promise
What are you going to deliver?

5.

Brand Positioning/Differentiation

Positioning refers to the place that a brand occupies in the minds of the customers and how it is distinguished from the products of the competitors. How do you want your brand to be perceived in comparison to the other players in the market? Choose a positioning statement that:

- Will resonate with your consumers
- Can be delivered by your company
(capabilities)
- That is different from your competitors

Examples:

Pre-emptive (Be the first to claim something) *"Smith's Chips - the original and still the best"*

Superlative (Being the best) *"The burgers are better at Hungry Jack's"*

Exclusive (Being a member of an exclusive club or group) *"XYZ Ltd - a Fortune 500 company"*

Category (Strong registration of both category and brand) *"Volvo is the safe alternative"*

Competitor Strategy (Reference competitor's strategy) *"Avis - we're number two, so we try harder"*

Benefit(s) (Emphasize a problem, need or benefit) *"Toothpaste with superior whitening"*

Product Attribute *"Dove is one-quarter moisturiser"*

Occasion (Can be associated with seasonal products) *Cadbury Roses –for gift giving or saying, 'Thank-you'*

Price *"A premium brand or an economy brand"*

User Group *"Johnson & Johnson range of baby products (e.g., No Tears Shampoo)"*

Cultural Symbols *"Australia's Easter Bilby (as a local alternative to the Easter Bunny)"*

6. Brand Identity

- Choose a name for your brand
Come up with a unique name for your brand.
- Define the brand personality & tone of voice
If your brand was a person, how would its personality be? What would be its tone of voice?
- Define a visual identity for your brand
 - Logo
 - Colour palette
 - Graphic design layouts
 - Typography
 - Image and photography style
- Register your brand
File and register your trademark to protect your brand, business and product names.

Good to Know

Before you settle on a name for your new business or brand check the government's business name register to make sure it is available <https://help.register.business.gov.au/>

7. Organizational Alignment

- Align the organization, products & services with the brand promise
Make sure to deliver what you promise to customers as a brand.

8.

Brand Awareness

- Inform employees about the brand
 - ▶ Conduct trainings to explain the brand purpose, values and promise
 - ▶ Create and distribute brand guidelines. (how to use the brand according to the brand definition, positioning and identity)
 - ▶ Appoint a brand team in charge of brand measurement and brand development

- Devise a marketing communications strategy
Define a consistent brand message, aligned with positioning, values, purpose and promise and choose the communication channels:

- ▶ Traditional media (TV, radio, magazines, etc.)
- ▶ Online media (website, social media, email, mobile apps, etc.)
- ▶ Other media (public relations, cinemas, street marketing, etc.)
- ▶ Product and packaging design
- ▶ In-store experience
- ▶ Office (workspace)

Good to Know

When defining the channels that will be used to communicate the brand, ask yourself where customers could possibly interact with your business.

What are the touch points between the brand and the customers?



Brand

Measurement

9.

Regularly Measure

- Staff members understanding of the brand
- Brand alignment across all aspects of the business.
The brand definition, positioning and identity
- If people are aware of the brand
- If people recognize the brand
- How people feel about the brand

Good to Know

Tools for brand measurement can be surveys, social listening, focus groups etc.

10.

Adjusting the Strategy

- Based on the results from the brand measurement, think about:
 - ▶ Re-branding
 - ▶ Rejuvenating the brand
 - ▶ Designing a new communications strategy
 - ▶ Reviewing the brand architecture
 - ▶ Changing your target market
 - ▶ Adjusting the marketing budget allocation