

10 BRAND BUILDING TIPS [IN 10 MINUTES]



1

A GOOD BRAND REQUIRES GOOD INGREDIENTS.

THE RECIPE : **ELEMENTS**
ACTIONS
SUCCESSES
EXPERIENCES
PERCEPTIONS

1

THINK ABOUT YOUR BRAND— WHAT KEY INGREDIENT COULD YOU ADD OR ENHANCE TO STRENGTHEN IT?

ENHANCE VISUAL IDENTITY

CONSIDER REFINING YOUR BRAND'S VISUAL ELEMENTS, SUCH AS YOUR LOGO, COLOR SCHEME, AND TYPOGRAPHY, TO CREATE A MORE COHESIVE AND RECOGNIZABLE IMAGE.

IMPROVE CUSTOMER EXPERIENCE

FOCUS ON ENHANCING THE CUSTOMER JOURNEY BY STREAMLINING PROCESSES, OFFERING EXCEPTIONAL SERVICE, AND CREATING MEMORABLE TOUCHPOINTS.

STRENGTHEN BRAND MESSAGING

ENSURE THAT YOUR BRAND'S MESSAGING IS CLEAR, CONSISTENT, AND RESONATES WITH YOUR TARGET AUDIENCE ACROSS ALL CHANNELS.

2

USE UNCOMMON SENSE.

YOUR BRAND SHOULD DEPLOY
STRONG SENSE INDICATORS

COLORS | SOUNDS | FLAVORS
SCENTS | IMAGES



2

WHICH SENSORY ELEMENT—COLOR, SOUND, FLAVOR, SCENT, OR IMAGE—COULD YOU UNIQUELY INCORPORATE INTO YOUR BRAND TO CREATE A LASTING IMPRESSION?

COLOR

CHOOSE A DISTINCTIVE COLOR PALETTE THAT EVOKES SPECIFIC EMOTIONS AND ALIGNS WITH YOUR BRAND'S PERSONALITY.

SOUND

INCORPORATE A UNIQUE SOUND OR JINGLE THAT CAN BE ASSOCIATED WITH YOUR BRAND IN ADVERTISEMENTS AND CUSTOMER INTERACTIONS.

SCENT

INTRODUCE A SIGNATURE SCENT IN YOUR PHYSICAL LOCATIONS OR PRODUCTS THAT CUSTOMERS CAN ASSOCIATE WITH YOUR BRAND.

3

YOUR
LOGO
IS NOT
YOUR WHOLE
BRAND

IT IS A **SIGNPOST**
POINTING TO A **BRAND INTERACTION.**



BEYOND YOUR LOGO, WHAT ELEMENTS OF YOUR BRAND STORY AND CUSTOMER INTERACTIONS CAN YOU HIGHLIGHT TO CREATE A DEEPER CONNECTION WITH YOUR AUDIENCE?

BRAND STORY

SHARE THE HISTORY, MISSION, AND VALUES OF YOUR BRAND THROUGH COMPELLING STORYTELLING THAT RESONATES WITH YOUR AUDIENCE.

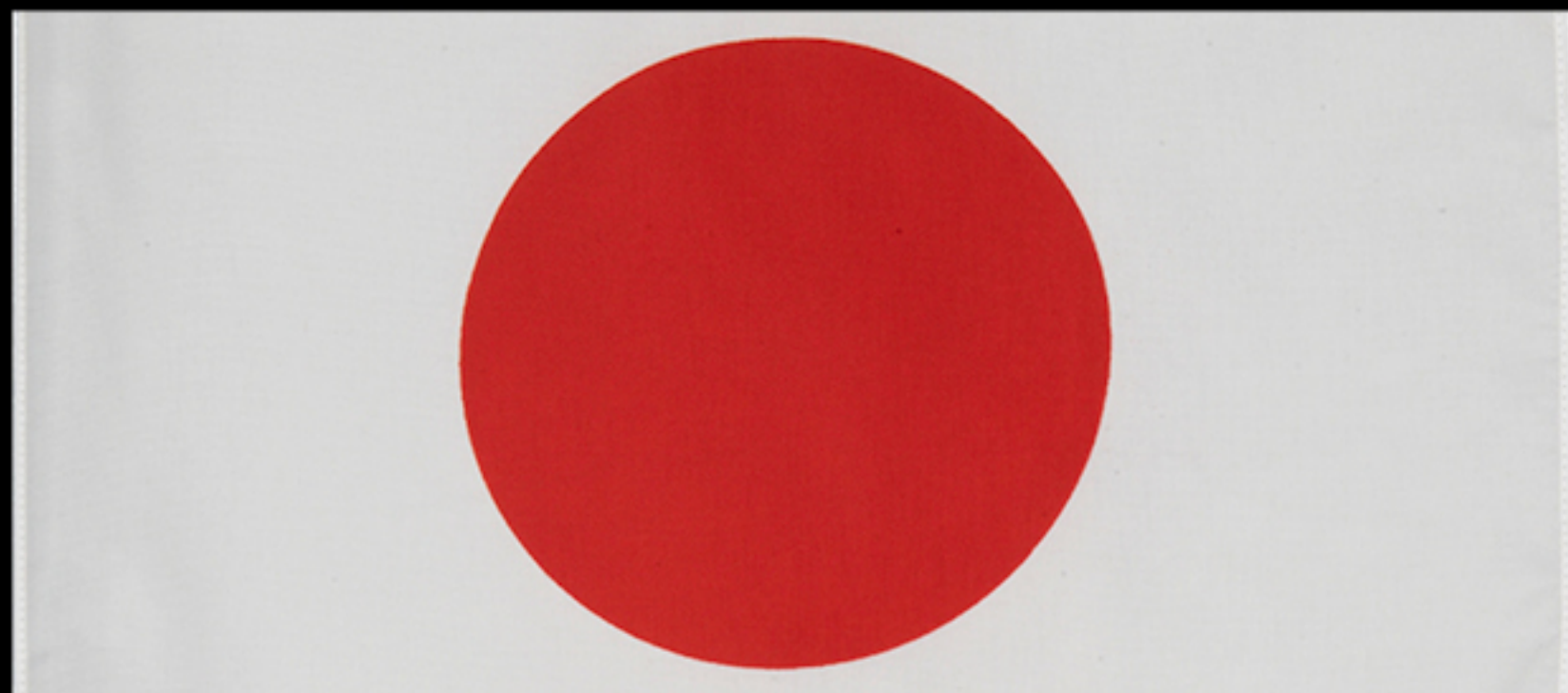
CUSTOMER TESTIMONIALS

HIGHLIGHT POSITIVE CUSTOMER EXPERIENCES AND TESTIMONIALS TO BUILD CREDIBILITY AND TRUST.

BEHIND-THE-SCENES CONTENT

PROVIDE INSIGHTS INTO YOUR BRAND'S PROCESSES, TEAM MEMBERS, AND COMPANY CULTURE TO CREATE A MORE PERSONAL CONNECTION.







4

YOUR BRAND IS A COUNTRY.

BUILD
UNIQUE
BRAND
CULTURE.

LANGUAGE | STORIES
SYMBOLS | HISTORY
TRADITIONS | EVENTS

4

IF YOUR BRAND WERE A COUNTRY, WHAT CULTURAL ELEMENTS—LANGUAGE, SYMBOLS, TRADITIONS—WOULD DEFINE IT AND SET IT APART?

UNIQUE LANGUAGE

DEVELOP A UNIQUE BRAND LANGUAGE AND TONE OF VOICE THAT REFLECTS YOUR BRAND'S PERSONALITY AND VALUES.

SYMBOLIC ICONS

CREATE AND USE SYMBOLS OR ICONS THAT REPRESENT KEY ASPECTS OF YOUR BRAND AND ARE EASILY RECOGNIZABLE.

BRAND TRADITIONS

ESTABLISH AND PROMOTE BRAND TRADITIONS OR RITUALS THAT ENGAGE YOUR AUDIENCE AND FOSTER A SENSE OF COMMUNITY.

5

WHAT'S THE MEANING OF THIS?

DEFINE YOUR BRAND'S PURPOSE.

WHY DOES YOUR BRAND MATTER?



WHAT IS THE CORE PURPOSE OF YOUR BRAND, AND HOW CAN YOU BETTER COMMUNICATE THIS PURPOSE TO YOUR AUDIENCE?

CLEAR MISSION STATEMENT

CRAFT A CLEAR AND CONCISE MISSION STATEMENT THAT
COMMUNICATES YOUR BRAND'S PURPOSE AND VISION.

PURPOSE-DRIVEN MARKETING

INCORPORATE YOUR BRAND'S PURPOSE INTO YOUR
MARKETING CAMPAIGNS TO REINFORCE ITS SIGNIFICANCE.

ENGAGE IN SOCIAL CAUSES

ALIGN YOUR BRAND WITH SOCIAL CAUSES OR INITIATIVES THAT
REFLECT YOUR CORE VALUES AND RESONATE WITH YOUR AUDIENCE.





6

YOUR BRAND IS
DEFINED EQUALLY
BY WHAT IT
DOES
AND
DOES NOT
DO.

6

WHAT ACTIONS OR INACTIONS ARE DEFINING YOUR BRAND TODAY, AND HOW CAN YOU ENSURE THEY ALIGN WITH YOUR BRAND'S VALUES?

CONSISTENCY IN ACTIONS

ENSURE THAT YOUR BRAND'S ACTIONS CONSISTENTLY REFLECT ITS VALUES AND PROMISE, AVOIDING ANY CONTRADICTIONS.

STRATEGIC INACTIONS

DELIBERATELY CHOOSE NOT TO ENGAGE IN ACTIVITIES OR PARTNERSHIPS THAT DON'T ALIGN WITH YOUR BRAND'S IDENTITY.

TRANSPARENCY

MAINTAIN TRANSPARENCY WITH YOUR AUDIENCE ABOUT THE CHOICES YOUR BRAND MAKES AND WHY THEY ALIGN WITH YOUR VALUES.



7

PEOPLE

TRUST BRANDS
BECAUSE PEOPLE TRUST

PEOPLE.

BRANDS ARE BUILT
BY PEOPLE AROUND
IDEAS | DREAMS
MISSIONS | SERVICES
PRODUCTS

TAKE **SMART FIRST STEPS—**
PICK GOOD PEOPLE.



HOW CAN YOU LEVERAGE THE POWER OF PERSONAL CONNECTIONS WITHIN YOUR BRAND TO BUILD GREATER TRUST AND LOYALTY AMONG YOUR CUSTOMERS?

HUMANIZE YOUR BRAND

SHOWCASE THE PEOPLE BEHIND YOUR BRAND THROUGH STORIES, PHOTOS, AND VIDEOS TO CREATE A PERSONAL CONNECTION.

RESPONSIVE CUSTOMER SERVICE

PROVIDE RESPONSIVE AND EMPATHETIC CUSTOMER SERVICE THAT MAKES CUSTOMERS FEEL VALUED AND HEARD.

EMPLOYEE ADVOCACY

ENCOURAGE YOUR EMPLOYEES TO BE BRAND AMBASSADORS, SHARING THEIR POSITIVE EXPERIENCES AND PASSION FOR THE BRAND.



8

BRAND IS RELATIONSHIP.

CULTIVATE POSITIVE RELATIONSHIPS.
END UNHEALTHY ONES.

GOOD
RELATIONSHIPS

=

BRAND ELEVATION

BAD
RELATIONSHIPS

=

BRAND DAMAGE

8

WHAT STEPS CAN YOU TAKE TO CULTIVATE POSITIVE RELATIONSHIPS AND ADDRESS ANY NEGATIVE ONES TO ELEVATE YOUR BRAND?

ACTIVE ENGAGEMENT

ENGAGE WITH YOUR AUDIENCE REGULARLY ON SOCIAL MEDIA AND OTHER PLATFORMS, RESPONDING TO FEEDBACK AND FOSTERING DIALOGUE.

CUSTOMER LOYALTY

IMPLEMENT LOYALTY PROGRAMS THAT REWARD REPEAT CUSTOMERS AND SHOW APPRECIATION FOR THEIR SUPPORT.

ADDRESS NEGATIVE FEEDBACK

PROACTIVELY ADDRESS NEGATIVE FEEDBACK BY LISTENING TO CONCERNS, RESOLVING ISSUES, AND SHOWING COMMITMENT TO IMPROVEMENT.

9

TAKE A QUANTUM LEAP.

FAST FORWARD 10 YEARS.
WHAT DOES YOUR BRAND LOOK LIKE?
WHAT DOES IT MEAN TO PEOPLE?



REWIND.

WHAT HAD TO HAPPEN TO
BRING YOUR BRAND
TO THAT POINT?

BUILD A STRATEGY. TAKE AN ACTION.
MAKE IT REAL.



IMAGINE YOUR BRAND TEN YEARS FROM NOW—WHAT BOLD MOVES CAN YOU START MAKING TODAY TO GET THERE?

INNOVATIVE PRODUCTS/SERVICES

INVEST IN RESEARCH AND DEVELOPMENT TO CREATE INNOVATIVE PRODUCTS OR SERVICES THAT WILL SET YOUR BRAND APART.

EXPAND MARKET REACH

EXPLORE NEW MARKETS OR DEMOGRAPHICS TO EXPAND YOUR BRAND'S REACH AND INFLUENCE.

SUSTAINABLE PRACTICES

ADOPT SUSTAINABLE PRACTICES AND TECHNOLOGIES THAT FUTURE-PROOF YOUR BRAND AND APPEAL TO ENVIRONMENTALLY CONSCIOUS CONSUMERS.



10



THERE IS **NO FINISH LINE.**

**DON'T RUSH INTO WRONG.
BE DECISIVE—PRACTICE PATIENCE.**

A BRAND SHOULD BE
**RIGID ENOUGH TO BE
RECOGNIZED,...**

...AND
**FLEXIBLE
ENOUGH
TO EVOLVE.**



10

**IN WHAT WAYS CAN YOU CONTINUOUSLY IMPROVE
AND ADAPT YOUR BRAND TO STAY RELEVANT AND
MEET THE EVOLVING NEEDS OF YOUR AUDIENCE?**

REGULARLY GATHER FEEDBACK

CONTINUOUSLY GATHER FEEDBACK FROM YOUR CUSTOMERS
TO IDENTIFY AREAS FOR IMPROVEMENT AND INNOVATION.

STAY INFORMED

KEEP UP WITH INDUSTRY TRENDS AND TECHNOLOGICAL
ADVANCEMENTS TO STAY AHEAD OF THE CURVE.

AGILE MARKETING

ADOPT AGILE MARKETING STRATEGIES THAT ALLOW YOUR BRAND
TO QUICKLY RESPOND TO CHANGES AND NEW OPPORTUNITIES.

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EXPERIENCES | PERCEPTIONS

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IT IS A SIGNPOST TO INTERACTION

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—BUILD UNIQUE
BRAND CULTURE**

LANGUAGE | STORIES | SYMBOLS
HISTORY | TRADITIONS | EVENTS

5 DEFINE BRAND PURPOSE

WHAT'S THE MEANING? THE STORY?
WHY DOES YOUR BRAND MATTER?

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BRAND
BUILDING
TIPS**
[IN 10 MINUTES]



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BY WHAT IT DOES, AND DOES NOT DO

**7 PEOPLE TRUST BRANDS
BECAUSE**

PEOPLE TRUST PEOPLE
GATHER PEOPLE AROUND COMMON
IDEAS | DREAMS | MISSIONS
SERVICES | PRODUCTS

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CULTIVATE POSITIVE ONES
—END UNHEALTHY ONES

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—WHAT DOES YOUR
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MAKE IT REAL

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—FLEXIBLE ENOUGH TO EVOLVE



[ONE MORE THING]
CHANGE
IS THE
LAW.

PEOPLE CHANGE | INTERESTS SHIFT | TOOLS EVOLVE | DISASTER STRIKES
BE PREPARED.

**TRUST
THE
WORK,
NOT THE PITCH.**



**DESIGNPHOTOVIDEO
STORYSOCIALPOD**