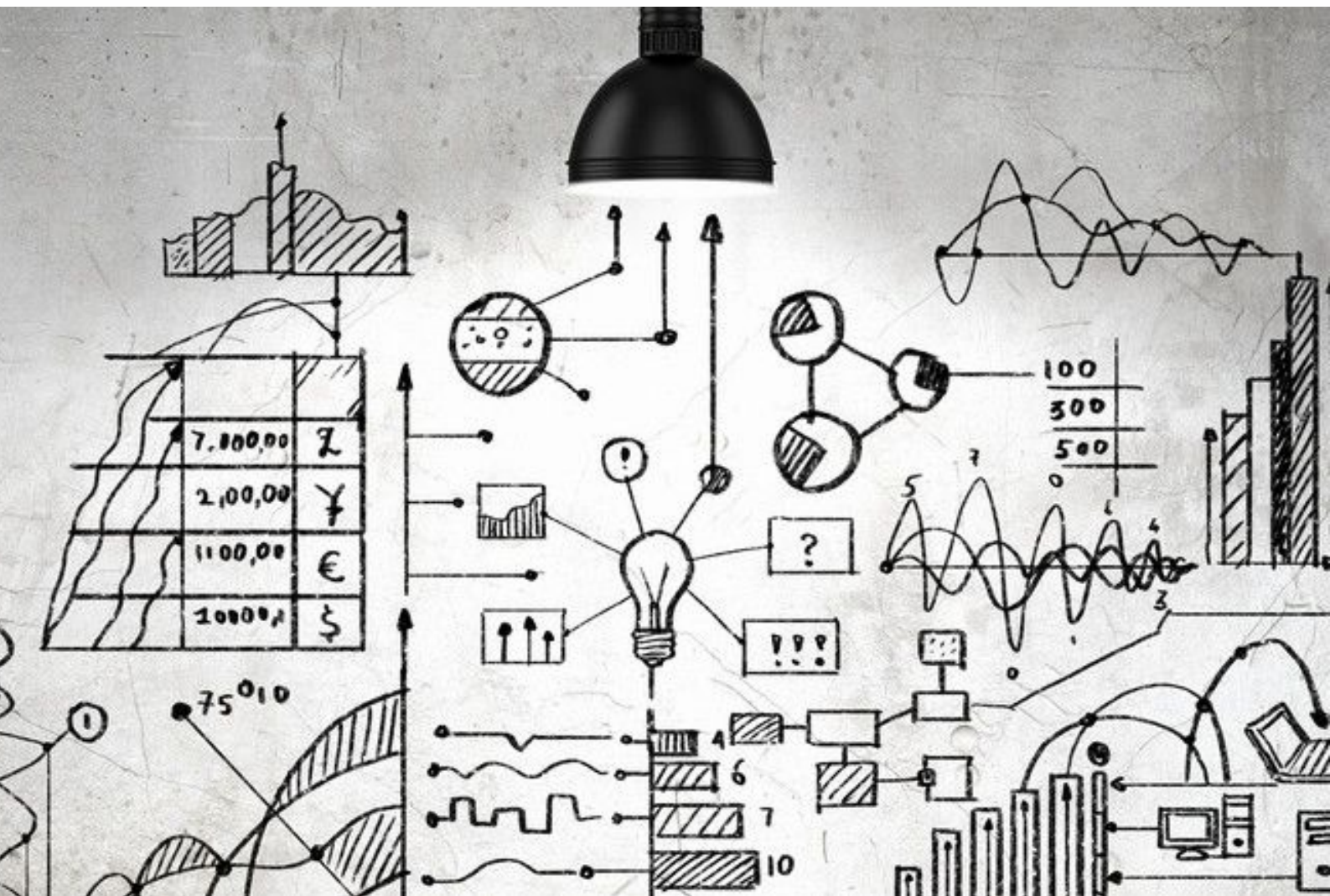


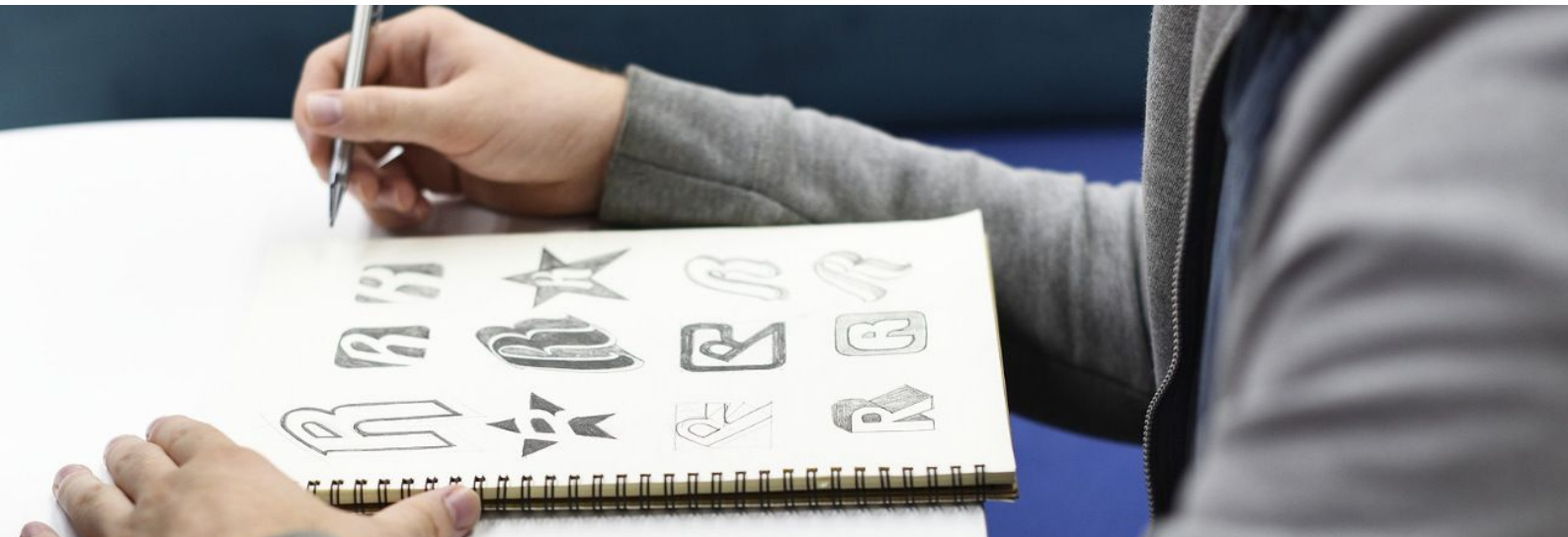
CURZONPR

GLOBAL STRATEGY & COMMUNICATIONS



BUYER'S GUIDE BRANDING

Good things start with an idea.
Great things happen with a brand strategy.



EXECUTIVE SUMMARY

This document is designed to provide prospective clients with a background guide to branding – what it is, how it works and how it can impact and improve your business. It also sets out the process behind our branding work, our deliverables, how we measure success and the timelines associated with a branding campaign.

WHAT IS BRANDING?

Branding is the marketing practice of creating a name, symbol and/or design that identifies and differentiates a product or service from competitors, creating a lasting impression in the minds of customers. It consists of a visual dimension (the 'corporate identity') and all of the underlying work to develop your proposition and your positioning.

- An effective brand strategy gives you a major edge in increasingly competitive markets. Simply put, your brand is your promise to your customer. It tells them what they can expect from your products and services and it differentiates your offering from that of your competitors. Your brand is derived from who you are, who you want to be and who people perceive you to be.
- Your brand strategy is how, what, where, when and to whom you plan on communicating and delivering on your brand messages. What you communicate visually and verbally is an essential part of your brand strategy.
- Consistent, strategic branding leads to a strong brand equity - the added value brought to your company's products or services that allows you to charge more for your brand than identical, unbranded products.
- Branding is customer-driven. Understanding how branding works begins with understanding your existing and potential customers or clients. There are three essential steps when creating a brand: ensure that the brand meets a need in the mind of the customer; firmly establish the brand; and elicit the favourable response of the customer to the brand identity.

It requires, at the minimum, that you answer the questions below:

- What is your company's mission?
- What are the benefits and features of your products or services?
- What do your customers and prospects already think of your company?
- What qualities do you want them to associate with your company?



HOW DOES BRANDING BENEFIT YOU?

There are a multiple benefits a strong brand can bring:

1. Recognition and loyalty

- The main benefit of branding is that customers are much more likely to remember you when they are looking to purchase a product or service.
- A strong brand name and logo/image helps to keep your brand in the minds of your potential customers.
- If your brand sells products that are often bought on impulse, a customer recognising your brand is more likely to trust you than unfamiliar products.
- If a customer is happy with one of your brand's products or services, branding will help to build customer loyalty across your brand's products and services.

2. Image of experience and reliability

- A strong brand creates an image of being well established and well known.
- A known brand is more likely to be seen as having experience across its products or services and will generally be seen as more reliable and trustworthy than an unknown brand.

3. Often leads to the sale of multiple products/services

- If you have a strong brand, it allows you to link together different products or services you provide.
- You can put your brand name on every product or service you sell, meaning that customers for one product or service will be more likely to buy others from you.



THE PROCESS-STAGES AND TIMELINES

We will work closely with you and your team once we have received a detailed brief from you. There will be six stages for your branding project:

1. Brand strategy

We will have an initial workshop with you in which we will help you define your core statements/key messaging. This process usually takes **four weeks**.

- a. **Positioning:** a short, definitive statement of the unique position the business hopes to earn relative to other brands in the minds of its audience/customers.
- b. **Purpose:** the business's reason for being: what it does, makes or provides every day.
- c. **Mission:** beyond economics, what is your business objective?
- d. **Composition:** this defines the principal parts of the business and how they relate to one another to achieve the brand's purpose.
- e. **Values:** this identifies the specific, distinctive and fundamental behavioural values that differentiate the business.
- f. **Character:** this identifies the preferred style and manner of the business.

2. Logo

We will create alternative logos for you to choose from. Once this design has been finalised and approved, we recommend you use it throughout your visual assets. This process usually takes at least **one week**.

3. Brand messaging

From the core statements/key messages discussed in the brand strategy workshop, where we have discussed what you want to communicate about your brand, we will create a brand message (tagline/strapline) which is memorable, meaningful and concise, while capturing the essence of your brand.

This process usually takes at least **one week**.

4. Brand integration and brand guidelines

Branding extends to all your marketing collateral - from your documents, email signatures, signage and business cards, to your website and social media posts. It is important we create brand guidelines, which ensure consistency when applied to all written communication and incorporated in the visual imagery of all materials, online and off. We will work with you to define and implement these.

This process usually takes **four weeks**.

5. Design templates and brand standards

We will create brand templates for your marketing materials. It is important you use the same colour scheme, logo placement, look and feel throughout. It does not need to be elaborate, just consistent.

This process usually takes **two weeks**.

6. Brand promise

It is important you remain true to your brand. Customers won't return or refer you to someone else if you don't deliver on your brand promise.

It is vital to remember that the following factors determine the strength of your brand:

1. Audience knowledge

- The best brands have a thorough understanding of the demographics of their target market, what their interests are, and how they communicate.
- Understanding the target market is critical, because it provides direction for the tone and reach of a marketing campaign, along with the overall identity of a brand, while helping to create an organic, human connection between a business and its audience.
- Trying to appeal to everyone (i.e. ignoring the concept of a target market) can be counterproductive, resulting in a brand becoming diluted. Finding the right branding approach first requires understanding of your target market.

2. Uniqueness

- Establishing a brand identity requires something distinctive.
- Creating an identity within a niche doesn't demand a revolutionary idea. It simply needs to have one special thing that distinguishes it from the competition.
- Do you know what your unique product, service, or selling point is within your niche? If not, this is a good place to start when building your branding strategy.

3. Passion

- While it is certainly possible to build a brand in the short-term without passion, it is almost impossible to sustain it in the long term. Passion leads to enthusiasm and joy, which is infectious across a brand.
- Consumers often pick up on this enthusiasm, leading to great word-of-mouth advertising and referrals.

4. Consistency

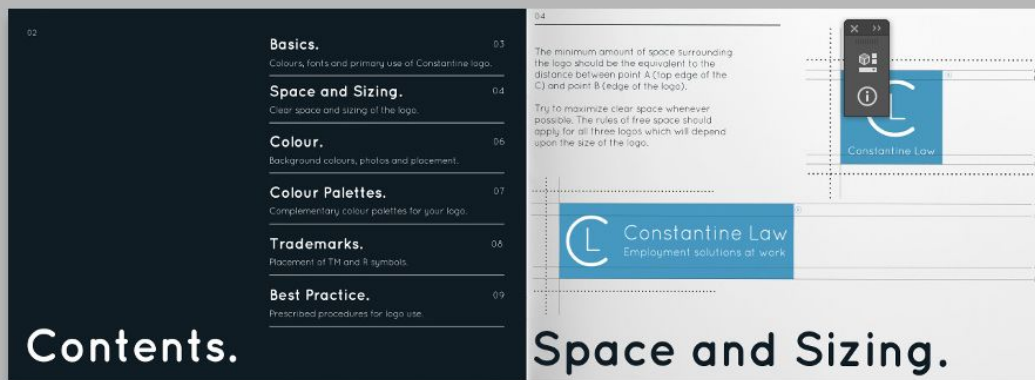
- When consumers place repeat business, they expect the same level of quality and service they received the first time.
- No one wants to deal with a company they cannot rely on to be consistent.
- With so many industries saturated with competitors, inconsistency is often reason enough for consumers to take their business elsewhere.

5. Competitiveness

- Gaining an edge in today's business world is not easy. When it comes to the major players in any industry, no one simply sits back and hopes that their consumers will do the work for them.
- Instead, they tend to be the movers and shakers who work tirelessly toward building and optimising their brand, going above and beyond consumer expectations.
- The end result tends to be a brand that is continually on the cutting edge of its industry.

6. Exposure

- Another significant part of being recognised as a distinctive, successful brand is the ability to reach consumers through multiple channels.
- There are more tools than ever before that offer companies a chance to establish their brand. By developing a presence on networks like Facebook, Twitter, LinkedIn and Instagram, anyone is able to reach almost any consumer. We provide a bespoke content marketing service to help you with your brand presence online.



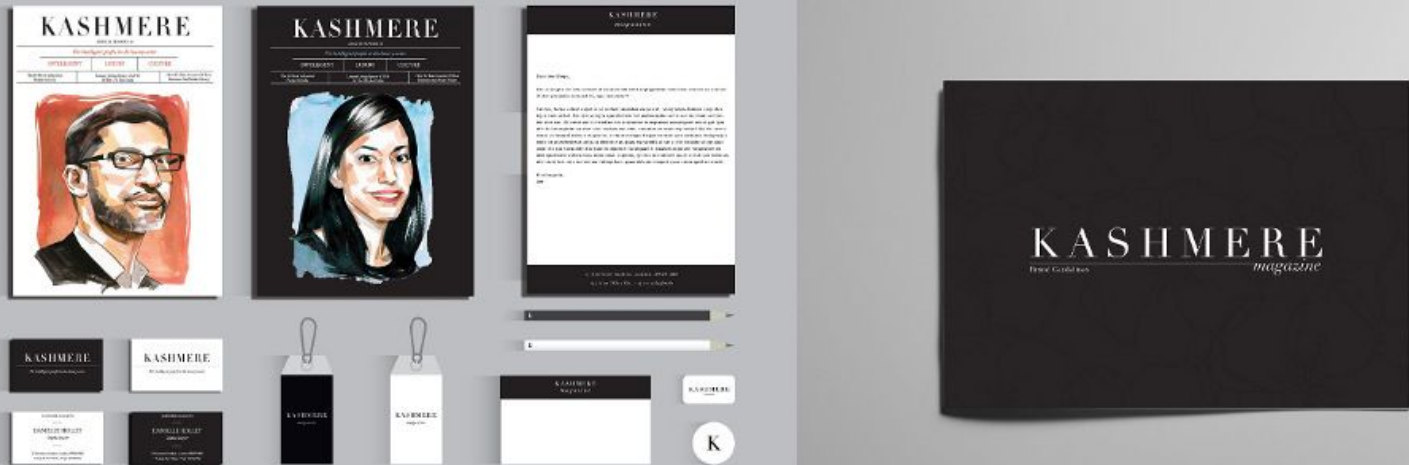
DELIVERABLES

Branding is customer-driven. Understanding how branding works begins with understanding the customer, both existing and potential.

There are three essential steps when creating a brand. It is important to ensure the brand meets a need in the mind of the customer, firmly establishes the brand, and elicits the favourable response of the customer to the brand identity.

Below are the key performance indicators (KPIs) for your branding project:

- Creation and delivery of a clear, concise and targeted brand message.
- Creation of a statement of core values.
- Creation of a logo and visual identity that will represent your brand.
- Ensuring your branding has been extended across all your marketing material.
- Creation of a brand guidelines document for employees to refer to when creating any marketing material.
- Creation of a clearly communicated promise.
- Cultivation of customer and employee loyalty.



HOW IS SUCCESS MEASURED?

Consistency plays a vital role in the success of your brand. It is important to remember when your branding project with us is complete that you remain consistent. If you cannot commit to this, our collective hard work will not succeed.

There are a number of indirect metrics you can use to reliably measure how your audience is relating to your brand. Using these emotional-value metrics, we can gather objective data on the success of our branding efforts and see what really works.

THE METRICS

The three key metrics for measuring the success of a branding campaign are interaction, engagement and participation.

1. Interaction

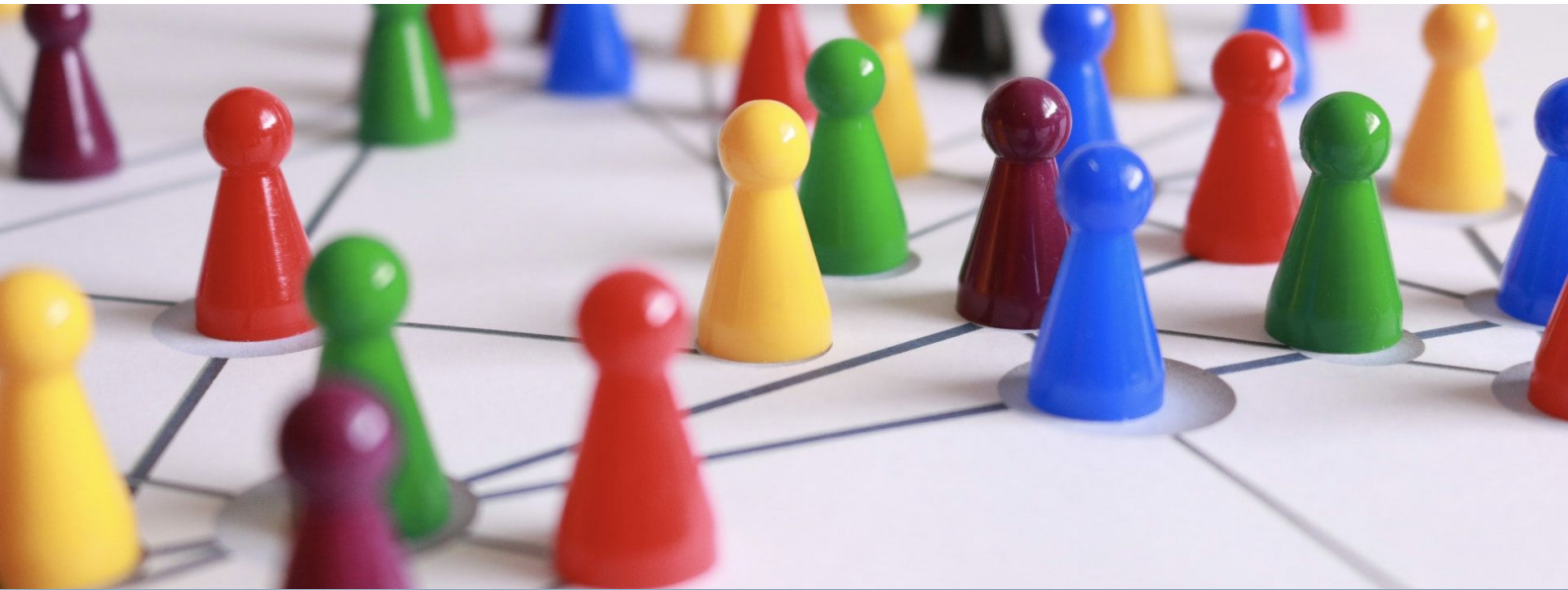
- Interaction is the starting point of any relationship. Any time a user expresses connection with a message and an affiliation for what it has to say, that's interaction.
- Measuring interaction is simple. Has a customer taken action based on your emotional value offering? For example, does that person click the link? Do they walk through the door? Do they watch the video? Do they open the email?
- Interaction is a starting point, a place from which to launch a relationship. To discover value, you must dig deeper than clicks and likes and start uncovering the reasons behind these actions.

2. Engagement

- Engagement is the next level of emotional-value depth. When a customer actively responds to an interaction with you, that's engagement. Engagement is about the quality of the interaction and how far someone is willing to go once they've interacted with your brand.
- In order to measure engagement, it's important to track responses to the things your business is asking of customers after they interact with you. Will a customer give you their email address? Do they sign up to pre-order? Do they sponsor your crowdfunding campaign? Does someone comment on your post?

3. Participation

- Participation is the deepest level of emotional value in the brand-customer relationship. When a customer is truly, devotedly passionate about you and performs actions to exhibit that devotion, that's participation.
- To measure participation can be more difficult than the other emotional value metrics, because the behaviours are less concrete. However, people who fit the description in the above paragraph do perform certain measurable behaviours. For example, does a customer brag about their purchase? Does someone consistently show up to your events? Do they recruit others to the cause? Are they excited to identify themselves as a customer?
- This is the strongest form of brand-customer connection, because it turns regular customers into unofficial brand ambassadors.
- When someone participates they can begin to take on the identity of your brand, reaching that fascinating place where the line between you and your audience becomes dynamically blurred. When that line becomes blurred, your emotional-value becomes irreplaceable.



FURTHER READING

You can read more about Branding in our PR Insider Blogs

Branding Strategy | Dos & Don'ts

<https://www.curzonpr.com/theprinsider/branding-strategy-dos-donts-brand-message/>

How to Develop a Winning Brand Strategy

<https://www.curzonpr.com/theprinsider/branding-how-to-develop-a-winning-brand-strategy-with-example-from-dove/>

10 Ways Top CEOs Build their Personal Brands

<https://www.curzonpr.com/theprinsider/ceo-profiling-10-ways-top-ceos-build-their-personal-brands/>



WHAT IS THE COST?

All our projects are bespoke and priced accordingly.
To get further information please contact our Business Development
Consultant Bhavana Akella at bhavana@curzonpr.com
www.curzonpr.com

