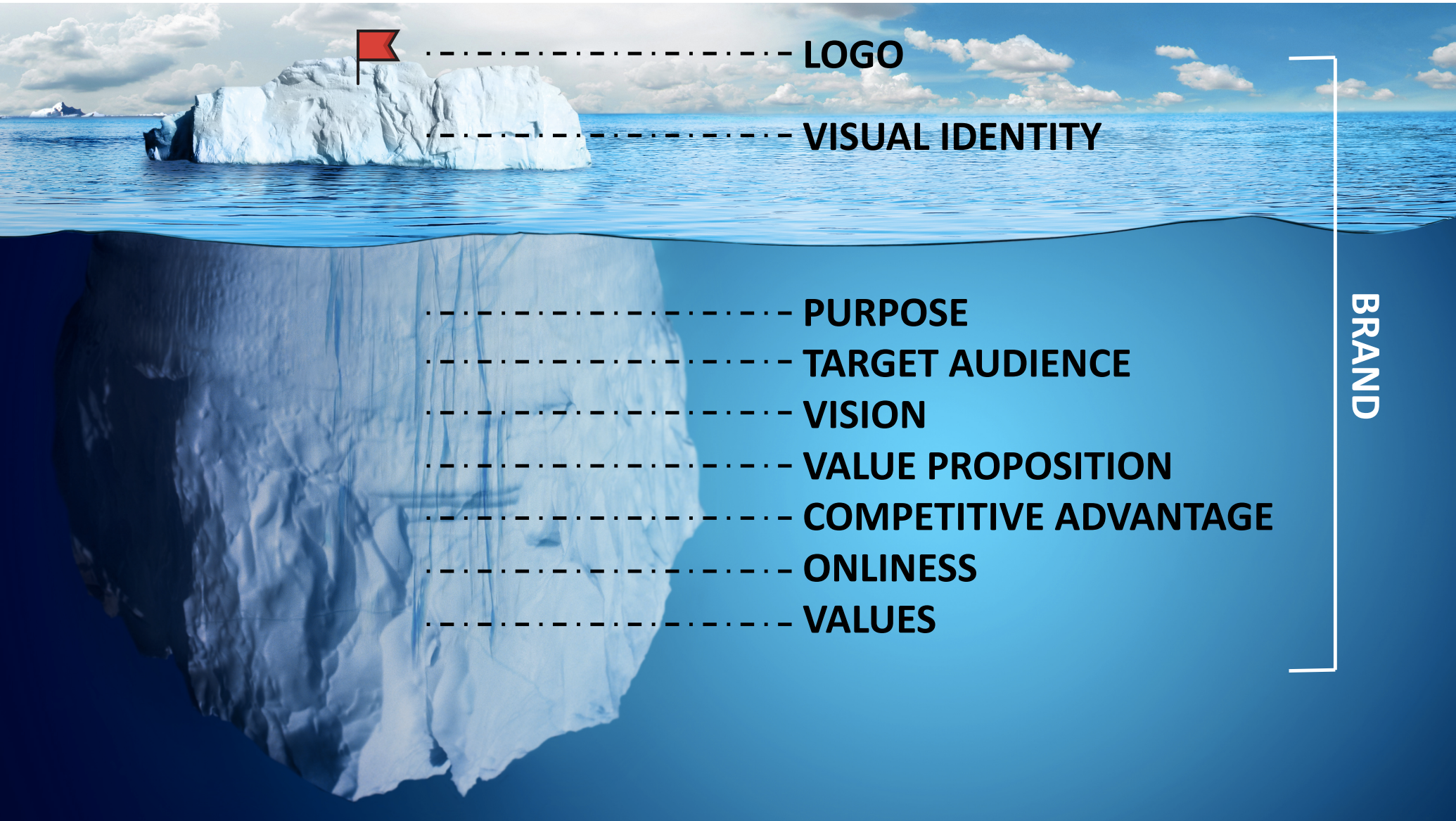


# **DESIGNING WHY:** A BRAND STRATEGY SESSION







----- LOGO

----- VISUAL IDENTITY

----- PURPOSE

----- TARGET AUDIENCE

----- VISION

----- VALUE PROPOSITION

----- COMPETITIVE ADVANTAGE

----- ONLINESS

----- VALUES

BRAND



WITHOUT THE BRAND,  
COKE'S GLASS WOULD  
BE HALF EMPTY.

COKE'S MARKET CAP,  
INCLUDING BRAND VALUE:  
**\$120 BILLION**

COKE'S MARKET CAP,  
NOT INCLUDING BRAND VALUE:  
**\$50 BILLION**





**Brad Nix**









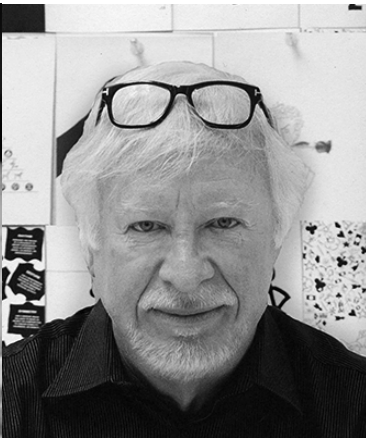


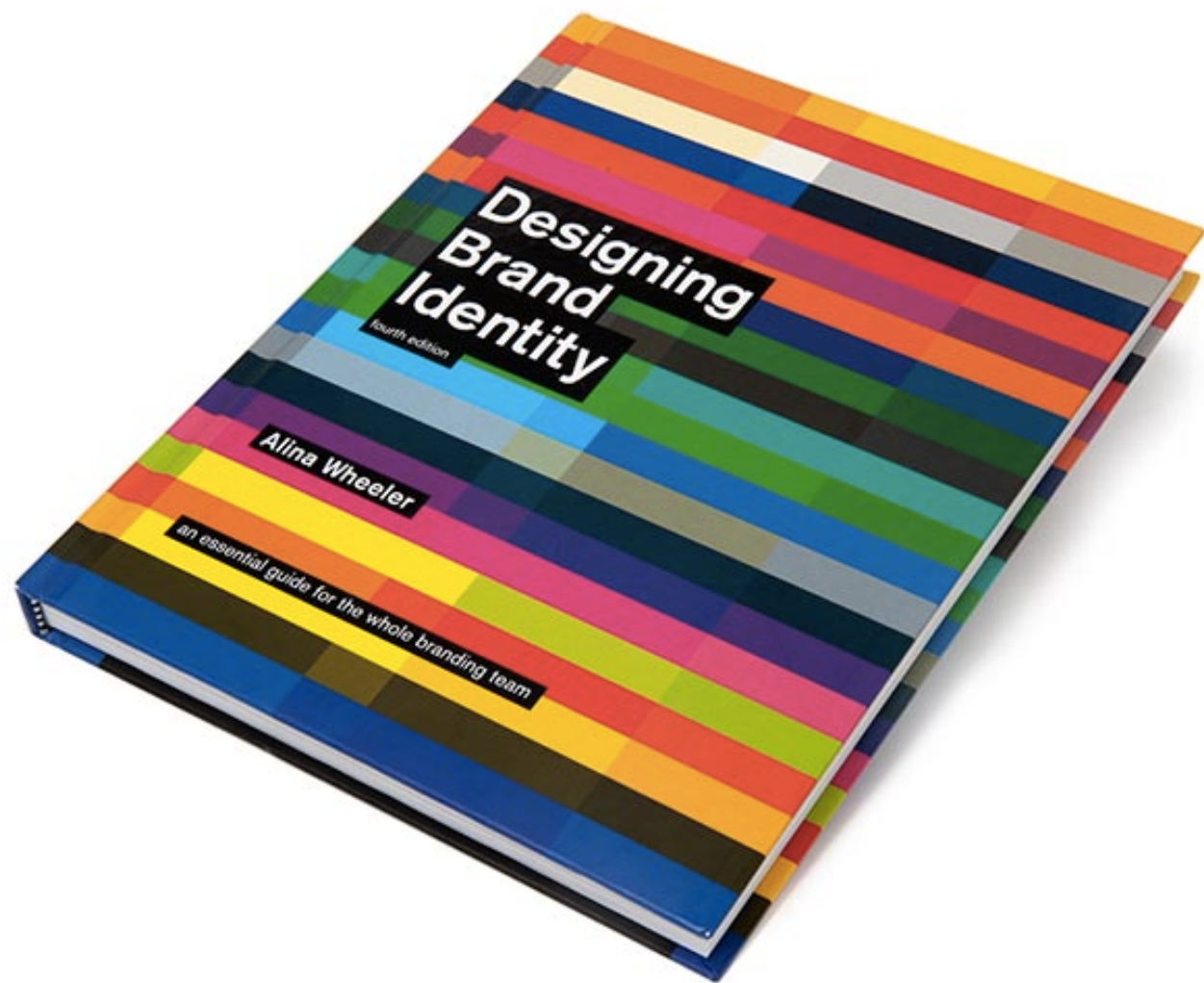














## Brand brief

Documenting fundamental precepts of the brand is the most important task of Phase 2. What seems to most like a blinding flash of the obvious is frequently not. Robust discussions are facilitated by a simple, clear one-page diagram, as opposed to a twenty-page treatise that no one has read or remembers. Getting key decision makers to agree begins the creative process on a solid, shared understanding of the brand.

The second objective is to write the creative brief, which is a road map for the creative team. Never write it until the brand brief is approved.

BRAD—  
HAPPY BIRTHDAY.  
ALL BE37 AS  
YOU BRAND  
THE FUTURE.  
BE BRAVE!  
BE BOLD!  
BE YOU

The brand brief is a foundational document that clearly articulates who we are and why we exist.

James  
Harris, Acru

## Create a succinct and strategic diagram

Many entrepreneurial companies have visionaries who walk around with this information in their heads; getting it on paper helps anyone who has the responsibility to execute the vision. This is a hard task but well worth the time invested because a sustainable tool is created.

Writing the brief invariably includes meetings, numerous emails, and versions. The actual document is most effective when it can be captured as a diagram on one 11" x 17" page. When the final version is a word processing document, the temptation is to keep changing it.

## Brief variations

Large companies will create positioning briefs for marketing segments or business lines. Large research studies are also synthesized in briefs that highlight key learnings.

## Version control

Writing a brief is an iterative process and it is important to have version control. Each version should be saved and have a version number and a date on it.



We use the brand brief as a tool to help our clients achieve clarity and organizational unity around the core brand principles.

Craig Johnson  
President  
Matchstic

**Acru**  
MONEY + LIFE

**Matchstic**



ALINA WHEELER

## Brand brief components

Vision  
Mission  
Big idea or brand essence  
Brand attributes  
Value proposition  
Guiding principles/key beliefs  
Target audience  
Key markets  
Key competitors  
Competitive advantage  
Stakeholders  
Driving force

“Brand is the promise,  
the big idea, the  
expectations that reside  
in each customer’s mind  
about a product, service  
or company. Branding is  
about making an  
emotional connection.”

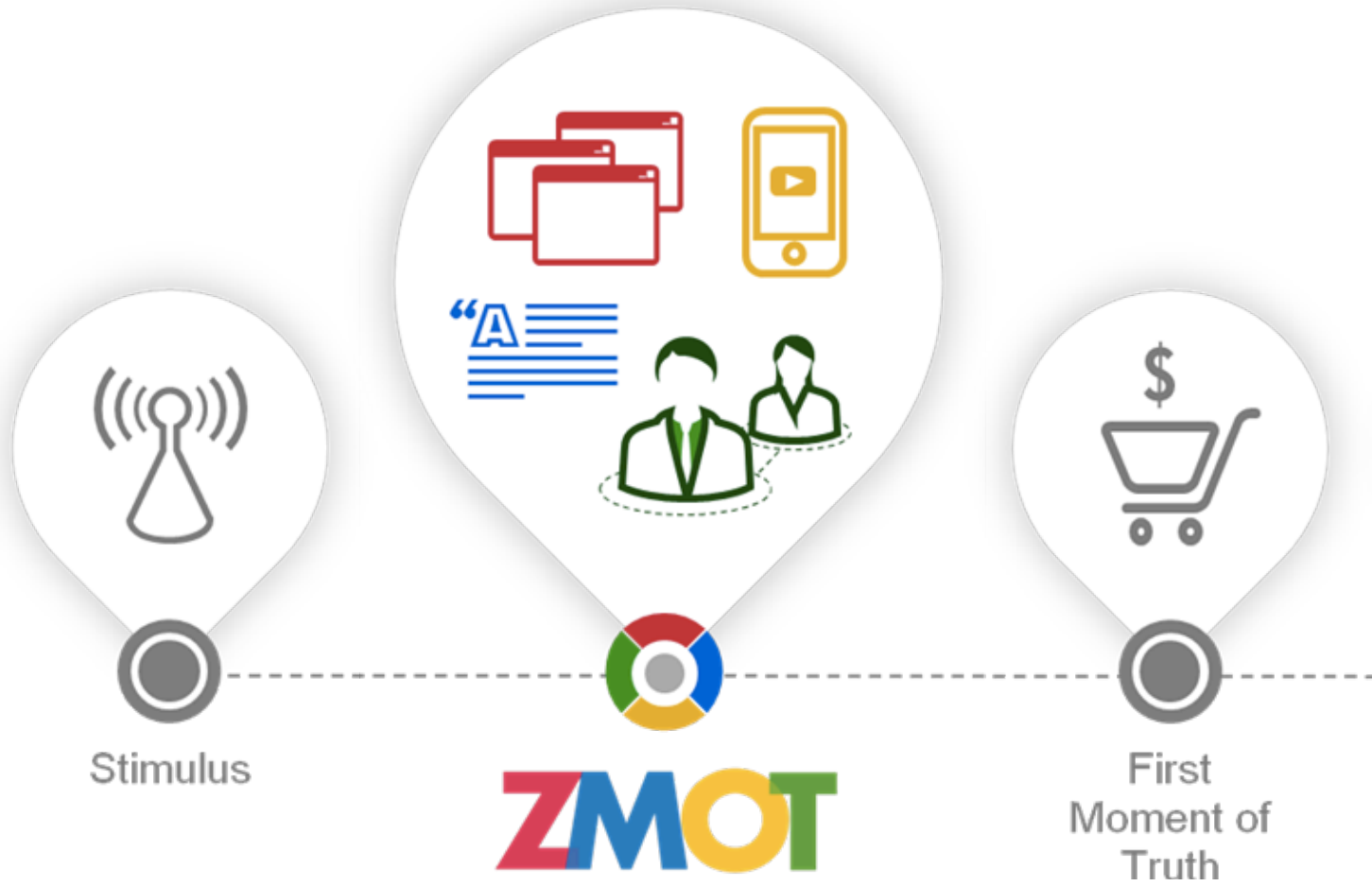
- Alina Wheeler



Your brand is a **promise**  
you make to the market and  
the **expectations** your  
customers have about the  
**experience.**



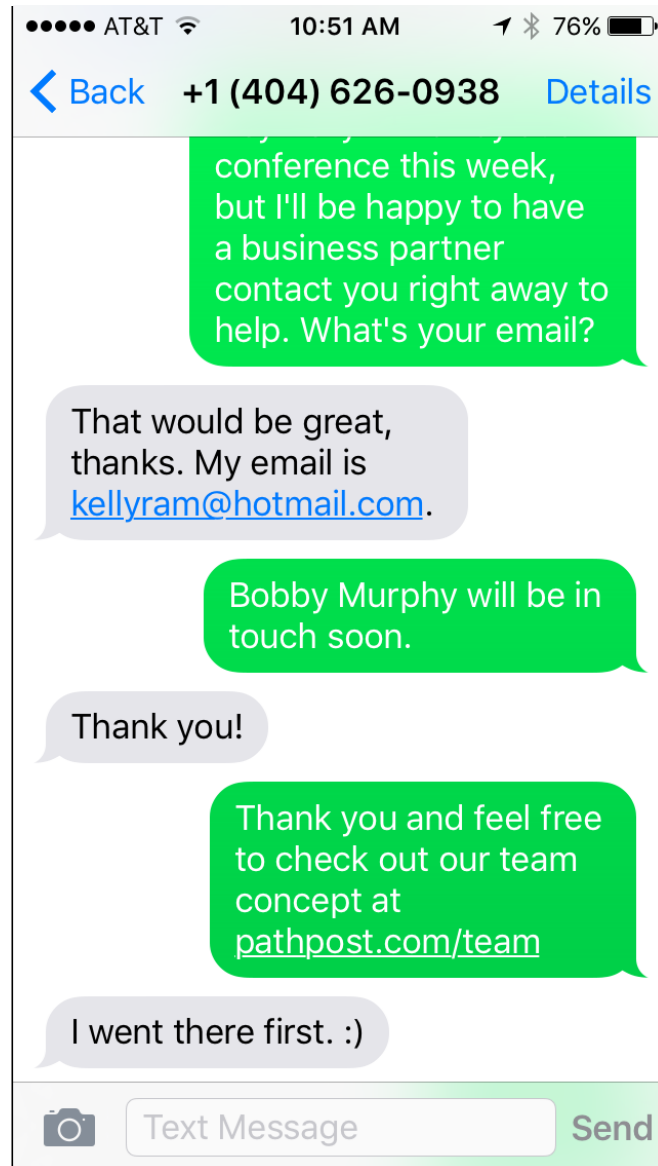




**ZMOT**

ZERO MOMENT OF TRUTH

## ZERO MOMENT OF TRUTH

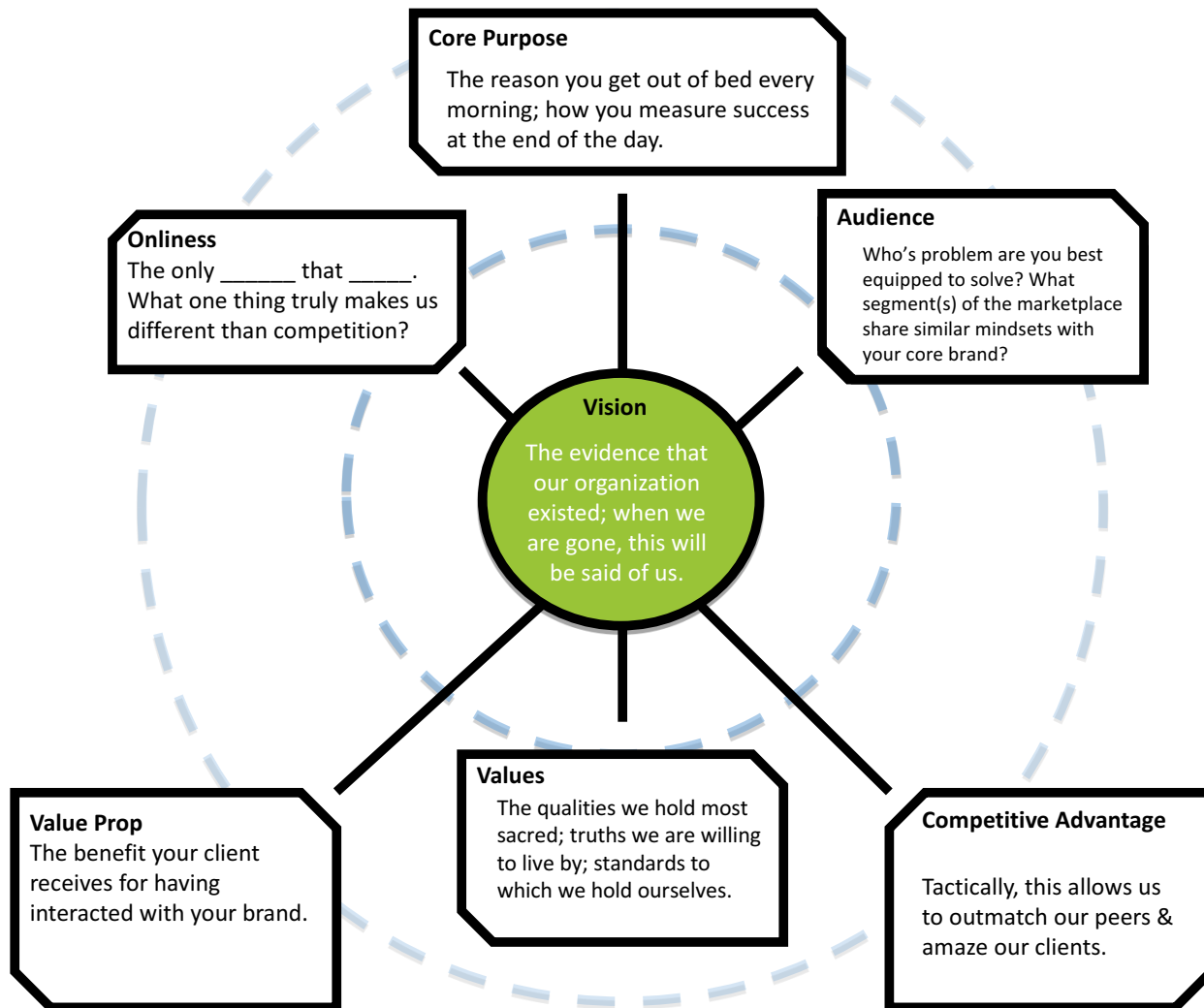


WHAT DOES YOUR **BRAND COMMUNICATE**  
WHEN YOU'RE NOT THERE?





## CORE BRAND



VALUES

Behavior is the truest form  
of communication and  
**values drive behavior.**

VALUES

Values become real when they  
are used in hiring, when they  
become part of performance  
reviews, when they impact  
compensation and career paths.

Values help guide decisions &  
strategies and are foundational in  
defining and strengthening your  
**brand.**

1. Define the company values and clearly describe how **they should be lived**.
2. Focus only on the values that **you are willing and able to enforce**.
3. Disseminate those values and require your team to live them. Ask them to **hold you accountable**.
4. Explain how you will **measure desired behaviors**.
5. Explain how you will **reward desired behaviors** and **remove those who don't** live them.

#### VALUES

“Go to war” Values are the only Values a company or a person really has. “Go to war,” to me is a metaphor for saying that you are not willing to compromise on those Values. **Live them or leave.**



JEFF TURNER



## We Stand Upon Our Values

We believe behavior is the truest form of communication and values are what drive behavior. The RUG we stand upon is what matters most.



### Respect

Respect forms the foundation of solid, healthy, and meaningful human interactions.



### Unity

Unity is not the same as uniformity. Uniformity is when it all looks the same. Unity is where we all feel the same.

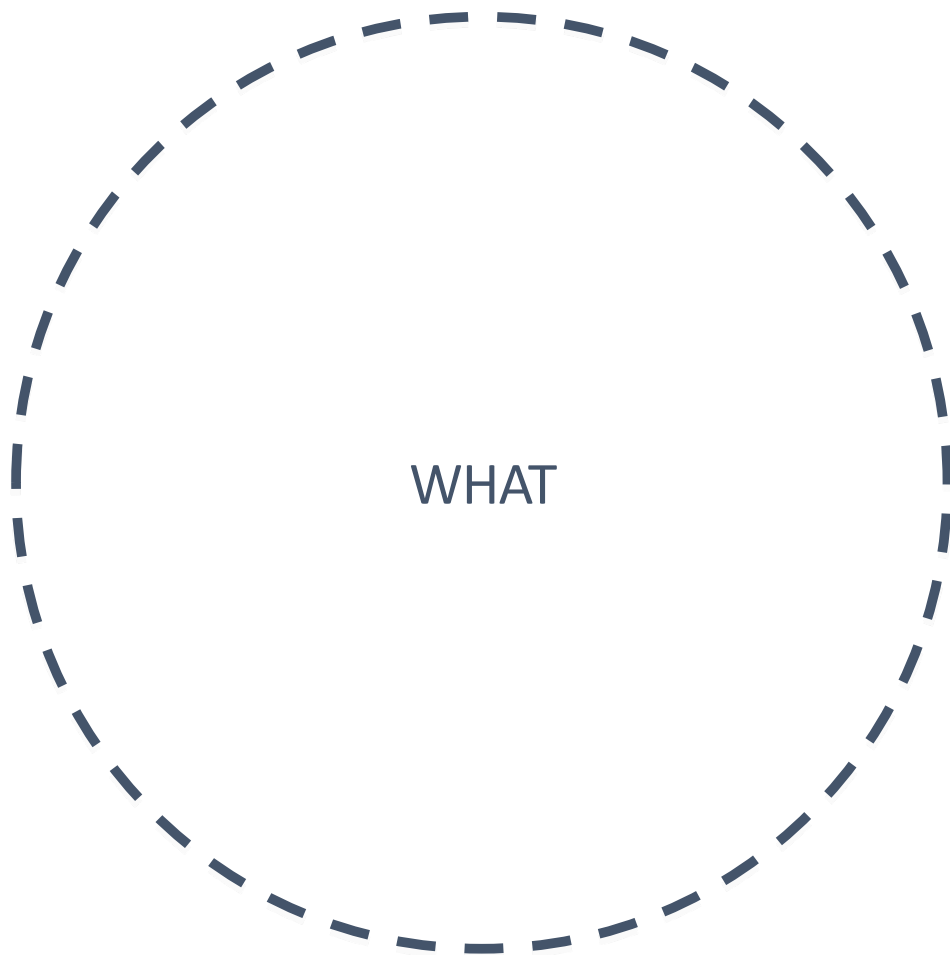


### Golden Rule +

Simply doing for others what is good and right for them. Treating others the way they want to be treated, not how we want to be treated.

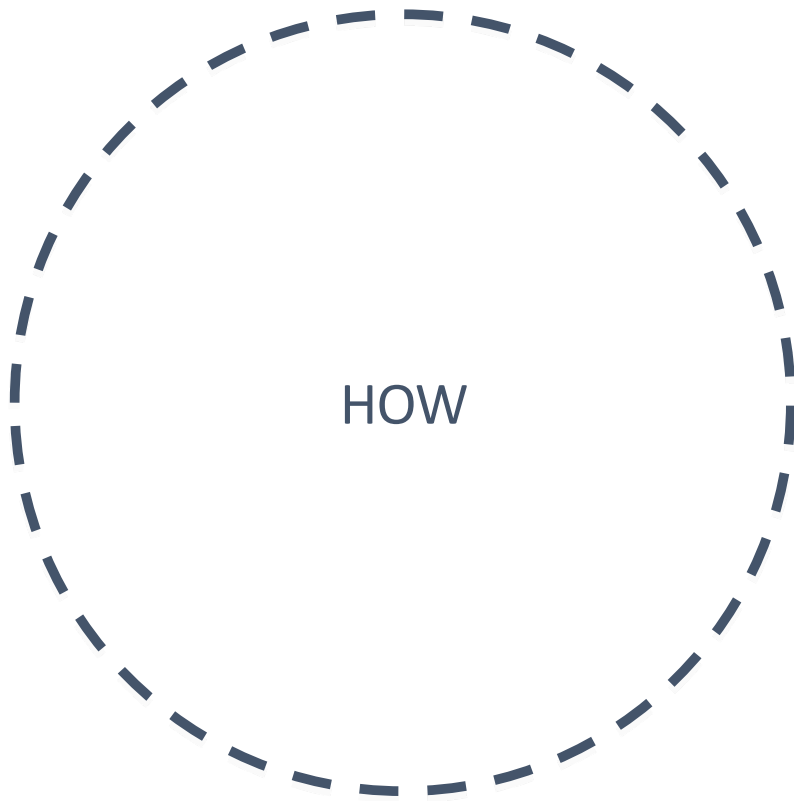
VISION





What business are you in?





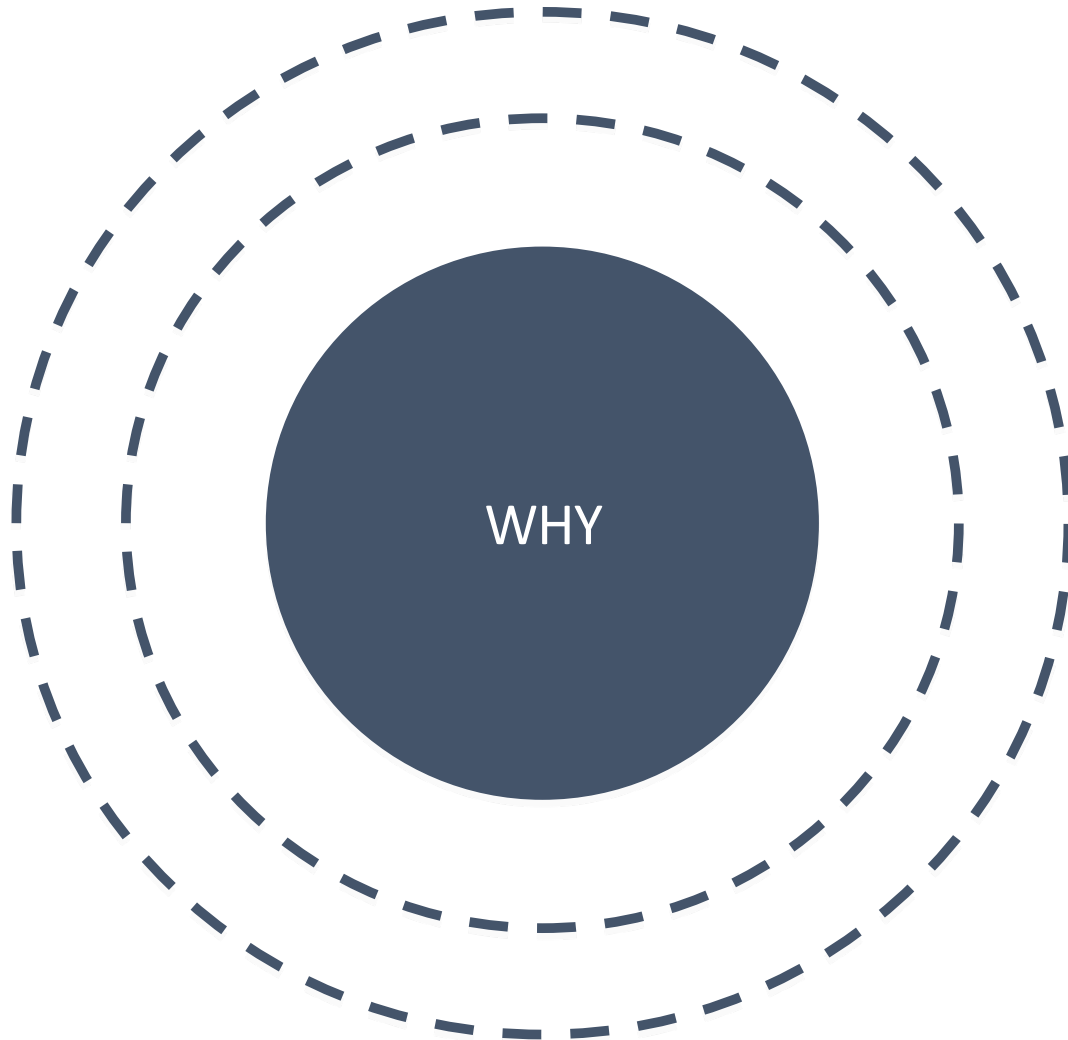
What is your  
unique selling position?

WHY

“People don’t buy what you do.  
They buy why you do it.”



SIMON SINEK



## GOLDEN CIRCLE



SIMON SINEK

MONEY IS THE RESULT, NOT THE REASON.

What if tomorrow you found out you had a long lost billionaire uncle who passed away and left you everything?

**RICH UNCLE**

With money no longer an issue in life, why would you continue to do what you do?

What gets you out of bed in the morning?

Why do you do what you do, really?



You just made the cover of your favorite magazine. The world is about to read the intimate details of your life story.

**HEADLINER**

What will be the key noteworthy accomplishments for the article?

How will they say you lived your life?

What values will resonate throughout the article?



## Enrich Life Transitions

We created Path & Post to help guide our clients through one of the biggest and most emotional transitions in life – buying and selling their home.



### Enrich

Improve or enhance the quality or value of. Make someone wealthy or wealthier.



### Life Transitions

The external or internal stimulus that requires change to occur. The opportunity for growth and improvement.

ONLINESS



Our brand is the only \_\_\_\_\_  
that \_\_\_\_\_.

ONLINESS

First Blank: category  
pizza joint, law firm, plumber, wine bar

Second Blank: uniqueness  
that builds community around wine education



MARTY NEUMEIER



Path & Post is the only team brokerage that specializes in life transitions.



### Team Brokerage

A group of specialists collaborating to deliver a client centric experience.



### Service Specialization

Team members develop specific expertise by focusing on critical areas of a real estate transition.



# VALUE PROPOSITION

Value Proposition  
describes the bundle of  
products and services that  
create value for a specific  
customer.

VALUE PROP

“Great entrepreneurs are often  
great listeners and they can spot  
patterns and pick up small details in  
customer stories.”

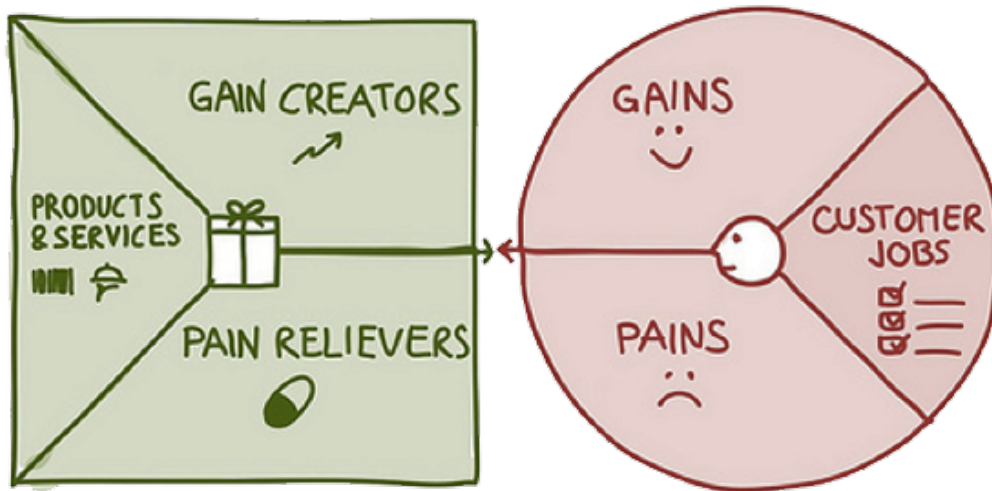


ALEXANDER OSTERWALDER



Value Proposition

Target Customer



VALUE PROP

What value do we deliver to the customer?

Which problem are we helping solve?

Which needs are we satisfying?



**We learn our client’s unique situation to apply relevant insights and deliver custom solutions.**

Our target audience gains these benefits as a results of doing business with us. This is how our service helps our clients complete the jobs they need to get done.



**Learn Unique Situation**

Everyone moves for a specific reason. We must ask questions to fully understand the unique transition.



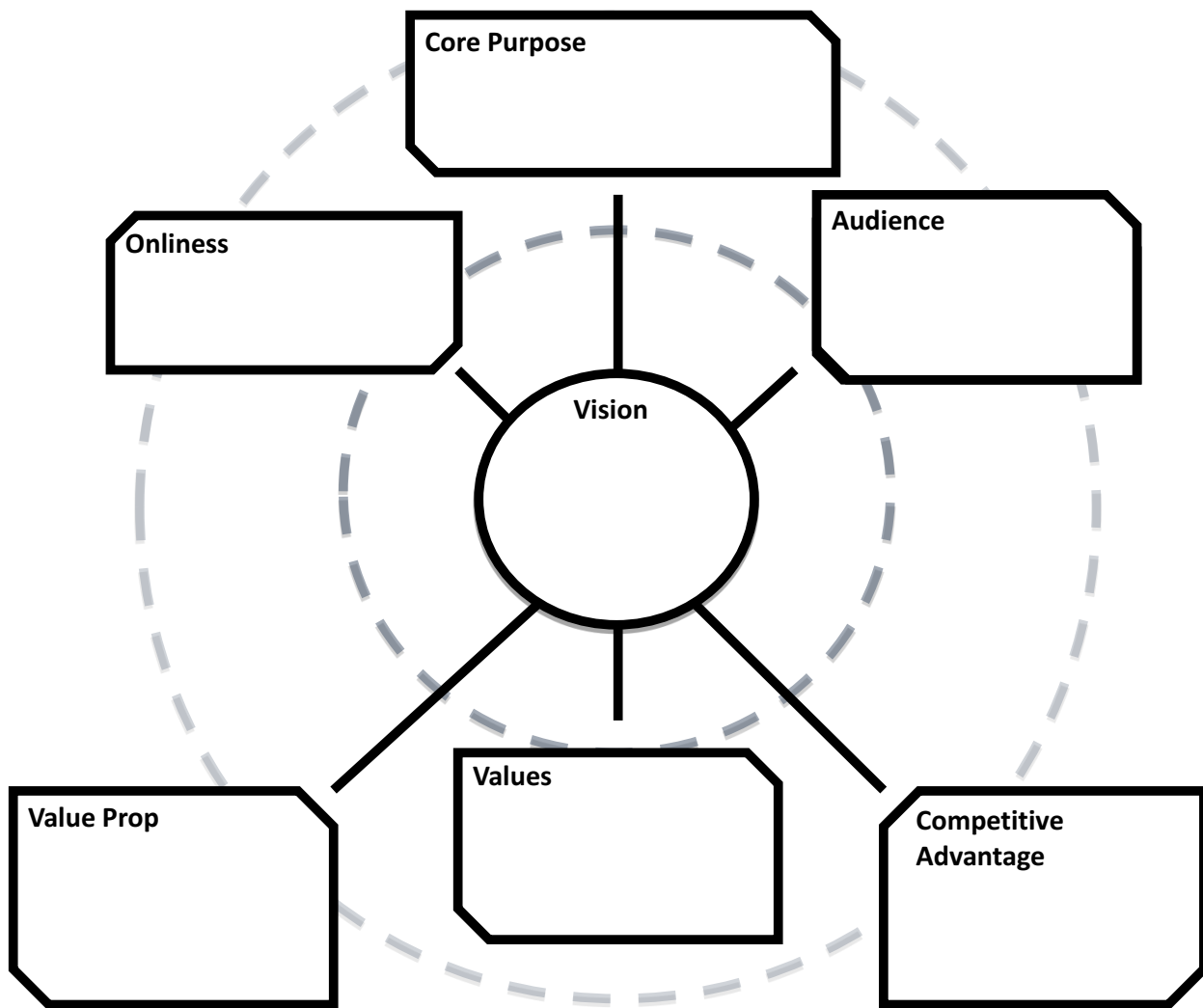
**Apply Relevant Insights**

We have a vast amount of information and facts about the market and process. We must rely on our wisdom to discern what is most relevant to each client.



**Deliver Custom Solutions**

Every transition is unique and our service must be customized to meet the needs and exceed the expectations of every client.



CORE BRAND



“True joy comes when  
you inspire, encourage,  
and guide someone  
else on a path that  
benefits them.”

*- Zig Ziglar*

