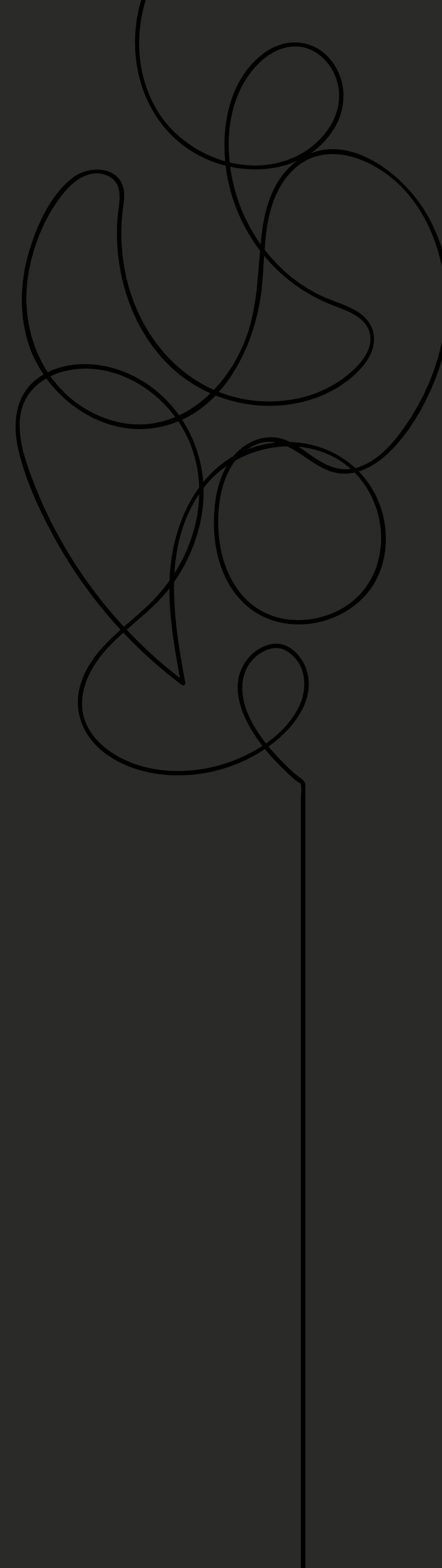


BRAND **FOUNDATION** **ATION**



TODAY'S AGENDA

- ♦ **What is A Brand Promise** and Why it Matters
- ♦ **The Brand Building Process** What is it?
- ♦ **5 Tips** to Build a Strong Brand?
- ♦ **Share Stories** (2 Volunteers)

01



SECTION ONE

Brand Promise

WHAT IS A BRAND?

A reputation made from a promise kept.

Your Kept Promise
Determines the Strength of Your Brand

WHAT IS A BRAND PROMISE?

The promise you make to a customer that the success/fate of your brand is built upon.



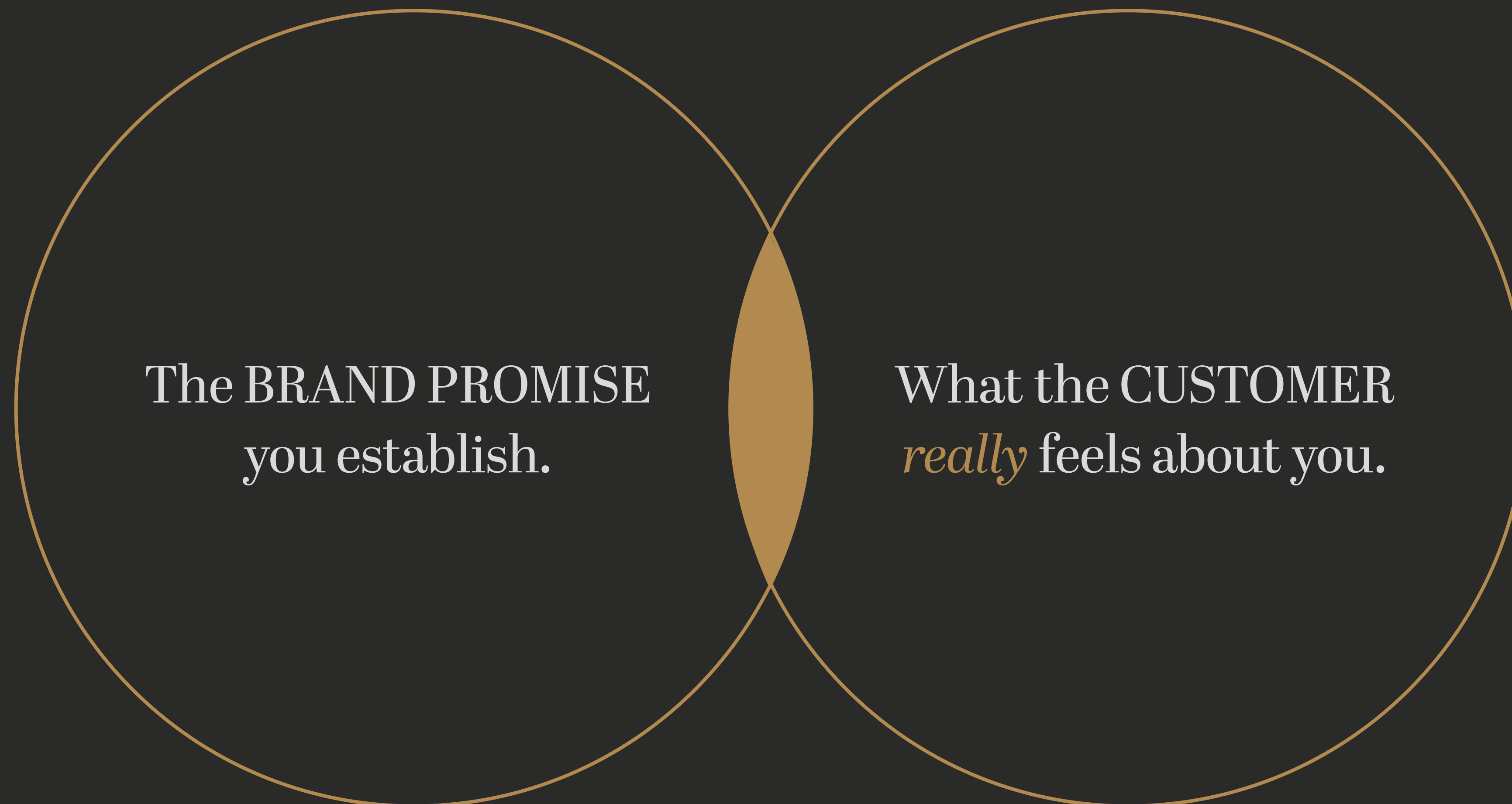
A WEAK BRAND

The BRAND PROMISE
you establish.

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What the CUSTOMER
really feels about you.

A STRONG BRAND



02



SECTION TWO

The Process

THE BRAND PROCESS

*Starts with knowing who you really are
and who you really want to serve.*

02. Define Strategy

01. Research

- ✦ **Know Yourself:** Assess your organization's strengths, weaknesses, values, mission, and vision.
- ✦ **Know Your Audience:** Identify and define your target market, their needs, preferences, and behavior.
- ✦ **Know Your Competition:** Analyze your competitors' branding strategies, market positioning, and unique selling points.

03. Brand Identity

02. Define Strategy

01. Research

- ◆ **Brand positioning:** Determine how you want your brand to be perceived in relation to competitors.
- ◆ **Brand attributes:** Identify the key characteristics and values that define your brand.
- ◆ **Brand messaging:** Develop a compelling brand message that communicates your unique value proposition and resonates with your target audience.
- ◆ **Brand architecture:** If applicable, define the relationship between your main brand and any sub-brands or product lines.

04. Touchpoints

03. Brand Identity

02. Define Strategy

- ◆ **Logo design:** Design a visually appealing and memorable logo that represents your brand.
- ◆ **Visual elements:** Select a consistent color palette, typography, imagery, and other design elements that align with your brand's personality.
- ◆ **Tone of voice:** Define the language, style, and tone that should be used in your brand communications.

05. Measure and Evolve

04. Touchpoints

03. Brand Identity

- ◆ **Website and digital presence:** Create or update your website to reflect your brand's identity and provide a seamless user experience.
- ◆ **Collateral materials:** Apply your brand's visual elements to marketing materials such as business cards, brochures, packaging, and signage.
- ◆ **Digital marketing:** Develop a content strategy that aligns with your brand and use digital channels, such as social media, email marketing, and paid advertising, to promote your brand.
- ◆ **Employee alignment:** Ensure that your employees understand and embody your brand's values, positioning, and messaging.

05. Measure and Evolve

- ◆ **Brand tracking:** Continuously monitor how your brand is perceived through customer feedback, surveys, and market research.
- ◆ **Adaptation:** Evolve your branding strategy as needed to stay relevant and meet changing customer expectations.
- ◆ **Consistency:** Ensure consistent application of your brand across all touchpoints and communications.

04. Touchpoints

Remember to Always Pan Out

As you build the brand, it is important remind yourself of your brand promise.

03



SECTION THREE

5 Ways to Build a Stronger Brand

TIP ONE

Define your Brand

Clearly articulate your brand's values, mission, vision, and unique selling proposition. Understand your target audience, competition, and what sets your brand apart. This foundation will guide your branding efforts.

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WORKSHOP

TIP TWO

Craft a Consistent Brand Identity

Develop a cohesive and visually appealing brand identity that connects with your audience. This includes designing a professional logo, selecting a consistent color palette and typography, and defining your brand's tone of voice. Apply these elements consistently across all brand touchpoints.

TIP THREE

Unify Your Messaging

Develop a compelling brand message that resonates with your target customers. Communicate the value you offer, address customer pain points, and emphasize what makes your brand unique. Ensure this message is consistently reflected in all your brand communications, including website content, social media posts, and marketing materials. Channel your Brand Promise.

TIP FOUR

Enhance your Online Presence

Establish a strong online presence to reach a specific audience and build brand awareness and a niche. Create or update your website, optimize it for search engines, and ensure it provides a seamless user experience. Leverage social media platforms relevant to your target audience to share valuable content and engage with your followers.

TIP FIVE

Engage with your Audience

Actively engage with your audience to build relationships and foster brand loyalty. Respond promptly to customer inquiries, comments, and reviews. Seek feedback and use it to improve your products or services. Create opportunities for authentic interactions and gather insights through contests, surveys, or live events.

04



SECTION FOUR

Let's Tell Stories

*Who has a story about how you have
kept you brand promise?*

*Build Clear Brand Experiences
with a Dedicated Heart.*

3 Addy's for Self Promotion



Marcus at Meazzo Design Co is one of the best brand visionaries that I have met in my 20+ years of working in the advertising and marketing industry. He has an unrivaled ability to identify business values and bring them to light.

BRAD ARYES – ANTHEM REPUBLIC

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