



# “BRAND BUILDING: BEING INTENTIONAL ABOUT YOUR BRAND”

---

Peter Risman  
Pilot Marketing Strategy  
[peter@PilotMarketingStrategy.com](mailto:peter@PilotMarketingStrategy.com)



# TABLE OF CONTENTS

Introduction	<a href="#">2</a>
Summary	<a href="#">3</a>
What's your brand?	<a href="#">4</a>
Know thyself	<a href="#">5</a>
Your brand's Core Values	<a href="#">6</a>
Your brand's Key Message	<a href="#">7</a>
Your brand's Personality	<a href="#">8</a>
Your brand's Icons and Identity	<a href="#">9</a>
What do your Brand Icons say about you?	<a href="#">10</a>
Branding first, then Marketing	<a href="#">11</a>
Summary and Conclusions	<a href="#">12</a>
Notes and References	<a href="#">13</a>



# INTRODUCTION

The contents of this whitepaper were originally presented at a meeting of the [American Subcontractors Association](#) – San Antonio Chapter on April 22, 2008.

Please feel free to post this on your blog or email it to whomever you believe would benefit from reading it.

© 2008 Pilot Marketing Strategy

The Copyright holder is licensing this under the Creative Commons License, Attribution 3.0.

<http://creativecommons.org/licenses/by/3.0/us/>



- Here's what you will learn about a Brand:
  - What it is...
  - Why it's important...
  - What it's made of...
  - What it says about you...



# WHAT'S YOUR BRAND?

- Every business has a corporate brand – its own unique identity...
  - ...whether they work on it or not
  - ...whether they want one or not
- Everyone who interacts with your business also interacts with your brand.
- If you don't define your brand, others will define it for you.
- Abdicating responsibility for developing your brand weakens your competitive ability.
- If your brand doesn't stake a claim to unique territory in the market, you'll wake up to find squatters all over your brand's real estate.



- To maximize your competitive position, and get the most from your advertising investment, it's essential to be intentional about developing your brand identity.
- You must be able to describe your brand by articulating the very essence of who your brand is and what it stands for, before you can begin to effectively advertise it to others.



# YOUR BRAND'S "CORE VALUES"

- Core Values are the SOUL of your brand.
- They form the foundation of every decision your company makes...
  - ...the people you hire
  - ...the sales prospects you pursue
  - ...the business partners your choose
  - ...the marketing decisions you make
- They are so inherent in your firm that, if you abandoned them, the business as you know it would cease to exist.
- Core Values are internally-focused.



# YOUR BRAND'S "KEY MESSAGE"

- Your Key Message contains the essence of your brand.
- It's what your brand says to all audiences on all occasions.
- It answers the questions:
  - "Why are we in business at all?"
  - "Why should you do business with us?"
  - "What makes us so special?"
  - "If we could only say one thing about our brand, what would it be?"
- Your Key Message is externally-focused.





# YOUR BRAND'S "PERSONALITY"

- If your brand was a person, would you want to hang out with them?
- Your brand's personality reflects how you communicate your brand's core values and key message, including:
  - the emotional tone and attitude of your organization
  - A communications persona that acts and sounds just like a real person
- Your brand personality can create an immediate point of difference between you and competitors.
- Your Brand Personality is externally-focused.



# YOUR BRAND'S "ICONS" AND "IDENTITY"

- A Brand Icon is anything unique to your brand that can be perceived through one of the five senses.
- More than just visual elements such as logos, colors, typefaces, and signage.
- Includes sound, touch, and for some brands, even smell and taste.
- Brand Identity is formed by the sum total of a brand's icons.



# WHAT DO YOUR BRAND ICONS SAY ABOUT YOU?

- Now that you really know what your brand is all about:
  - Are all contact points consistent with your brand?
  - Do all of your current icons, including the logo, reflect your brand?
  - Do your brand icons stand out from your competitors'?
  - Is your office décor and corporate apparel consistent with your brand?
  - What about the voice on your voicemail system?
  - Or the style of music that's played while a customer is on hold?
- Your Brand Icons are talking – do you like what they're saying?



# BRANDING FIRST, THEN MARKETING

- Once you know your brand, it's much easier to [identify strategies](#) for growing your business, including:
  - Brand Advertising
  - Promotions
  - Public Relations
  - Sponsorships and Event Marketing



# SUMMARY AND CONCLUSIONS

- Every business has its own unique identity - a corporate brand.
- If you don't define your brand, others will define it for you.
- A strong brand identity is essential to getting the most from your advertising investment.
- Core Values are the SOUL of your brand.
- Your Key Message is what is said to all audiences on all occasions.
- Your Brand Personality reflects how your brand communicates.
- A Brand Icon is anything unique to your brand that can be perceived through one of the five senses.
- Your Brand Icons must be consistent with your brand's characteristics.



# NOTES AND REFERENCES

“United We Brand” by Mike Moser

([http://books.google.com/books?id=3z6xU6u9tdsC&dq=united+we+brand&pg=PP1&ots=NOP\\_yimeEg&sig=ygSBcqkpBfWxlmL7oSrKeUE2DiY&hl=en&sa=X&oi=book\\_result&resnum=1&ct=result](http://books.google.com/books?id=3z6xU6u9tdsC&dq=united+we+brand&pg=PP1&ots=NOP_yimeEg&sig=ygSBcqkpBfWxlmL7oSrKeUE2DiY&hl=en&sa=X&oi=book_result&resnum=1&ct=result))

“Emotional Branding” by Marc Gobé (<http://www.emotionalbranding.com>)

Brand Identity: The outward expression of an organization, product or service. Includes its name, logo and overall visual appearance. The brand's identity is its fundamental means of customer recognition and symbolizes the brand's differentiation from competitors. (<http://www.kellycomarketing.com/kellyco/menu.asp?col=3&row=1&first=b>)

Brand Personality: An expression of the fundamental core values and characteristics of a brand, described and experienced as human personality traits, e.g. friendly, intelligent, innovative etc. It is an expression of the relationship between the consumer and the brand. (<http://www.esomar.org/index.php/glossary-b.html>)

Brand Values: The fundamental principles by which the brand lives. The brand values act as a benchmark from which all marketing activities are measured. (<http://www.kellycomarketing.com/kellyco/menu.asp?col=3&row=1&first=b>)