

BRAND BLUEPRINT

SIX STEPS TO BUILDING A BRAND THAT STICKS



YOU HAVE A STORY. TELL IT.



Create a ripple effect.

A strong brand creates an emotional connection with its audience. Think about a brand you are loyal to. What attracts you to it? How do they tell their story? How does the brand make you feel?

The stronger the emotional connection, the more supportive people will be of your brand. Consistency is critical for building long-term trust and brand recognition among your target audience. This includes everything from your web site color palette, logo design, and what you say and how it is communicated on social media.

In establishing a brand, consider these six elements that will help shape your brand story and make it stick.

TARGET AUDIENCE

You must have a firm understanding of your target customer in the earliest stages of brand development. Who is your product or service designed for? What attributes describe your ideal customer? Consider their age, sex, socio-economics, faith, lifestyle, media consumption, retail, and spending habits, and other factors that comprise your target customer profile. Once you understand who your ideal customer is, you can then create, test and tailor your communications accordingly.

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LANDSCAPE ANALYSIS

A review of the marketplace and an assessment of your competitors is an important step in differentiating your business. What is their business model? Who is their target customer? How are they engaging them? How do they describe themselves? What is the tone, look and feel of their website and social channels? Take note of how they have positioned their brand. How can your product offering and brand positioning stand out?

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STAKEHOLDER ANALYSIS

Listen to your stakeholders and understand what resonates with them. Then craft content that intimately speaks to them and sparks action. A series of informal conversations with stakeholders (customers, investors, others in your ecosystem), followed by an analysis, provides nuggets of insights about how others perceive and experience your brand. What do they find most appealing? What do they feel is valuable to them? What motivated them to support your brand? How would they describe your brand to a friend? Are there consistencies in the feedback that can inform your decision-making?



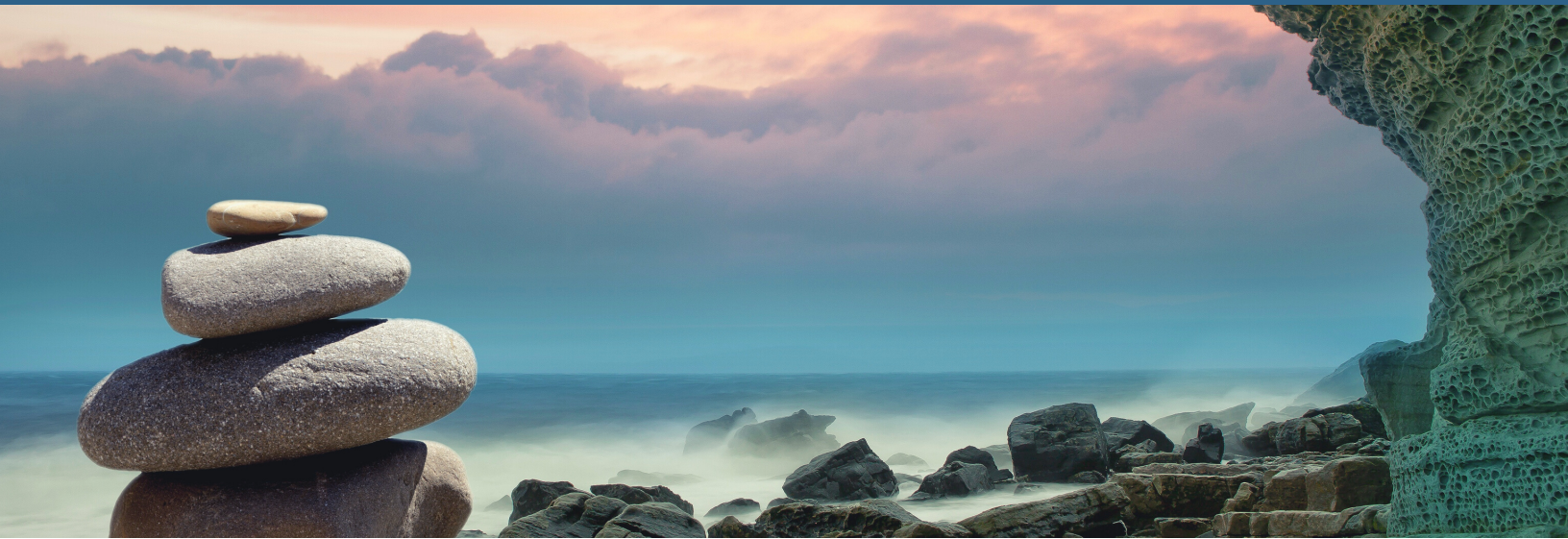
UNIQUE VALUE PROPOSITION + KEY MESSAGES

Your value proposition crystalizes the case for why customers should choose your brand over another. Typically informed by a thorough marketplace analysis, a brand's unique value is a statement that articulates how you stand out and differentiate from your competitors. It is a promise you make to customers; what you guarantee with each interaction they have with your brand.

Key messages vividly convey your value proposition. Think about how you would describe your brand to someone else during a quick ride on an elevator. What are the most critical messages that would leave the other person with a clear understanding of what your brand represents? These are the most substantive elements of a brand, best stated in five to seven simple and concise sentences.

BRAND PERSONALITY

This is a set of human characteristics that define a brand's tone, look, and feel. These traits serve as a guide for selecting a brand's font, lexicon, tone, color palette, and photography. A brand's personality should resonate with its target audience, and provoke an emotional connection. Again, the key is to consistently adhere to a single look and feel across all communications channels.



BRAND MANIFESTO

A powerful brand manifesto invokes emotion and action. It artfully articulates a brand's purpose and impact, and rallies customers around a central guiding principal and promise. Consider the purpose of your business. How does it improve the lives of your customers? What need or want does it address? Why does it exist in the first place? Articulate that story and use it as your guide for crafting your brand narrative.

What's your brand story or idea?

We are here to help you tell it. Let's chat.

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