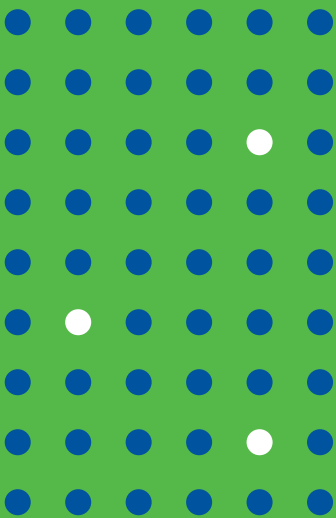


Branding - The Nuts and Bolts



logical steps
to grow
your brand



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Chapter 1

What is a brand?

A brand is a feeling, appreciation or image generated in the mind of the consumer through the collective interaction of individual brand assets. It lives in the mind of the consumer.

Whether it is a logo, name, strapline, colour or shapes, when someone sees these 'brand assets', it brings to mind feelings and ideas that either promote a positive or a negative recall. A brand is NOT a logo, colour, tone or advert – it is the image created collectively by all of these assets.



What words do you associate with this mark?
I'm Loving it? Quick? Easy and convenient?

JUST DO IT.

AdAge magazine named these three simple words the best tagline of the 20th century. Nike's objective was to make trainers a fashion statement among all consumers. Now 80% of their running shoes aren't worn for their intended purpose.

Chapter 1A

Why have a brand?

A strong brand can speak to audiences in ways that stir emotions and create a bond between customer and company.

A brand can deliver:

- Awareness
- Improved image and perception of value
- Preference for product/service
- Increased engagement and market share
- Loyalty
- Increased revenue

Branding can be so powerful that consumers gain a sense of self by the brands they consume. It can also alter their perception of the product.



Blind Taste Test

51% prefer Pepsi
44% prefer Coke

Open Taste Test

23% prefer Pepsi
65% prefer Coke

Integration

Effective brands are seeded through the entire business, working for staff and customers. Staff need to live the brand: their interaction with customers will have an impact on brand perception – negatively or positively.

What this guide helps with

This guide will go through how to create or develop a brand for your businesses. Strong brands are founded on brand positioning, which provides direction for developing a marketing strategy. It aims to make your brand stand out against competitors in your customer's mind.

There will be a step-by-step guide through the process, the aim being to create a brand positioning statement at the end.

Chapter 2

Developing your brand positioning

Why is it important?

When undertaking brand development or redevelopment, it is important to look outwards as well as inwards to help create a positioning that will be the foundation for all brand communication.

This will include:

- Competitor analysis
- Industry analysis
- Your company
- Customer analysis

Collect this information to help you make informed decisions for your brand. It can also help identify opportunities for your brand to ensure you have a message and space in the market that's unique to you and your business.

Chapter 2A

Competitor analysis

Before developing or evolving your brand it's important to review how your competitors position themselves, and where there might be a gap for a strong point of difference. Don't focus simply on their product and service, but also on messaging and how they position themselves.

Do they focus on product attributes (e.g. a 10-year guarantee), brand attributes (e.g. Red Bull gives you wings) or price (Aldi)? You might find they are all talking about price, when there is a gap to talk about high quality of a product attribute.

How have competitors used brand attributes to create appreciation for their brand? Does it match up with where they're trying to go as a company?

e.g. A high-end jeweller might have quality goods but if the brand logo, colouring, typography and imagery don't say 'quality' it will be a harder job to sell to consumers.

E&B
J E W E L L E R Y

 **E&B**
JEWELLERY

Below is a suggested step-by-step approach

Review each competitor and look for the following:

- **Main message** – what is the one message used throughout all points of communication? Look at their website and use search engines to see what ads they have run recently. Map out any commonalities and try to categorise into themes. Do they talk about superior service? Price? Range of offering?
- **Brand assets** –how do they reinforce this main message through their brand assets? How do their logo and colours reflect the message they are relaying? Do these match up?
- **Tone of voice in their messaging and copy** – is it consistent with the approach and positioning they take as a brand?
- **Unique point of difference – what is it?** Does it align with their main message projected to consumer? If these two are not intertwined, they may have missed a trick with their brand messaging.
- **What marketing channels are they using?** Does this reflect the positioning and target audience?

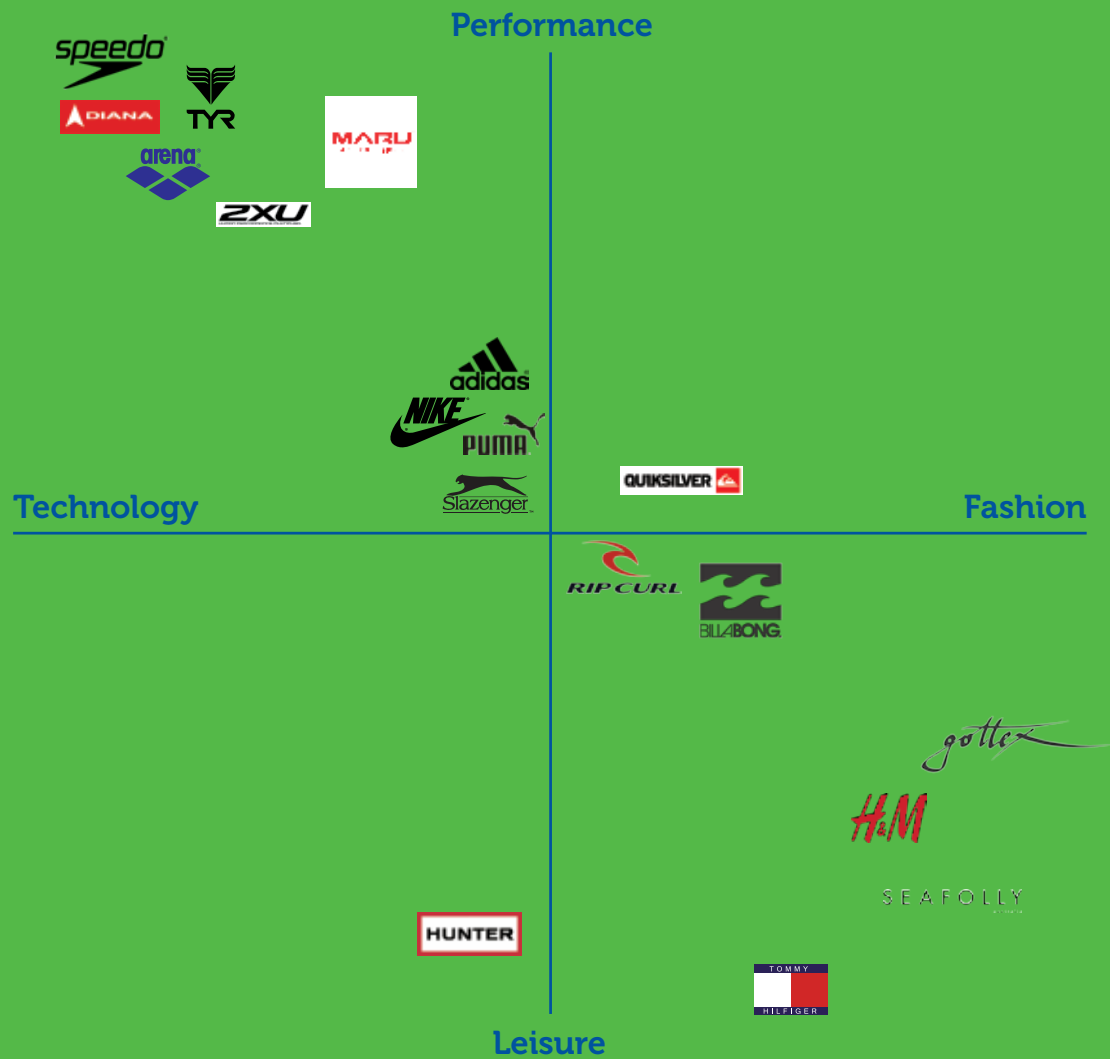
Action

Once you've gathered this information, you can map your competitors with a 'Competitor Mapping' chart.

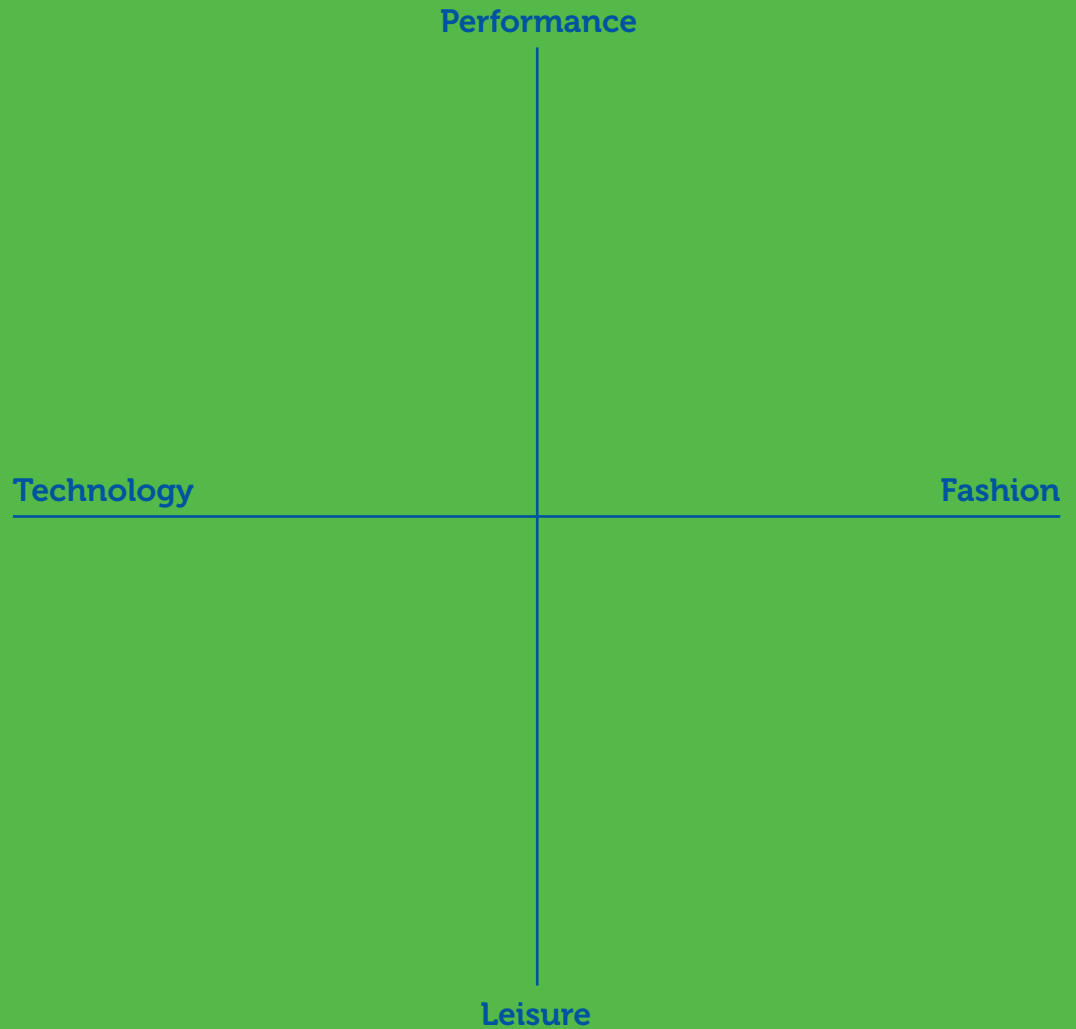
Chapter 2A
Competitor analysis



Example of Competitor Mapping for clothing brands



Now map your own competitors



Look at, for example, service vs credentials/tradition vs innovation/niche vs mainstream/luxury vs economic/performance vs leisure.

Action

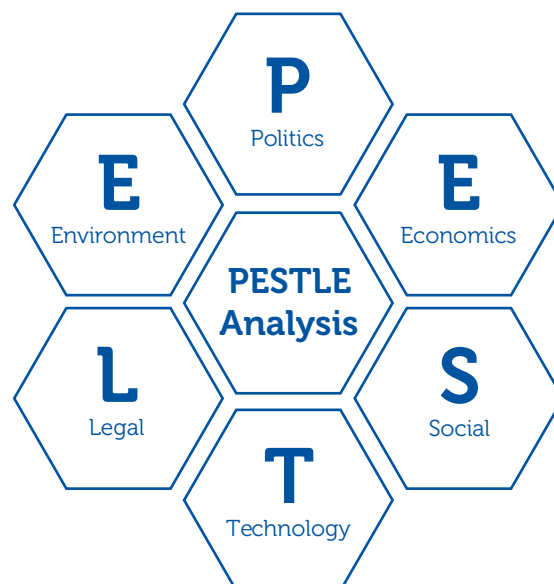
Now place your competitors and look at where your company fits in vs where you would like it to fit in. Are there any areas that no competitor seems to be occupying? What are the most popular messages? How do your main messages and product differ? Keep these answers and they will help us complete our positioning at the end of the guide.

Chapter 2B

Industry analysis

When developing your brand, it is important to take into account other factors that could impact how your business and brand position is perceived. While this doesn't have to be an exhaustive exercise, it can help future-proof your brand against outside market forces.

A popular way to analyse the market is to complete a PESTLE review. This assesses the political, economic, social, technological, legal and environmental (PESTLE) trends affecting the industry to ensure your brand has longevity.



Chapter 2B Industry analysis



Tools: For running a PESTLE analysis, the Internet, Business Gateway resources, colleagues and suppliers can all be the best first port of call, and can give a wealth of information in a quick time frame. For each category, find out what issues are being discussed at governing bodies for your industry. Online, look for trends in your industry with searches encompassing 'category+trends+industry'. Also, review Mintel & Keynote reports from your local Business Gateway office, which can provide excellent information in your market analysis.

Action

Now create a matrix to map this information and create points of impact, as well as possible opportunities when developing your brand positioning:

	POLITICAL	ENVIRONMENTAL	SOCIAL	TECHNOLOGICAL	ECONOMICAL	LEGAL
IMPACT ON COMPANY		i.e. Legislation is being passed around the world that impacts how companies reduce their carbon footprint.		i.e. More and more customers are accessing the web through mobile devices.		
IMPACT ON BRAND		i.e. An opportunity to position your brand as a proactive eco-friendly company that goes above and beyond minimum standards.		i.e. Position brand as making customers lives as easy as possibly by ensuring web offering is catering towards more mobile traffic.		
OPPORTUNITIES						

Is there anything that surprises you, and may shift the way your business may be perceived? Could you capitalise on any identified opportunities? Like the competitor notes, keep these to hand to use at the end of the guide when developing your brand positioning.

Chapter 2C

Your company

Nobody knows your company like you and your employees. It is vital to get input from them for how they see the company – what makes you different, unique, great? Where do they see the company going in 3-5 years' time? What are competitors doing well?

Also, as the business owner, think back to when you formed the business. What was your approach? What excited you and made you think your offering was different? All this helps to form a brand story that can resonate with the customer.

Chapter 2D

Customer analysis

Go directly to your customers for feedback and analysis. They can provide valuable insight into why they consume your products and services, where they place you among competitors, and how they feel your current offering sits with their lifestyle.

Why it is important?

Sometimes, the way others view your brand is different to what you think. Completing this research can give you confidence that the brand you are developing will fit across all target audiences and resonate with them on a deeper level.

Tools/Guide

There are a number of ways to carry out a client analysis, including 1-2-1 interviews, questionnaires at point of sale, or online surveys. Short online surveys are quick and relatively easy to use.

Examples of free or cheap ones include:

- [surveymonkey.co.uk](https://www.surveymonkey.co.uk)
- [kwiksurveys.com](https://www.kwiksurveys.com)
- [smartsurvey.co.uk](https://www.smartsurvey.co.uk)

Offering a prize is a useful way to incentivise people to fill in the survey.

Examples could include:

- General information
 - Age, gender, location
- Your product or service
 - How did they hear about you?
 - Why they choose you?
 - What is most important in the decision-making process for selecting product?
 - What makes your company better than any other company that offers a similar product/service?
 - What do they think about when they hear your company name?
- Competitors
 - What other brands do they use for this particular product/service?
 - Why do they select these other products/services over your brand?
- Final Thought
 - What other brands do they use for this particular product/service?
 - Why do they select these other products/services over your brand?
- Consumption/Usage habits
 - When do they consumer/use your product/service?
 - How often do they consume/use your product/service?
- Final Thought
 - What three words would they use to describe your company?

Review the results and map any commonalities and statements that can give insight into how your offering is viewed. Identifying and grouping these similarities will help develop the brand positioning and ensure the brand you develop meets expectations.

Chapter 3

How does this all come together?

It is crucial for your brand positioning to be ownable. To prove you can achieve this you need to analyse what you have learnt from your research and test your findings against a handful of criteria.

Action

Collate the information you have gathered from the Pestle analysis and customer research, use the funnel below as a guide to test your beliefs about your company against what you have learnt.

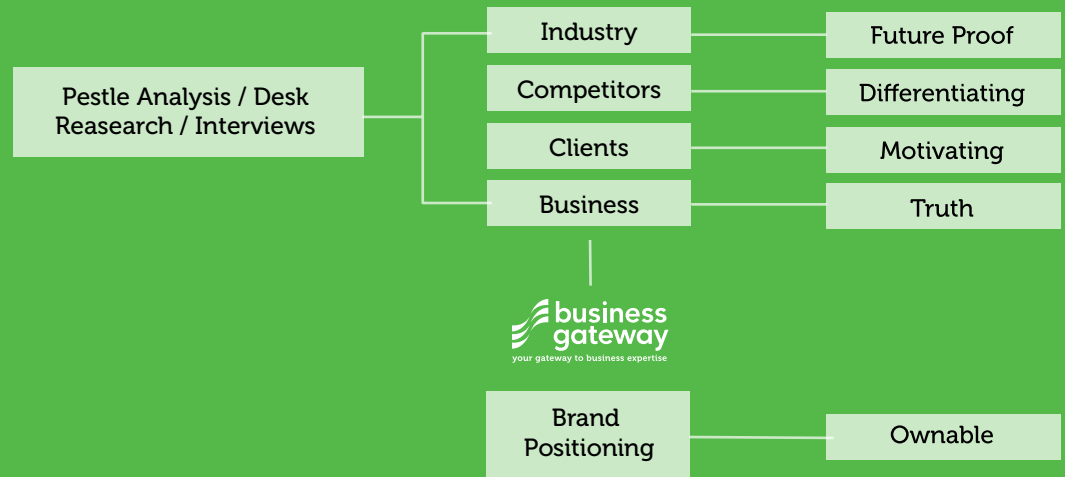
For example:

- Can your business thrive within your industry for, say, the next five years? Y/N
- Is your business easy to differentiate from your competitors? Y/N
- Are your clients' motivation to use/buy your product the same as what you believe they are? Y/N
- Can you prove that what you say about your business is true? Y/N

Chapter 3

How does this all come together?

The stages of the project



Having a brand position ensures your company stands for something. It is increasingly important that brands have something customers can easily attribute to your brand. Without this, brands can float through obscurity. The role of positioning can help shape your marketing strategy:

- Give all communications – website, letterhead, emails and other marketing material – a consistent message.
- Engage the services of a marketing consultancy firm with confidence and clarity if you wish.
- Bring your brand on social media.
- Give your employees a single and unifying message they can bring to market.
- Understand what channels you should be marketing within and how to reach your audience.

This position will help the brand stand out among competitors as well as helping form an identity that is consistent both internally among staff, and to your customers.

Chapter 3

How does this all come together?

The Good and the Bad - Positioning

The role of positioning can not be understated, and there are some points to bear in mind when developing a positioning.

Positioning Do's + Dont's

DO	DON'T
<ul style="list-style-type: none">• Uses audience appropriate language• Is emotionally stirring• Is concise• A single, powerful sentence• Sounds good when spoken• Is actionable	<ul style="list-style-type: none">• Uses jargon• Is logical and functional• Is long winded• A rambling paragraph• Is difficult to say• Can't be quantified

Creating your Brand Positioning

Now that you have done your market definition, competitor and client analysis and filtered this down into key themes and sentiments, we can fill out the positioning statement presented at the start. A brand positioning statement is made up of four key elements: target audience category, functional symbolic or experiential benefits, and reasons to believe.

- **Target Audience** – Using your customer survey, look at who your main audience(s) is and how you would best describe them. Look at primary and secondary classifications.
- **Category** – What is your stated area of business?
- **Functional, symbolic or experiential benefits** – This will come from the themes you developed once the competitor, customer, industry and company information has been gathered. Based on your research, what powerful message do you feel makes your company different or stronger than everyone else?
- **Reasons to believe** – Why should customers believe this message. How is your business achieving this difference? Look back on what your customers and clients are saying; is there any one or two points that keep coming up as positive and unique to your company?

Chapter 3

How does this all come together?**Action**

Using the above information, you can create your brand positioning by filling in the following:

To [target audience], our product is the [category] that provides [functional, symbolic or experiential benefits] because [reasons to believe].

An example of one filled in might be Hamilton watchmakers, a B2B enterprise that fixes watches for 1,500 high-street jewellers. Their positioning statement might look something like:

To high-street jewellers, our product is the watch repair service that provides quick, efficient and reliable support because we have over 150 years of combined experience and an unparalleled level of knowledge.

Moving forward

Once you have developed your brand positioning, you have the foundation for creating your brand assets – a logo, strapline or tone of voice.

Chapter 3

How does this all come together?**Suggested Reading**

The next steps on where to take your brand can be found in our guide *Developing your Brand*. Everything should relate back to your brand positioning. By doing this, you will create clear and consistent messaging, and will also base everything around truths that have come out from your extensive research process.

Check out all our brand guides at bgateway.com/branding-guides or contact your local Business Gateway office. Find it at bgateway.com/local-offices

