

Branding Strategies

Branding Process

1. Get the brand right first.
2. Don't jump right to execution.
3. Major Process Steps

Plan and Budget Process

- Give yourself at least a campaign year cycle
- Create a team with a strong leader
- We recommend a strong consulting partner
- Plan for Pre- and Post Development Training
- Design Firm Review Process - 90 days
- Roll-out
- Merchandise
- Synchronize with Printing and Campaigns

Organizational Training and Orientation

- Organizational Training
- Don't leave out your people.
- Team, Talk, Test, Trust
- Give organization facts.
- It's their identity.

Orientation

- Engage your staff
- Brand is everywhere, but mostly it is conveyed by people.
- Internal communication programs are often ignored in favor of external programs.
- Buzz starts with "internal seeding."

Involve your whole staff

- Centers of effectiveness will surprise you.
- To your staff's family, friends, and neighbors, everybody's an expert.

Involve Volunteer Corps

- Alive, active and working from love and commitment.
- Your brand is a part of their brand.

Branding Audit

- Take inventory of what you produce now, whether you need it, evaluate every piece's effectiveness and keep a log!
- Discern the existing brand language: image, tone, message, organization of information.
- Evaluate typographical, image, tone, voice, color, and shape continuity.
- Deliverable should be a report.
- Your design partner will need the collateral and the report to begin work.

Define Primary and Secondary Market Polygons

- Geographically, you must define your market to create performance benchmarks.

Research

- Market Research
- Audience Research
- In-depth interviews
- Focus Groups
- Surveys & Studies
- Brand Research
- Organizational Benchmarking

Establish Positioning Strategy

- Research to understand how you are a category leader.
- Establish a message strategy to reinforce positioning.

6. Review & Hire Designers

- Develop RFP
- No RFP, No Proposal
- Query Philosophy, Process, Deliverables
- Review Portfolio
- References

Design Firm Selection Criteria

- Number of design development rounds
- Fees - hourly or project-based
- Aesthetic diversity
- Executability of concepts
- Work style
- Quality of references

Document your Process

Brand Strategy Development

- Distill and describe what the audience values.
- Conjure the brand's core promise.
- Develop the tag line.
- Develop Key Messages
- Project forward to describe & instill brand equities.
- Develop sample creative product-brochure, copy, etc.
- Develop signal brands.
- Develop creative brief.

Know the core of the brand promise.

- Develop Sample Creative
- When tag lines, voice, or brand strategy begins, they have no equities. They are "tabula rasa."
- To evaluate the strategy's effectiveness requires inventing a history-equities.

Test Strategy

- Consult
- Leadership
- Board
- Staff
- Marketing Team
- Research
- In-depth interviews
- Focus groups
- Prepare for Input
- Know what you want to learn
- Take key staff through options
- Develop many options to test.
- Rank the best for use.

Execute Strategy

- Based on research and input, establish final direction.
- Execute design strategy
- Make final color choices

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- Make final typography choices
 - Develop copy strategy
 - Begin development of branded imagery process
 - Develop presentations based on brand development work and deliver to Board and staff
 - Develop stationery package
 - Rehearse Messaging
 - Crisp
 - Clear
 - Succinct
 - On Message
 - Role Play and Discuss
 - Making messages one's own is a key objective of communications training.