

# *Branding*



**A handy little booklet about  
an awfully big subject**

*Sims*

CREATIVE

This is a little booklet about a big subject. **Brands.** Whether you operate in a FMCG, B2B or professional market sector you need to know all there is about brands and we hope that you'll find these tips helpful. After all, if you've got something to sell and you have competitors, you're a brand.

So... what's your brand all about? Well...

*"Do not relax until you've identified the irreducible core of a brand – what drives its connection with customers. The development of the brand mix should be a rational, and logical, working from the core."*

Source: 'Philosophy of Branding' by Thom Braun (Kogan Page)

## Branding Tip No. 01



## MAKE YOUR CUSTOMERS FEEL 'COMFORTABLE' WITH YOUR BRAND

A brand is a collection of product features, positioning qualities and emotional values. It does not exist in a physical sense. It exists in customers' minds. It is what you, your company and your product 'stand for'. A successful brand is like a person. It has to have its own sense of identity. It should be unique as well as distinctive and should have inherent values. Values that should welcome you just like the friendly smile of a person you know... and trust. A brand's personality should be highly individual but inherently familiar. Like an old friend you feel comfortable with.

Branding Tip No. 02

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BRANDS

## TAP INTO POWERFUL EMOTIONS

A brand is powerful because it taps into both sides of the human brain. The left side is rational and deals with words and numbers etc. The right side is emotional and deals with love, hate, fear and intuition etc. Because we only usually use the left hand side of the brain in business, it's all too easy to forget the right-hand side in our communications. Big mistake. The right-hand side actually offers the best chance of building a strong identity because it allows the brand to exploit powerful emotions.

**75% of buying decisions  
are based on emotion\***

\*Kristie Tamsevicius. [www.brandingonthenet.com](http://www.brandingonthenet.com)

### Branding Tip No. 03

## MAKE YOUR CUSTOMERS 'EXPECT' WHAT YOU CAN OFFER THEM

A successful brand has a Brand Character as well as Brand Characteristics. Brand Values as well as a Brand Personality. Above all, a successful brand always gives you what it has made you come to expect. And you do know what to expect from brands like BMW or McDonald's, Toyota or Starbucks. You know what you are going to get and, because consistency is always achieved, you always get it. Successful brands are brands you feel comfortable with. The trick, of course, is to make your customers aware of what to expect, make that expectation synonymous with your brand *and...* never disappoint them.



## Branding Tip No. 04



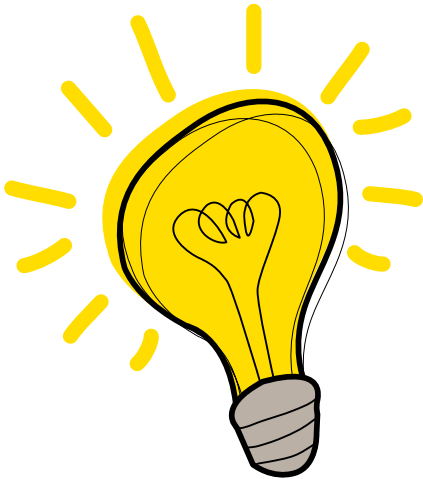
## UNDERSTAND HOW YOUR BRAND IS PERCEIVED

The way you look at things influences what you see. Take a hole in the ice. Near to the North Pole. To a seal, looking up, it's a lifeline. To an Eskimo, looking down, it's a golden opportunity. The seal is looking for oxygen. The Eskimo is looking for lunch. Which all goes to show that there's a very thin line between life and death. The same is true of good and bad branding. Do you know what your customers are looking for? Do you know what they see when they look at your brand? *It's all about perception.*

Your brand needs:

- A (Perceived) Point of Difference
- A (Perceived) Added Value
- A (Real) Brand Character

**Branding Tip No. 05**



**BIG IDEA**

## **BE VERY CLEAR ABOUT YOUR 'BIG IDEA'**

The greatest brands all have one thing in common. They all stand for something. Something big. Your brand may well have a huge number of attributes and characteristics but it has to be built on one single-minded idea. You need an idea that can stimulate the creative process and project itself into the world – as a symbol, word or an action. A big idea is the DNA of brand identity. That's why it can give a brand a long life.

**Big ideas deliver staying power.  
30% of the world's 100 most valuable  
brands were developed before 1900.**

Branding Tip No. 06

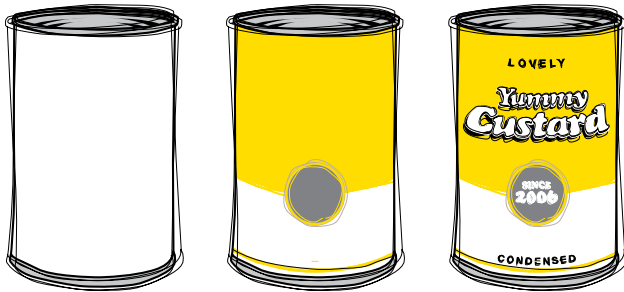


## KEEP IT 'REAL'

Authenticity refers to self-knowledge and making decisions and choices that are in harmony with that self-knowledge. In the same way, an organisation's identity has to align itself with its brand and vision. Authenticity can't be achieved unless the organisation has clarity on its reason for being, its values and its competitive differences. A brand's identity must always be an authentic portrayal of the organisation and its unique vision and personality. A successful brand has a core, an essential truth that runs through it - like a name running through a stick of rock.



## Branding Tip No. 07

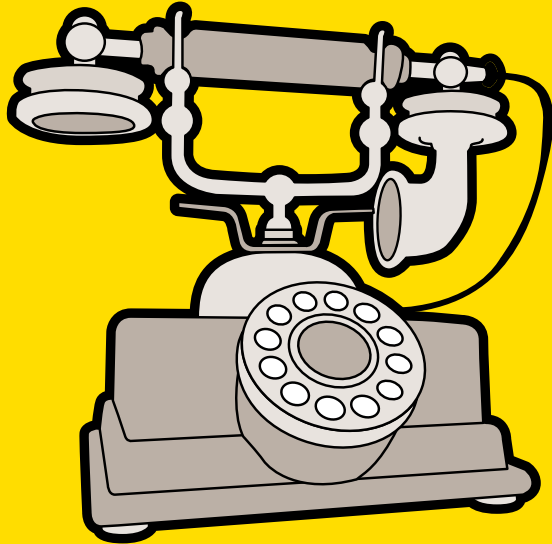


## THE APPLIANCE OF SCIENCE IS VERY IMPORTANT

Cognition is the mental process we utilise to gain knowledge. The process features three key disciplines - perception, intuition and reasoning. The science of perception examines how sensory stimulation is recognised, and interpreted, by each individual. The sequence of cognition runs like this:

- 1. Shape:** Shapes are quickly and easily acknowledged and remembered.
- 2. Colour:** Colour can trigger an emotion (distinctive colours need to be chosen carefully).
- 3. Content:** Language needs time to be processed and decoded. Therefore it is the last element to produce an emotional response.

Branding Tip No. 08



## TALK TO YOUR CUSTOMERS DON'T LECTURE THEM

You need to have a conversation with your customers. Just as you think what you're going to say before you talk to anybody, you need to create a communication sequence that runs through all of your brand communications.

1. State your aims and objectives
2. Define your audience
3. Identify your key message
4. Build support to that key message
5. Decide your tone of voice
6. Speak clearly!

## CREATE AN EFFECTIVE BRAND STRATEGY

A strong brand strategy provides a focus for all actions and communications. It works across all corporate materials, products and services and is effective over a prolonged period of time. A brand strategy is your road map to success. It drives marketing, provides the sales force with a path to higher sales and delivers clarity and inspiration to all employees.

### Branding imperatives:

1. Accept that we live in a branded world.
2. Take every opportunity to put the company in your customers' minds.
3. Communicate a strong, consistent brand. *Always.*
4. Remember that declaring a competitive advantage is good but demonstrating it is even better.
5. Use your brand identity to create sensory magnets to attract, and retain, customers.

Branding Tip No. 09



Branding Tip No. 10



## DEVELOP A CONSISTENT BRAND IDENTITY

There are several stages to go through when creating a successful brand identity but these are the crucial building blocks:

- 1. Research:** Evaluate your competition and your existing brand.
- 2. Strategy:** Clarify your vision, goals and values. Incorporate them into your Brand Character. Write a brand brief.
- 3. Design:** Create the whole design concept and build brand architecture.
- 4. Execution:** Complete the chosen design and apply consistently to all collateral.
- 5. Managing assets:** Launch brand identity, internally and externally. Create brand guidelines and delegate responsibility.

# Our services

From brand identities to advertising campaigns. From websites to direct mail. From internal communications to SEO. We create all kinds of communication... via all types of media channels.

## *Branding.*

We've launched small companies from scratch.

We've revamped, or refreshed, the brand identities of global, market-leading brands.

We've done almost everything in between.

- \_ Strategic Positioning
- \_ Product and Company Naming
- \_ Logo Design
- \_ Corporate Identity
- \_ Strap Lines
- \_ Brand Guidelines

## *Digital.*

We have been designing, and developing, highly effective websites, applications and online tools for over 6 years now. In fact, when it comes to New Media in general we think of ourselves as old hands.

- \_ Design & Build
- \_ Content Management Systems
- \_ Web Applications
- \_ Ecommerce Sites
- \_ API Integration
- \_ SEO
- \_ Digital Campaigns

## *Communications.*

If a message doesn't hit home it's not a message. It's a meaningless statement - a waste of time, space and money. Making sure that your comms communicate a proposition clearly and cogently goes to the heart of everything we do.

- \_ Advertising
- \_ Corporate Communications
- \_ Direct Mail
- \_ Display Graphics
- \_ Integrated Campaigns
- \_ Internal Communications
- \_ Literature
- \_ Packaging

# *Get in touch*

Congratulations. You've finally found a design agency that talks your kind of language. To get the ball rolling please get in touch and we'd be delighted to come and see you to explain what we could do for your brand.

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*Branding. Online. Offline.*



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