



Rebranding from a client's perspective

369 had an idea, a name and a logo.

The idea is great - The name is fantastic and has a deeper meaning to the founder.

But 369 did not have a brand (yet).

Bonita Ackerman & Venessa Minkley

16 December, 2021

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ReBranding



- A re-brand is an exciting venture for any organisation, but the process can be painstaking and overwhelming.
- Where do you start?
What do you tackle first?
Who can help?
- It's easy to find yourself paralysed if you haven't done it before.



A guide

Starting with a 37-page workbook

- Re-brand questionnaire
- Re-brand workbook
 - Purpose
 - Vision
 - Mission
 - Values

Rebranding from a client's perspective

Current Branding

- Current Branding
- Persona template
- Competitive analyses
- Brand messaging
- Brand voice
- Visual identity checklist

Rebranding from a client's perspective

Outcomes

- The brand **identity**, beyond the logo.
- **Purpose:** Why do we exist?
- **Vision:** What future do we want to help create?
What does the future look like?
- **Mission:** What are we here to do?
How do we create that future?
- **Values:** What principles guide our behaviour?

this!brand then identified the brand's personality (Archetypes) as:



THE CAREGIVER

GOALS - To help and take care of others.

STRATEGY - Doing things for others, service, focus attention on other people.

BRAND VOICE - Considerate, thoughtful, kind and generous.

CUSTOMERS FEEL - Loved, taken care of, safe, "I am not alone in this", secure.

MINDSET - Volunteer. Help others. Share the causes that you are passionate about.

THE EVERYMAN

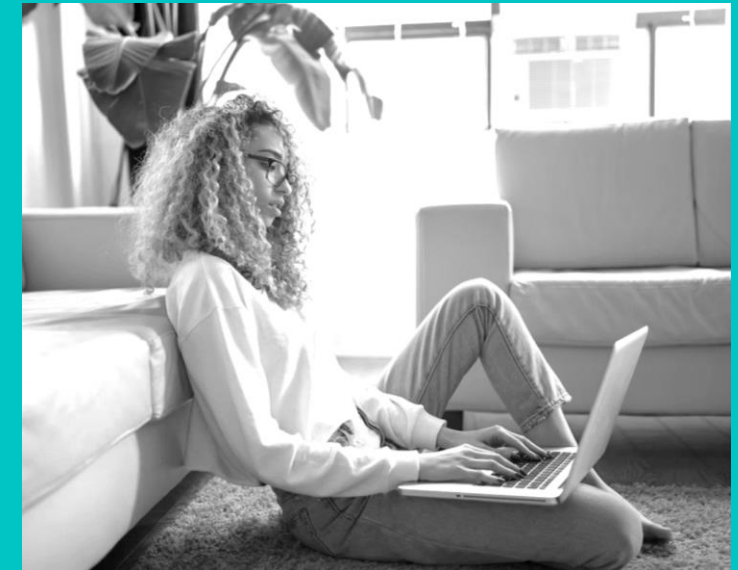
GOALS - To relate, belong, to be accepted and to accept others.

STRATEGY - Develop solid values, be down to earth, accessible, hard-working and nice.

BRAND VOICE - Friendly, humble, honest, practical.

CUSTOMERS FEEL - Understood, included, warm, part of the group.

MINDSET - Create real connections and friendships with your audience. Share normal parts of your life with them.



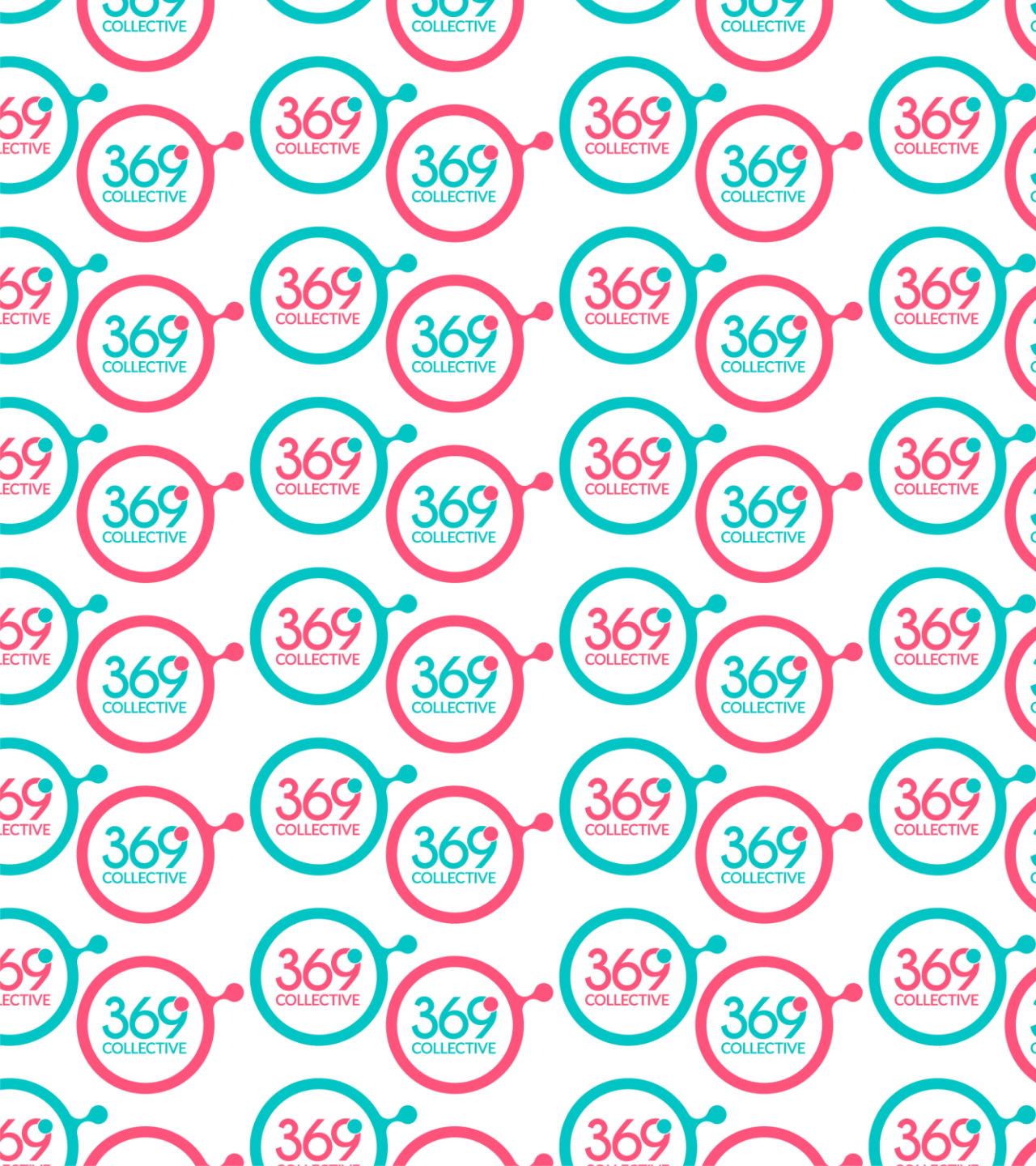
- This logo is guided by “**The Everyman**” archetype and uses vibrant and uplifting colour tones. The colour palette is bright, hopeful, energetic, friendly and bold.
- Its non-corporate appearance instantly puts the audience (small businesses) at ease.
- The logo is a wordmark-combo - that is great for brand recognition.
- From the start I have been drawn to a circular logo for you, the circle communicates your position perfectly. This logo uses a circle to communicate you (369) encompassing all services. The fluid circle on the outside serves as a visual representation of the degree sign as well as representing a brand partner being a part of the whole with 369 in the middle - the driving force at the core.
- The fonts used are clean and easy to read from a distance and at small sizes.
- The logo is clean and honest.
- This logo option comes with 3 variations, circular, square and expanded to ensure a perfect fit on every application.





**YOUR BUSINESS
BEST FRIEND**
concept - launch - grow - scale





369COLLECTIVE

369
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this!
brand!

369
COLLECTIVE

What is branding?

Why is it important?

Bonita Ackerman & Venessa Minkley

16 December, 2021



*"Once I'm up and running,
I'll invest in building a brand."*

There's no such thing as
no brand
brandless
too small to brand

Don't forget that your company is both, a
business and a brand.

**What is
branding?**



What is Branding?

More than what is branding, I would have you ask: what is a brand?



Often, when people talk about a “brand,” they’re referring to the physical mark (or logo) used to identify the business.

What is Branding?

More than what is branding, I would have you ask: what is a brand?



A brand is more than a physical mark.

It's an emotional mark—more specifically, an emotional experience, strengthened or weakened through every interaction with that business.

What is Branding?

More than what is branding, I would have you ask: what is a brand?



We define a brand as what people think, feel, and say about your business.

(This differs from marketing, which is what **you** say about your business.)

A brand is a person's gut feeling about your product, service, or organization.

It's a gut feeling because people are emotional, intuitive beings.

And we as humans and consumers tend to base our buying choices on trust.

When you're in business you already have a brand.

What is Branding?

More than what is branding, I would have you ask: what is a brand?



Every person who ever come in contact with your business has developed an image and feel about your business – your brand – in their mind and gut.

So, they've already decided what kind of company or brand you are and whether they can trust you or not, without you ever having the opportunity to tell them "your side of the story".

You want to be actively influencing that perception and gut feeling that people have about you.

If you don't take control of how your business / brand is perceived, it will be decided for you.

Examples

Let's look at some examples of real-world scenarios of incorrect branding.

You're having trouble getting clients or making sales.

You have a great product, your doors are wide open, your website is up and running and you're on social media every day, you get a lot of visitors, but the sales aren't rolling in.

Why?

When someone enters to check out your products on your website, do they feel like they are in the right place?

Did you meet their expectations?

Do you solve a problem they have?

Or do they feel like they can't trust you, that your product won't deliver the results they are looking for or perhaps they are surprised by the price tag and it's not what they had expected it to be?

What went wrong here?



Did you target and attract the right audience?

And, NO. Everyone is not your target customer.

You've likely heard of the terms "Audience Research" and "Customer Avatars".

Both these terms understate the intimacy and detail required to fully understand who you're trying to help.

To really understand your audience, you need to replicate their emotional state when they need your help most.

Identify the problems your audience faces in and around the problem you solve and how these problems impact their emotions.

Branding is about resonating and there is no better way of resonating than to show an intimate understanding of your customers problems and how those problems impact their lives.

Show them how you make their lives better.

Tell the teenager with acne you can boost their confidence or the anxious businessman you can solve the thing that's causing him sleepless nights...

What went wrong here?



Let's use the businessman example: A stressed-out business owner who is trying to meet his sales goal this month to stay on track for his target. His immediate goal is that he wants to generate more leads through his website.

After we've met with him, we've uncovered that his website is driving visitors away, causing more stress as he has to focus too much time on finding new leads.

We offer him a done for you fresh website build that will solve his immediate goal - generate more leads - and reduce his stress.

He now has a steady stream of leads and more time to focus on closing sales and meeting his sales goals.

What went wrong here?



Messaging

Are you speaking directly to your visitor or just speaking in general

- into the void?

Are you telling them that you have a solution to their problem or just telling them to buy your product for no good reason?

Does your brand communicate both the functional and emotional benefits your product or service provides—the value people get from it.

Does it specify exactly how your brand solves a problem and, most importantly, why people should choose you.

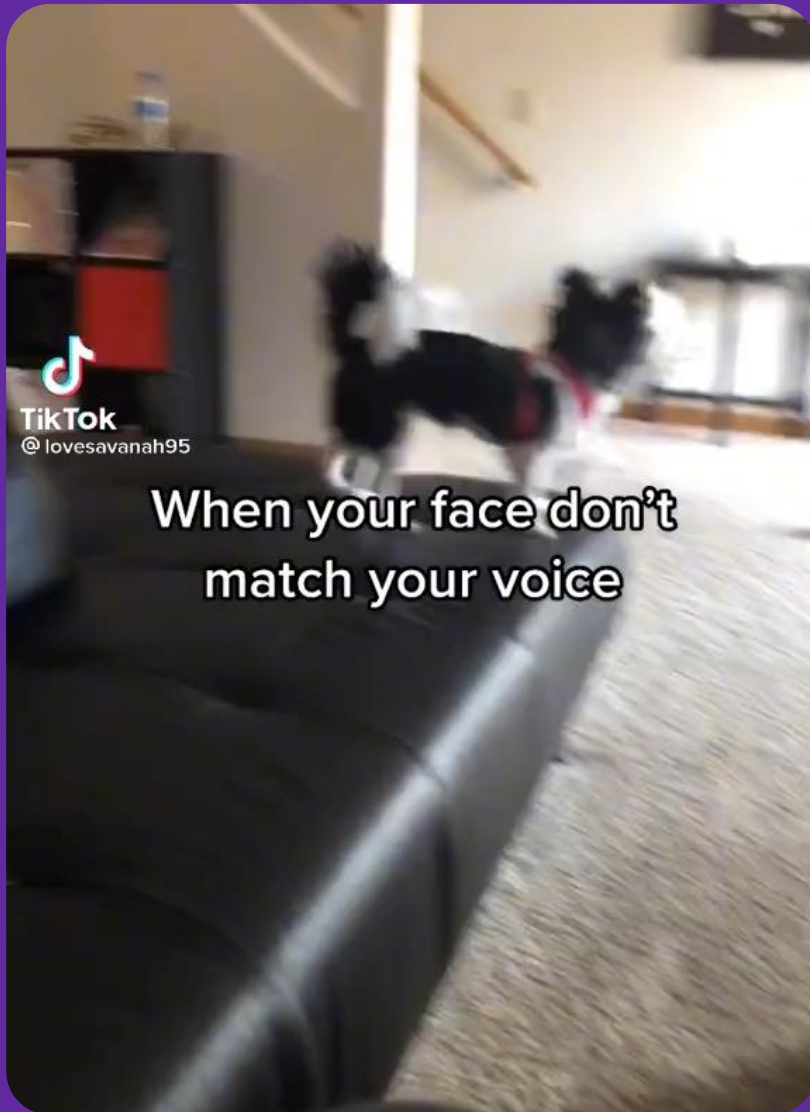
When they interacted with your brand, how did you make them feel?

For example, you're a security company, you want to be perceived as a trusted protector.

Are you using a confident and reassuring tone of voice?

Did you make your visitor feel that you are an authority and that they can trust you with their most valuable assets or when they are at their most vulnerable?

What went wrong here?



Image

Do you look the part?

Does all of your assets communicate the same confidence and authority or is it a mix-match that ultimately confuses your visitor and loses their trust?

Like this little dog with a big bark.

Examples

Let's look at some examples of real world scenarios of incorrect branding.

"You're too expensive"

You're constantly hearing that your products or services are too expensive.

Why?

Could it be that your image makes you look cheap?

Could it be that the image you're currently projecting into the marketplace makes you look cheap, thus attracting people who only want cheap products or simply cannot afford yours.

Your image doesn't communicate a sense of quality and doesn't attract an audience willing to pay for a more premium product or service.

Based on your image and messaging, your visitor had certain expectations of your price tag.



**A logo is
not a brand**

Logo is about identity

Your logo is about identity. It's a symbol that is recognizable and associated with your product, service or company. It's only one element of your brand identity. Your logo is like the face that represents your brand.

Your brand identity is also more than style guides, marketing materials, or colour palettes.

Your brand identity is a combination of how your brand looks, feels, and speaks to customers. It influences the entire customer experience and ultimately affects how others view your credibility and business.



Think of your brand as a person.

People are complex and so is a brand.

- The **logo** is the face.
- The **visual identity** (colour palettes, fonts, photography styles) that's how that person dresses.
- The brand **voice** is how they speak – they can be confident or warm and welcoming.
- The **messaging** is what they say
 - they might be an expert in their field or a comforting friend that offers advice and support.
- They have their own unique **personality** – they might be fun and quirky, adventurous or a strong leader.
- They have **values and beliefs** that influence their decisions...

That is a brand.

And just like real people a brand attracts, resonates and connects with people, or in our case, customers.

A gym for women and mothers won't intimidate their members with the identity of a powerhouse, weightlifting kill-or-be-killed gym. Unless that's your niche and you are seeking women who specifically want that, but you won't appeal to the tired new mum who just wants to jog the treadmill in peace.

Give your business an identity – Treat your brand as a person.





Elements of a brand

Elements of a Brand

Identity elements – Personality, message, values



Personality or archetypes

We use brand archetypes to identify a brand's personality, this is a concept modelled off people's behaviours and personalities.

This archetypal framework helps us build human-like brand personas.

Archetypes are the heartbeat of a brand because they convey a meaning that makes customers relate to your brand as if it was alive.

They help you define your brand so that your customers will develop a relationship with it and care about it.

We all have basic human desires. We aren't taught to want or need them. We just do. They are instinctive and primitive. I'm sure you can relate.

Elements of a Brand

Identity elements – Personality, message, values

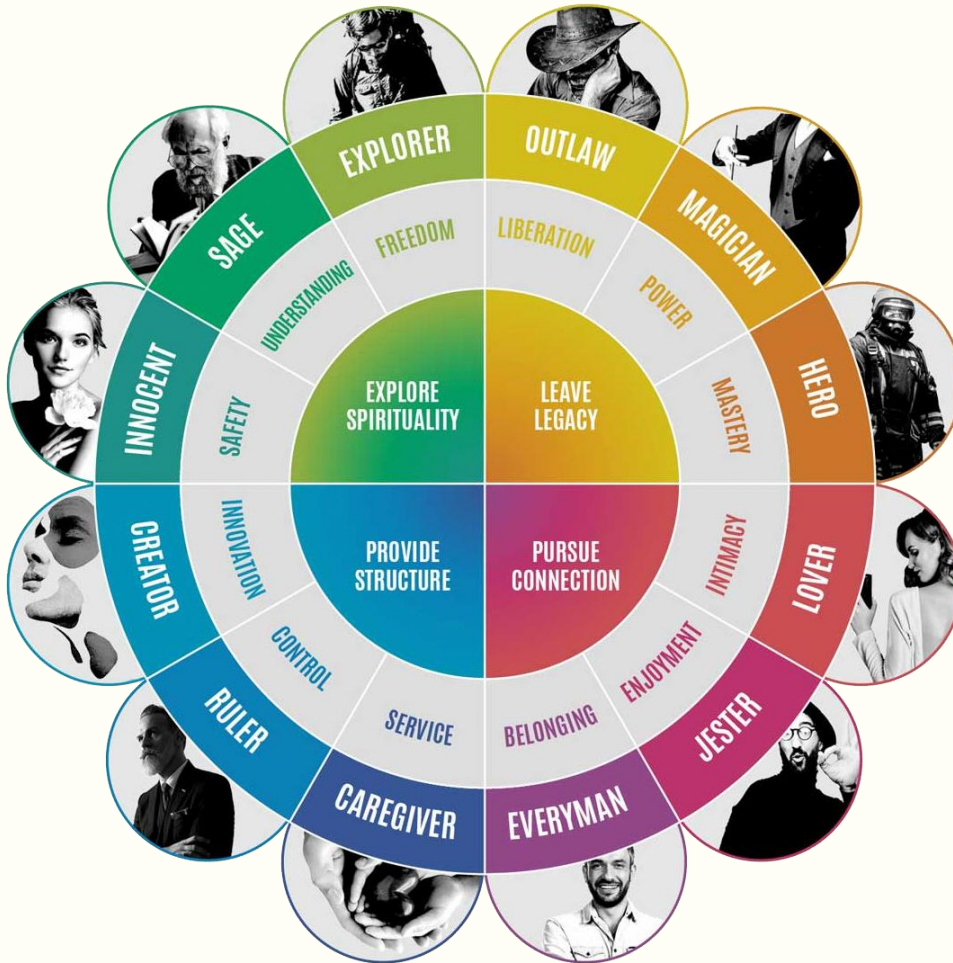
When we consider that certain behaviours or personalities increase certain desires, we can understand why some personalities appeal to us more than others.

LEGACY

Liberation	The Outlaw - Disruptive, Rebellious or Combative - Virgin , Harley Davidson or Diesel
Power	The Magician - Mystical, Informed or Reassuring - CocaCola , Disney or Dyson
Mastery	The Hero - Honest, Candid or Brave - Adidas , Nike or FedEx

CONNECTION

Intimacy	The Lover - Sensual, Empathetic or Soothing - Alfa Romeo , Chanel or Victoria's Secret
Enjoyment	The Jester - Fun loving, Playful or Optimistic - M&M's , Old Spice or Ben & Jerry's
Belonging	The Everyman - Friendly, Humble or Authentic - Ikea , KFC or KitKat



Elements of a Brand

Identity elements – Personality, message, values

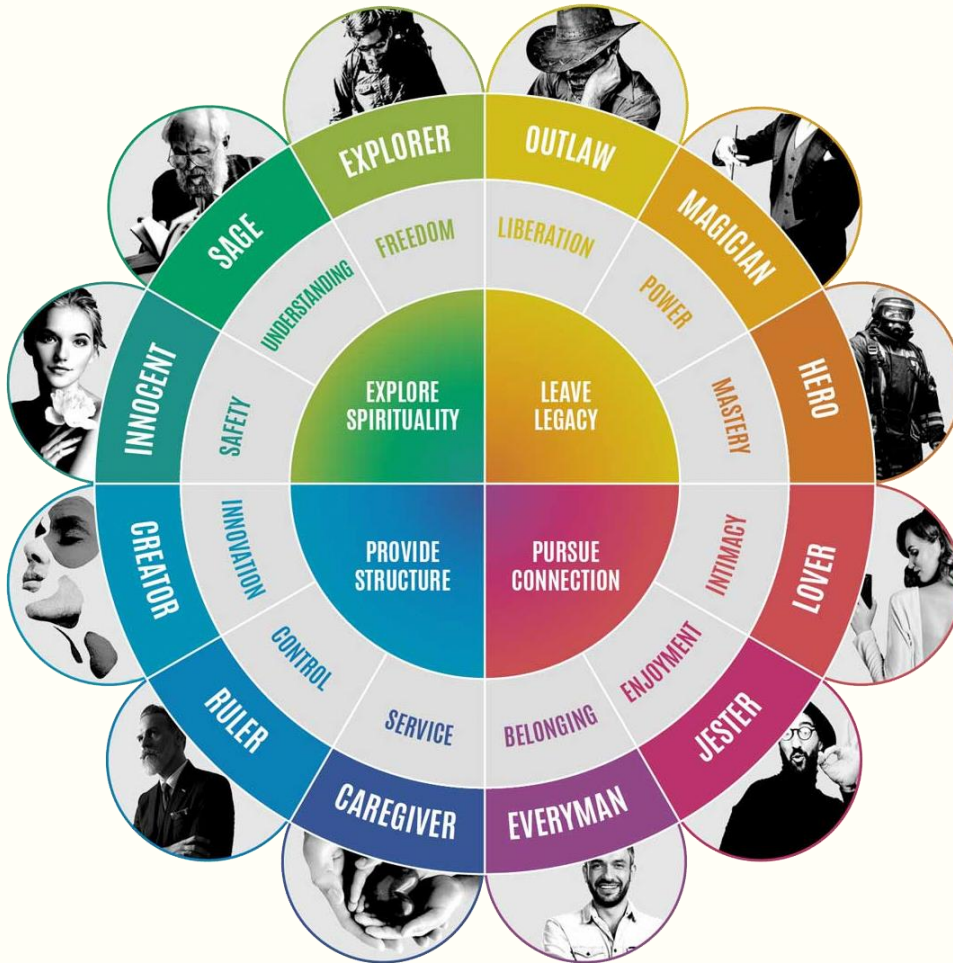
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STRUCTURE

- Service **The Caregiver** – Caring, Warm or Reassuring – Unicef, World Wildlife Fund, Dove
- Control **The Ruler** – Commanding, Refined, Articulate – Louis Vuitton, Mercedes-Benz
- Innovation **The Creator** – Inspirational, Daring or Proactive – Lego, Apple, Adobe

SPIRITUALITY

- Safety **The Innocent** – Optimistic, Honest, Humble – Dove, Chanel, CocaCola
- Understanding **The Sage** – Knowledgeable, Assured or Guiding – BBC, Google, Audi
- Freedom **The Explorer** – Exciting, Fearless, Daring – Jeep, Red Bull, Starbucks



Elements of a Brand

Identity elements – Personality, message, values



Messaging

Your content tells your brand story, whether you realize it or not. To make the most impact, you need to tell your story consistently across all touch-points, in every piece of content.

Brand messaging is the art of using the right words to communicate the essence of your brand to potential customers.

Every brand needs a voice. Messaging provides the words that help customers and prospects understand a brand's value (why it's useful) and values (what it believes in). It communicates the brand's promise. Brand messages tell a story that gets people excited about your services and rallies them behind you. In the war for customers' hearts, messaging leads the charge.

In a perfect world, you could sit with all potential customers over coffee and explain why they should do business with you. But in reality, your customers only have a split-second with your ad or website to make a gut decision about whether you're worth their money.

Elements of a Brand

Identity elements – Personality, message, values



Values

Your brand values are the beliefs that you, as a company, stand for. They serve as the compass that guides your brand story, actions, behaviours, and decision-making process.

Brand values matter because they influence how consumers view your brand, which is important considering that consumers are more likely to support a brand whose core values align with their own.

Building your brand around your core values allows you to grow a business that you can be proud of and be passionate about. And because those core values reflect you and your company, it becomes much easier to stay true to yourself. And in an era where consumer trust is at an all-time low, it pays to have a core set of values that helps you maintain brand authenticity.

If you want your customers to keep coming back for more, you must connect with them on a deeper level.

Elements of a Brand

Visual branding elements – Logo, Website, Business Cards



A bad first impression is hard to shake, especially when you're competing against a sea of contenders.

When it comes to branding, potential customers will have no reason to give a visually unimpressive brand the benefit of the doubt—it's up to the brand to earn that kind of trust.

Visual identity is how you shape perception and create an impression through the visible elements of your brand. Images are a powerful form of communication, specifically because they do not communicate with words.

They speak on a primal, emotional level and are thus more persuasive.

But with great power of communication comes great responsibility: you'll want to be extra cautious that you're not sending the wrong message

(remember the dog?)



Elements of a Brand

Visual branding elements – Logo, Website, Business Cards



Customers will have no reason to give a visually unimpressive brand the benefit of the doubt.

We recognize bad design instantly when we can't tell what the hell we're looking at and can't figure out where to go.

When a brochure or website is jam-packed with information, images and icons, order and comprehension are severely challenged.

Brand guru Marty Neumeier says, "A wealth of information leads to a poverty of attention."

Good vs Bad Branding

Here are key qualities that distinguish good from bad branding



Consistency

One of the most important factors for brand success is consistency. Consistency is the only way your customers will become more familiar with your brand over time, and any deviation could compromise that consistent experience.

Good brands are consistent - who they are, how they communicate to their audience and how they present themselves. Unlike a good brand, poor or bad branding don't pay proper attention to these qualities.

Good vs Bad Branding

Here are key qualities that distinguish good from bad branding



Uniqueness

Establishing a brand identity requires something distinctive. For instance, Apple has become known worldwide for their innovative products and minimalistic, aesthetic appeal.

Creating an identity within a niche doesn't demand a revolutionary idea. It simply needs to have one special thing that separates it from the competition.

Good vs Bad Branding

Here are key qualities that distinguish good from bad branding

smashed
AVOCADO
ON TOAST



Simplicity

Everything about a brand should be simple and short so that there is no complication related to how the brand is perceived in the market.

Keep the message that your brand is trying to convey as simple as possible. If a brand is too hard to figure out, your potential customers will merely ignore you, and that's the worst that can happen.

Good vs Bad Branding

Here are key qualities that distinguish good from bad branding



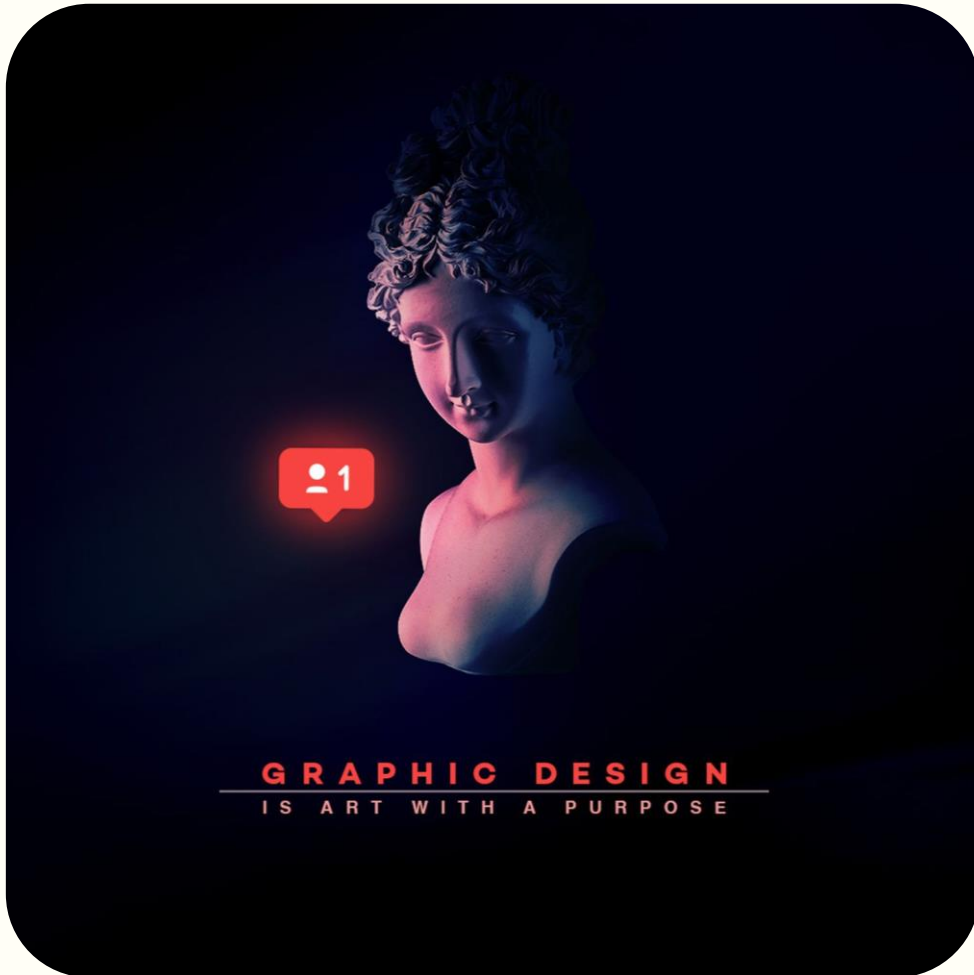
Story Telling

Human-to-human connections are the heart and soul of business. At the end of the day, you're dealing with people. Storytelling is a powerful technique for building relationships.

It's important to have a story behind your business and brand. Storytelling is what will breed a feeling of true familiarity, and it is remarkably effective at generating trust.

Good vs Bad Branding

Here are key qualities that distinguish good from bad branding



Engagement

Part of getting the attention of your customers these days is to make your marketing strategies engaging and interactive. People want to connect and influence the evolution of your brand; they don't want to be talked at and overtly sold to. Because of this, it's a great idea to exploit social media as much as you can and interact with your audience.

Branding is something we all have to do. Your brand is a reflection of your personality. Don't fake it. Work on being authentic and totally transparent and your following will happen naturally.

Consistency is key

If content is king, then **consistency is queen.**

Achieving brand consistency means that people recognize your brand wherever they encounter it—even across online channels. And, it is essential that people see your company as credible, reliable, and trustworthy.

Brand consistency means customers receive the same experience and impression of your brand across all communication channels.

Imagine: You're sitting in front of the TV when your show cuts to a commercial. The plain white background featuring natural, smiling women in white tees and tank tops gives off a light and fresh feeling. Without a voiceover or logo, you automatically know the commercial is for Dove.

How?

Through the recognition of consistent brand messaging, such as the celebration of real beauty and a fresh, clean aesthetic.

Why is **brand consistency** important?

If content is king, then **consistency** is queen.

Brand consistency is important for every business because it has a direct and immediate impact on the perception of your brand and company, both internally and externally.

Good brand consistency can build confidence in your company and lead to more engaged employees and customers. Poor brand consistency can decrease trust and ultimately harm your reputation.

Why invest in branding?



Needless to say, branding boosts the visibility of your business and inspires loyalty and credibility in your customers.

Investing in branding is a must for any business, including small and medium sized businesses, start-ups, or large enterprises.

Even if your products are selling like hotcakes, investing in branding should be at the top of your priority list because that is a long-term investment that will pay off big time.

Invest in your brand, it pays dividends with all your key audiences. Here's how:

Why invest in branding?



Customers

When customers get who you are, can recognize you right away and understand why they should care enough to buy from you, you:

- Give prospects a reason to choose you over your competitors
- Speed up the purchase cycle
- Boost credibility and authority when entering new markets
- Drive customer loyalty and satisfaction, building trust in your business
- Attract better customers

Why invest in branding?



Partners and Vendors

When business partners and vendors understand who you are in a credible way, you:

- Gain greater access to new business partners
- Become a desirable, trusted partner of choice
- Boost credibility and authority

Why invest in branding?



WE ARE HIRING!

Employees and Recruits

When employees and potential employees believe your brand values and promise, you:

- Attract and retain top talent
- Enhance employee morale and loyalty
- Make your company a more desirable workplace

Why invest in branding?



Your Bottom Line

When you create a well-positioned, differentiated brand you create real economic value, helping you:

- Close sales more easily
- Earn premium pricing
- Support the valuation of your company

Key Takeaways

Your brand and how it lives in the world support
- or hinders - your success.

A strong brand sets the stage for growth, influence and profitability.
These results are measurable in awareness and perception; customer acquisition and loyalty; and financial performance.

Branding isn't just another line item in your marketing budget, it is the foundation that, when done properly, can pay dividends over the life of your business.

