

No.6



# AGENCY SECRETS OF BRANDING

How to launch a new brand or refresh an existing one

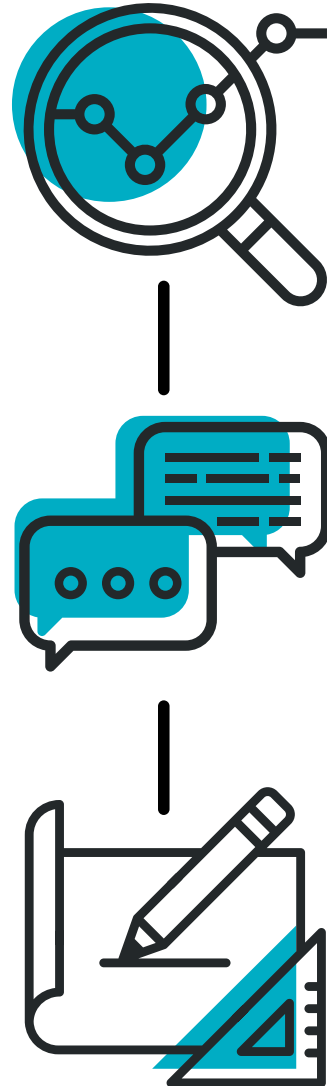


# SO YOU'RE READY TO MAKE YOUR MARK...

You only get one chance to make a great first impression, and your brand is the first impression for your business, products or services.

With the dizzying array of accessible technologies and cost-effective expert consultants available, there is no excuse to not have a polished brand supported by a well-planned marketing strategy. Now is the perfect time to make the most of the evolving marketing industry and invest in refining and future-proofing your brand.

Viabrand's branding and marketing strategy experts present their top tips for finding clarity as you plan and launch your brand - or refresh an existing one. Whether you're a start-up, SME or big brand in need of a refresh, or you want to brand a new product or service, the information in this book will provide an introductory systematic approach to developing your plan of attack.



01

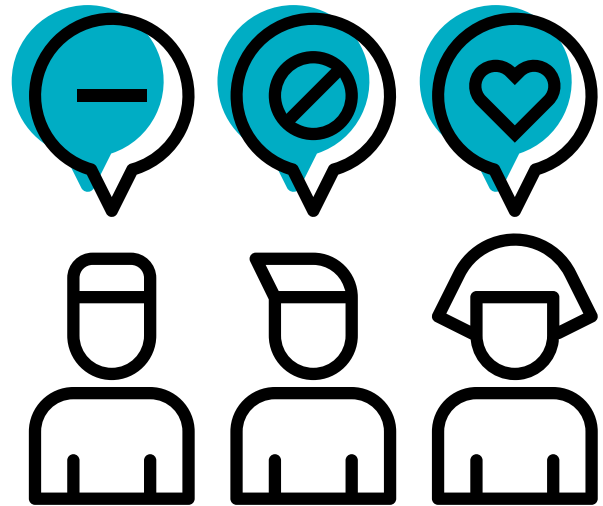
## WHAT IS BRANDING?

Before launching into your brand process, it's importance to know the difference between branding and marketing.

**B**efore launching into your brand process, it's importance to know the difference between branding and marketing.

Imagine your brand as a person. If your brand were a human being, how would they look? What would they wear? What type of attitude or personality would they have? Narrow your choices down to a one-sentence description:

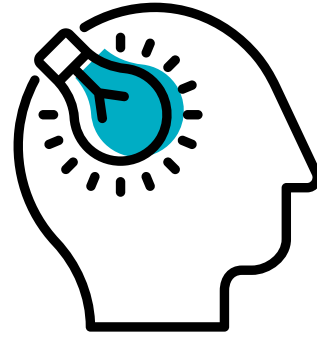
- + A No-nonsense Politician
- + An Aussie Larakin
- + A Warm and Loving Mum



This is a quick and easy way to start building a picture of your brand's defining characteristics. Your best brand is one that creatively reflects your business, product or service as well as the personality and values of you and your team. Imagery, colours, fonts and brand keywords are just some of the elements used to define your brand.

02

## WHAT IS MARKETING?



**Marketing is the methods used to convey the brand message to consumers.**

**M**arketing consists of 'Above the Line' [ATL] and 'Below the Line' [BLT] efforts. ATL marketing involves internet, outdoor, radio, TV or print advertisements. BTL marketing consists of direct mail, catalogues, or coupons.

Your marketing is working its hardest when it is consistent with your branding. This is because all marketing activities serve two purposes: the explicit and the tacit.

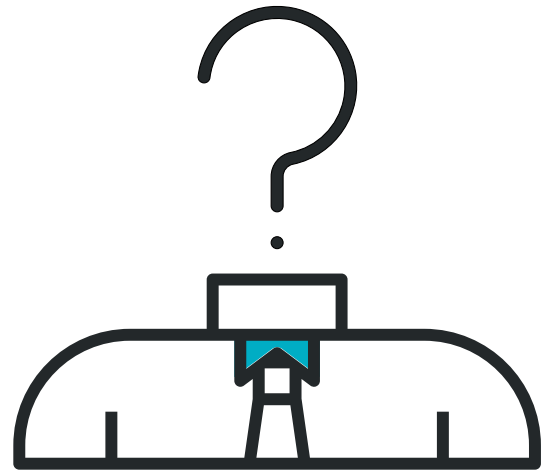
Explicitly, your marketing activities intend to inspire some action from a consumer. Encouraging them to engage with your business in a certain way: buy this, come here, do that.

Tacitly, your marketing activities are saying something about your brand. Every piece of marketing material has the opportunity to contribute to a consumer's broader brand recognition, awareness and recall. This function of your marketing will serve to generate leads in the future.

As long as your branding is consistent across your marketing materials, they will serve these two purposes to their full capabilities.

03

## DEFINING YOUR BRAND



The best way to begin the branding process is to define your brand. This will help you find clarity and make sound strategic decisions. Answer the following questions and you'll soon be able to clearly picture the kind of brand you're creating.

### Q1

Why are you starting this business, offering this product or service?

### Q3

How do you plan to operate the business (e.g. service with a smile, always innovating, industry disruptors etc.)?

### Q5

What would your brand look like and dress like if it were a person (colours, patterns, styles)?

### Q2

What are people going to love about your business, product or service?

### Q4

If your brand was a person, what would their personality be like?

### Q6

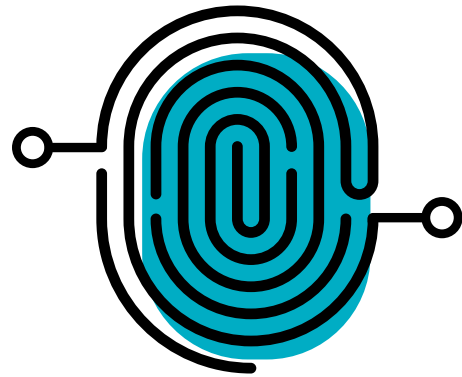
What is the business, product or service offering?

### Pro Tip

When answering question one, go beyond simply 'to make money' and look at the real motivating factors. Are you trying to fix a problem, help people feel good, make the world better...? This is going to be the basis of the most important message your brand sends in all its marketing communications.

04

# PURPOSEFUL, MEMORABLE AND SHARABLE



## Purposefully consistent

Have a clear purpose for everything you do: from choosing a brand name, the tone of voice you use, to the type of customer experience you deliver. Branding decisions should be consistent and align with your brand definition answers. This will entice the perfect consumers who genuinely want to experience what your business has to offer.

## Be memorable

Be unique and create a brand that is going to stick in people's minds. It's illegal, impractical and ineffective to copy another brand's intellectual property. So dig deep and have the confidence to pursue your original brand ideas. Your genuine innovation and authenticity will stand out and be attractive to customers.

## Be shareable

Create engaging brand experiences that people want to interact and share with people they know. Make instagram-worthy products that demand to be photographed and shared. Offer brand experiences so meaningful that consumers want to represent your brand.

!

## Pro Tip

Knowledge of the marketplace (competitors, challenges, opportunities, consumers etc.) can reveal markets not yet occupied by the competition. Use this information to identify clever strategies to capitalise on this gap. Once you've build the business strategy, develop an elevator pitch and relevant story for your brand to meet that market in a meaningful, memorable and prolific way.

05

# CONSISTENCY IS THE KEY


No matter the size of your business, brands need frameworks, structures and consistency in order to flourish.

The goal of building brand recognition and awareness is only achieved when all your marketing efforts consistently reinforce your core brand including colours, logos, personality, imagery style and language. Inconsistent communications erode trust, memorability and recall.

## 3 essential tools for brand consistency

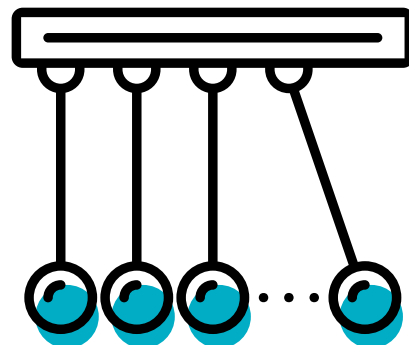
- + Brand style guide including colours, fonts, images, icons, logos, design styles and standards.
- + Brand strategy including name, promise, keyword personality and language.
- + Staff guidelines such as training, policy and procedures manuals outlining standards of service delivery.

Brand procedures may seem relatively inconsequential, but they serve two important functions:



### Pro Tip

As your brand grows and evolves, so should your marketing. Refresh your brand every three to five years to keep up with current trends, address new challenges and opportunities, and to aid your business' evolution.



- + Guiding your internal decisions and actions.
- + Informing and educating external stakeholders.

Whether designing or sourcing suppliers for your brand assets, these brand procedures will be there to ensure consistency across stationary, signage, point of sales, shop fit outs, websites, and every other communication.



# Are You Ready to Establish Your Brand?

We hope you found this checklist helpful and that you have been inspired by some of our favourite resources. For even more advice, check out our other resources at [www.viabrand.com.au/resources](http://www.viabrand.com.au/resources)

As you have seen, there is a lot involved in building a successful brand and keeping it at top of mind. Our aim is to get you up and running sooner with the key branding tools you need to ensure your start-up becomes a long-term success.

## Lets get started!

Contact our studio on **07 3180 1416**  
or [getstarted@viabrand.com.au](mailto:getstarted@viabrand.com.au)  
for an obligation free chat.

[www.viabrand.com.au](http://www.viabrand.com.au)