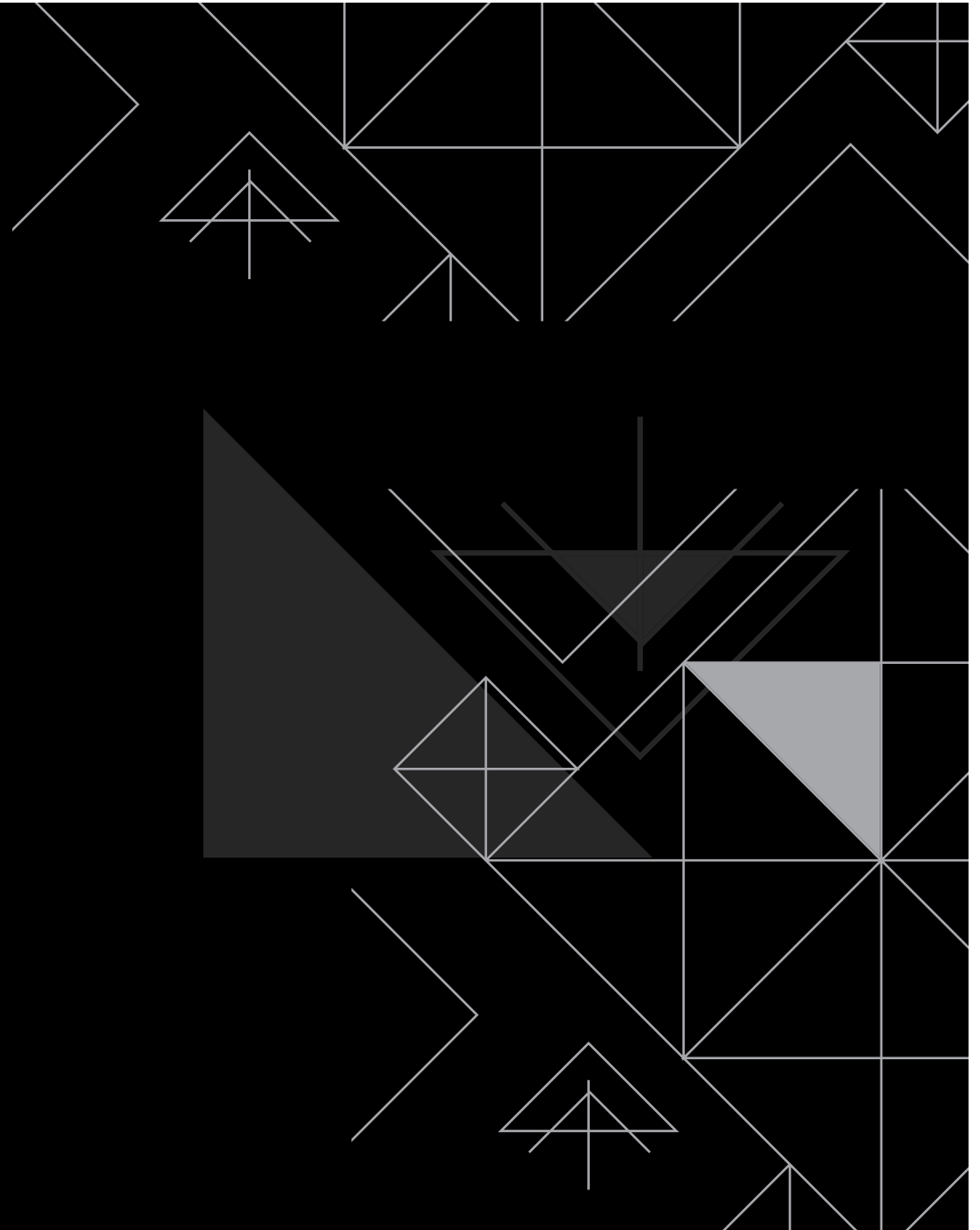


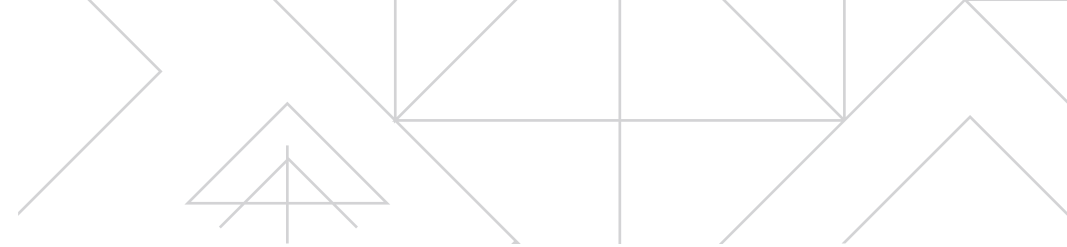


*Front™*

—  
**BRÄND**  
STRATEGY

If there's one thing we've learned from over a decade of helping brands tell their story, it's that a successful business can't survive if it doesn't have a strong brand strategy. Without a unified identity, everything from your content, to your culture, to your core business can suffer. But there's a reason why this problem is so pervasive: Building a strong brand strategy takes time, effort, and commitment.





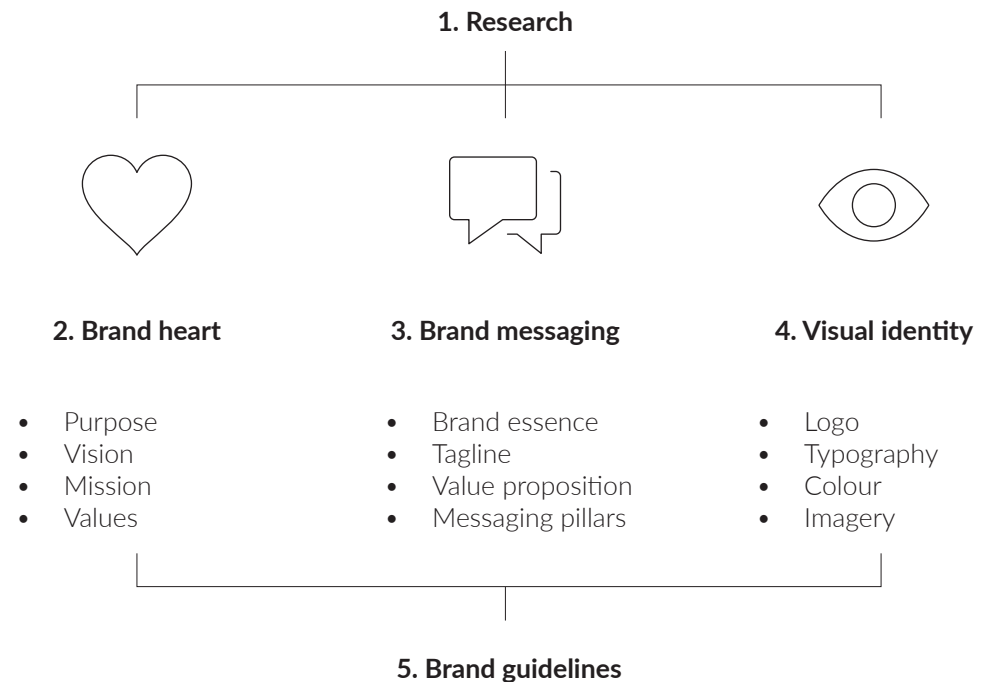
## What is Brand Strategy?

**A brand strategy is “a plan for the systematic development of brand in alignment with a business strategy.”**

A brand strategy helps you understand who you are and acts as a blueprint to help you communicate it.

Our brand strategy process is broken into three distinct parts. We guide you from your Brand Heart (the core of your brand), to the articulation of your Brand Messaging (how you talk about who you are), to your Visual Identity (the visual expression of your brand). By the end, you'll have a full brand strategy, summed up in fresh brand guidelines to help you bring your brand to life.

## Process





## Why do you need a Brand Strategy?

When you don't know who you are, why you exist, what you believe in, or what you're trying to achieve, your business suffers. From customer communication issues to employee retention, a lack of brand strategy causes problems at every level of an organisation.

We've learned to spot the telltale signs of a brand in crisis, often caused by a lack of strategy.

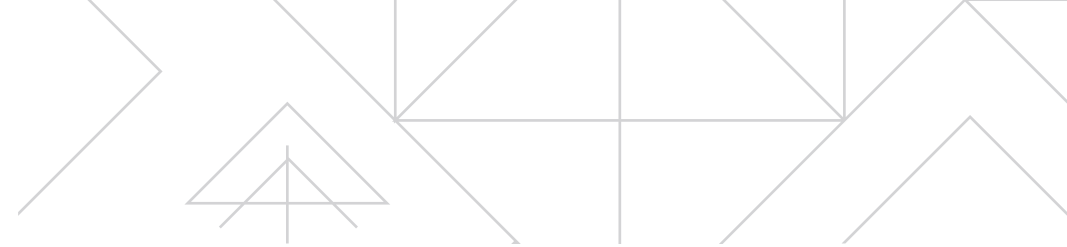
When you have no brand strategy...

- You don't understand your purpose, vision, mission, or values, so you make marketing and business decisions that don't reflect them.
- You don't have a documented marketing plan, but you hope that whatever you're doing will work.
- Your team is fractured by disunity, confusion, and conflict, making it hard for employees to feel engaged and interested.
- You don't have cohesive brand messaging, so your content tends to be inconsistent at best, and contradictory at worst. As a result, it's difficult to attract people who share your values (customers, employees, etc.).
- You can't clearly articulate your brand, and as a result, you can't carve out a discernible place in the market.

“

A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.

# PROCESS



## Research

### Brand Market Research

Brand market research is carried out to understand the landscape and develop a launch strategy. Brand research can also be conducted after launch to assist in the development of brand assets.

We use 4 steps to conduct brand market research:

- Surveys
- Workshops/focus groups
- Employees
- Social intelligence

### Audience

We use personas to help intimately understand the audience you're trying to reach: the problems they're dealing with, the issues that affect them, their secret hopes and aspirations, the things that drive them etc.

There are 4 steps in creating a solid persona:

- Ask the right questions
- Talk to the right people
- Consolidate responses
- Finalise persona

### Competitor Analysis

A way to identify who your competition is, how they've positioned themselves, how they present themselves, and what their strengths and weaknesses are compared to you.

There are 5 steps to execute competitor analysis:

- Assemble list of competitors
- Split into 'current' and 'aspirational'
- Build a profile of strengths, weaknesses, similarities, differences, threats, value proposition, products/services, what makes them unique etc.
- Articulate own identity
- Brand attributes e.g. low cost vs high cost, low quality vs high quality, people focused vs automated, niche vs comprehensive.

# 2.



## Brand Heart

**Every brand holds a basic set of beliefs that influence everything they do. We call these beliefs the Brand Heart.**

Knowing what these principles are and why they matter is imperative, as they are a powerful, potent force that can actively support or sabotage the business. When the brand's beliefs and business are aligned, we can successfully bring people together, cultivate community, and create the brands future. When there are no beliefs (or those beliefs are toxic), it can easily alienate both employees and customers, cripple culture, and make decisions that derail long-term goals.

Brand Heart is comprised of four elements that help clarify who you are, what you do, and why it matters.

### 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?



### Purpose - IKEA example



To sell as much cheap  
furniture to as many  
people as possible.



To create a better  
everyday life for as  
many people as possible.

# 3.



## Brand Messaging

Next we need to figure out the Brand Essence (how to express who the brand is) and the Brand Messaging (how to talk about who the brand is). When we distill and document these elements effectively, we can ensure the brand will communicate honestly, authentically, and consistently.



### Tagline IKEA example

The Wonderful Everyday

## Brand Essence

**Personality** - the brand's human characteristics and attributes

**Voice** - the way the brand sounds and speaks

**Tone** - general attitude

## Tagline

A sentence, phrase, or word used to summarise a market position.

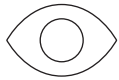
## Value Proposition

A succinct explanation of both the functional and emotional benefits your product or service provides to customers. It's not just who the brand is and what it does differently (positioning); it's also how the brand solves their problem and why they should choose your brand over the competition.

## Messaging Pillars

Key stories we want to tell about the brand - what makes it unique and different. Every piece of content we create should reinforce these core messages across all touchpoints.

# 4.



## Visual Identity

When most people think of branding, they think of a brand's visual identity: the logo, colors, typography, and other elements that act as the "face" of the brand. Now that we've crystallised the heart and messaging, it's time to visualise it.

### Logo

A good logo is a memorable logo, and research shows that the most memorable logos are the simplest logos. We want it to reflect the brand, yes, but keep it simple to make the maximum impact.

### Typography

Typography is an extension of the logo; hence, we start with logo design first. However, typography is more important than ever, as people are consuming words across various mediums.

### Colour

Color is one of the most powerful yet mystifying elements of branding.

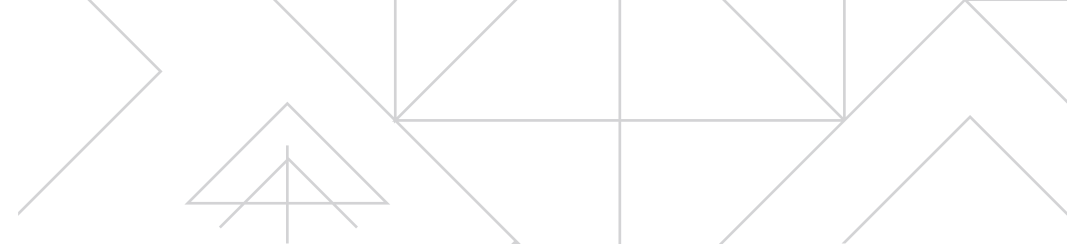
Research suggests it can affect everything from brand perception to purchasing intent.

### Imagery

Imagery is more important than ever, now that so much of branding is communicated through visual media.

Whether we choose photography, illustration, or a combination of both, everything should align to the brand.

# 5.



## Brand Guidelines

Brand guidelines serves as a playbook for how to use the brand, specifically in the content and communication we create. Maintaining quality and consistency can be a challenge, especially if the brand uses freelancers or outside agencies. Thus, the brand guidelines should include enough direction to empower any creator to produce work that strengthens the brand instead of weakens it.

To ensure the brand guidelines are comprehensive, we include direction for both the visual and verbal identity.

### Verbal Guidance

- Brand essence (personality, voice, tone)
- Tagline
- Value prop
- Messaging pillars
- Anything else helpful or relevant

### Visual Guidance

- Logo
- Color
- Typography
- Imagery (photography, illustration)
- Hierarchy
- Iconography
- Data visualization
- Interactive elements
- Video and motion

### Examples

The brand guidelines document will contain examples of correct usage and incorrect usage of logo, colour, hierarchy etc.

### Toolkit

The toolkit will consist of logos in various formats, design assets, templates etc.

The background is a solid black rectangle. On the right side, there are several white geometric lines and shapes. These include a large triangle in the upper right, a smaller triangle below it, and a dark gray triangle in the lower right. There are also various other lines and smaller triangles scattered across the right side, creating a complex, abstract pattern.

**READY TO GET STARTED?**

[www.frontcreative.co.uk](http://www.frontcreative.co.uk)