

BRAND PROFILE PLANNER

CATALYST COMMUNICATIONS

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Background

Your brand is one of your most valuable corporate assets, yet quite often it is ignored, mistreated and allowed to diminish in importance.

Properly developed, maintained and nurtured, your brand is a clear, differentiating way to ask for consumer loyalty. It is a promise of consistent quality and trust; it defines employee behaviour; it positively effects price; it reduces communications costs; it builds awareness, and it is the organizing principle of every action of the corporation.

Products are made in a factory; a brand is nurtured in the hearts and minds of the consumer. A product can be copied; a brand is unique. A product can become outdated; a brand is timeless. It is a cultural emblem in a shrinking world. It is a sustainable competitive advantage. It is sought out for purchase by your customer. It is a reason to buy. It can and does become part of the user's life.

The above statements attest to the importance of a brand. They are a signal to the corporation to develop a strong brand and then never let it go.

After years of dealing with brands, we have developed the **BRAND PROFILE PLANNER**.

We will work with you to answer the questions and develop a truly meaningful brand, brand image, brand positioning, brand tonality and brand character and a unbeatable competitive advantage.

Definitions

Brand image --- reflects the consumer perception of the brand. Your brand has an image whether you want one or not.

Brand Positioning Statement --- An inspirational statement of how you want the brand to be perceived. It defines your competitive advantage and gives the consumer a reason to purchase. It reflects the needs of the consumer. It speaks with a clear voice. It gives the brand a place to thrive.

A key positioning objective is to develop a point of advantage that resonates with the consumer and builds a relationship. (Ford-Quality is Job #1, American Express-Don't Leave Home Without It)

Brand Character --- represents the moral and intellectual properties that distinguish the product from its competition. It usually has a direct link to the consumer, e.g., "Imperial Oil wears the white hat for the oil industry."

A brand that captures your mind shapes behaviour. A brand that captures your heart gains commitment.

Brand Tonality --- the voice of the brand. Hallmark is a warm caring company.

Brand Franchise --- the space it occupies in the consumers' mind. Volvo owns safety; Heinz owns tomato sauce; Xerox owns copying.

Brand Associations help consumers process and retrieve information, they differentiate your product or service and create a positive attitude.

Brand Equity --- is the culmination of a brand's essential elements, the value inherent in the brand such as name awareness, perceived quality, brand associations, consumer loyalty. For the company it builds value and increases future profits.

Brand Personality-

1. **Sincere** (Campbell's) subsets - down to earth, family- oriented, honest, thoughtful, caring, wholesome, genuine, classic, sentimental, friendly.
2. **Rugged** (Marlboro), subsets - outdoorsy, masculine, western, active, athletic, tough, no nonsense.
3. **Excitement** (Benneton) subsets - daring, trendy, off beat, provocative, young, lively.
4. **Sophisticated** (Mercedes) subsets - upper class, charming, smooth, feminine.
5. **Competence** (IBM, Microsoft) subsets - reliable, intelligent, technical, serious, successful, leader, confident.

Brand Identity --- how you aspire to be perceived. Consumers must know that you stand for something.

Brand Loyalty cannot exist without purchase and use, but perceived quality, associations and awareness can.

The silver bullets of the brand - Those words or phrases that should be part of every communication.

Why brands fail.

Unless the brand is constantly nurtured it will begin to fail. The reasons are usually:

- a. Consumers can't identify brand associations.
- b. Lack of consistent use.
- c. Lack of brand champion.
- d. Lack of long term strategy.
- e. Pressure to compete on price.
- f. Brand proliferation.
- g. Bias to change.
- h. Lack of focus.
- i. Character is allowed to erode.
- j. Marketing efforts underfunded.
- k. Brand extensions ill conceived.
- l. Brand loses touch with consumer needs.
- m. Failure to properly service distributors.
- n. Brand lacks cohesion across all mediums - advertising, packaging, point of sale, public relations

A Dozen Laws of Branding

1. The power of the brand is inversely proportional to its scope. A brand becomes stronger when it narrows its focus.
2. A brand should strive to own a word in the mind of the consumer.
3. A brand must have a claim to authenticity.
4. Quality is paramount.
5. A unique product needs a unique name.
6. The easiest way to destroy a brand is to put its name on everything.
7. What brands build, sub-brands destroy.
8. A brand is not built overnight.
9. A brand can be changed but only carefully and very slowly.
10. The most important aspect of a brand is single-mindedness.
11. Brands live or die on contact with the consumer.
12. Your customers do not show up for one mass meeting; rather they pass single file in front of your product in a constant parade of personal choice.

BRAND PROFILE PLANNER

1. What is your company name? _____.
2. What is the brand name? _____.
3. How long has the brand been in existence? _____.
4. What does the company stand for? _____
_____.
5. What does the brand stand for? _____
_____.
6. What are the brand attributes? _____

_____.
7. What are the brand associations? _____
_____.
8. Does the brand have an image? What is it? _____
_____.
9. Does the brand have a positioning statement? What is it? _____
_____.
10. Does it have a voice? A tonality? _____
_____.
11. How does it differ from the competition? _____
_____.
12. What are its specific customer benefits? _____
_____.

13. Is the brand identity used across all segments of your business? _____
What segments/divisions? _____

14. Does the brand have a champion? Who is it? _____

15. What is the current brand image? _____

16. Who coordinates the brand's representations across all mediums?

17. Does the brand have a consumer statement? eg. Ford Quality is Job #1. Nike. Just do it. What is it? _____

18. What is the brand personality?

a. Sincere _____

b. Exciting _____

c. Competence _____

d. Sophisticated _____

e. Rugged _____

19. What is the brand's perceived quality? _____

20. How would you rate customer loyalty? _____

21. Does the brand position provide a rallying cry for your employees?
Does it shape behaviour? _____

22. Would someone pay a premium for it? _____

23. Does it hold place in the consumers' mind? _____ Heart? _____

24. Where does your brand stand on this pyramid?

Top of Mind _____

Brand Recall _____

Brand Recognition _____

Unknown _____

25. What are the product's functional benefits? _____

26. What are its emotional benefits? _____

27. What are your attentions vs your intentions. Attentions are what you are paying attention to; intentions are what you would like to pay attention to.

Attentions

Intentions

28. Form follows function follows beliefs.

What are your beliefs? _____

What is the function of your product or service? _____

What form does it take? _____

29. What three words best describe your company's mission? _____

A word search analysis with your key executives can determine these "LOADED" words.

30. How important is your brand to your company's success? (on a scale of 1 – 10) _____

