

DATA +GUT

KEYS TO DEVELOPING A SUCCESSFUL BRAND STRATEGY

1 WHY DO YOU DO WHAT YOU DO?

Perhaps the most important question any business can ask itself. Understand the fundamental business purpose. How is your organization inspired to be the best at what you do?

2 GET TO KNOW THE COMPETITION

You can never know too much. Research and analyze the competitive landscape and where their strengths / weaknesses are and define how to outperform them.

3 BRAND ARCHITECTURE

How does your brand fit into a larger portfolio of products? How will it evolve? How does your brand support new product development?

4 POSITIONING

What is the fundamental idea you will own in the heart and mind of your audience?

5 PROMISE

The thing you will absolutely do for your customers, no matter what!

6 REASONS TO BELIEVE

Give your target market tangible reasons to believe your promise.

7 CONSUMER INSIGHTS

What is your audience actually looking for from a company like yours? How is your brand uniquely designed to fulfill that desire?

8 CUSTOMER PERSONAS

You probably have a few different types of customers. If you don't care about what they care about, then they won't care about you. Know who they are and what makes them tick.

9 CREATIVE ELEMENTS

This is the fun part! Develop and create all the elements to share your brand with your audience and the rest of the world while you're at it. Logos, palette, imagery, typography, tone, voice, etc.

10 BRAND STORY

What's your story? How did you get here? What are you doing now? What are you planning to do next? Every brand has a story that deserves to be told.

11 WHERE'S THE OPPORTUNITY IN YOUR MARKET?

Maybe you own the market already? Maybe you're an up-and-comer or perhaps you're on the edge of being crowned king? What's going to give you the best chance of realizing your business goals?

12 BRAND EXPRESSION

How will you take your brand to the masses? There's a wide spectrum of communication channels out there. Which ones are right for you?