

Toolkit for understanding your brand components

And identifying the areas you need to work on



Introduction

Your organisation's brand brings together 5 main elements:

- Who you are
- What you do
- Why you are important
- What you say
- How you look

Brand reality is the truth about your organisation.

Brand perception is what people believe about your organisation, regardless of whether or not it is true.

Your brand perception is often considered to be 'what people say about you when you're not in the room.'

If you want to ensure that your brand perception is as close to your brand reality as possible, you need to be very clear in communicating the key components of your brand, consistently and concisely, so that people hear exactly what you want them to hear.

This toolkit helps you to identify all the different components of your brand so that you can keep consistent when communicating them.

Step by step guide

1. Work your way through completing the information in the tables below
2. If you don't know the answers to some of them, consider working with a consultant who can help you
3. Work with your team, and everyone in your organisation to ensure that everyone stays 'on brand' across all their communications, their behaviour at work, and in everything that they do
4. Consider appointing a Brand Champion, to monitor your communications and ensure that your organisation remains as on brand as possible.

Guidance.....

These are the 5 elements that make up your brand

Each element comprises 4 key components.

When all 20 components are used together, in synergy, strong brands can be built.

Consistently and concisely communicating your brand has the power to increase the number of people who are aware of your organisation, the likelihood people will engage with you, and the propensity that they will spend with you.

It will also help you overcome any disparity between your brand reality and brand perception.

Brand elements



Guidance.....

This worksheet looks at the 'Who you are' components.

On the surface it might seem quite simple to answer, but developing your vision, mission, values and personality is often one of the most complex processes that an organisations can undertake.

It is the 'Who you are' element that underpins absolutely everything else and should be used to guide and steer almost all of your future decisions.

Once you have completed this whole toolkit, revisit this 'Who you are' section, and make sure that your answers are written true to your tone of voice, personality, etc.

Who you are

Brand component	My brand	Key elements to feed through into messaging
Our name is		
Our place in history is		
Our vision is		
Our mission is		
Our values are		
Our personality is		
Our staff team looks like:		

Guidance.....

This worksheet looks at the 'What you do' components.

You might know exactly what your organisation does, you might find it difficult to describe it concisely and consistently.

Your products are tangible things that people can buy, for example, tickets to shows, entry into a museum, drinks the bar. A product usually goes to market in its completed form, and the audience choose to invest in it, just as it has been marketed.

Your services are things that you offer people, but they are less finite, for example, a training course, searching for specific documents within an archive service, looking up the history of an artefact. Although services are often well formed when they go to market, there is sometimes wriggle room for the customer to shape them, to make them bespoke and relevant.

What you do

Brand component	My brand	Key elements to feed into messaging
Our offer is		
Our products are		
Our services are		
Our target audiences are		
Our market position is		
Our competition is		

Guidance.....

This worksheet looks at the “Why you are important” brand components.

The most successful sales technique, is a technique that concentrates on communicating the ‘benefit’ of your product, rather than the product itself.

For example, when marketing a tent with black-out lining, marketers are more likely to be successful if they say “buy this tent because you’ll get a good night sleep” than they will if they say “buy this tent, because it has black – out lining”.

This worksheet helps you to identify the key benefits of engaging with you, so that you can lace this into your communications messaging. It creates a sense of desire amongst your audiences, and encourages them to ‘value and need’ you, rather than just ‘want’ you.

Take aways: These are you immediate take home benefits of engaging with you. For example – the take away from a craft course, would be developing a new skill

Outcomes: These are the shorter term benefits of engagement: The outcomes of a new craft course is finding a new hobby

Impact: This is the longer term change. The impact of a new craft course, is self expression, improvement in mental health.

Why you are important

Brand component	My brand	Key elements to feed into messaging
Our brand take aways are		
Our brand outcomes are		
Our impact is		
We celebrate		
We report		

Guidance.....

Consistently repeating your brand story, albeit in different ways, using creativity to ensure it is not simple repetition, is key to making sure that people know exactly who you are, what you do, why you are important and why they should engage with you.

Your essence describes your spirit – it details who you are and why you are important. You would most often use your essence when trying to raise awareness of your brand to people who don't know you – for the very first time.

Your proposition is how you snag people's attention. You use this to stand out from the crowd, and sell yourself to those people who already know who you are

Your language – is the choice of words that you use. Do you use technical language to demonstrate your expertise? If so – are you certain that those receiving the message will understand.

Do you use spoken language – removing the jargon so that everyone can understand?

Your tone of voice should reflect your personality and values. If your organisation's personality is traditional, trust, and matter of fact – your tone of voice will be more formal and factual.

If you're adventurous, new, and exciting, you might choose to amplify your messages with lots of superlatives.

What you say

Brand component	My brand	Key elements to feed into messaging
Our essence is		
Our proposition is		
Our language is		
Our tone of voice is		
Our slogan is		

Guidance.....

Ensuring that all of your marketing and communications are presented consistently is key to ensuring that your brand is easily recognised in a very short, split second, time frame.

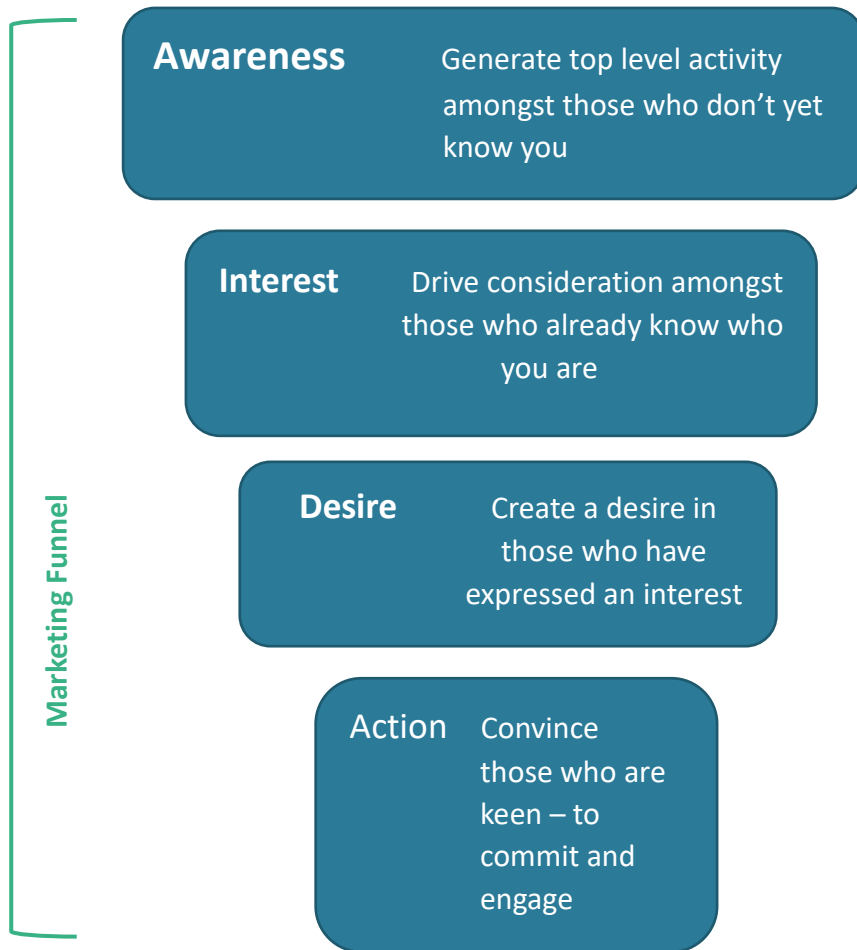
Note: The different heading in the right hand column of this chart.

If you are an organisation who has a set of brand guidelines already created, you might be used to regularly referring back to these to check that your work is consistent.

But if you don't have a set of brand guidelines, this chart will help you make some overarching rules that will help keep your brand consistent.

How you look

Brand component	My brand	Key rules to apply when content creating
Our brand mark is		
Our typefaces are		
The difference between our products is		
Our colour palate is		
Our images are		



Next....

Using the marketing funnel to the left, plot the messaging elements from the above worksheets against each rung on the funnel.

Like a funnel, you need most activity to take place in the Awareness, then the volume of activity should reduce as the funnel gets thinner towards the Action end.

Many organisations find that their balance is completely upside down – they are too heavy on the sales, without investing in the awareness. This can sometimes result in trying to wring the cloth dry. You need to invest time and effort in the top of the funnel, if you are to grow the number of people 'ready' to hear your sales messaging.

Flying Geese

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Our expertise covers marketing, fundraising, data and organisational development. When we help you become vision-led, that vision is always connected to the real-world situation on the ground where you are based.

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Email: Beckie.smith@flyinggeese.co.uk for a free 30 minute conversation about what's happening at your organisation.



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