

Do brand strategy well

Next?

If you're considering your brand strategy, or thinking about how to effect real change in your business, we'd love to discuss your issues with you.

Please contact keith.wells@brandwell.uk.com and we'll arrange a time.

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brandwell

Do brand strategy well

Your brand is your most valuable commercial asset – you should manage it well.

If you think ‘brand’ equals ‘name + logo’ then you won’t agree with that first statement, and you’ll think your identity guidelines and templates are doing the second perfectly well. And you’ve probably stopped reading already.

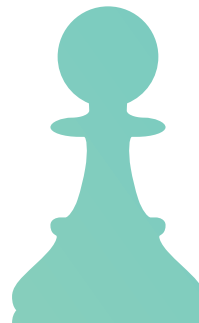
But if you agree with our definition of brand as ‘a promise kept’, then we really are on the same page.

That promise embraces the whole offer and experience that a business makes to all of its stakeholders. It creates commercial value through two basic and powerful effects: preference and benefit of the doubt. So people prefer to buy from, work with, work for, and pay more for brands they like. And, if ever that brand lets them down, they are more likely to forgive than to defect.



Strong brands therefore become even stronger if they are true to themselves and true to their promise.

How do you ensure yours is one of those brands? There are many different processes, and there can never be a ‘one size fits all’ solution, but there are some principles and questions that do have to be applied in all cases. We share them here, as well as three techniques that we have used with clients to ensure that they do brand strategy well.



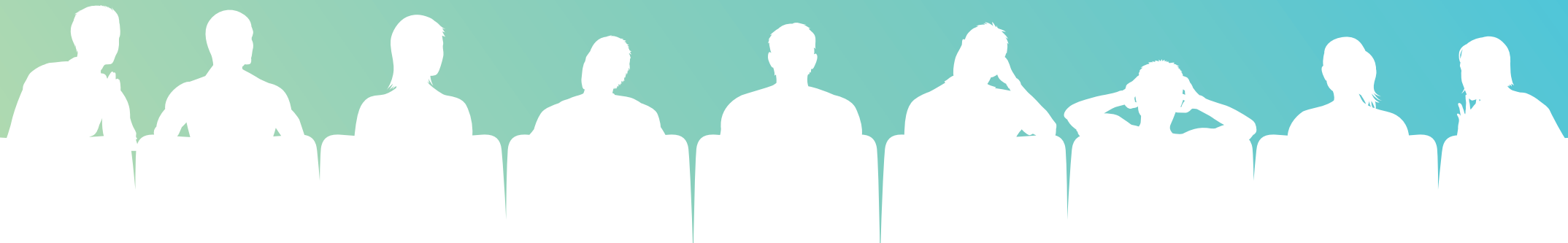
Principles

State your cause

The most valuable and enduring brands are defined by an idea, not by specific products or services. This recognition of a cause drives the business, and enables products or services to come and go, according to their markets' trends, while the brand continues, evolves and grows.

Don't make your entrance before the stage is built

A brand is a promise kept. That happens when people understand that promise and want to be a part of it. So the focus has to be on the internal audiences before any external statement can be made.





Be true

A brand is a promise kept. That also means it needs to be authentic, based on core truths in the business. And it's worth digging deep to reveal those.

Define a real strategy

A brand strategy should be like any other: the means by which one achieves one's objectives. It must be fully integrated with the overall corporate strategy, build the desired culture, and have similar measures. Long lists of 'values' are not a strategy, and never work in real life.

Questions

A brand strategy should be future-focused and integrated with the overall corporate strategy. Brand is the most valuable commercial asset any business has, when it's defined and managed correctly. Whatever process or models you choose to use, your brand strategy must drive the answers to these fundamental questions:

Where

- do we want to be
- are our markets going
- our competitors coming from/going to
- are we better?

Why

- do we believe we have the right to be there
- are we in business
- do we do what we do
- should people believe in us?



What

- do our clients want and expect from us
- do our people want and expect from us
- do we need to be really good at
- do we have to change, to preserve or build on?

How

- can we achieve and sustain superiority
- are we going to go about our business
- do we ensure that everyone makes their contribution
- can we help people to understand us properly?

Techniques

Write your Brand Story

Show your insights into the world around you, your place in that world, and the core conflict you seek to resolve

Describe how you are better placed to resolve that conflict than your peers and competitors

Express, succinctly and uniquely, the moral of your story

Define your Brand Charter

Set out the seven dimensions of your brand strategy: each in a single word or idea, each with its own role and contribution, all with their impacts on behaviour and communication.

Dare to D.R.E.A.M.

Analyse every aspect of your business, through the lens of your brand strategy, and agree what you need to Drop, Retain, Evolve, Acquire, and how you will Manage the business.

