



fridge

CREATING
BRAND
EXPERIENCES

Our six branding principles designed
for small to medium businesses



Building your brand

fridgedesign.com.au/byb

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This book sets out **six brand principles** that will help you improve the value of your business, achieve more results, attract more customers and make more sales.



Ask yourself:

- 1 Are you a Small to Medium Enterprise (SME) owner or manager?**
- 2 Do you want your brand to create more business value?**
- 3 Do you want your brand to work harder for your business and deliver more results, customers and sales?**
- 4 Do you want to sell your business one day and retire comfortably?**

If you answered yes to these questions then this book is for you.

This book sets out **six brand principles** that will help you improve the value of your business, achieve more results, attract more customers and make more sales. It may even make your business more attractive when you decide to sell it.

Our six brand principles can help you achieve these objectives and more.

So let's get started!

Our work is governed by our **six brand principles** and the power of a clear **value proposition**.



You want your brand to achieve a certain level of performance, and it would be fair to say that the more effort you put into your brand, the more it will achieve.



Principle №.1

Consistency

By definition, consistency is the quality of achieving a level of performance that does not vary greatly in quality over time.

You want your brand to achieve a certain level of performance, and it would be fair to say that the more effort you put into your brand, the more it will achieve. Similarly, a brand that does not vary considerably in its promise and message will create more value as your customer becomes familiar with it. This familiarity brings trust, and trust leads to a willingness to engage.

A wonderful example of a consistent brand is Apple. Their brand speaks to its audience with the same brand promise, adherence to its values of quality, usability, and functionality, through every brand experience—be it their website, Apple Store, packaging or instructions. We recommend that all SMEs pay attention to the way Apple delivers its brand experiences and the way it builds its brand following, or ‘tribe’.

Five ways to make your brand consistent

Remember, you don't create brands, your customers do. We create the **brand experiences** that form the brand perceptions in their minds. So, how do we make your brand experiences consistent?

1. **Do not stray from your brand promise.** Your brand promise is your business's **what** and **how**. It is **what** your services and products stand for. It's **how** you deliver them. You must be consistent in what and how you deliver on everything that you do, for chances are if you break your brand promise, your customers will quickly cease engaging with you.
2. **Use the same language and tone.** Consistency breeds familiarity and this leads to trust. By using consistent language and tone in your brand experiences, your customers will become accustomed to the way you communicate. Brands are like people—they develop **personalities**—and a large part of that development is due to consistency of communication.

Do you have a favourite brand? It could be anything from a clothing brand to an appliance brand. How does that brand communicate with you? What type of language does it use to make you feel engaged? What is the tone of its message—friendly, approachable, trustworthy or authoritative? Why do you like it?

The way a brand communicates and the tone it uses has a huge impact on its success and the demographic it attracts. How do you want yours to sound to your customers?

3. **Don't stray from your brand identity.** Your brand **identity**, which is more than just a logo, is the cornerstone to any brand. Your brand identity is the visual 'snapshot' of your brand. It is what is most often used to represent your brand and is nearly always present in any visual brand experience.

It is imperative that your brand identity is used both consistently and constantly. Big brands spend extensive dollars developing their brand identity and the guidelines for its use. Why? Because they understand the value of their brand identity and how it impacts on brand experiences. Big brands understand the potential damage that could be caused if a brand identity is used incorrectly.

Think about this...

Two men walk into a city high-rise office block (no it's not the start of a bad joke) to attend interviews for the same position as a Financial Controller for a successful multinational firm. Both men have the same education and qualifications. Both men have the same attitude to their work, the same morals and ethics, but there is one difference.

The first man, from the ground up, looks the part. He has Italian leather shoes, a nicely pressed suit, a Windsor-knotted tie sitting perfectly against his crisp white shirt. His hair has just been cut and he stands confidently and politely.

The second man, from the ground up, looks somewhat tainted. He has scuffed shoes, his suit is not pressed and is missing a couple of buttons. His hair is scruffy and his posture ...well.

On face value, who would you say is the better candidate and more likely to win the job? Prejudice aside, most would say the man who is neat, well presented, and looks to fit into the environment would win hands down. Agree?

Brand identities are no different. A brand identity that is neat, looked after, and presented in the right brand experience will undoubtedly perform better and have a greater chance of success than one that is scrappy, disjointed, and somewhat neglected.

4. **Campaigns should stand out.** We are not saying that every single brand experience, for the rest of your brand's life, should look exactly the same, tell exactly the same message, and target exactly the same thing. There is a difference between consistency and monotony.

Ideally, there should always be structure around where and how you apply your brand identity and which typefaces are associated with your brand identity. This level of consistency enhances recall in the customer's mind.

Once this structure is established, consider exploring brand extensions to generate interest and action. By brand extensions we mean varying uses of imagery, sounds, textures, and so on. Generally, campaigns are used to achieve a specific goal, objective or call to action. For campaigns, you may need just a little something different or extra to make it stand out—with continual respect to your brand identity and its guidelines.

5. **Use brand experiences that you know appeal to your target audience.** With time and feedback you will discover what brand experiences work well with your different target audiences. We regularly work with clients to identify and track:
 - the type of brand experience that was implemented
 - the purchase cycle stage in which it was implemented—pre-purchase, purchase or post-purchase
 - the costs to develop and implement the brand experience, including quantity efficiencies
 - your target audience response and sale conversion rate.

Capturing such data may sound tedious, even excruciating to some, but data and insights are vital for finding out if your brand experiences are working and calculating your return on investment.