



I N T A N D E M
M A R K E T I N G

Building a Formidable Brand

2020

AGENDA

- Discuss the importance of **Brand** for businesses of all sizes, especially regarding how a brand responds to social issues
- How brand strategy drives **employee experience**
- How to build a **formidable** brand strategy

A BRAND REPRESENTS THE SUM OF CONSUMER PERCEPTION: CUSTOMER EXPERIENCE, REPUTATION, PROMISE, ADVERTISING AND VISUAL IDENTITY. TOGETHER, ALL OF THESE PARTS COMMUNICATE THE STORY OF A BUSINESS. IF EACH ELEMENT IS STRONG, THE BRAND WILL THRIVE.

Your Brand \neq Your Logo



THE ARCHITECTURE OF THE BRAND

The brand strategy represents the core ideals and personality of the brand. What does it stand for? Why does it exist? What value does it bring to its consumers? These traits drive brand perception both externally and internally. The sum of those perceptions make up the Brand Identity.

ENSURING COMMUNICATIONS ALWAYS ALIGN WITH THE BRAND

- During times of crisis or social movements, brands may be reluctant to respond or act due to fear of responding the wrong way
- If you have built a solid foundation for your brand, you can confidently respond or act during these times (even if that means not acting), as long as it is in complete alignment with your brand, your core values and your brand mission



**THE INTERNAL SIDE OF
THE BRAND**



← **Logo is Just One Piece of the Puzzle**

THE IMPORTANCE OF A STRONG INTERNAL BRAND IDENTITY

- **Corporate Culture:** How is your brand reflected in the way that you treat employees and the culture that you curate?
- **Talent Management:** How do you attract, manage and retain the right people that are a good fit with the brand?
- **Office Environment:** How does the environment of the office align with the identity of the brand?

Notable Internal Brands

Google

***Quicken
Loans[®]***



SUBARU[®]



Notable ReBranding Efforts

 **ERNST & YOUNG**




EY

PRICEWATERHOUSECOOPERS 



pwc 

**Deloitte
& Touche**



D. 



**BUILDING YOUR
BRAND**

Competitive Analysis

Y axis



X axis

X axis

Y axis

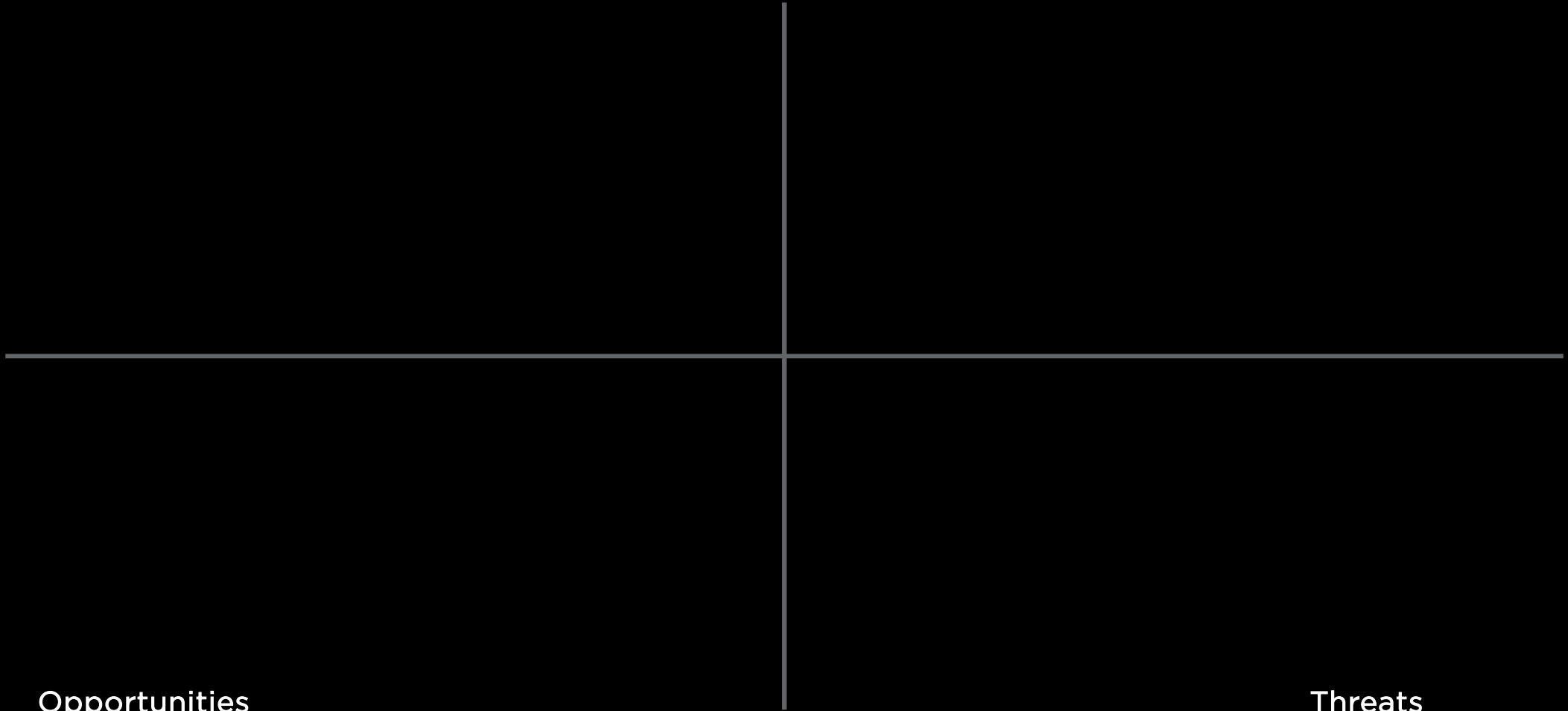
SWOT

Strengths

Weaknesses

Opportunities

Threats



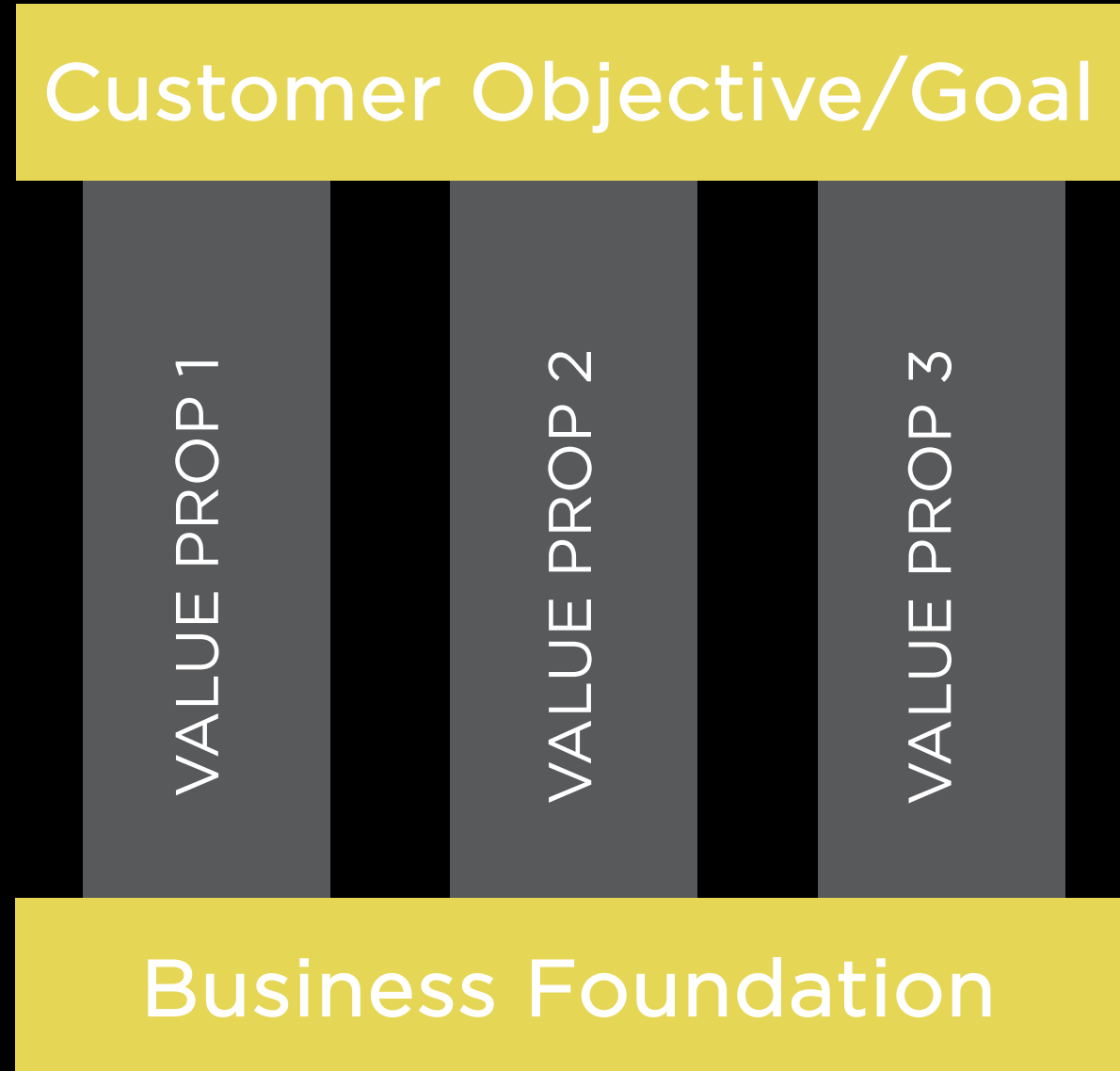
Value Proposition: 3 Pillars

Overview:

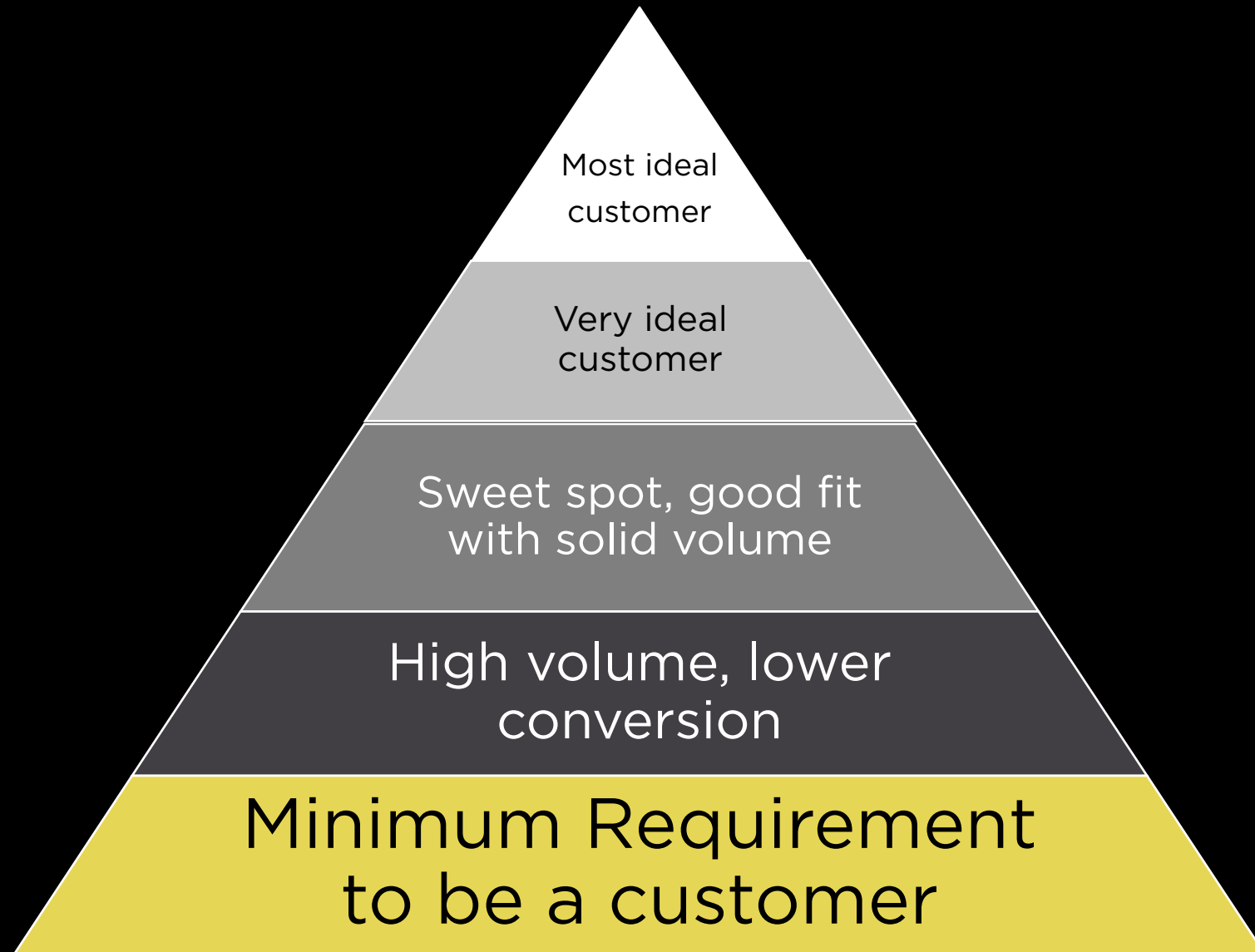
Upper Plank: What problem are we solving, or what objective is our customer seeking to accomplish

Pillars: Value propositions/core values

Lower Plank: The foundation of the business situation



Target Customer Pyramid



Brand Architecture

Vision:

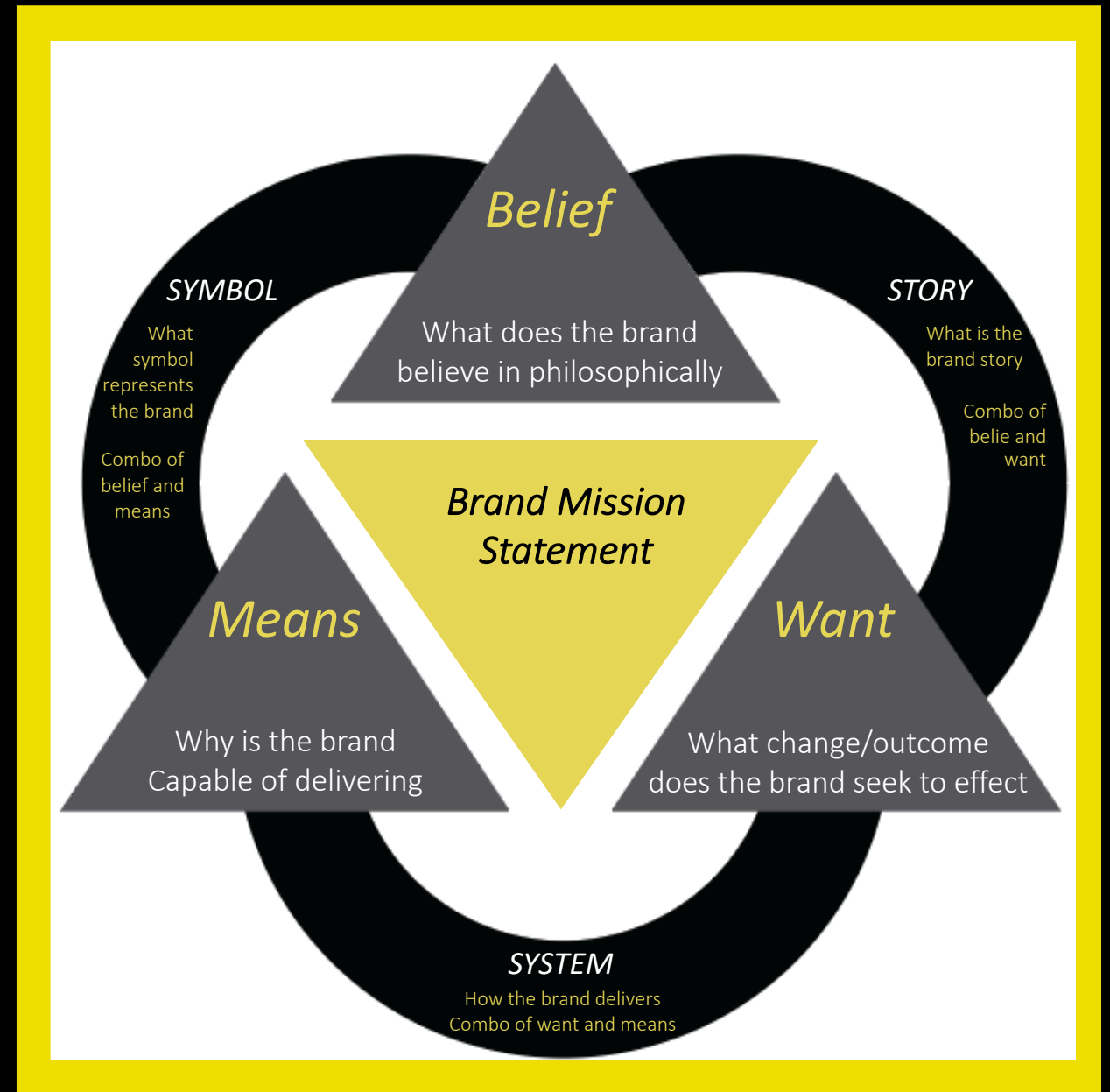
- big, bold, philosophically driven statement about what the brand ultimately wants to see occur in the future on a macro level

Mission Statement:

- How does the brand accomplish, contribute to the vision

Core Brand Elements:

- **BELIEF:** What does the brand believe philosophically
- **WANT:** What change or outcome does the brand want to affect
- **MEANS:** Why is the brand capable to deliver on the mission
- **STORY:** What is the brand story
- **SYMBOL:** What symbol represents the brand
- **SYSTEM:** How will the brand deliver, what is the system



**THANK
YOU**

