NED COTEN

Brand focus.

Eight questions that get to the essence of a brand: what it stands for, who it is for, and why anyone should care.

What makes us different?

One of the most pressing questions being asked about companies today is what distinguishes them from their competitors in an uncertain economic environment.

- What is our reason for being?
- Why do we exist?
- What do we hope to achieve in the future?

Brand focus provides the stimulus to help identify the essence of your company and determine its overall vision.

Consumer expectations.

1

Consumer insight

When developing and launching a new product, the consumer insight is needed to get the market positioning right. It is all about what your target consumers are saying and thinking, and what truly matters to them.

With this in mind, we can create a product that fully delivers the highlighted benefit in a believable way.

What is it about your brand or product that triggers an emotional response?

2

Consumer take-out

The consumer take-out focuses on how the consumer perceives your brand. Ultimately, we want to achieve a positive emotional response from all consumers.

Consider how your target consumer feels and thinks after interacting with your brand or product.

What your brand stands for.

3

Values

Values reflect your principles or standards of behaviour, and show what you believe to be important in life.

4

Assets

Assets are the useful qualities that your brand or product can bring to the table.

5

Personality

The personality of a brand can produce both emotional and functional connections.

If your brand was a person, what characteristics would they have?

Thought starters.

Words to get you thinking about your brand's values, assets and personality.

Honest
Diversity
Effective
Efficient
Aspirational
Responsive
Passionate
Pragmatic
Progressive
Simplicity
Quality
Convenience
Experience
Culture
Process
Partnership
Ownership
Innovation
Knowledge
Heritage
Easy to use
Approachable
Down to earth
Fun
Playful
Transparent
Knowledgeable
Proud
Aggressive
Positive
Spontaneous
Bold
Passive
Genuine
Trustworthy
Imaginative

Brand proposition.

Your brand proposition should convey a message that is:

1

Aligned with the brand's values.

2

Clear, engaging, unique and relevant to your target market.

3

A positive solution to the needs and wants of the consumer.

4

Able to enhance current customers' perception of the brand.

5

Supported within your business, internally and externally.

6

Consistent across all media.

What your product delivers.

6

Functional benefits

Identifiable and often tangible product features.

7

Emotional benefits

How the customer feels when they use your brand or product. Often linked to self-expression.

8

Attributes

The physical or tangible qualities your product has to offer.

Example:
bottled water.

1

Proposition

Assists my full-on life.

2

Functional benefits

Good for you, portable, convenient, natural, confident, trust.

3

Emotional benefits

Feel good, looking after myself.

4

Attributes

Pure spring water, range of flavours, on-the-go bottle, sipper top, clear bottle, squeezable, three sizes.

Brand essence.

Think of the brand essence as the heart and soul of a product. It is an expression of the emotional connection and lasting impression it makes on everyone it touches.

It characterises what a brand stands for in the minds of consumers, and is usually summed up in one simple statement or phrase.

Once it is determined, it should provide motivation and inspiration for how your brand is communicated, marketed and supported.

Brand essence
in one phrase.

NIKE

Authentic athletic performance

DISNEY

Fun family entertainment

WEIGHT WATCHERS

Healthy living

Brand focus
on one page.

1

Consumer take-out

What the consumer thinks and feels after using your product.

2

Consumer insight

What is your consumer coming to you for?

3

Assets

Useful brand qualities.

4

Personality

Your brand characteristics.

5

Values

Your standards and principles.

6

Proposition

Your brand promise.

7

Benefits

Functional and emotional.

8

Attributes

What your product has to offer.

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Seek to be a person of Value.

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