



# BRAND STRATEGY & MARKETING IMPLEMENTATION WORKSHOP

By Denise Mei

[www.MeiDesign.com](http://www.MeiDesign.com)



# About me

- Award-winning Creative Director
- 20+ years managing visual and content creation teams
- Global brand clients
- 5<sup>th</sup> year teaching and mentoring in the CVS ELS Program.





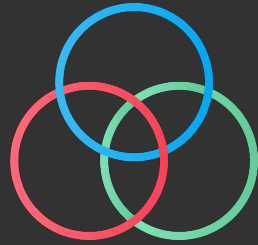
# **Difference between Branding and Marketing**

**Branding is establishing a unique identity for your business that helps it stand out from its competitors.**

**Marketing is what you do to build brand awareness.**



# Branding Strategy



Purpose



Messaging



Visual Identity



Brand Guidelines

## Exercise 1

# Brand Purpose

### Why does your brand exist?

Think about the different aspects of your brand, who you cater to, and what problem your brand aims to solve. This is your purpose.

# Casper

**Example:** We believe sleep is the superpower that charges everything people do.

## Exercise 2

# Brand Vision

**What future do you want to help create? What does the future look like?**

# Casper

**Example:** We're here to awaken the potential of a well-rested world

### Exercise 3

## Brand Promise

What are you here to do? How do you create that future?

# Casper

**Example:** We're setting a new standard in sleep innovation.



## Exercise 4

# Brand Values

**How will you conduct yourself in support and pursuit of your brand purpose, vision and promise? Indicate as many as you like but 3-5 is a healthy start.**



1. We satisfy and delight our customers
2. We promote team member growth and happiness
3. We care about our communities and the environment
4. We practice win-win partnerships with our suppliers

## Exercise 5

# Build target personas

The brand discovery survey asks core questions about the demographics of your target audience. Use these replies to assemble:

- Demographics: Name, Age, Gender, Location
- Business Info: Job Title, Industry, Company Size, Income
- Personal Info: Values, Frustrations, Personality, Favorite Brands, Favorite Social Media Channels, Motto



## Exercise 6

# Brand messaging

Articulate your value prop, and brand messaging pillars to help tell a consistent brand story.

Write a value proposition?

Brand messaging Pillars (write 3 each with 3 supporting points)

## Exercise 7

# Brand voice

It is important to identify your brand voice in order to humanize your brand and communicate consistently through all content

1. When people interact with your brand, how do you want them to feel?
2. What adjectives would you use to describe your brand?
3. What does our competition sound like?
4. What is another brand with a voice you love?
5. If your brand were a celebrity who would they be?
6. Who do you NOT want to be/What do you want to avoid?

# Brand Tone & Voice

Brand Voice represents your brand's unique perspective and the values you stand for. In other words, this is your brand's overall personality.

Your tone of voice refers to how your brand communicates with your audience, which can include word choice, communication style, and emotional tone.

This means your tone of voice can change somewhat based on what's most appropriate for the situation.

**For a better future.**  
**We want to provide you with the freedom to move in a personal, sustainable and safe way.**

<b>Personal</b> With new models of car ownership and attractive services whenever and wherever you need, we aim to make your life less complicated.	<b>Sustainable</b> To help protect the world we share, we must do more than merely electrify our cars. We're committed to rethinking sustainability in our operations, in our cars and in society.	<b>Safe</b> We make cars for people who care about other people. So when it comes to safety, we think just as much about your surroundings as we do about you and your passengers.
--	---	---



## Exercise 8

# Brand Visual Identity

Your visual identity is just as important as your written identity some would say even more. Most people are visual learners so it is crucial that your business ensure consistent design across all brand visuals so everything looks cohesive and professional.

- Logo
- Brand colors
- Typography
- Graphics

Make sure the above reflects your purpose and values and resonates with your audience.

# Marketing Implementation



Mission Statement



Analyze Competitors



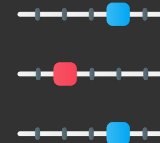
Market Positioning



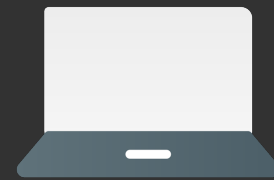
SWOT Analysis



Marketing Channels



Goals & Measuring  
Success



Marketing Strategy