

BRAND FOUNDATION

# **WHEN TO START BRANDING**

**“If you don’t give the market the story to talk about, they’ll define your brand’s story for you.”**

David Brier



## Notes:

## Reasons To Start The Branding or Rebranding Process

- ☐ Launching a New Company or a New Product
- ☐ Changed Your Business Name
- ☐ Redesigning Your Brand's Visual Identity
- ☐ Merged With Another Company
- ☐ Need to Create an Integrated Brand Architecture
- ☐ The Name No Longer Supports Your Brand Vision
- ☐ Look the Same as The Competition
- ☐ Your Brand Has Lost Focus and is Confusing
- ☐ Your Business Model Has Changed
- ☐ Have Outgrown Your Brand
- ☐ Need to Disassociate From a Negative Image
- ☐ Struggle to Raise Prices
- ☐ Want to Connect With a New Audience
- ☐ Not Attracting Top Talent For Your Team

### Notes:

## 1 Your Brand Name Does Not Support your Brand Vision

If your business has been around for several years, chances are your business has changed over time.

But your name is a foundation element of the entire brand. It is displayed front and center and appears across all the consumer touchpoints.

## 2 Your Brand Looks the Same as the Competition

Successful brands are the ones that have carved out their niche in the marketplace.

You will discover how to find the weaknesses of a competitor, and then how to position your brand as the better option, and capture the attention of the consumer.

## Your Brand Has Lost Focus and is Confusing

As your business grows it becomes more and more difficult to keep the brand focused.

As you add new products or services your parent brand can become weakened if you don't have a proper brand architecture or hierarchy in place.

Or, if your brand has been mismanaged and not implemented with consistency across your touchpoints, it will become confusing and disconnected to the consumer.

By developing a brand strategy, you have the opportunity to build your brand from the ground up, and develop a solid architecture that allows any future sub-brands or products to fit seamlessly into your parent brand and pull value from its equity.

## 4 Your Business Model Has Changed.

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And before they know it, they end up in a completely different place than the one they started in.

If your original brand's purpose, which is the reason why you exist, no longer points you in the direction of your goals, it's time to develop a strategy for future growth.

If how your brand is presented does not match with how you do business, your brand will be perceived as misaligned.

## 5 Your Business Has Outgrown Your Brand.

Outgrowing your brand is not necessarily a bad thing.

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Perhaps recent success has forced your business to realize that you need a better foundation for future growth.

It may also indicate that your original brand was not as strong as it needed to be to support your business.

Either way, a rebrand provides your business the opportunity to build that foundation properly.

If you stick with me throughout this training, I promise I will show you the exact steps, and provide you with all the tools you need to effectively develop a brand strategy that is flexible and capable of scaling with your business as it grows.

### Notes:

## 6

In today's world of social media and constant exposure, there is no place to hide.

Your business, your brand, and everything that your employees say and do are in the spotlight and under the microscope of the consumer.

Therefore your business may find itself in a situation someday that needs to be rectified swiftly and delicately.

Performing an audit of all your brand touchpoints will provide important insights on where the negative perceptions lie.

Based on how extreme these negative connotations are, a rebrand may be the most effective solution to help you distance your business from the unfortunate situation.

## 7

A properly set up brand strategy is a company's most valuable asset because it creates exponential brand equity.

As your brand's equity increases, so does the perceived value of your brand.

If consumers perceives your brand as more valuable than the competition, then they are willing to pay a premium price for your products or services.

If your business is unable to successfully raise their prices, then chances are your current brand strategy is not producing brand equity, and therefore is in need of help.

## 8

If your brand is producing great results, chances are you have already defined your audience and are successfully targeting them.

After all, brand success is built on consumer loyalty.

So what happens when you introduce a new product or service that is intended for an audience outside of your current demographic?

If you try to communicate the same brand message with this new consumer, through the same marketing channels, your efforts will not engage with the new audience.

In this situation, the best options are to either complete a rebrand where the new product or service is introduced to the new audience and alter the brand messaging and visual identity to reflect the new offering.

Or create a new sub-brand to your brand architecture, so the new audience can be targeted through the same marketing campaigns, while benefiting from the equity of your parent brand.

Either way, a rebrand allows your business to redefine yourself with the goal of reaching these new and untapped audiences.

## 9

A powerful brand begins with the organization.

The best talent wants to align themselves with companies that have common values to their own.

They need to feel a sense of purpose. They are motivated and inspired by brands that make an impact.

If your business is discovering that your team lacks motivation, is not engaged, and isn't actively upholding the values and vision of the brand, then it may be time for a rebrand.

By repositioning your business as an industry leader, it will not only connect with the consumer on an emotional level, but also your team.

After all, your team will be your first loyal brand advocates.

## Brand Strategy Assessment

Use this Brand Strategy Assessment to determine the current health of your brand.

### Instructions

1. Choose the best response for each question.
2. Keep track of your points as you go.
3. Tally up your total at the end to determine the health of the brand.

	1 POINT	2 POINTS	3 POINTS	YOUR POINTS
1. How effectively do your customers comprehend the unique aspects of your brand?	Customers don't recognize our uniqueness.	Some customers recognize our uniqueness.	Most customers recognize our uniqueness.	
2. If you track brand metrics (awareness, favorability, etc.), how are they performing over time?	Brand metrics are declining.	Brand metrics are stable.	Brand metrics are improving.	
3. How confident are you that your marketing team consistently applies the brand strategy in their work?	Marketing team lacks consistency in applying strategy.	Marketing team is moderately consistent in applying strategy.	Marketing team consistently applies strategy.	
4. How certain are you that your design team consistently implements the brand's visual identity in their projects?	Design team lacks consistency in applying visual identity.	Design team is moderately consistent in applying visual identity.	Design team consistently applies visual identity.	
5. Do customers choose your brand out of necessity or preference? Do they need any incentives?	Customers need encouragement to use the brand.	Customers use the brand without much encouragement.	Customers willingly choose the brand.	
6. How consistently does your marketing department produce on-brand content?	Marketing output lacks brand consistency.	Marketing output is moderately consistent with the brand.	Marketing output is consistently on-brand.	
7. How strategically aligned is your marketing team across various functional areas?	Marketing team lacks strategic alignment.	Marketing team is moderately aligned strategically.	Marketing team is highly aligned strategically.	
8. How well does your existing brand strategy differentiate your brand from competitors?	Brand strategy doesn't differentiate us from competitors.	Brand strategy somewhat differentiates us from competitors.	Brand strategy clearly differentiates us from competitors.	
9. How much consideration was given to the brand strategy during your organization's last website redesign?	Website redesign didn't consider brand strategy.	Website redesign partially considered brand strategy.	Website redesign fully considered brand strategy.	
10. Are there any aspects of your brand strategy that seem outdated?	Brand strategy feels outdated.	Brand strategy feels somewhat relevant.	Brand strategy feels current and relevant.	



	<b>1 POINT</b>	<b>2 POINTS</b>	<b>3 POINTS</b>	<b>YOUR POINTS</b>
11. Do you find your brand strategy helpful for guiding decision-making?	Brand strategy isn't helpful for decision-making.	Brand strategy is somewhat helpful for decision-making.	Brand strategy is highly useful for decision-making.	
12. Does your brand strategy enable flexibility and adaptability while maintaining brand consistency?	Brand strategy lacks flexibility.	Brand strategy has moderate flexibility.	Brand strategy allows for flexibility while maintaining brand integrity.	
13. How frequently is the brand strategy referenced in organizational planning.	Brand strategy is rarely used in corporate planning.	Brand strategy is sometimes used in corporate planning.	Brand strategy is consistently used in corporate planning.	
14. If you asked your COO about your brand strategy, could they explain its essence without prompting?	COO can't recall brand strategy.	COO can partially recall brand strategy.	COO can accurately recall brand strategy.	
15. Could your most junior employee accurately describe your brand strategy without assistance?	Junior employee can't recall brand strategy.	Junior employee can partially recall brand strategy.	Junior employee can accurately recall brand strategy.	
16. Is your brand strategy utilized in talent recruitment across all departments?	Brand strategy not used in talent recruitment.	Brand strategy is somewhat used in talent recruitment.	Brand strategy is consistently used in talent recruitment.	
17. Is your brand considered a valuable asset contributing to your organization's intangible value?	Brand is not seen as a valuable asset.	Brand is seen as a moderately valuable asset.	Brand is seen as a highly valuable asset.	
18. When comparing your brand strategy to your organization's culture, do they feel authentically connected?	Brand strategy and organizational culture feel disconnected.	Brand strategy and organizational culture feel somewhat connected.	Brand strategy and organizational culture feel authentically connected.	
19. What is your intuition telling you about the strength of your brand strategy?	Gut feeling says brand strategy is weak.	Gut feeling says brand strategy is adequate.	Gut feeling says brand strategy is strong.	
20. Does your brand strategy accurately represent your organization's core values and mission?	Brand strategy doesn't represent core values/mission.	Brand strategy somewhat represents core values/mission.	Brand strategy accurately represents core values/mission.	
21. How well does your brand strategy align with your target audience's needs, preferences, and expectations?	Poor alignment with target audience needs.	Moderate alignment with target audience needs.	Strong alignment with target audience needs.	
22. How effectively does your brand strategy guide the development of new products or services?	Ineffective guidance for new products/services.	Moderate guidance for new products/services.	Effective guidance for new products/services.	
23. Is your brand strategy responsive to market trends and customer preferences changes?	Unresponsive to market trends/customer preferences.	Moderately responsive to market trends/customer preferences.	Highly responsive to market trends/customer preferences.	

	1 POINT	2 POINTS	3 POINTS	YOUR POINTS
24. How often do you review and update your brand strategy to ensure its continued effectiveness and relevance?	Rarely review/update brand strategy.	Occasionally review/update brand strategy.	Regularly review/update brand strategy.	
25. How well does your brand strategy support your organization's long-term growth objectives?	Doesn't support long-term growth objectives.	Somewhat supports long-term growth objectives.	Strongly supports long-term growth objectives.	
26. To what extent do employees at all levels understand and embrace your brand strategy?	Limited employee understanding/embrace of strategy.	Moderate employee understanding/embrace of strategy.	High employee understanding/embrace of strategy.	
27. How effectively does your brand strategy integrate with your overall marketing and communication efforts?	Ineffective integration with marketing/communication.	Moderate integration with marketing/communication.	Effective integration with marketing/communication.	
28. How consistently is your brand strategy implemented across various customer touchpoints, such as social media, advertising, and customer service interactions?	Inconsistent implementation across touchpoints.	Moderately consistent implementation across touchpoints.	Consistent implementation across touchpoints.	
29. How do your customers perceive the authenticity of your brand's values and mission in your brand strategy?	Customers perceive low authenticity of values/mission.	Customers perceive moderate authenticity of values/mission.	Customers perceive high authenticity of values/mission.	
30. Does your brand strategy encourage innovation and creativity within your organization?	brand strategy does not actively promote innovation or creativity.	brand strategy encourages some level of innovation and creativity.	brand strategy strongly fosters innovation and creativity.	
<b>Total Points:</b>				

## 75-90 Points

You are good to go! Your brand strategy is getting the job done.

## 55-74 Points

You are doing ok. Your brand strategy isn't hurting you. But it isn't helping you reach your full potential, either. Take a look back at your lowest scores to determine where you need to make improvements.

## 35-54 Points

You need help. It is time to think seriously about the health of your brand. You are leaving too much on the table. Do not delay. Start the rebranding process now.

## Under 35 Points

Oh no! You are in dangerous territory. Your business and brand will not survive much longer without a complete rebrand. Immediately take this opportunity to properly build the brand you deserve.





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# Let's Optimize and Accelerate Your Brand Growth Together!

To take your brand to the next level, I invite you to book a Brand Growth Strategy Call with me.

## What to Expect:

### Comprehensive Brand Evaluation:

I'll assess your current brand and business strategy.

### Tailored Solutions:

Discover how a Brand Audit can benefit, optimize, and accelerate your business growth.

### Expert Guidance:

Receive personalized advice and actionable steps to enhance your brand's performance.



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