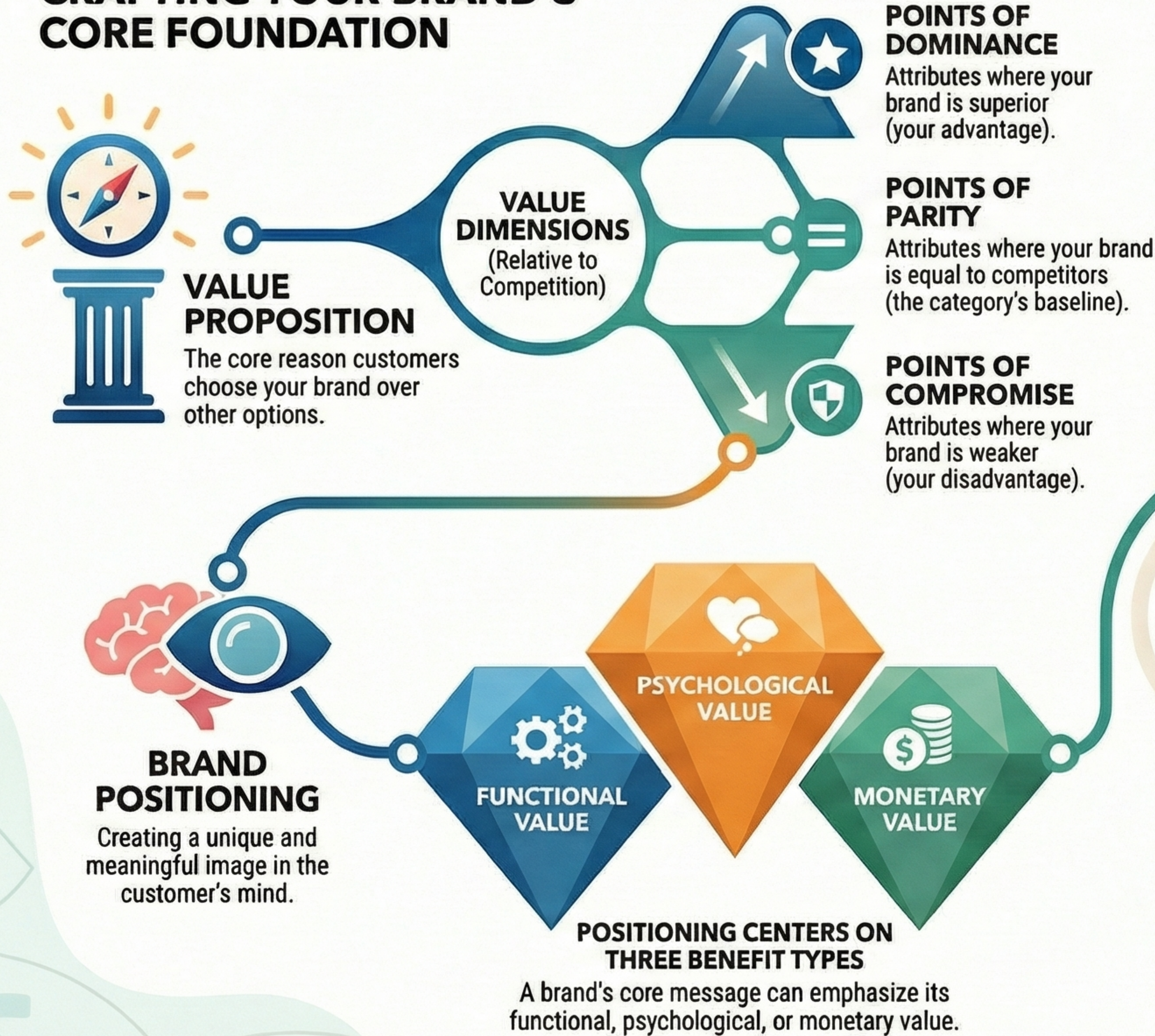


The Brand Strategy Playbook

CRAFTING YOUR BRAND'S CORE FOUNDATION



CONNECTING WITH CUSTOMER IDENTITY



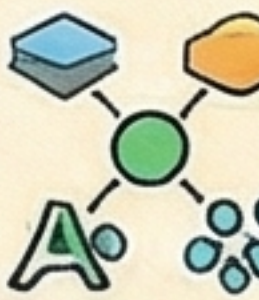
The Anatomy of a Brand: Identifiers vs. Associations

A brand's image is built upon two core elements. Brand Identifiers are the unique assets a company creates and owns, while Brand Associations are the external concepts it links to build deeper meaning.

Brand Identifiers: What You OWN



These are unique assets created and controlled by a company to identify its products.

Characteristic	Brand Identifiers	Characteristic	Brand Associations
	Unique to the brand (e.g., Nespresso logo) Uniqueness		Shared by different brands (e.g., George Clooney)
	Created specifically for branding purposes Origin		Exist independently of the brand
	Controlled by the brand owner Control		Not controlled by the brand owner
	Not inherently meaningful (meaning is acquired) Meaning		Inherently meaningful



Brand Name



Logo



Motto



Character



Soundmark



Product Design



Packaging

Brand Associations: What You LINK TO



These are existing concepts a company connects with to give its brand meaning.



Needs



Benefits



Experiences



Occasions



People



Places



Ideas



Other Brands

The Goal: A Strategic Balance



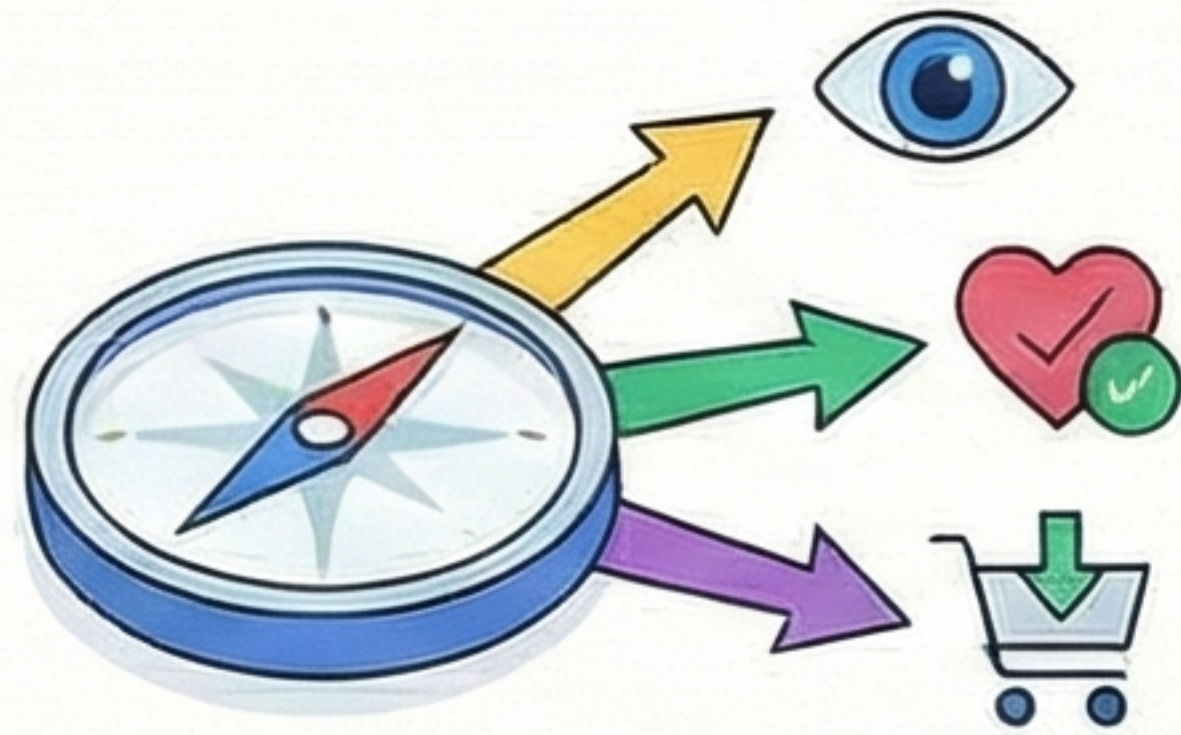
Effective branding requires a mix of unique identifiers and meaningful associations.

Mastering Brand Communication: A Strategic Playbook

Laying the Foundation: Goals & Strategy

Define Your Goal: Awareness, Preference, or Action?

Start by clarifying the primary outcome your campaign aims to achieve.

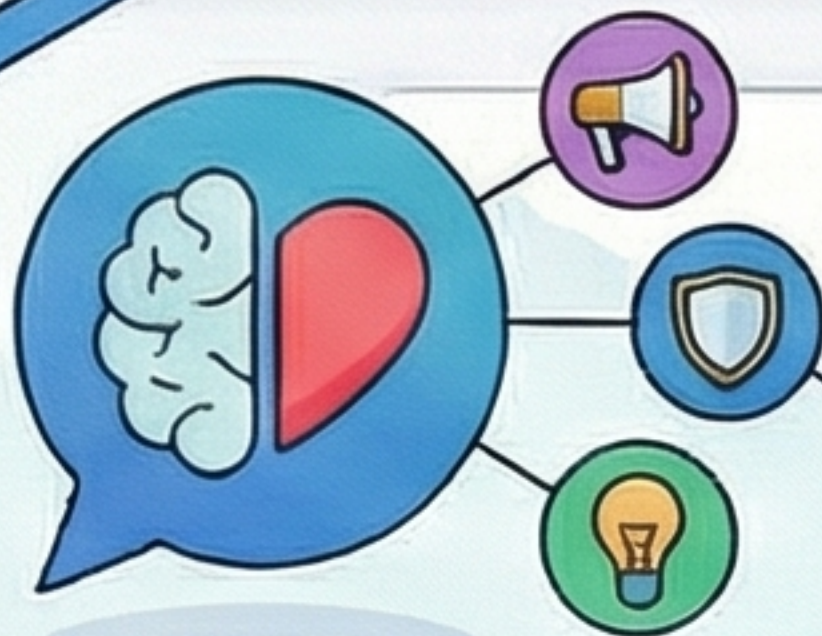


Identify Your Target Audience

Go beyond end-users to include decision-makers, influencers, and purchasers.

Craft a Consistent Message

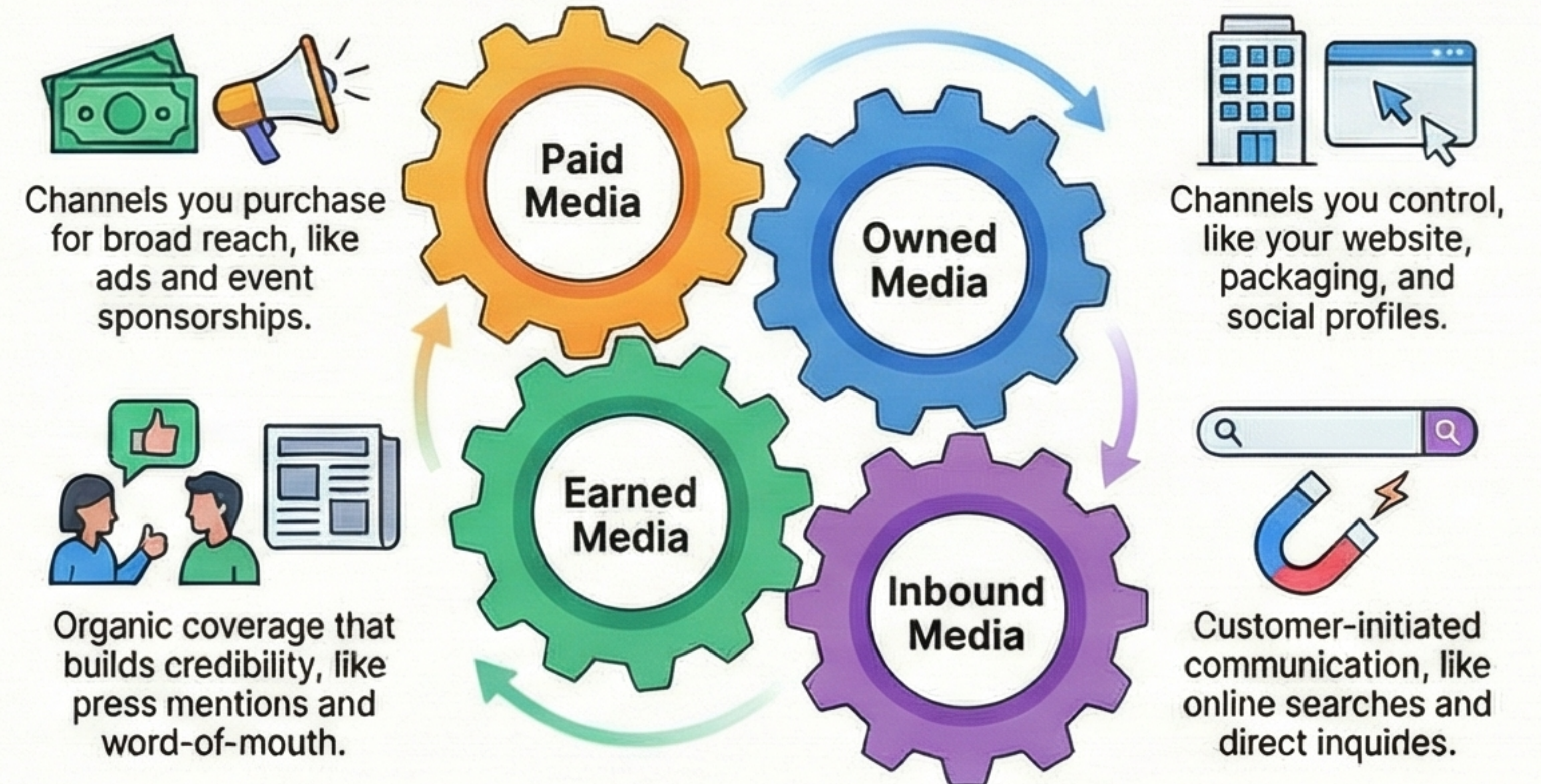
Ensure your core message aligns with your brand's positioning and value proposition.



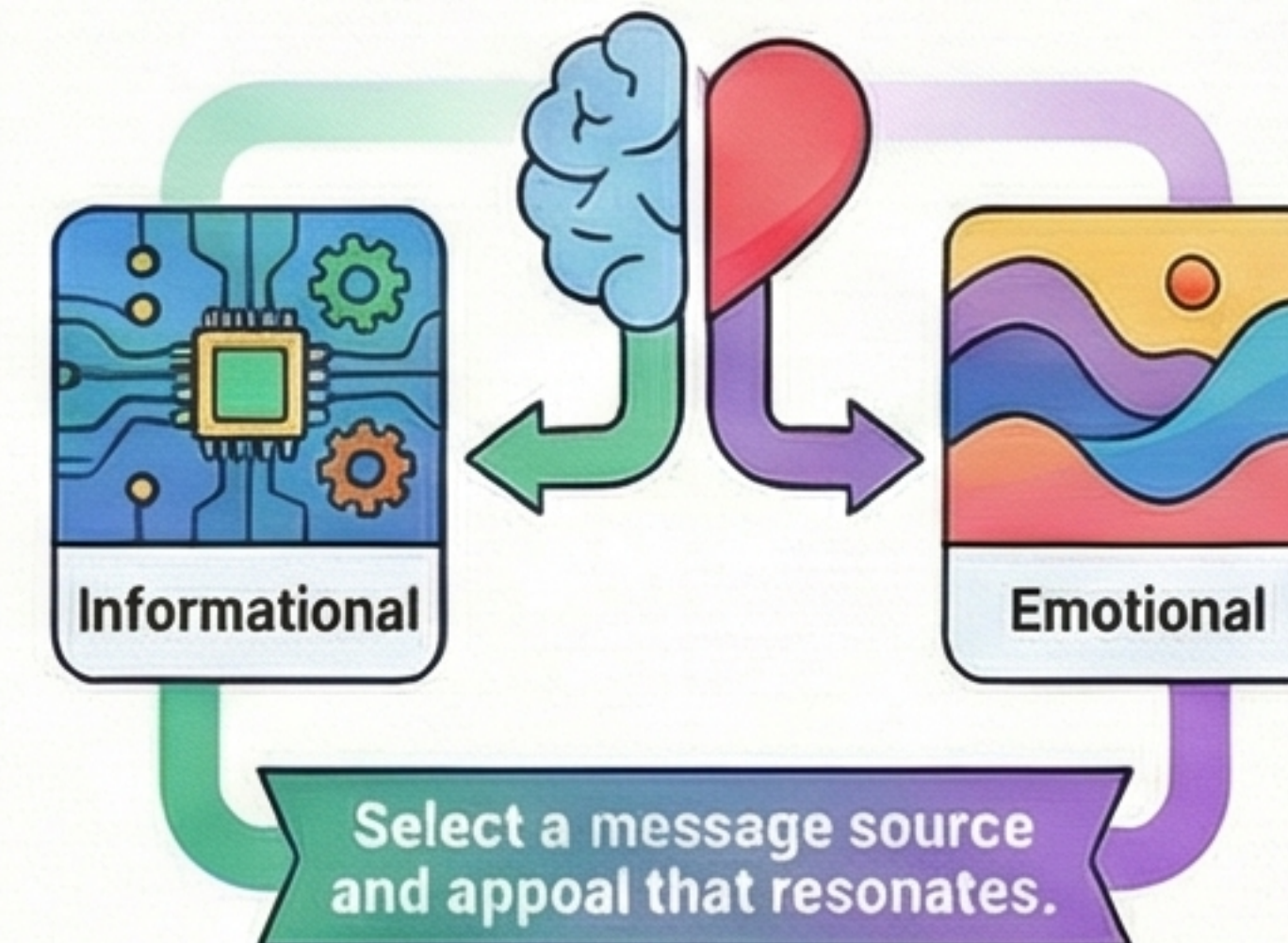
Execution & Measurement: Tactics & Control

Choose the Right Media Mix

Balance different channel types to effectively reach your audience.



Design Compelling Creative



Measure What Matters



Evaluate success by tracking changes in awareness, brand preference, and behavior.