



BRAND STRATEGY

PART 1

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The **FUTURE
FOUNDRY**

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BRAND MARKETING STRATEGY

PART 1

We perform a branding process as a means of extracting the components with which to better communicate your offering through your web presence and marketing materials. The process will provide a detailed summary of the following items:



MISSION

Your reason

- Why are you personally inspired by this business / cause?
- How does this business help you achieve your dreams?
- Why do you believe this organization must exist in the world?
- What industry problem are you solving?
- Why are you passionate about resolving the problem you see in the market?
- How is your business contributing to the well-being of people?

About your customers' why

- What emotional needs are you fulfilling for your customers?
- Are you helping them indulge in a desire?
- Are you inspiring them to reach their dreams?
- What problem does your customer have?
- How will your business help your customers play a role in contributing to the greater good?

1. The statement should be personally fulfilling for you.
2. The statement should include how it will inspire your customers.
3. Finally, it should capture how your brand will have a positive impact on the world.

Product or services you provide

Who you serve

How you are unique

What benefits you promise

VISION

Brainstorming Questions

What does the future look like 5 years from now?

- How do you feel?
- Where are you?
- How do you spend your days?
- What knowledge have you empowered your clients with?
- What is it like to work with you?
- What have you changed about the way your industry operates?
- What difference have you made in your customers' lives?
- What do/ people say about your business?
- What financial goals have you achieved?

GOALS

List 3 Main Goals for the next 5 years.

TARGET MARKET

Ideal Demographic

1. What is the desired action of you target audience?

2. What demographic groups are most likely to take the desired action?

Age Group

Gender (M, F, both)

Location (local, regional, national &/or urban, suburban, rural)

Marital/Family Status

Income Level

Education Level

Occupation

3. How do they think?

Personality types

Attitudes

Values

Interest/Hobbies

Lifestyles

Behaviors

TARGET MARKET

4. What needs, challenges, and frustrations do they have?

5. How does your idea, service, or product help your target audience?

6. What drives them to make purchasing decisions? (or donating, volunteering, sharing, etc)
What influences them to take that final step? What obstacles might be in their way?

7. What potential partners are available to access this demographic?

8. What media do they currently use?

9. How can you best reach your target audience??

10. Are you confident you picked the right target audience?

Identify your brand's archetype: What core motivations and desires do your consumers try to satisfy by using your category in general and your brand in particular, and which archetype best corresponds to this set of desires? What characteristics define this specific archetype and how can those guide your brand story?

POSITION

Offering or Service is

For (which people)

Who (what do they want)

IS- (...)

That - (Key benefit, compelling reason to buy)

We (Statement of differentiation)

What else do we know about where your brand is positioned among competitors,.

Advantages weakness ?

1: What is the desired position for the brand?

2: What is the current perceived position among consumers?

3: Is our desired brand position differentiated enough to carve out a viable market niche?

4: Can we communicate our unique brand position in a way that is understandable and compelling to our consumers?

5: How is our desired brand position similar to existing offerings in the marketplace?

6: Do we have the resources to overcome those similar brands and establish a strong position? What are they?

POSITION

7: Do we have the resources to gain and maintain the position we aspire to?

8: Do we have the discipline to stay true to our position? –What is required? Failsafe's?

9: What future integrations need to be considered if your brand is to adapt to the changes in the business.