



BRAND STRATEGY

PART 2

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The **FUTURE
FOUNDRY**

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BRAND MARKETING STRATEGY

DISCOVERY PROCESS

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:



VOICE

List possible content or options for each

Newsletter

Social Media

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Publications

Ads

Partners

Website

Other

KEY MESSAGES

The message or ideas/ feelings that you want to be spreading to potential clients.

List at least 3

- 1.
- 2.
- 3.
- 4.
- 5.

COMPETITIVE ADVANTAGE

The thing that makes your offering the first, best or only in the industry. What separates your mortgage service from the others.

VALUE PROPOSITION

Brainstorm Questions

1. Origins: Where does your brand come from, and what explicit or implicit meanings are associated with this origin that you could use to enhance the appeal of your brand?
2. Creation story: Does a compelling story arise from the expertise and care with which your brand is made, or the ingredients and components being used?
3. Can a focus on how your service works and delivers its core benefit elevate your brand?
4. Is there a highly differentiating ingredient or component of your service that can be focused on to tell a compelling story?
5. What attributes do consumers find most distinctive and appealing in your category or for your brand? And which of those can your brand credibly claim or focus on?
6. If your brand has a real or perceived weakness that acts as a barrier to access, what meaning can you associate with this weakness that would turn it into strength or benefit?
7. Scarcity and exclusivity: Can the scarcity and exclusivity of any aspect of your service story elevate your brand's appeal?
8. Who would be the most authoritative (or memorable) expert you could utilize to share your brand's story? Potential Partners?

NAME

LOGO

IMAGES

DESIGN PREFERENCES