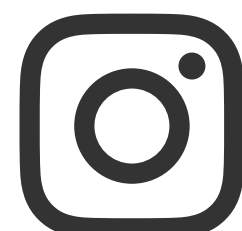


POWER UP YOUR BRAND

Brittany Pickrem
BRANDING & DESIGN



@brandingbybrittany

Welcome

*Briefly introduce yourself and your business.
Tell us what is your favourite brand is and why?*



IWK Foundation



NSCSW

NOVA SCOTIA
COLLEGE OF
SOCIAL WORKERS



NOCTURNE

art at night



DALHOUSIE
UNIVERSITY

LIONSGATE®

Housekeeping

1. It's **OK to not know** all the answers
2. Keep it **experimental, open + respectful**
3. **Ask** questions
4. **Sign-up** for slides
5. Photography + video are being taken
6. Record any '**lightbulb**' moments
7. Written or recorded testimonial

What is a

BRAND

BRAND

The way your audience
perceives you.

“A brand is literally what people say about your business when you’re *not* in the room”.

– Jeff Bezos, the world's richest man

**Your Logo is
not your Brand**

General Anatomy of a Brand



**Brand
Vision**

Who? What? Why?

Mission Statement

Vision Statement

Values

Product/Service

Customers

Competition

Unique Value

Proposition (UVP)

General Anatomy of a Brand

**Brand
Vision**

**Visual
Brand**

Who? What? Why?

Mission Statement
Vision Statement
Values
Product/Service
Customers
Competition
Unique Value
Proposition (UVP)

How you show up

Fonts
Colours
Logo
Photography
Wardrobe
Brand Style Guide

General Anatomy of a Brand

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Brand Voice

How you say it

Personality of your
words, how you say
what you say

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Where you say it

Website
Blog posts
Lead magnet
Podcast interviews
Videos
Social media posts
Webinars
Live events

**Why does your
brand *matter*?**

Competitors

*Every business has competitors,
even if it's apathy and Netflix*





Clutter

We live in an era consumed by clutter





**Your customer
can see up to
5000+ marketing
messages
every day**



**You have less
than 8 seconds
to hook the
interest of
your customer**

Confusion

Kills.

Survival rates for small & medium-sized businesses in Canada:

85% One full year

70% Two years

51% Five years

Connection

The key component to any brand

Your brand is the
most powerful tool that can
cut clutter and connect
you with ideal customers

Objectives & Overview

Five Modules

CLARITY

**The who, what, and why
of your brand**

CLARITY

**The who, what, and why
of your brand**

CONFIDENCE

**Discovering your
unique benefits**

CLARITY

**The who, what, and why
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**Writing your unique value
proposition statement**

CLARITY

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CONSISTENCY

**Brand consistency IQ
*(Investigative quiz)***

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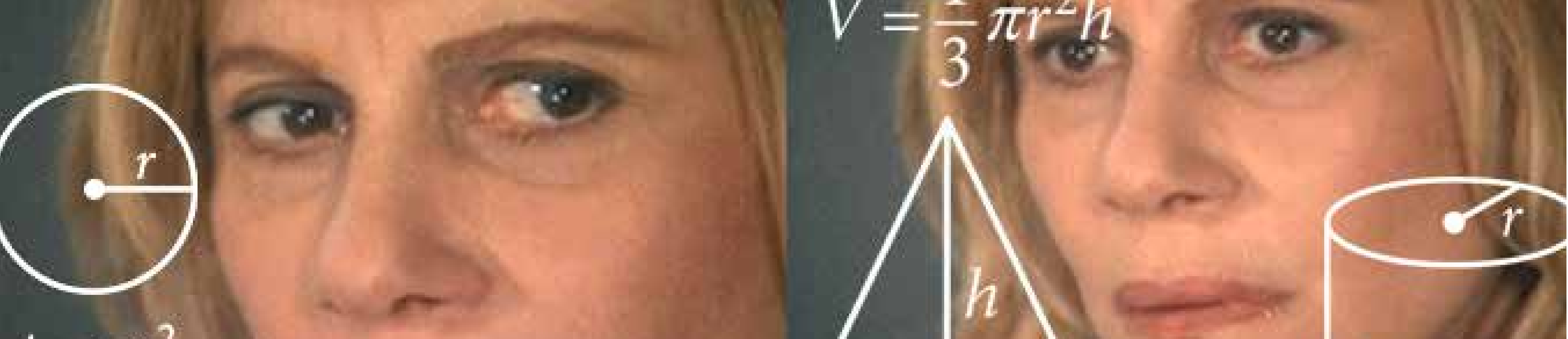
**Brand consistency IQ
*(Investigative quiz)***

CREATIVITY

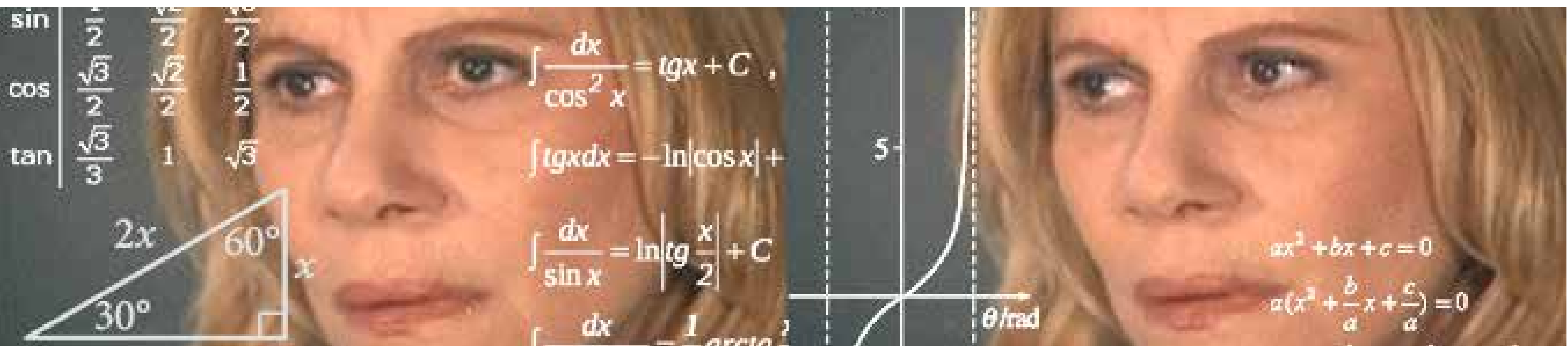
**Creative goal setting
for your brand**

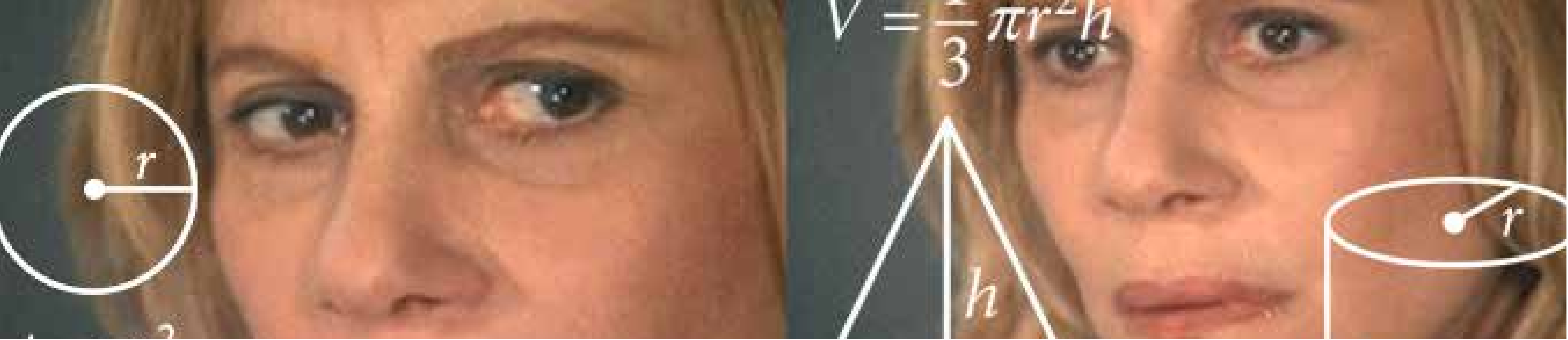
CLARITY

The who, what and why of your brand

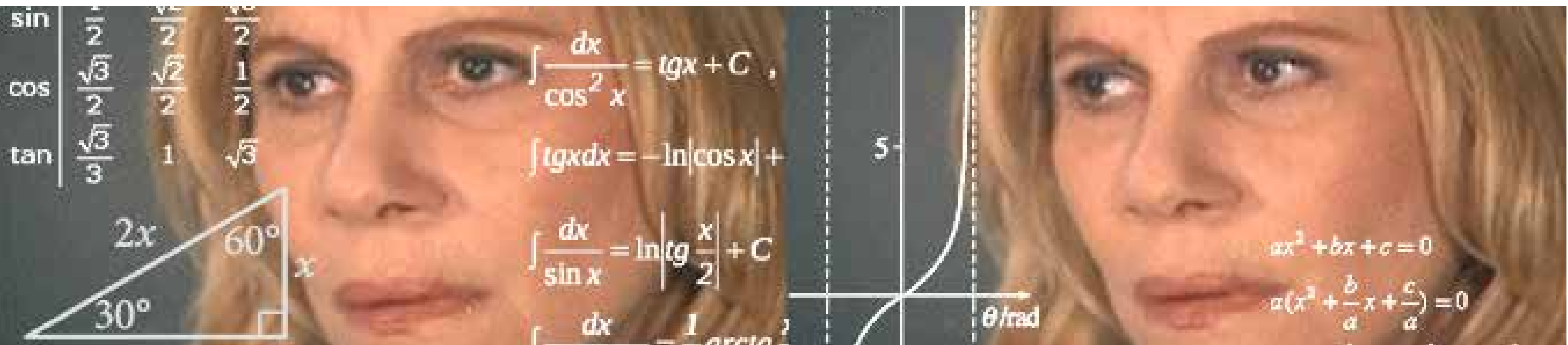


A confused mind *cannot* buy





How I feel at The Body Shop



CONFIDENCE

Discovering your unique benefits

**“In a crowded marketplace,
fitting in is a failure.**

**In a busy marketplace,
not standing out is the
same as being invisible.”**

– Seth Godin

**Clearly defined
unique benefits =**

**Less competition
+ more qualified customers**



**You want to be like this
in your industry/market**



4 common types of unique benefits

...although there are many other types!

Lowest prices

*Lower cost of goods so you can afford
to sell at a lower price*

Example: Walmart

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Example: Walmart

Product/service is uniquely better

*Quality of materials, place of origin, process,
craftsmanship, handcrafted, aesthetics, luxury*

Example: Dior

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Convenience & ease

*Saving the customer time and
making things easier*

Example: Hello Fresh

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Saving the customer time and making things easier

Example: Hello Fresh

Ownership of customer results

Perform a strategic job for their customers better than their customers can for themselves

Example: WeightWatchers

What are your unique benefits?

List all benefits of your product or service

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Example: Walmart

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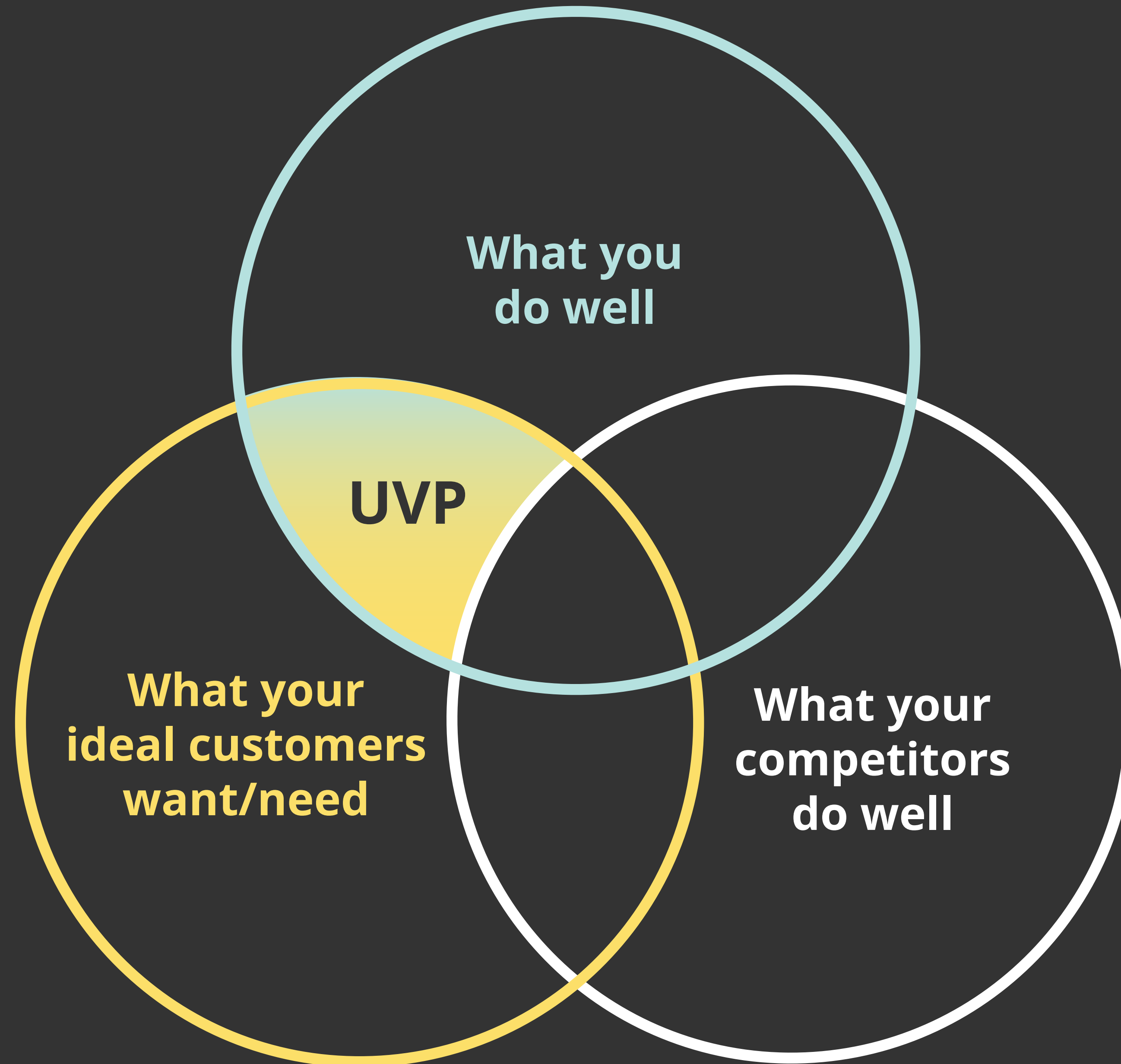
Example: WeightWatchers

CONNECTION

Writing your unique value proposition statement

“A value proposition is a positioning statement that explains what benefit you provide for who and how you do it uniquely well...”

– Michael Skok, Forbes.com



There are *many*
ways to write
a unique value
proposition

**Every value proposition
statement *must* answer
these 5 questions...**

✓ **Who is your customer?**

✓ **Who is your customer?**

✓ **What is their pain or problem?**

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- ✓ **What is their pain or problem?**
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- ✓ **How does the product or service solve/improve their pain or problem?**

- ✓ **Who is your customer?**
- ✓ **What is their pain or problem?**
- ✓ **What is the product or service?**
- ✓ **How does the product or service solve/improve their pain or problem?**
- ✓ **What unique benefits can the customer expect?**



‘A ride when you need one’

**Lyft is your friend with a car,
whenever you need one.**

Who is the customer? You!

What is their pain or problem?
Getting from point A to point B

What is the service? A drive

How does the service solve their pain/problem?
A drive whenever you need one

Unique benefits? Friendly service, on demand



‘Music for everyone’

Spotify is a digital music service that gives you access to millions of songs.

Who is the customer? **Everyone**

What is their pain or problem?
They need music

What is the service? **A digital music service**

How does the service solve their pain/problem?
Access to music

Unique benefits? **Millions of songs**



'Save money. Live better.'

Where real people go for real good stuff.

Who is the customer? Real People (everyone)

What is their pain or problem?

They need stuff to live their lives

What is the service? A provider of stuff

How does the service solve their pain/problem?

Save money so they can live their best life

Unique benefits? cheap stuff, but good stuff

What makes a
great unique
value proposition
statement?

1 – Headline

‘Invoice and Accounting Software for Small Businesses’

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‘Invoice and Accounting Software for Small Businesses’

2 – Sub-headline with unique benefits

‘The best cloud based small business accounting software.
Send invoices, track time, manage receipts, expenses,
and accept credit cards. Free 30-day trial.’

1 – Headline

‘Invoice and Accounting Software for Small Businesses’

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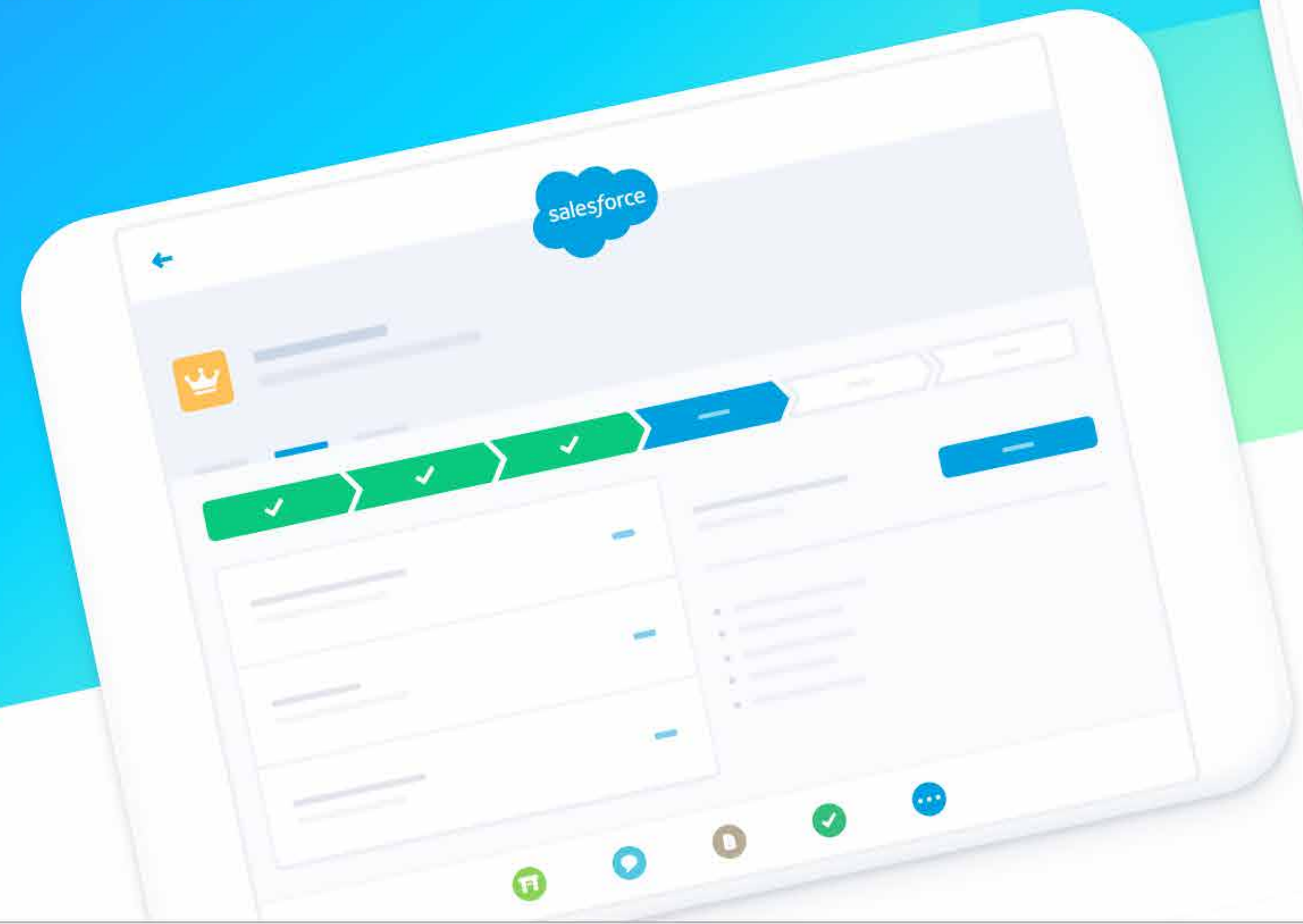
‘The best cloud based small business accounting software.
Send invoices, track time, manage receipts, expenses,
and accept credit cards. Free 30-day trial.’

3 – an image or video

NEW [Introducing Premium Support >](#)

The new standard in online payments

Stripe is the best software platform for running an internet business. We handle billions of dollars every year for forward-thinking businesses around the world.

[START NOW](#)[CONTACT SALES](#)



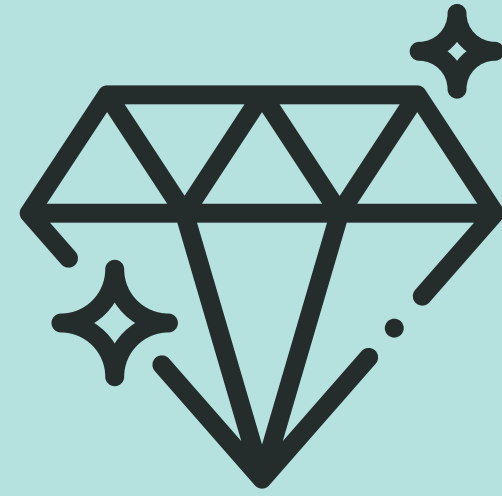
**It's clear and easy
to understand**



**It's clear and easy
to understand**



**Communicates
specific results**



**It's clear and easy
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**Communicates
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**Explains how it's
different & better**



**It's clear and easy
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**Communicates
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**Explains how it's
different & better**



**Can be read and
understood in 5 secs.**

Source: quicksprout.com

Your turn

*Write your unique value proposition statement
using the UVP template*



**It's clear and easy
to understand**



**Communicates
specific results**



**Explains how it's
different & better**



**Can be read and
understood in 5 secs.**

Source: quicksprout.com

CONSISTENCY

Investigative Quiz



**“It takes five to seven
impressions for someone
to remember a brand.”**

– entrepreneur.com

Quiz Time

How well does your brand consistency IQ score?

CREATIVITY

Creative goal setting for your brand

What is a

BRAND

BRAND

*An experience you create
for your customer.*

**“... your brand is a story,
a set of emotions and
expectations and a stand-
in for how we think and
feel about what you do”.**

– Seth Godin

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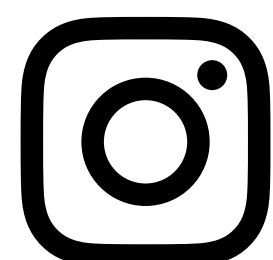
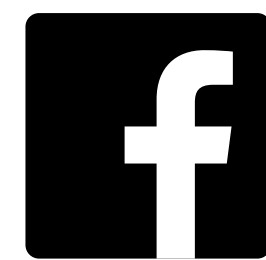
Where you say it

Website
Blog posts
Lead magnet
Podcast interviews
Videos
Social media posts
Webinars
Live events

**Want these slides?
Leave me your
email address.**

Brittany Pickren

BRANDING & DESIGN



@brandingbybrittany