

How to establish and maintain a successful brand identity

01 Be very clear on the organisation's goals, ambitions and capabilities

Discuss the following:

- What do you want to be and are you really that now?
- If you aren't that yet, how do you become that?
- If you are that, how do you get the message out to customers?



02 Understand the customer and what drives purchasing in your category and the segment you are targeting

If you don't have the time and money to actually survey customers, instead:

- talk to your sales director
- talk to the person who sells on the floor
- talk to the mechanics who deal with the customers... but get to know what the customer needs.



03 Be ruthless in assessing what you really are in this context, noting the good and the bad

You have an aspirational view of what the brand wants to achieve.

Now consider the following:

- Where are your gaps?
- What are the issues in relation to you delivering on your goals?



04 Review the market and understand who could take the customer's cash instead of you

- Understand what competitors are offering and how they are pitching their products and services.
- Find something that differentiates you and your brand - your point of difference.
- Find a spot you can own and which is going to be profitable.
- Make sure you're offering the customer something they will value.



05 Once you have found an area you want to target as a brand, create a narrative that makes sense

- Your story needs to start with the promise: What is the essence of your brand?
- Back this up with the facts behind your promise. For example, if the essence is that you are a 'stable and reliable organisation', then the facts should reveal your heritage or time in business.



06 Time for a reality check

- Once you have the story you want to take to market, you must ensure you will be able to deliver it on every level. For example, if you are positioning yourself as having the highest levels of service, are your staff trained well enough? Do your stores have the right ambience?
- You must be ruthless in evaluating whether you can deliver. It's not about making a promise, it's about living the promise.



07 Make sure operations can support delivery of the story

- Reinforce things that support your story.
- Jettison those things that don't.
- Bring in aspects that are missing.



08 It's not just about the product

Bring the brand story to life in everything you do, including:

- the product/service
- price and packaging
- your people
- your stores and distribution methods
- your communications.



09 Be in it and be present

- Treat your brand identity like a living, organic thing that must be sustained and nurtured (this is critical in the social media age because of its multiplier effect).
- Be vigilant and be in there, monitoring your own story, seeing how people respond to it, actively responding to any issues and multiplying the good things.



10 Don't try to be all things to all people

- Have a position and stand for something - be willing to accept that having a strong brand sometimes means people won't like your product.
- The most successful brands intimately understand and target a distinct audience, thus do not appeal to everyone.
- These successful brands tend to each have a group that is as equally against them, as their customers are for them. Apple is probably the best example.



If you would like support to develop and manage your brand, contact the team at JPAbusiness on 02 6360 0360 for a confidential, initial discussion.

www.jpabusiness.com.au

JPAbusiness

Advice • Valuations • Transactions