

Insights

Issue No. 4 / March 2017

By Creative Revolution

THIS MONTH'S FEATURE

THE FOUR BASIC ELEMENTS OF BRAND STRATEGY

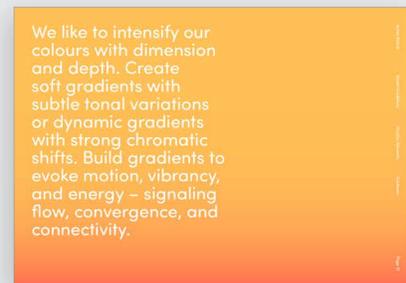
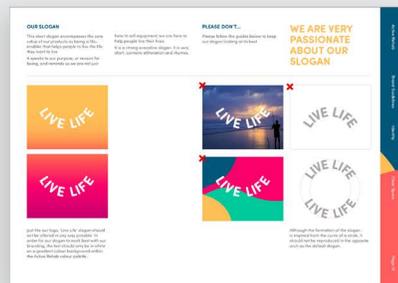
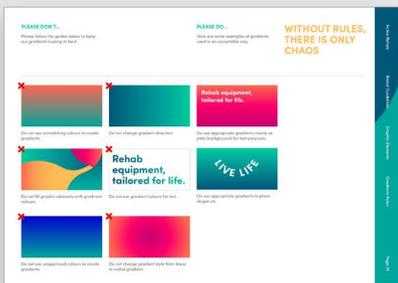
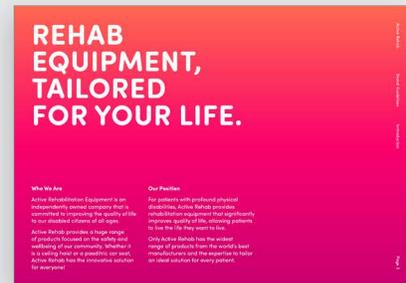
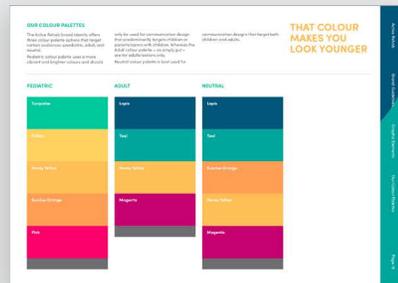
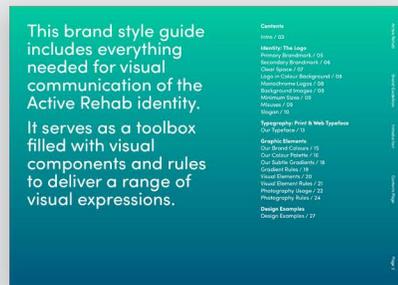
WHAT WE GOT COVERED

Brand Personality

Logo is Not a Brand

Two Become One: How Corporate Rebrand Brought Active Rehab Together

Active Rehab Case Study



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Brand Personality Types

Wouldn't it be great if there was a fun quiz you could take to uncover the hidden personality of your brand?

Branding is so much more than a logo. The true power in a brand lies in the identity of the brand, and understanding your brand personality archetype is a great way to unlock your brand's essence.

I've been reading a lot about brand personality archetypes lately. The concept of 'brand archetypes' has been developed over the years, building on Carl Jung's work on personality archetypes, and popularised in Margaret Mark and Carol Pearson's 2001 book 'The Hero and the Outlaw : Building Extraordinary Brands Through the Power of Archetypes'.

While brand archetypes are far from scientific, they are a fun and useful way to reflect on what your brand is about and how it relates to your market.

So I've had a crack at making my own brand personality quiz using Quizzr. I think it's pretty good; I'm sure it could be more in-depth but hopefully it achieves what it sets out to do. So without further ado...

Go here to
take survey



<https://goo.gl/tRFB11>

“Branding is so much more than a logo. The true power in a brand lies in the identity of the brand, and understanding your brand personality archetype is a great way to unlock your brand's essence.”



The Caregiver

Caregiver brands flourish when creating nurturing environments, providing a reliable service or care, and advocating for others.



The Everyman

Everyman brands instill a sense of safety, security, and inclusiveness. They are the boy next door, the pragmatist, the good neighbour.



The Creator

Creator brands create unique products or services and invent new solutions or means of expression.



The Explorer

Explorer brands drive trends, valuing initiative, and inspiring others to learn and grow.



The Jester

Jester brands think outside the square and discover innovative solutions, all while having a bunch of fun along the way.

The Hero

Hero brands give their all to achieve a goal. A rescuer and evangelist, they can be both the winner and the team player.





The Innocent

Innocent brands are driven by their values and beliefs. They see the positive in any situation, maintaining their faith and motivating others.



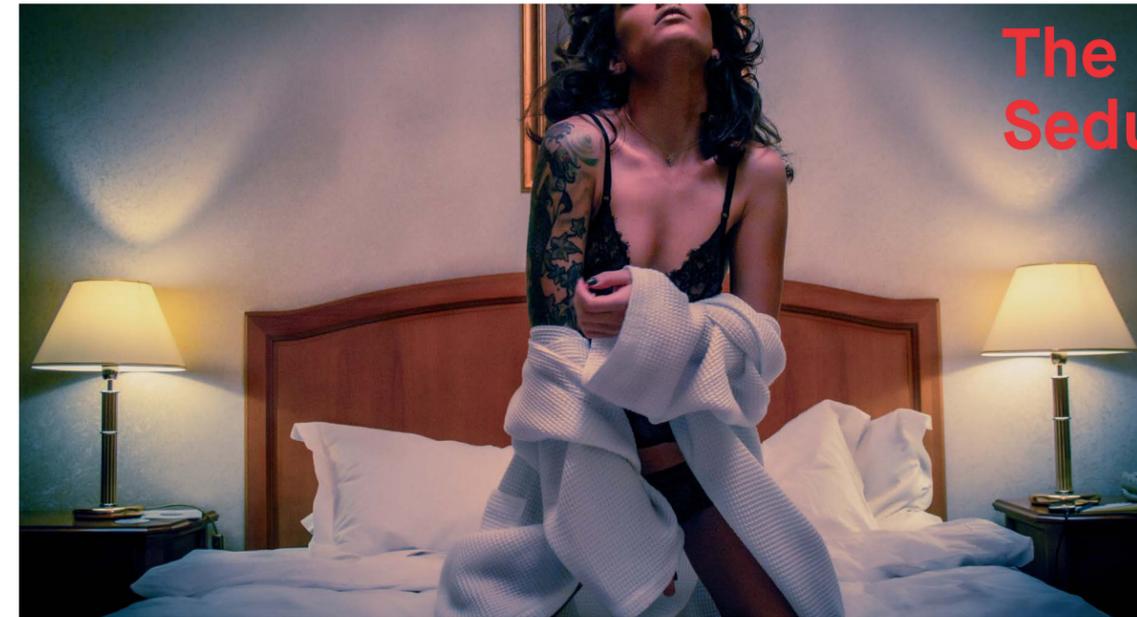
The Ruler

Ruler brands use their power to turn chaos into order and structure, and produce positive solutions for everyone.



The Magician

Magician brands spark change, transform problems into opportunities, and create surprising solutions that benefit everyone.



The Seducer

Seducer brands evoke emotion and create relationships. They build partnerships, improve quality of life, and find harmony.



The Rebel

Rebel brands create revolutionary products and services, driving change or providing a dissenting voice in debates.

The Sage

Sage brands are the true experts, providing useful information and deep knowledge wherever they focus their intellect.





2016



BENDIGO
BUSINESS
EXCELLENCE
AWARDS

Excellence in
Strategy for Online
Presence in Bendigo

WINNER

Creative Revolution

Creative Revolution, Winner 2016
Excellence in Strategy for
Online Presence in Bendigo

EDITORIAL PIECE BY CHÉ STEVENSON

A Logo is Not a Brand

Hands up who spends their weekend highlighting sections of communications textbooks or flicking through the latest copy of Marketing Geek Weekly*? Nope. Me either. So you – like many others – might be a little bit less than clear about logos, brands and the difference between the two. Join us as we attempt to explain in clear and simple language what a brand is, what a logo is and why you need both to work for your business.

*not a real magazine, but it should be

What is a Logo?

Simply put, a logo is a unique design or symbol that represents an organisation. Savvy businesses use the same design across all of their communications, from email signatures to letterheads, advertising and everything in between. Logos enable companies to be easily identified, and the best ones become universally recognised shorthand for their brand – the “golden arches” spring to mind.

Logos incorporate an easily recognisable design element, often including a name, symbol and specific colours. They are an important part of your brand, because not only are they required to make the right first impression, they also provide a shortcut to the emotions that connect people with your business. In short, they offer a quick visual representation of your brand’s message and position.



What makes a great logo?

Here’s where things get tricky. A well designed logo is more than just a pretty graphic paired with a fancy font. Great logos surpass the nuts and bolts of their design to evoke some sort of memory or emotion within the viewer, a feeling that captures their relationship with the brand. A truly great logo communicates a brand – and everything it represents – at just a glance.

Effective logos are always the result of strong conceptual development, and they aren’t something you can throw a fiver at on Fiverr to get a great result. To really make your logo sing, the ideals that make your business unique need to be understood by the designer and moulded into a visual signature that perfectly represents your brand.

Which bring us to our next question...



TOMMY HILFIGER



What is a Brand?

A logo is not a brand. It's part of your branding, sure, but a brand is so much more. A brand incorporates every interaction with consumers and every marketing practice that differentiates your business, product or service from another. These include the visual design, marketing, communications and messaging which make up every experience that people have with your business.

If that sounds like a mouthful, what it all boils down to is that your brand distills the nature of the experiences that consumers have when they come in contact with your business, whether that takes place through a product or service online, offline or in person. Ultimately, your brand encompasses your business at every level, from high-level corporate mission statements to minor personal interactions.



What Makes a Great Brand?

We've already talked about the need for distinctive and memorable logos, but what makes a brand great? A great brand perfectly captures the emotions that people experience when they interact with your company, whilst also representing what your business believes in, what makes them unique and what they are striving to accomplish.

A brand is your company's personality, and truly great brands exude a charisma and magnetism that engages people. A logo without a brand is a glorified name-tag; ineffective without an accompanying strategy to communicate your passion and expertise. The best results are found when both combine to reach your audience, communicate your message and cut through the noise.

The upshot is that your brand is more than just a logo. And your logo is worth a lot more than the five dollars you could pay some faceless amateur on the internet to design it. The best results come from working with professionals who understand the underlying mechanics of communication and the individual nuances of your business.



“A brand incorporates every interaction with consumers and every marketing practice that differentiates your business, product or service from another. These include the visual design, marketing, communications and messaging which make up every experience that people have with your business.”

ARTICLE PIECE

Our Top Re-Brands of 2016

WHAT DO YOU MEAN
BY 'RE-BRANDING'?

Re-branding is a brand makeover. It happens when a business decides that their image needs an overhaul, resulting in the development of an entirely new look and feel for an already established company or product. Re-branding seeks to influence consumer perception by revitalising the brand, in order to make it more contemporary and more suited to the customer's needs.

Re-branding is hugely risky, particularly for brands that are already well-established or well-loved. Last year, several large companies took the plunge and overhauled their image, and we've listed five of the biggest. Join us as we pass verdict: who failed, who succeeded and who shouldn't have even bothered?

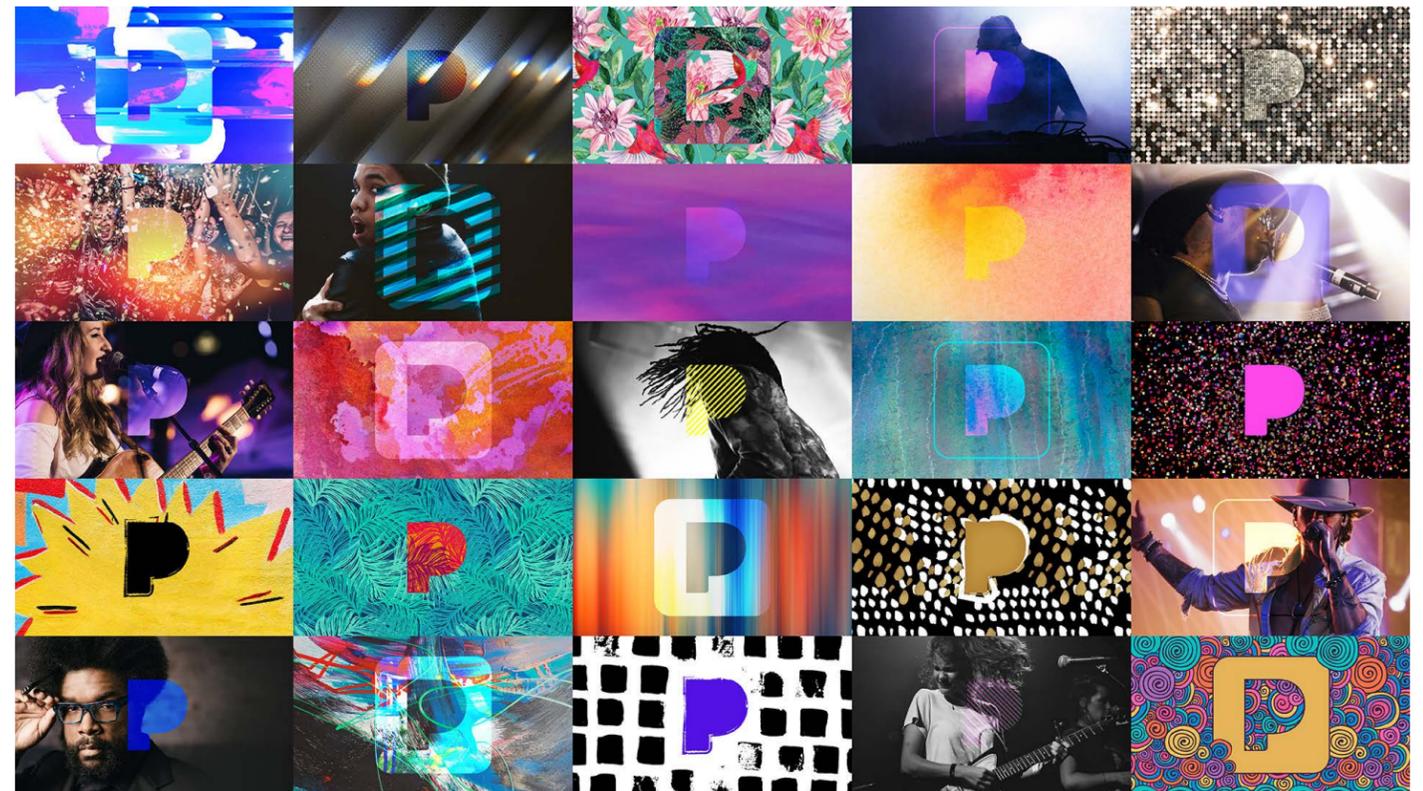
The examples here are a mixed bag of success and failure, which goes to show that re-branding is nothing if not an unpredictable exercise. From the glorious success of Kodak to the embarrassing failure of Airbnb, it goes to show why some brands – we're looking at you Mastercard – only do it every 20 years.

Before

After

PANDORA®

pandora®



Pandora

Pandora is a popular music streaming business that has been around since the year 2000. This makes it positively ancient compared to some of its younger competitors, and it was decided that the company needed a fresh new brand to remain relevant in the minds of consumers.

The Re-Brand

Pandora decided to make a statement with a vibrant new logo and a bold new colour scheme, just part of a new strategy to increase their subscriber base by 182% before 2020. Not too hipster, not too daggy and positions them nicely in the centre when their on-demand service launches.

Our Verdict

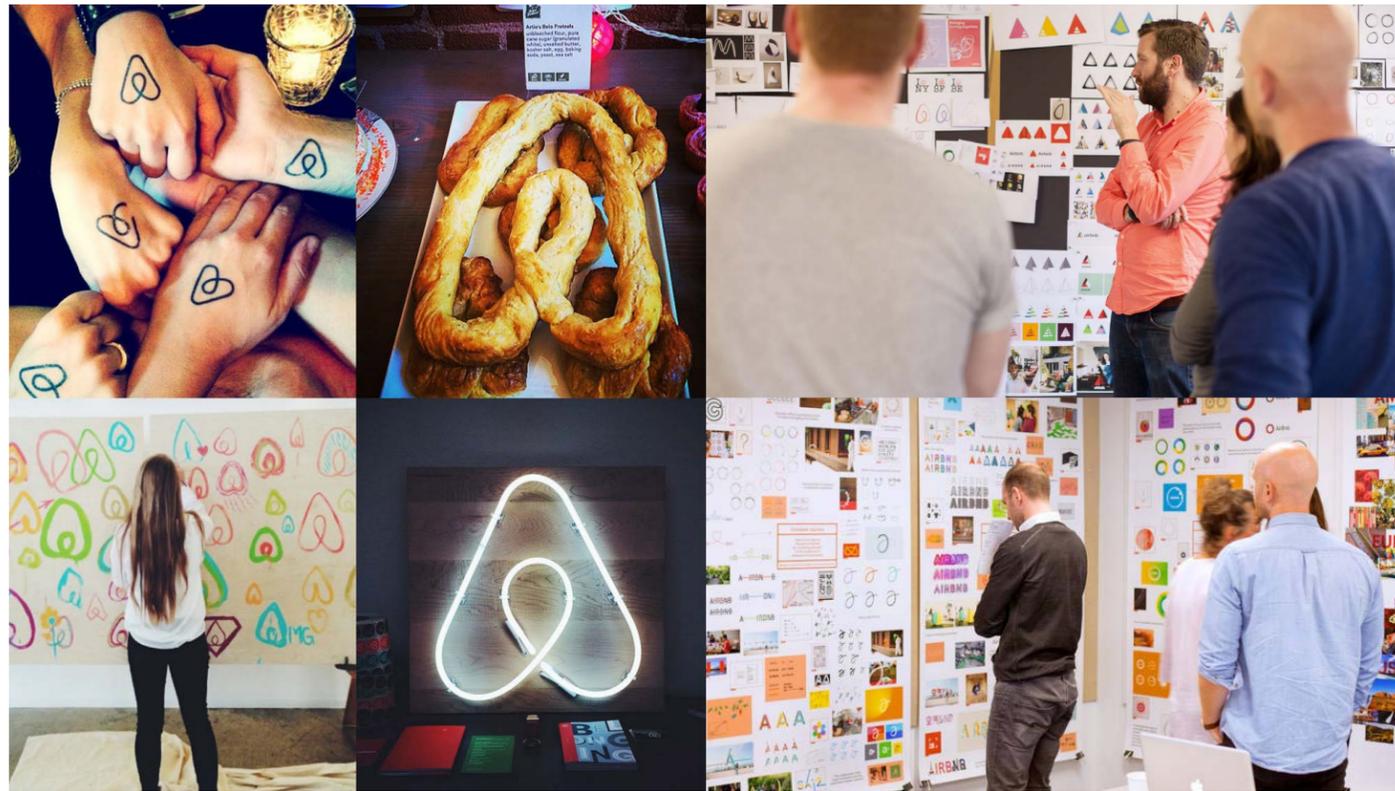
They have a huge challenge on their hands being up against the likes of Spotify and Apple Music in the music streaming niche, but the bright and bold branding might appeal to an entirely new generation of younger users who think that Apple Music is for their mums and dads. It shows a lot of promise.

Before

airbnb

After

airbnb



Airbnb

Airbnb is a peer-to-peer online homestay network enabling people to list or rent short-term lodging in residential properties. They decided to refresh their website and rebrand with a new logo, which was developed by DesignStudio and christened with the whimsical name "Belo". It all went well. Until it didn't...

The Re-Brand

The re-brand was initially met with a positive response, until people pointed out that "Belo" looked an awful lot like the logo of IT company Automation Anywhere. And worse – it soon became a running joke on the internet that Airbnb had created a new logo that looked like human genitalia.

Our Verdict

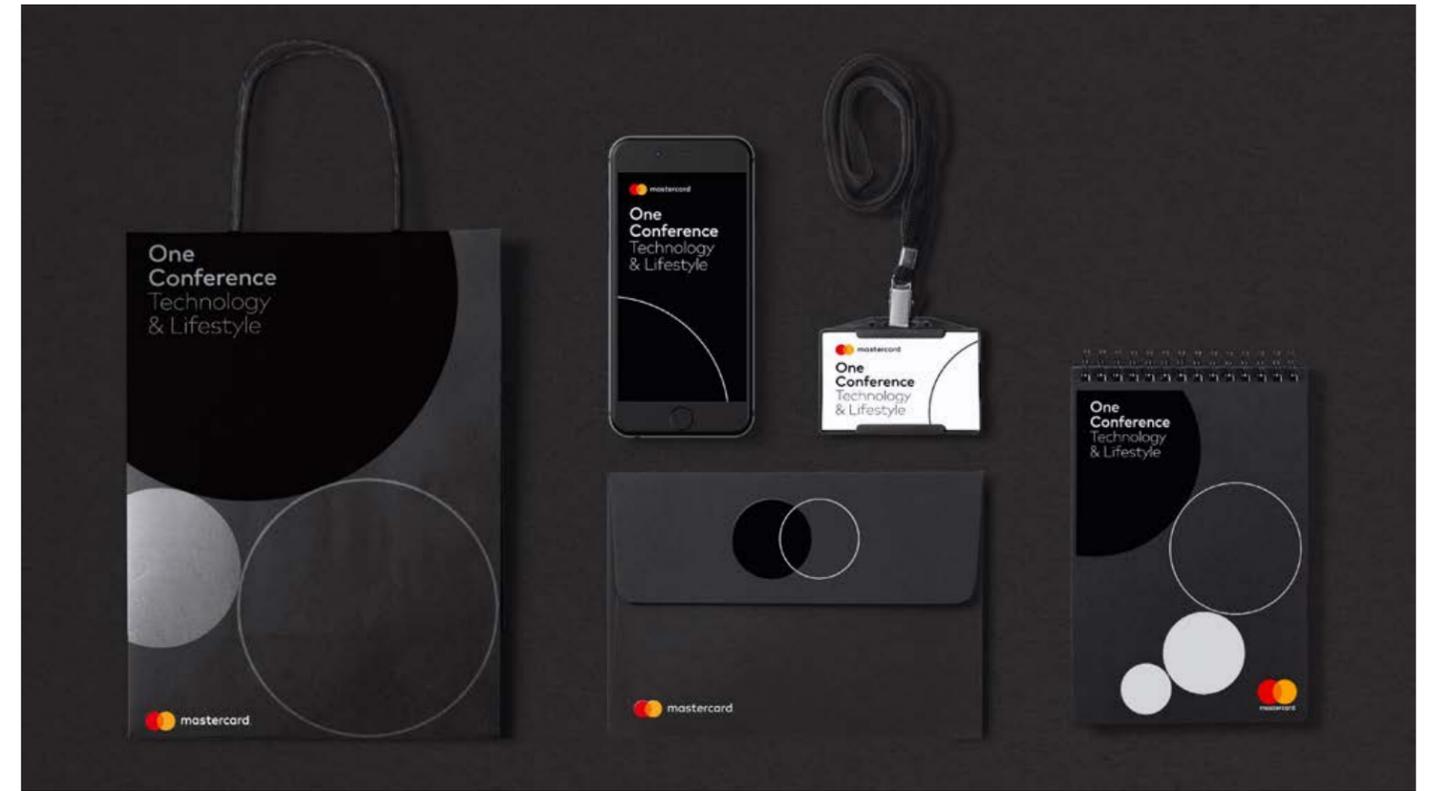
Oh dear. The creative team at DesignStudio sent four team members out to 13 cities across four continents as part of their ambitious re-branding process. The end result was a new logo that the internet mocked because of its resemblance to ahem... "lady parts" and another business logo.

Before

MasterCard

After

mastercard.



Mastercard

Mastercard is a long-established financial services brand that recently decided to change their iconic logo for the first time in 20 years. Much has changed with the advent of digital technologies, and the company needed a fresh new brand to reassure consumers that they have indeed moved with the times.

The Re-Brand

The re-brand pivoted around the strategy to create a new logo that dispensed with some of the more dated elements, such as the drop-shadowed font. The team came up with a nifty new logo that kept the iconic overlapping circles while freshening and updating the font for the digital age.

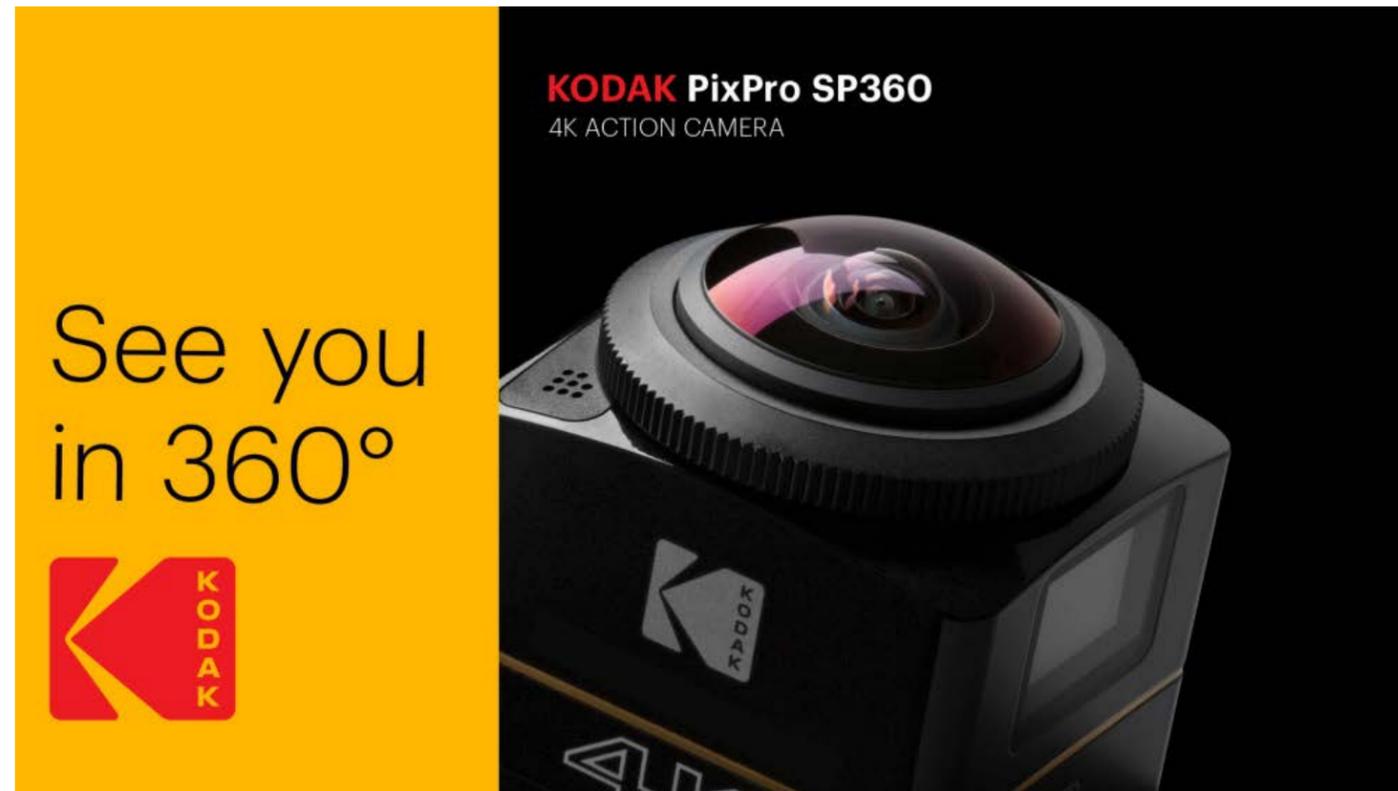
Our Verdict

We love the new logo. It manages to maintain the essence of what Mastercard is, with a nod to their history and a willingness to embrace the future as they evolve with new technologies. It manages to be sleek and modern, whilst also being reassuring and familiar at the same time.

Before

Kodak

After



Kodak

It's somewhat of a miracle that a brand that relied so heavily on film and analogue technology is still alive and well in the new millennium, but Kodak have staying power. The company decided to re-brand after revealing they were venturing into the smartphone market with a photographic-focused handset.

The Re-Brand

Kodak did something very different. They ditched their fancy new brand for one that mimics the same look and feel of its iconic 70s and 80s logo – the one we all grew up with. The K symbol, distinctive colour combination and sans serif font all nod to a time when the company was at its commercial peak.

Our Verdict

We love that this bucks all the trends and embraces the retro heritage of the Kodak brand, and the nostalgic appeal of this will be a powerful yet affectionate trigger to people of a certain age. For a company that should have died with the digital age, Kodak is the true comeback kid.

Before



After



Qantas

When well-loved Australian airline Qantas announced that they were going to re-brand their distinctive "flying kangaroo" branding, hearts started to flutter. Would they truly dare change such a distinctive logo!? Well the answer, it would seem, is.... "no". The iconic kangaroo remained, with some mostly minor tweaks.

The Re-Brand

You'd be doing well to spot any differences between the two logos in a line up. The new version features the same kangaroo with some mildly "aerodynamic" styling and drop shadowing in the feet and tail. Viewed on an airplane from the ground, there would be no discernible difference whatsoever.

Our Verdict

The re-brand you're having when you're not having a re-brand. It's always risky to launch a redesign of one of the world's most iconic and recognisable brands, and Qantas circumvented that risk by updating their look with a few minor tweaks and a new font. In a word – underwhelming.

THE FOUR BASIC ELEMENTS OF BRAND STRATEGY

1. BRAND ARCHITECTURE

2. BRAND POSITION

3. BRAND PERSONALITY

4. BRAND PROMISE

WHY BRANDING IS IMPORTANT?

Don't know your brand positioning statement from your brand promise? Think that brand architecture is something used to design skyscrapers? If you've ever wanted to understand branding a little bit better then you're in the right place. We've summarised the four basic elements of brand strategy in easy to understand terms, clearly defining what each step entails.



THE ANATOMY OF A BRAND

The word "brand" comes from the practice of branding cattle with symbols, and that's what branding does for business - it makes a mark that recognises the producer of the product. Early businesses adopted simple branding to avoid forgery, but the post-war consumer explosion took it to another level, when men in suits realised that brands could be used to sell products to the masses.

If you've got visions of Don Draper and his Mad Men dancing in your head, you'd be pretty close. Branding and advertising became highly developed as agencies started creating brands and associating them with values, a process which continues today. We've since discovered that brands also create an emotional connection with people, and this is where a lot of modern strategy is targeted.

WHY BRANDING IS IMPORTANT

The thing about brands is that we don't own them, because they generate a different emotional response in the hearts and minds of every consumer. We can guide people's perceptions all we like, but we can never control them. Think of the difference between Liverpool and Manchester supporters - the same brands can trigger wildly different emotional responses in people. If we can't control our brand then why bother? Effective branding still has a lot of power and can heavily influence perception. People are incredibly time poor and are forced to make quick decisions from minimal information. These decisions are often driven by inferred meaning from your branding alone, so getting a clear and effective message out there is the key to influencing consumers.

FOUR ELEMENTS OF BRANDING

We've been putting together successful brand strategies for a number of years, and we've come to learn that there are four key elements which combine to create the best depiction of your brand.

ONE

Brand Architecture

When we talk about brand architecture we are referring to the structure of brands within a business. These can include your corporate, product and other brands that have a direct involvement in the functioning of a business.

Why is it important?

Businesses can offer a range of products and services - or partner with other companies - and brand architecture helps create clarity around the structure of their offerings. By identifying the underlying structure of the brand you can avoid over-branding, and more effectively manage key stakeholders.

What does it entail?

We love that this bucks all the trends and embraces the retro heritage of the Kodak brand, and the nostalgic appeal of this will be a powerful yet affectionate trigger to people of a certain age. For a company that should have died with the digital age, Kodak is the true comeback kid.



1. Corporate brand is where the company IS the brand. Think Apple. Corporate brand Apple has names for their products, but not logos for each one. The branding across all their offerings is consistent and their underlying values do not differ much. This is very cost effective.

2. Product brand is where the company that owns and runs everything fades into the background. Think Unilever, a major FMCG company that produces big name brands like Dove and Lynx. They create distinct brands for each and every product, which works when catering to a wide market. It's quite expensive to do.

3. Endorsed brand is when you have a master brand and a number of sub brands. Think Virgin Group. The sub brands have a direct and obvious visual link to the master brand, which is used across all of their goods and services. This lies somewhere between the previous options, as core branding techniques are shared.

Key take home message

Whilst it looks deceptively simple, this step can take a lot of time to do. Don't expect to complete this within three hours, especially if you are working within a team. Each element needs to be carefully considered, and it's important to carefully tease out the key benefit that truly sets your business apart.



TWO

Brand Positioning Statement

A brand positioning statement is a short sentence or paragraph that describes your brand's position in market place. It has a particular structure that helps provide focus for accurately describing the brand.

Why is it important?

Brand positioning statements are important because they help us define our brand in terms of product category, target audience, benefits offered and evidence. This forces us to focus on the core elements of each one, prioritise what is important and streamline decision-making processes.

What does it entail?

This step requires you to take the brand positioning template structure and update it to include the specific details that relate to your business.

For {target customer} {brand} is the {product category} that {product benefit}, because only {brand} {reason to believe}.

Key take home message

Whilst it looks deceptively simple, this step can take a lot of time to do. Don't expect to complete this within three hours, especially if you are working within a team. Each element needs to be carefully considered, and it's important to carefully tease out the key benefit that truly sets your business apart.

THREE

Brand Personality

Brand personality recognises the fact we create emotional connections with brands, and it's a mental exercise in personifying a brand. If your brand was human, what type of person would it be? What words would we use to describe it?

Why is it important?

Thinking of a brand as a person helps to define its essence, and using words that we would describe a person can be incredibly helpful when it comes to deciding on a communication style. This helps create a singular voice that is consistent across web copy, advertising, social media and other messaging.

What does it entail?

Essentially we want to come up with 3 – 5 words that describe the brand. Once those words have been decided, we can pair them with a short sentence to clarify the meaning. In order to arrive at the words we need to refer back to our brand positioning statement and think about key benefits.

Key take home message

The personality we select must be justified according to the brand positioning, but it also needs to be an accurate representation of the organisation. There's no point pretending to be dynamic and fast-paced if you are more measured, calm or slow to make decisions. Be honest, and find the positive angle in that honesty.

FOUR

Brand Promise

The first rule of promises is that they can never be broken without compromising trust. When we talk about the brand promise we are talking about a promise that is literally framed as though you are speaking to a customer. It's important when developing your brand promise to be clear, honest and realistic.

Why is it important?

Brand promises are important because they are a way of starting to describe our brand language that is directed straight at the consumer. Good promises are easy to remember and are simple for people to refer back to. They are generally short, and in most cases they are only five or so words or less.

What does it entail?

To nut out a brand promise we need to look at the key benefit from our brand positioning statement. Look at your target market, think about the language they use and come up with an emphatic, catchy way of describing what you are going to deliver to your customers. A strong brand promise is another way to stand out.

Key take home message

The brand promise is often different to the positioning statement because it is framed to the audience. The key to getting this right is coming up with something short, catchy and engaging that everyone in the organisation can remember. It will also enable your brand to connect emotionally with your customers.

An effective communications strategy will encompass the four elements of brand strategy: brand architecture, brand positioning statement, brand personality and brand promise. At the end of the day, these elements – when done successfully – will facilitate a greater connection with your customers and enhance the perception of your brand in the marketplace.



CASE STUDY

Two Become One: How a Corporate Rebrand Brought Active Rehab Together

Behind any successful brand is a strong brand strategy that guides future marketing activities. The team at Active Rehab discovered this while undertaking a complete rebrand.





What We Did:

Brand Strategy

Logo Design

Brand Style Guide

Brand Collaterals

Website Development

Social Media Management

Who is Active Rehab?

Active Rehabilitation Equipment, or Active Rehab for short, is a family owned business that has been operating in the rehabilitation equipment industry for over 15 years. The team specialises in custom wheelchairs, pediatric products, hospital beds and floor and ceiling hoists, just to name a few.

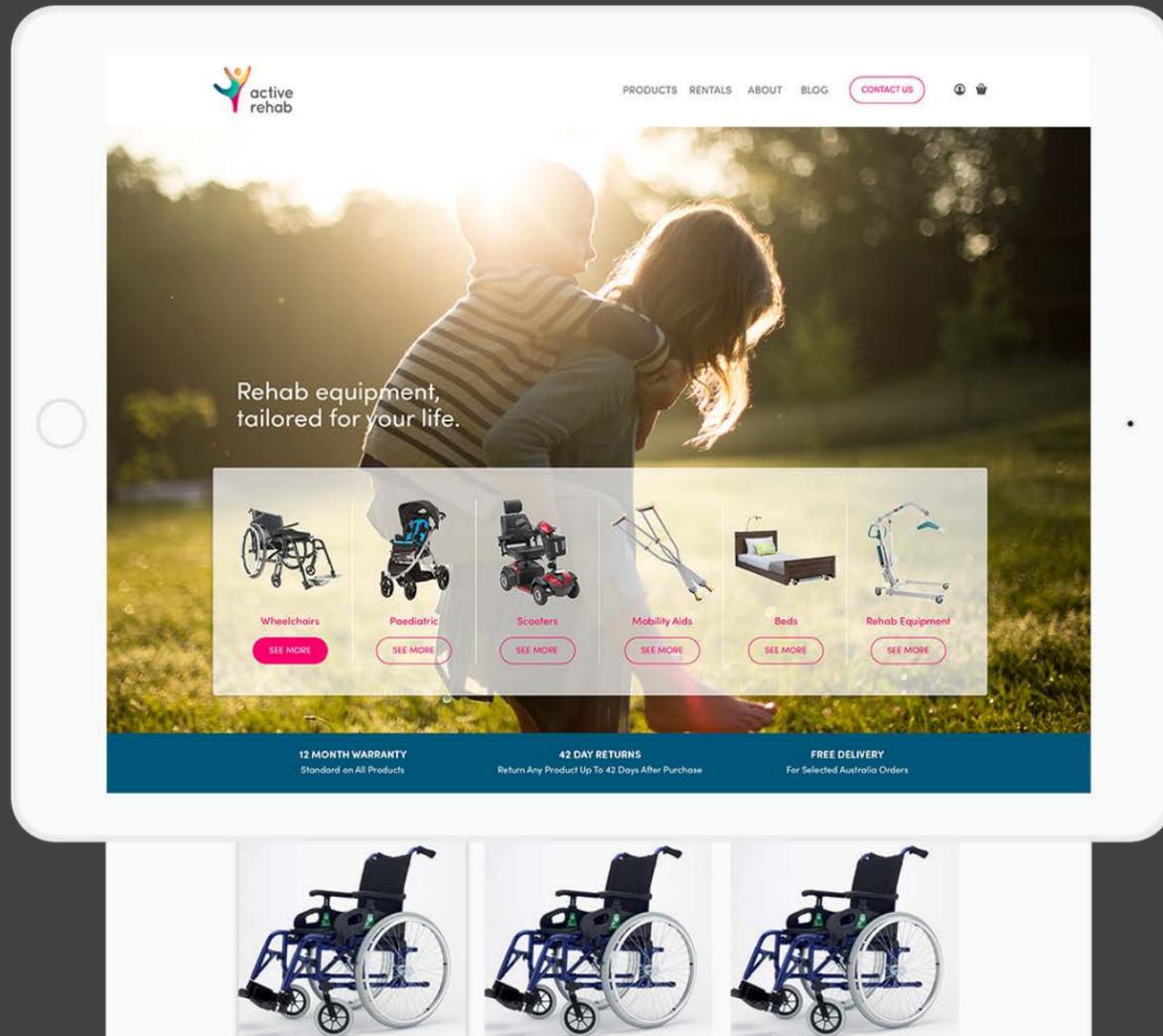
The Problem

Initially, Active Rehab had contacted us about a new website and some digital marketing. As the conversation got flowing we learnt they were in the process of refreshing their branding and incorporating a sub-brand to highlight their pediatric products.

After a few attempts internally they knew they wanted to modernise their brand, but weren't exactly sure how to make it all work together. Enter Creative Revolution.



active rehab



The Solution

Active Rehab fallen into the trap of over-branding, which you may be surprised to learn is actually quite common. Through the brand strategy process we determined that they didn't need a separate brand for their pediatric products. Instead the solution was one simple brand that could embody all facets of the business.

And so the rebranding process began.

In order to complete a rebrand, you need to know exactly what you want it to achieve, how you want your business to be perceived, and how this will be reflected in marketing material. To begin with we completed a brand strategy, which involved a complete audit of Active Rehab's current branding as well as a plan for

future brand architecture, brand personality and brand positioning. This process allowed us to develop a plan that aligned the brand with business values, goals, and the products Active Rehab offer.

Once we had a clear direction of where we were heading, it was time to set sail. The next stage was the design of a new logo and development of a brand style guide. A consistent brand style guide was critical to highlight logo usage rules, colour palettes and typography. All of which could be applied to all future marketing efforts. To solve the issue of incorporating both adult and pediatric products into one brand, two colour palettes were created with the pediatric colours being a brighter, more vibrant version of the adult colours.



11 OCTOBER

FIRST QUADRUPLE AMPUTEE TO CLIMB MATTERHORN

A British mountaineer who climbed Switzerland's Matterhorn says...

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3 SEPTEMBER

EXPECTING TO FLY: DISABLED PEOPLE LEARN, LAUGH AND LOVE

Photographer Polly Braden spent two years with people with...

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Live Life.

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The Outcome

By undertaking a full rebrand, Active Rehab now has a simple and elegant brand that combines all facets of their business without the need of a sub-brand. Previously they required two separate websites, one for pediatric products and one for adult products. The rebrand has lead to the development of a new website that encompasses all products, making management of the site much more streamlined.

The development of the brand style guide has also allowed for a good quality, single style design to be applied across all marketing material from online advertising to signage and even stationery.

Active Rehab is proof that a successful brand is built on a detailed strategy and executed through a consistent style guide.





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