

BRAND AWARENESS BOOTCAMP

LEARN THE SECRETS OF CREATING A KILLER BRAND!



Brand Awareness Bootcamp

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Art Direction/Design: [MANN](#)

Version 1.0

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Introduction

Branding is one of those topics that everyone has heard of, but few seem to fully understand. Some people think it's all about a logo, or judicious use of colors. Some think a product's name is the key to branding. But branding is a **complex subject** that requires a lot of thought and planning.

In this guide, we're going to take a look at some of the many facets of branding -- including USP, name, visual branding, and other elements that can make or break your company's success.

Believe it or not, if you get a single element of branding wrong, it could **severely impact your overall success**. Many companies have failed or succeeded based almost solely on their branding.

Branding is especially important when you are competing in a heavily flooded market. For example, in the fast food realm, branding is arguably more important than the actual food, because without

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good branding, very few people will ever even try your food.

You see, branding isn't just about a logo or the visuals. It's also about the other elements that one can't necessarily see at first glance.

It's about the unified whole!

That's what we're going to take a look at in this guide so you can understand all the different elements, not just one or two.

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Vision & Voice

Your company's vision and voice are among the most important aspects of the branding process, because they **become the very foundation** of your brand strategy. You must know your vision and voice before you can develop any type of cohesive branding.

Vision

What, specifically, does your company represent? Are you trying to change the world? Are you trying to solve a specific problem? Are you trying to educate or enlighten? Your company's purpose must be reflective of its vision.

Let's say you sell internet marketing educational products. Your overall mission is probably to educate individuals on various methods they can use to increase their traffic and/or income. This provides you with the opportunity to brand yourself as an educational company, but you must delve further

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into your company's vision before you can begin the process of branding.

For example, do you plan to sell your products at a high price point to appeal to wealthier clients? Would you prefer to **sell a greater volume of products** to help a larger number of people at a lower price? Questions like these help you decide on your company's vision, and your branding will be far different if you're marketing to the first group than if you were marketing to the second.

For example, if you intend to market to wealthier customers, you might **choose a name and overall "look and feel"** which reflects the interests of such people. You might use words such as "elite" in your branding, and use colors and imagery that reflect status and wealth.

If you intend to market to the masses, you might still want to include hints of wealth and status in your branding. After all, you are marketing "how to make money" type products in this example. But you'd

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want to have a wider appeal to let people know they don't have to spend a fortune to buy your products.

Voice

Your voice is related to your vision, because “the sound you make and the picture you take” **flows from foundational ideas and conception** of your endeavor. It should be congruent with the core values, principles, mission statement and goals of your vision.

It is the way you relate to the public, both passively (by the “look and feel” of of your products, packaging, vehicles, uniforms, buildings, etc.) and actively (interaction, advertising, press releases, etc.).

It **encompasses your actual voice, appearance and carriage** -- should you be the spokesperson in a commercial or the guest speaker at an event -- as well as more abstract but none-the-less important qualities, such as how people feel about you and what you do.

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Much of it has to do with reputation, which determines perhaps the single most important thing of all -- trust.

Do people like and trust you?

- If you've done your branding right, the answer will be a rapid and perhaps even enthusiastic "Yes!"
- If your branding isn't good, it will be something else entirely.

In the end, it's all about reputation and whether you're liked and trusted.

There's an old sales and marketing slogan that goes: "People do not buy from strangers. They buy from people they know, like and trust."

Except for impulse buys, this is largely true. And the concept undergirds the very purpose of branding. You're not doing branding so that people will

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recognize your trucks on the street. Recognition is a big part of branding, but only a relatively small part.

Your trucks can be recognized, but that doesn't necessarily mean they're associated with anything good.

When you've done your branding job right, not only will your trucks be recognized, but they'll be seen in the context of representing a company people know, like and trust.

Your brand "voice" even encompasses the way your employees interact with the public -- through social media, videos, promotional material, customer service, etc.

Just about anything and everything about your company, particularly if it involves interaction with the public and your potential customers, is a part of the overall branding equation that must be considered.

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So, will your brand be associated with being fun and lighthearted? Will it reflect professionalism and seriousness? You need to convey your company's vision through your voice.

- If your vision is to help people recovering from abuse, you obviously would want to have a serious tone to your brand, but also one which conveys warmth and hope for the future. Think of commercials you've seen for weight loss and addiction recovery centers.
- If your vision is to make buying a boring but necessary product more appealing, you might have a lighthearted, humorous or even somewhat sarcastic kind of voice. Think of Travelocity or Geico commercials.

As far as social media goes, take a look at the Facebook and Twitter feeds of various companies in your niche. Take note of they convey their company's mission through their voice. Then,

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consider cribbing what the successful ones are doing.

Here's an example, using the fast food niche.

You may have noticed that Chipotle (which refers to itself not as a “fast food” company, but as a provider of “fast casual”) is a little lighthearted at times, and also focuses on important social issues. This is a natural fit for the brand, because Chipotle prides itself on serving natural, GMO-free food, which sets it apart from most other restaurant and fast food chains.

Other fast food restaurant chains -- particularly ones which already have a very strong, national brand identity (and so therefore are long past the point of having to explain who they are and what they do) often use fun and playfulness to keep people engaged.

Sometimes, this attitude will only be for a single season or campaign. Taco Bell had it's famous

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“chalupa chihuahua” for a just over a decade, and experienced phenomenal success with it, but has since dropped the campaign as it ran it's course.

NOTE: The trouble with “cute” marketing, assuming it has resonated with the public, is that it inevitably gets stale. But that is to be expected, and a successful campaign can bring in tons of business.

Burger King sometimes rolls out their cartoon mascot character, often to introduce a new product in a fun and memorable way, but wisely puts him back in the drawer fairly quickly (I don't think I'm the only person in America who finds him creepy with repeated exposures).

And though McDonalds has gotten away from such things in recent decades, once upon a time Ronald McDonald, the Burgler and a whole range of colorful mascots were regularly on TV, enticing children to hound their parents into a trip to the golden arches.

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As the company has gone for a more nutritious and healthful menu in recent decades, it has moved away from “clowns and cartoons” to emphasize warmth, family fun and quality.

Branding can change with the times. Long-standing companies have been known to re-brand themselves once per generation, or even more. But underlying all the sound is fury is the simple question of trust and likability.

In the end, your voice must be **consistent with your vision** and your overall brand. Any disconnect and you will lose engagement and lose customers.

Thanks for Reading!

This excerpt contains **only the first two chapters** from the full report. We hope you enjoyed it to this point and want to continue reading. After all, you won't get to the **really good stuff** unless you do. ;-)

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