



# Module: Social entrepreneurship and social enterprises (including green entrepreneurship)

Project number: 2020-1-MK01-KA205-077462



# Brand creation



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Making Learning Fun  
and Ecological



# Tips & Tricks to build your brand

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## What is a brand:

A product is something that is made in a factory; a brand is something that is build up of trust and relationships. A product is an object, a brand is your competitive advantage.

A brand is the difference that make you stand up in a ‘crowd’ of products/services.

Brand is what other people say about you when you’re not in the room. - Jeff Bezos

Brand is the art of science of identifying and fulfilling human physical and emotional needs by capturing their attention, imagination and emotion.

If you are not a brand you are commodity - Philip Kotler-Kellogg

## What is not a brand:

A brand is not a trademark.

A brand is not your mission statement (mission statement is only part of your brand story).

Your brand is not a logo, however you do need a clear brand visual identity in order to make your brand memorable.

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## Why do you need a brand

- Get Recognition
- Increase Business Value
- Gain Trust and Sales
- Make an Influence

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## BRAND CREATION STEPS:

1. Brand Strategy
2. Brand Identity
3. Brand Marketing

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## Brand strategy process:

- Brand discovery
- Competitor research
- Target audience
- Brand voice
- Brand message & story

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## Think about ECO branding:

Eco-branding is a market instrument which helps both companies and consumers achieving sustainable goals and contributing to environmental protection and amelioration

You may see phrases like “environment friendly”, “eco-friendly”, “recyclable”, “low energy” and “recycled” used in promotional messaging. This market niche performs visually, ecologically and economically.

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## ECO branding in every segment of your business:

- Process of production
- Sales
- Packaging
- Transport
- Waste disposal
- Communication messages



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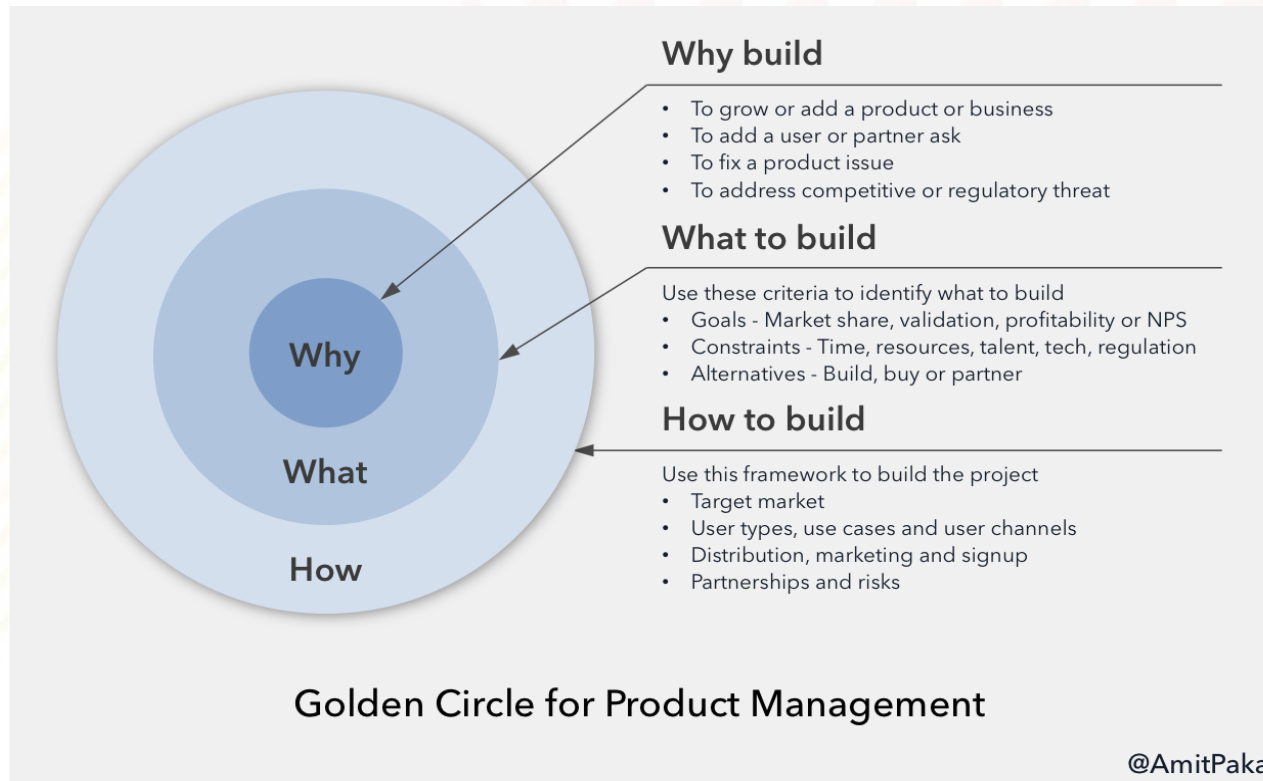


## BRAND COMPONENTS:

|          | Internal  | External  |
|----------|---|---|
| Fixed    | <b>Brand Vision</b><br>What do we want our brand to become  | <b>Brand Promise</b><br>What is our commitment to our customers                                 |
| Variable | <b>Brand Delivery</b><br>How do we intend to fulfil our commitments and what actions will we take | <b>Brand Positioning</b><br>How do we want to be perceived and what's our competitive advantage |

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# Brand discovery:



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## Brand Story:

### Start with the Brand Heart (purpose, vision, mission, values)

- Define your story - Who we are
- What do we offer
- What values does our product/service bring to our clients
- What is the user perception after buying/using the product/service
- What we want to become

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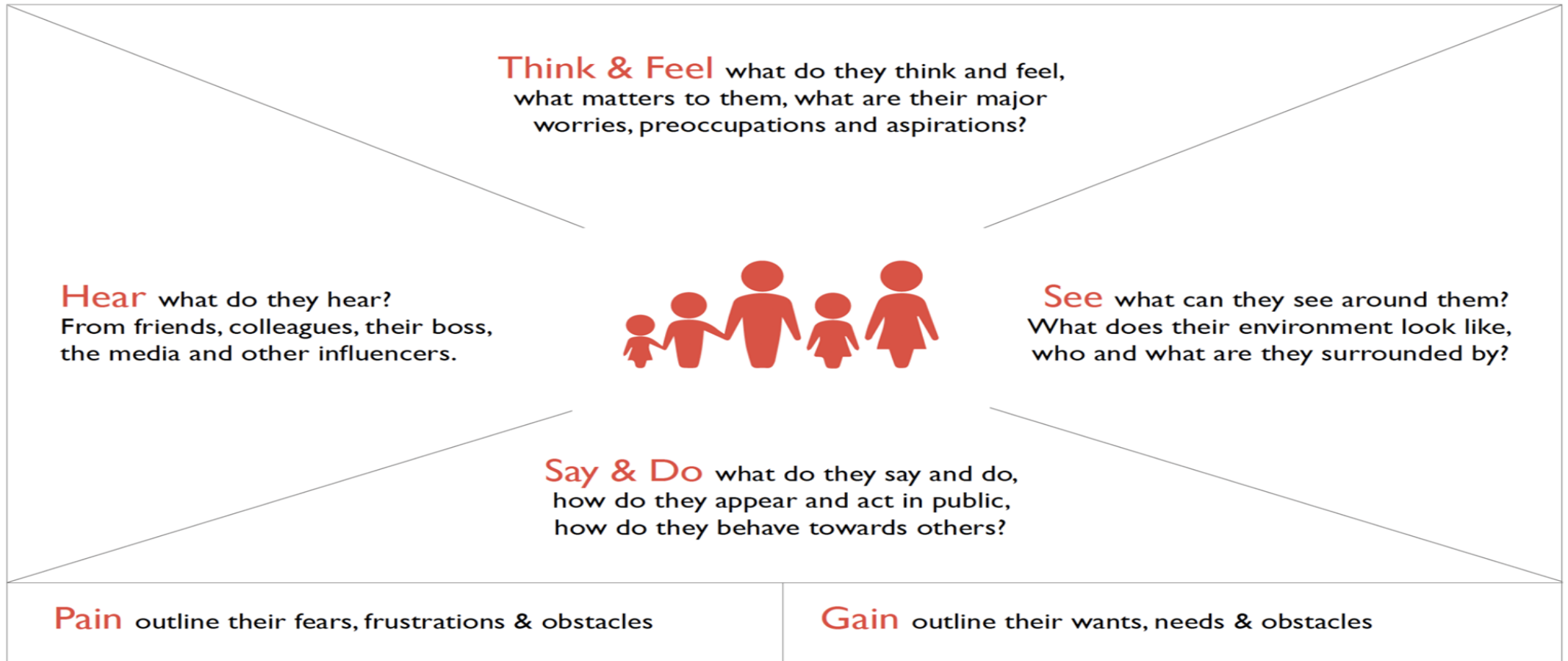


## Target audience:

**Define your target audience** - Discover their interests, discover their activities, discover how they communicate and what attracts their attention

**Choose the right communication channel** - your clients may not be on all social media channels. Therefore after clearly defining your user personas, you will certainly know whether to position your brand, and how/where

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## See what others are doing - competition analysis

Building a brand identity is all about differentiation: making your brand visible, relevant, and unique. However, without a firm understanding of your competitive landscape, it's easy to blend in. Thus, it's crucial to understand not just who your competition is but how your brand compares, in perception and presentation.

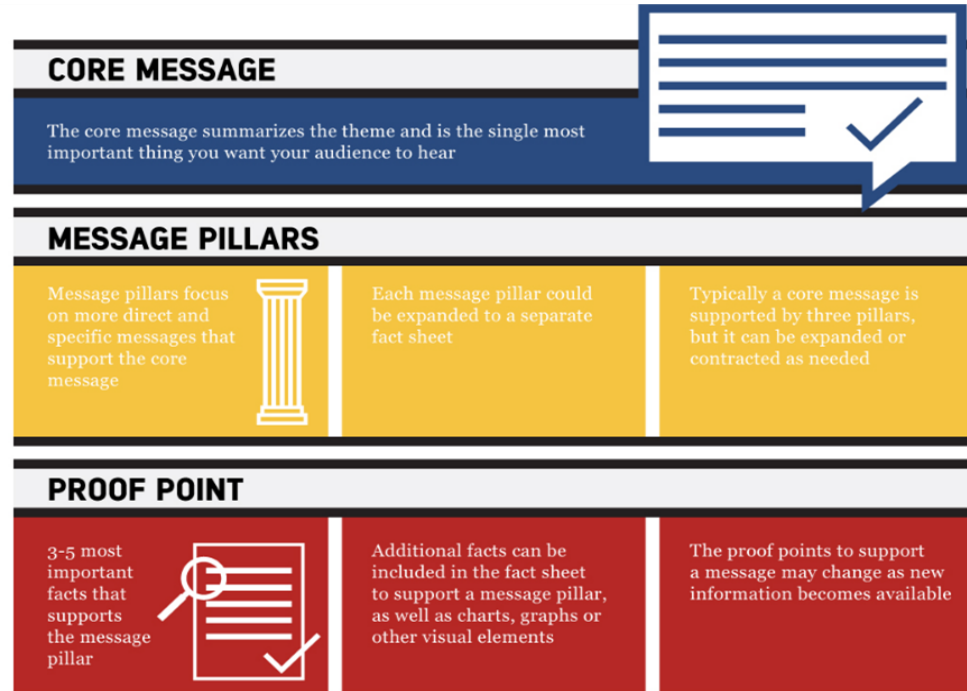
As you move through the process, pay special attention to how your competitors present themselves in terms of common visual elements, trends, industry-specific visual themes, brand personalities, etc.

In order to execute this, you have to create a careful competitor analysis (template is provided in the learning materials)





# Brand messaging - (brand voice, personality, tagline, value prop, brand messaging pillars)



If your brand was a person, choose 3-5 words that would describe him or her.

- |             |               |              |
|-------------|---------------|--------------|
| Simple      | Artistic      | Strong       |
| Beautiful   | Bold          | Childish     |
| Funny       | Serious       | Goofy        |
| Responsible | Professional  | Angry        |
| Dry         | Corporate     | Hipster      |
| Wealthy     | Sophisticated | Bohemian     |
| Extravagant | Silly         | Modest       |
| Fun         | Patriotic     | Fashionable  |
| Affordable  | Rebellious    | Activist     |
| Charitable  | Caring        | Handy        |
| Outdoorsy   | Young         | Effective    |
| Reliable    | Witty         | Peaceful     |
| Smart       | Confident     | Weird        |
| Fast        | Chill         | Blunt        |
| Manly       | Experienced   | Vigilant     |
| Trendy      | Flamboyant    | Secure       |
| Quirky      | Honest        | Rugged       |
| Active      | Bookworm      | Sexy         |
| Eloquent    | Resourceful   | Over-the-top |
| Expert      | Efficient     | Party Animal |
| Energetic   | Creative      | Discrete     |
| Daring      | Zen           | Exclusive    |

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# MESSAGING FRAMEWORK



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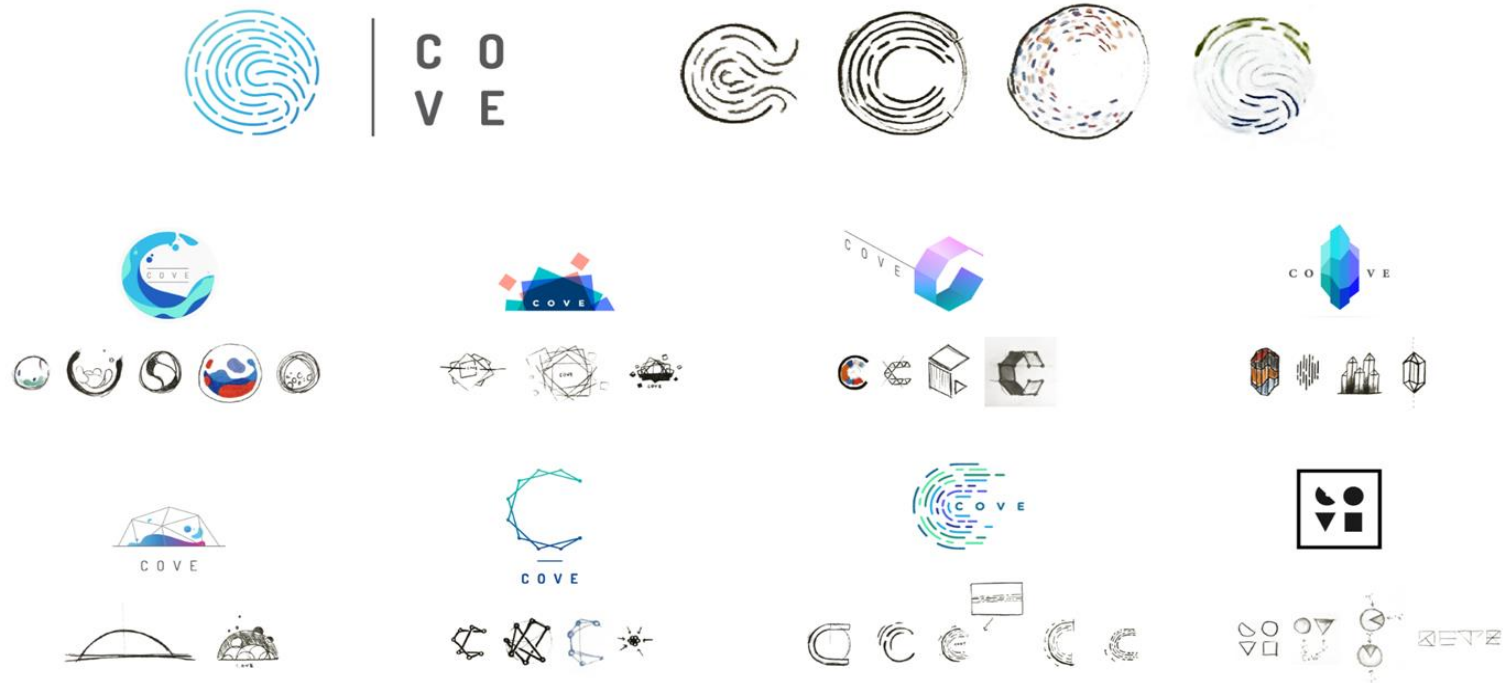
## Brand Identity:

- Logo
- Colors
- Typography
- Photography
- Illustration
- Iconography
- Data visualization
- Interactive elements
- Video and motion
- Web design

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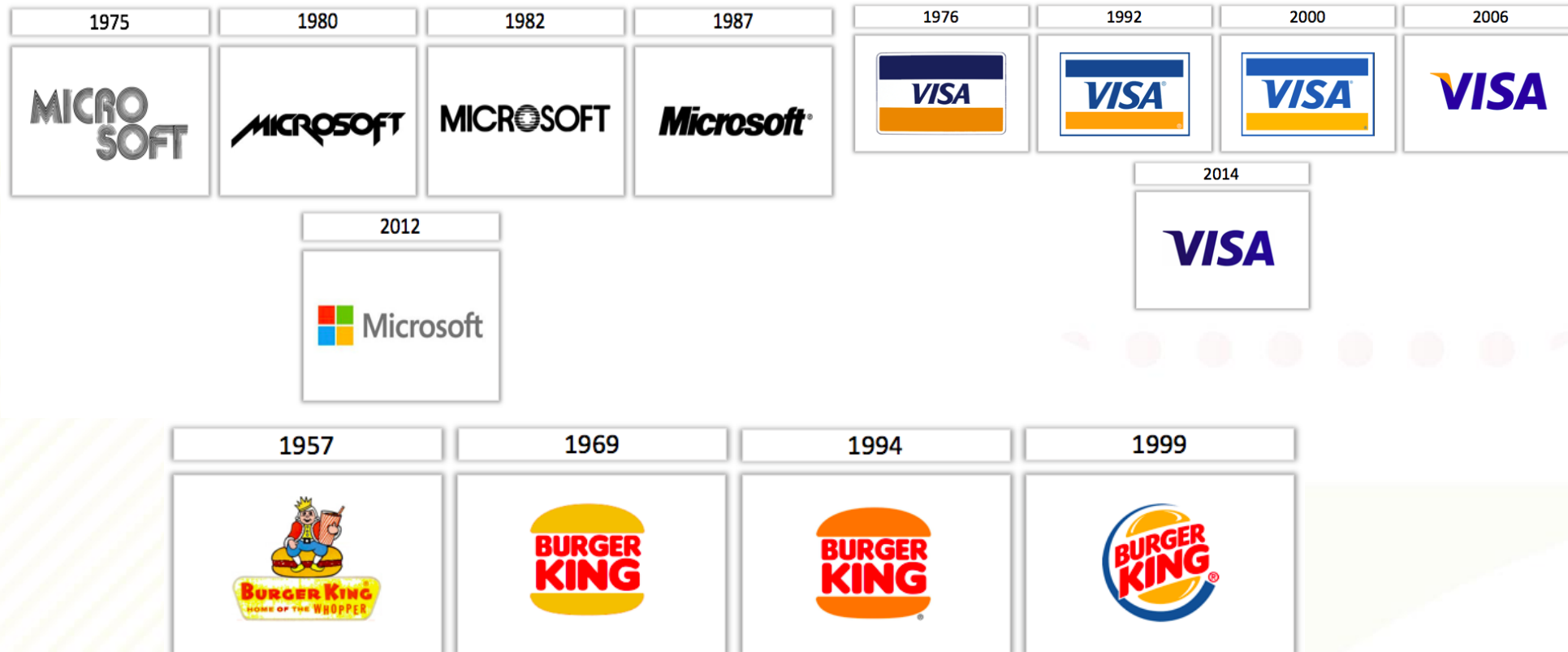
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# Logo creation process:



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# Brands evolve, so do logos:



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# Social enterprises Logos:

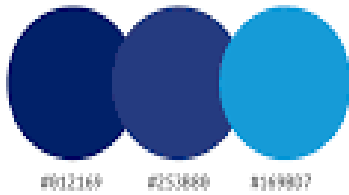


**70+ Social Enterprises**

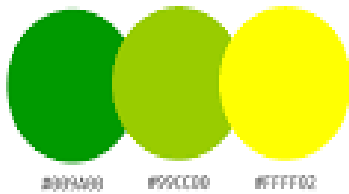
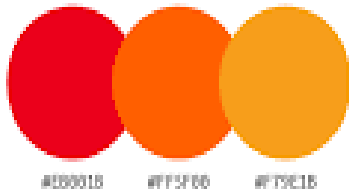
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## Brand palette example:



mastercard



Brand Palette



# Your web should tell your story:

HOST ON AIRBNB  
**Earn money as an Airbnb host**

Find out what top hosts earn in your area

Los Angeles

4 Guests

Entire place

**\$3,611 CAD**  
per month

Get started



## Key elements to strong brand identity:

- **Distinct:** It stands out among competitors and catches people's attention.
- **Memorable:** It makes a visual impact. (Consider Apple: The logo is so memorable they only include the logo—not their name—on their products.)
- **Scalable and flexible:** It can grow and evolve with the brand.
- **Cohesive:** Each piece complements the brand identity.
- **Easy to apply:** It's intuitive and clear for designers to use.

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## Brand Marketing

Brand Marketing is the way that businesses or organizations highlight and bring awareness to products or services by connecting values and voice to the right audience through strategic communication. The amplification of your brand image can be done effectively through various digital marketing activities:

- User Experience (i.e. your website)
- SEO & Content Marketing
- Social Media Marketing
- Email Marketing
- Paid Advertising (PPC)

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## Engage your communities:

Create communities group - in order to showcase that you are always there for your users/customers.

Seek loyalty before royalties.

Never sacrifice authenticity for popularity.

Respond to feedback.

Use data to improve your content strategy and deliver better brand experience.

Engaging with communities can be difficult, but if done well, pays off with satisfied and loyal customers.

## Things to remember:

It's important to appreciate that you will never have 100% control over how people perceive your brand.

You'll continue to shape and evolve your brand as you expose more customers to it and learn more about who they are and how to speak to them.

Apply, extend, and evolve your brand as you grow.

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