

Tivity Solutions

Marketing/Communications

BRAND DEVELOPMENT

2021

PERCEPTION IS REALITY



Brand is defined as what *people* think, feel, and say about your business. (This differs from marketing, which is what *you* say about your business.)



Ultimately, brand is in the eye of the beholder. It is what the customer believes it is. As the old grass roots wisdom states, “Perception is Reality”.



We have the ability and responsibility to influence this perception and to drive the definition of our brand.

Imagery

People

Voice

Positioning

Promise

Story

WHAT MAKES A
BRAND

WHAT MAKES A BRAND

Imagery

Imagery includes the trade name, logo, colors, images (photos, illustrations) and possibly a tagline. It is the visual representation of the brand.

The key is to be consistent with the look of the brand imagery. The colors and logo should appear on all marketing materials and the tagline should fit seamlessly into marketing messages. The logos and colors should reflect your brand promise and match consumers' expectations of the brand.

People

The people associated with the brand are ambassadors for your company. They are the living, breathing embodiment of what your brand represents. It is their job to present the brand in a positive light. Your team should be well versed in the messaging of the brand – mission, vision, values which can be easily expressed in your elevator pitch. It is their job to present the brand in a positive light.

Voice

The brand voice is made up of marketing communications and the tone in which it is delivered. Again, it is *crucial* to keep your brand voice consistent across all marketing channels. From email to your website to social media pages, you should always use the same tone of voice and style of language. Creating a messaging guide is recommended.

WHAT MAKES A BRAND

Positioning

Positioning is how you differentiate your brand from others in the competitive landscape. Having a competitive advantage is essential to stand out from the crowd and increases your chance of being noticed and/or remembered. Tailor your branding strategy around the consumer's point of view and answer these questions: What's in it for them? Why should they buy my product vs. my competitor's?

Promise

Your brand promise is what you are going to deliver to your customers—every time. Whether it's stated in your mission statement or through your advertising message, this is what customers should expect when engaged with your brand. Generally, it is the experiences delivered through products or services.

Story

Brands have a history to share. No matter how much the brand has evolved since its inception, everything that has happened has contributed to where it stands now. The story also establishes credibility and has the ability to tap into customer emotions.

WHAT IS THE VALUE OF A STRONG BRAND?

- 1. Customer recognition.** Having a strong brand works to build customer recognition. This means when a customer is shopping for a particular product or considering a company to perform a service, they recognize your company in the running. Customers are far more likely to choose a brand that they recognize over something unfamiliar, even if they don't know a great deal about your company at the time.
- 2. Competitive edge in the market.** Your brand is what differentiates you in the marketplace. When customers recognize and back your brand, it helps lend a competitive edge to your company. The more recognition you receive and the more you build your brand, the more you will find that your brand elevates and is competitive with other well-known brands.
- 3. Customer loyalty and shared values.** The recognition and elevation that a strong brand builds upon all lend to greater customer loyalty. Customers are attracted to brands that they share values with. When you build a strong brand, you need to convey these values to build an emotional connection with customers.
- 4. Enhanced credibility and ease of purchase.** Having a strong, well-known brand enhances your credibility with customers, your industry, and the marketplace as a whole. As you build your credibility, you also build recognition, loyalty, and competitiveness. Everything goes hand-in-hand, and you'll find that your credibility has a direct connection to customers ease of purchase. We want to buy from companies we like, know, and trust. If your brand is credible, you're far more likely to get the sale.
- 5. Talent Acquisition.** Highly skilled employees want to work for a brand that reflects their values. A brand that depicts a strong relatable company culture will stand out to potential employees in a crowded job market.

TIVITY SOLUTIONS BRAND DEVELOPMENT PROCESS

Tivity Solutions leads brand development for executives looking to differentiate their company in a crowded market to enable effective targeting of new customers and exceed growth targets.

Through our Brand Development Process, we work closely with your leadership team to:

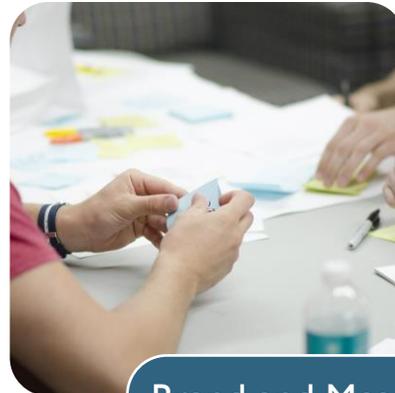
- Define/refine company mission, vision and values with a focus on culture
- Identify meaningful differentiators for the company and its solutions
- Develop a custom messaging guide, website updates and thought leadership/social media strategy that positively impact all stakeholders

BRAND DEVELOPMENT PROCESS



Stakeholder Interviews

- Questions Provided in Advance
- 30 -45 Minutes
- Topics include current impressions, competition, current approach



Brand and Messaging Workshop

- Based on interview findings
- Competitive Analysis
- Review Imagery and Messaging



Present Draft Messaging Guide and Recommendations

- Elevator Pitch
- Themes
- Imagery
- Review and Update
- Next Steps

QUESTIONS?





ABOUT
TIVITY
SOLUTIONS

Tivity Solutions is a woman owned small business located in the Washington, DC metro area. With a passion for supporting small business, Tivity Solutions experts partner with our clients to unlock their company's marketing and messaging superpowers. We leverage our clients' unique strengths and capabilities to develop powerful brand messaging and marketing strategies that drive standout growth in a crowded market.