

# **BUILD A POWERFUL BRAND IDENTITY IN 2020**

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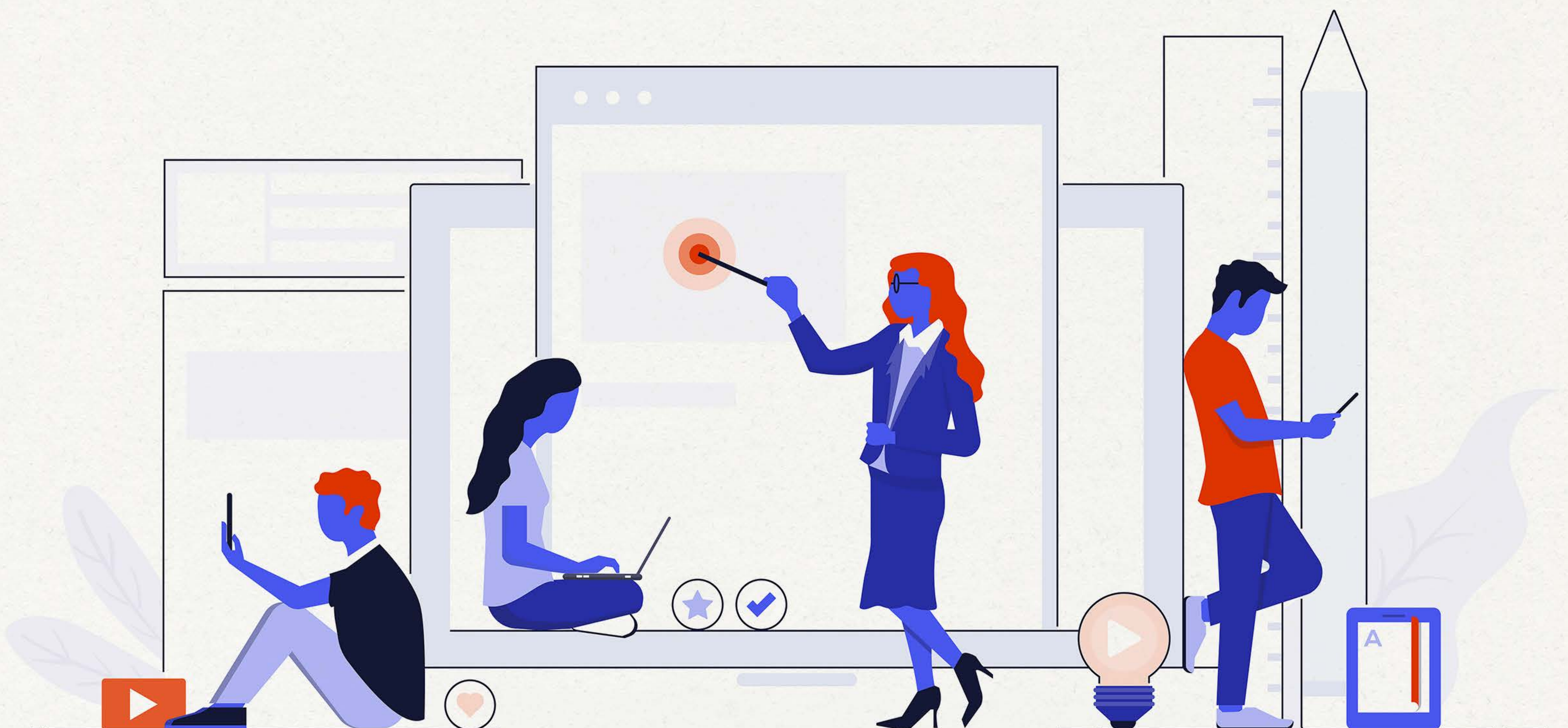
Why investing in the right brand identity for your business is one of the strongest moves you can make this year!



# What exactly is a Brand Identity?

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Brand identity can be summed up as the personality of your business and a commitment to your customers. It's comprised of all the things you say and do. Your values, passion, history, and how you want people to react emotionally when they interact with your product or service.



# Why is a Brand Identity **IMPORTANT?**

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In the digital age, your Brand Identity is essentially your first impression to potential clients. A strong Brand Identity will help your audience immediately differentiate you from competitors. In addition, the quality of your brand identity and voice can help consumers gauge your level of professionalism, market position and the potential impact you might have in their lives.

A researched and professionally designed Brand Identity helps project an overview of your quality, reliability, trustworthiness and commitment to enhance and simplify consumer lives through the use of your product or service.

**A POWERFUL BRAND  
IDENTITY ALIGNS WITH  
YOUR VISION, VALUES,  
and VOICE.**

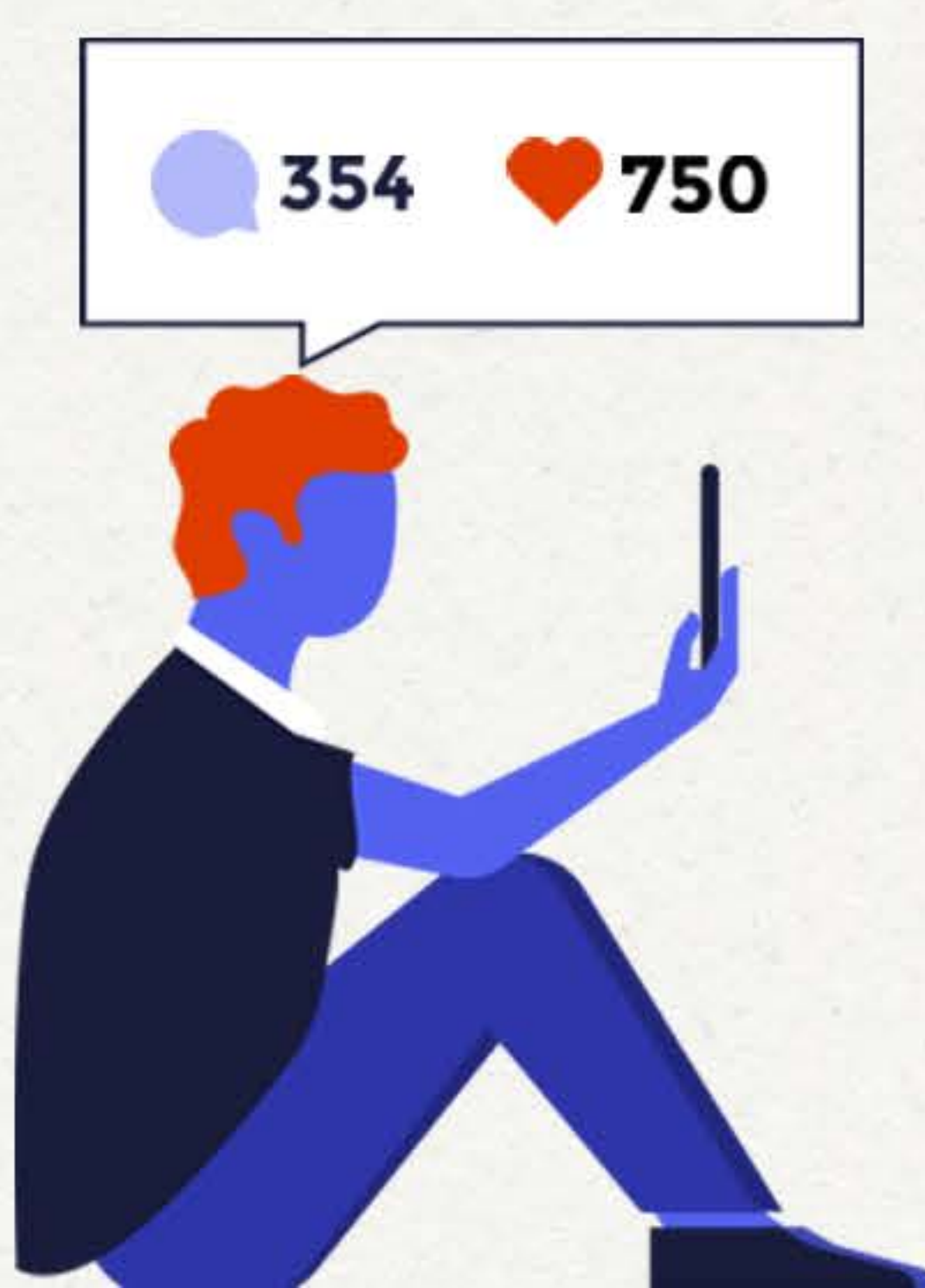
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**WITH CONSISTENCY, IT  
WILL ATTRACT AND  
RETAIN THE RIGHT  
CUSTOMER FOR  
YOUR BUSINESS.**

# An **AUTHENTIC** Brand Identity -

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- **Builds a community of trust and support among existing and potential consumers**
- **Creates a solid foundation for consistent, targeted on-brand marketing**
- **Creates uniqueness and easy recognition of your business even in saturated markets**
- **Educates, nurtures, provides value and instills a sense of confidence and fulfillment in consumers**



# A logo is **NOT** a **Brand Identity!**

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It's true that logos, color palettes, tag-lines, visual media and elements of design are important components of building a successful brand identity. However, these visual elements alone do not create your brand identity, and without context and support, even the most innovative visuals hold very little value.

**A complete Brand Identity** consists of more than just visual elements - incorporating company values, philosophy, goals, tone, marketing strategy and more. It utilizes truth and authenticity to build credibility by engaging consumers in a honest, selfless and user-centric manner.

**YOUR BRAND  
IDENTITY IS THE  
VISUAL PERCEPTION  
PEOPLE HAVE ABOUT  
YOUR BUSINESS,  
MISSION AND VALUES**

# To build a **STRONG** Brand Identity -

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- Define the core values of your business and how your product/service will benefit consumers
- Define your position in the current market and vision for growth
- Research your audience- then analyze valuable data and feedback to develop targeted user personas
- Use your understanding and insights to craft purposeful visual media (logos, color palettes, design elements etc)
- Utilize strategic brand touchpoints to engage consumers, enhancing their day-to-day lives by providing value without asking for anything in return
- Deliver on your promises, remain honest. Instead of selling, focus on building a community of loyalty and support
- Be open to change, adaptable, willing to test new marketing strategies.

**ALWAYS SEEK A DEEPER UNDERSTANDING OF YOUR CONSUMER!**



**STRONG**

**BRANDING**

**MAKES YOU**

**MEMORABLE**

# Brand touchpoints for 2020

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**Your website**, business newsletter, **infographics**,

Instagram, **Facebook**,  Interest, Tiktok, Medium,

**Linkedin**, Community

Groups, **E-Learning** Courses,

**Youtube**,

Conventions,

Tradeshows, **Podcasts**,

Magazines,

Brochures, Packaging,

Labels,

Landing Pages, Catalogs,

Photography

**In-Store Experiences**, **VR**

**Experiences**,

Apps, Snapchat, Stories,

**IGTV**, Signage



# Why **INVEST** in a Brand Identity?

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In a saturated digital market, investing in creating a purposeful, connecting, appealing and unique brand identity makes all the difference between success and failure. Developing an honest brand identity focused on creating value, results in a community of happy, loyal consumers. Strong brands are statistically proven to retain more customers, experience higher percentages of repeat business, and generate more revenue on a consistent basis over long periods of time.

Strong brands attract and retain more customers, launch new products more successfully, remain more relevant in busy markets and are proven to survive market volatility and unexpected economic disruption.

**POWERFUL**  
**BRANDS**  
**COMMAND**  
**HIGHER PRICES**  
**THAN**  
**WEAK BRANDS**

# Branding **STATS** to know in 2020

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- **86%** of consumers prefer an authentic and honest brand personality on social networks.  
(2019 Hubspot survey)
- Over **70%** of brand managers consider building an audience more important than converting sales.  
(2019 Circle Research report)
- **89%** of shoppers stay loyal to brands that share and support values similar to their own. (2019 Fundera survey)
- **62%** of consumers say they share amazing online deals from brands they love with their friends.  
(WP Forms 2018)
- **94%** of people said they'd be highly likely to recommend a brand they were emotionally engaged with.  
(Startup Business Box 2018)

# Build a better brand by **FOCUSING** on your

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## **VALUES**

-What's the good stuff that inspired you to create your product or service. Morals + viewpoints, (Your brand's conscience).

## **VISION**

-How do you plan to grow and keep on innovating for your consumers over the next 1, 5, 10 years?

## **PROMISE**

-What guarantee can you offer to your consumers in regards to your product or service enhancing their lives?

## **VOICE**

-What tone will you use to establish a connection with consumers? Playful? Motivational? Technical?

## **VISUALS**

-What consistent, on-brand visuals will be used across digital and print platforms to raise awareness and advertise?

## **EXECUTION**

-What is my plan for following through in educating, nurturing, motivating and retaining my ideal consumer?

***Now you understand  
the value of establishing  
a powerful Brand Identity!***

***The quicker you get to work  
the quicker you'll see results!***





*Have An Amazing Day!*

*-Dannon*