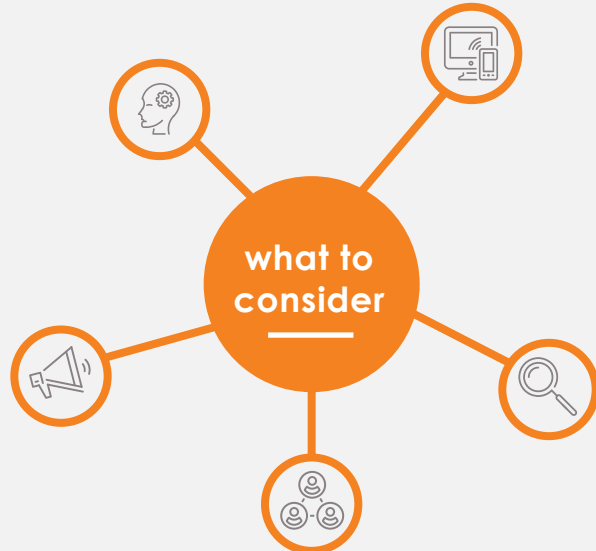


# Build a Better BRAND

## Successful branding requires more than just a clever logo.

Whether you're revamping your business or strengthening your entrepreneurial muscles by starting from scratch, our team picked out the top five things to consider to build a better brand.



### 01 know yourself

When creating the brand, you should be the expert. Goes without saying, right? But knowing your brand — and extending it into every visual representation, every strategic decision made and every conversation had — goes beyond an elevator speech.

#### Develop your mission and vision statements alongside your key messages, but also consider core values.

When CVS announced it would stop selling cigarettes and other tobacco products in 2014, its president and CEO was able to succinctly and easily explain his reasoning: “Put simply, the sale of tobacco products is inconsistent with our purpose.”



### 02 research your target consumer

Who are you speaking to in your messaging? How are you reaching this audience where they are?

#### The consumer you're seeking to attract will drive much of your marketing, so you'd better know their desires inside and out.

Paid social media advertising, billboard advertising along a major commuter artery, and a poster with a perforated call-to-action that hangs in a grocery store will all reach different buyers.



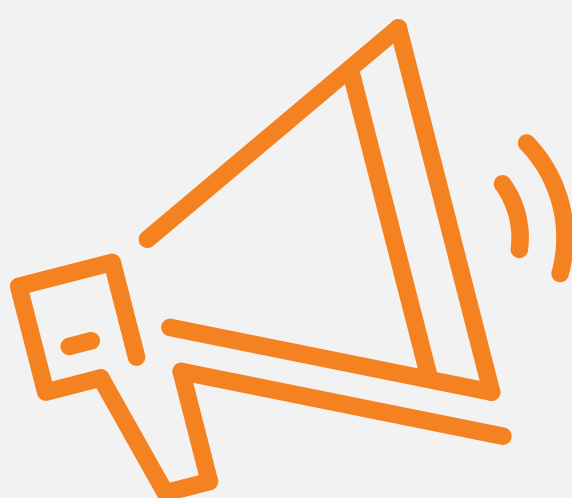
### 03 develop your voice (and own it)

Once you've identified the core values of your brand, take it to the next level.

#### Translate your message into a voice that reflects the brand personality, and apply it to every written communication.

That includes advertising, web copy, social media, public relations, messaging, even emails.

Are you breaking down a complex issue for consumers? An approachable and conversational voice is likely appropriate. Are you developing the brand for an imaginative, play-inspired company? A stiff, formal voice won't match the brand you're creating.



### 04 monitor the conversation

Naming a new brand can be difficult, but it's imperative to do your research before you latch on to an idea.

#### A quick Google search can be helpful to determine if a company by that name already exists or if your 3 a.m. stroke of genius is truly gold.

You may also require advice from a lawyer to navigate the nuances of trademarks.

Services like BrandYourself can also be helpful to monitor search engine traffic and results related to your brand.



### 05 be consistent

#### With every client and every project, our team emphasizes consistency.

Visuals, written communications and online presence should all reflect the same look, tone and level of quality.



### Work with Gavin

#### Together we can join forces to create the ultimate brand.

Contact us today!  
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