



FOUNDER'S STUDIO

GUERRILLA BRANDING FOR ENTREPRENEURS

24 OCTOBER 2012

Guthrie Dolin
[@gee3](https://twitter.com/gee3)

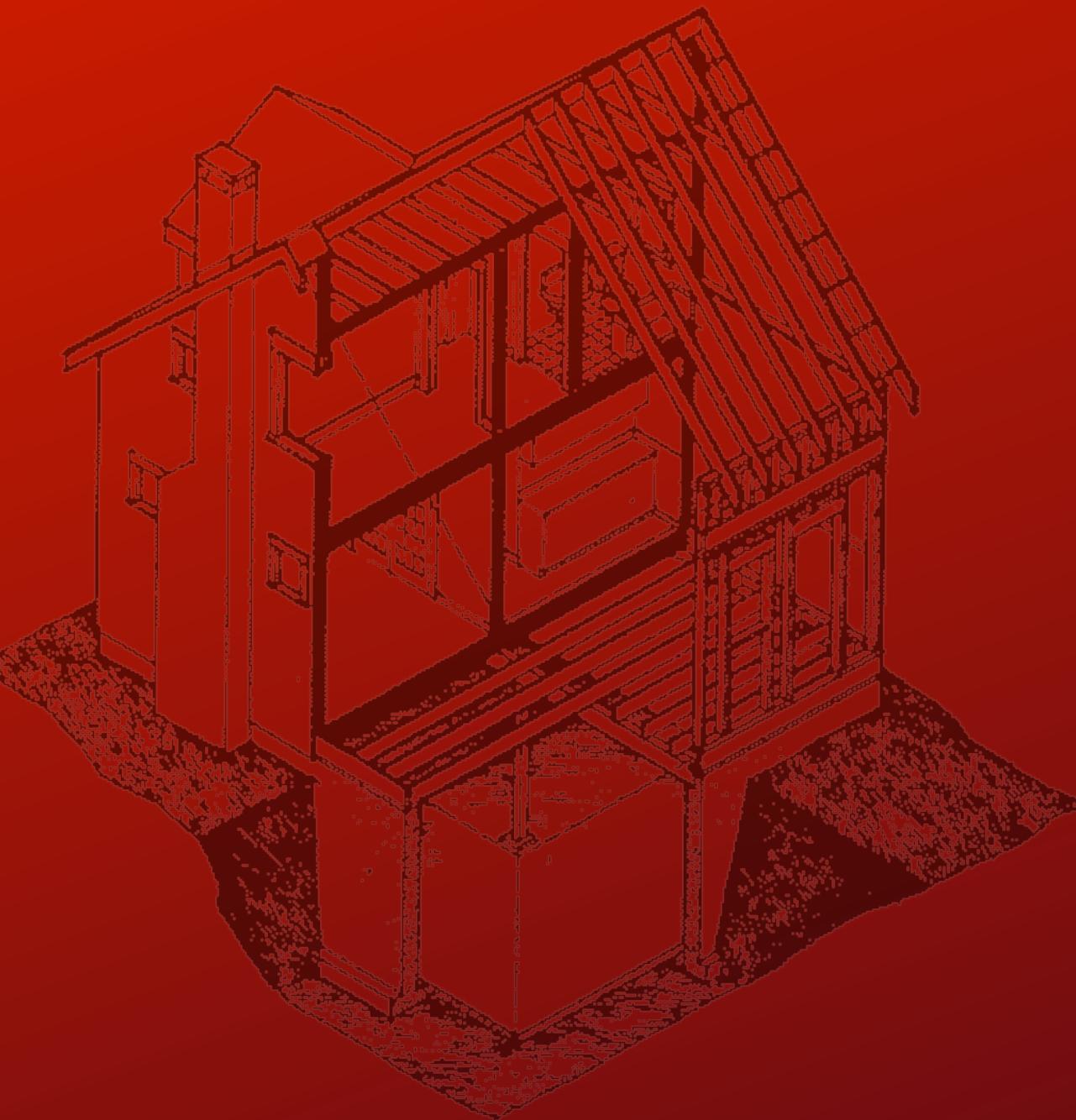
Caroline O'Connor
[@dtcaroline](https://twitter.com/dtcaroline)

SESSION

2

Building the platform.

HOW DO WE ARTICULATE THE BRAND?



EXTERNAL



ID

THEME
LINE

BRAND PROMISE

BRAND POSITIONING

TARGET AUDIENCE

INTERNAL

EXTERNAL



ID

THEME
LINE

BRAND PROMISE

BRAND POSITIONING

INTERNAL

TARGET AUDIENCE

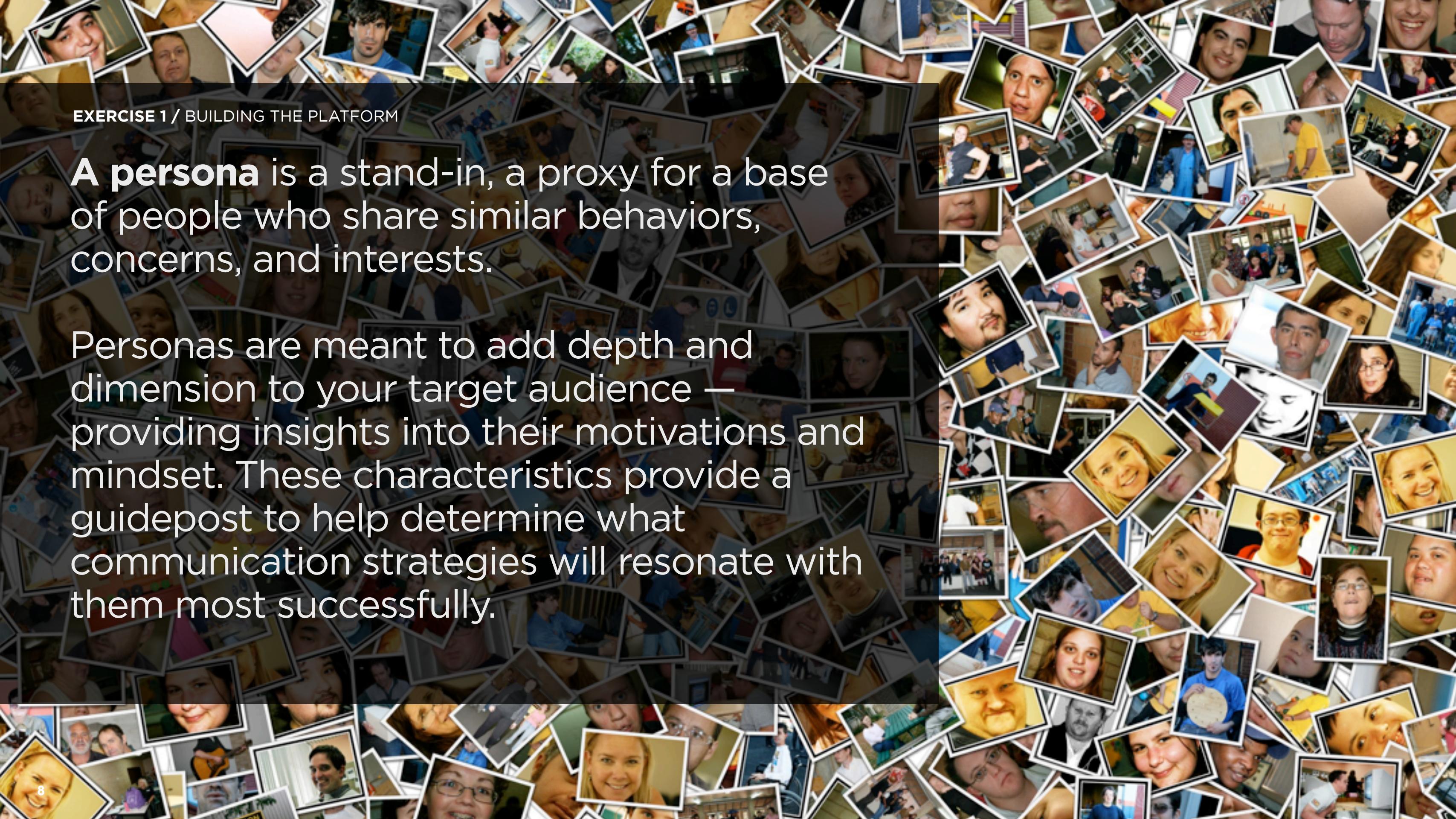
WOAH!

AN ART INFORMED BY SCIENCE

A tortoiseshell cat is swimming in a school of pink fish against a blue background.

It will require your imagination.





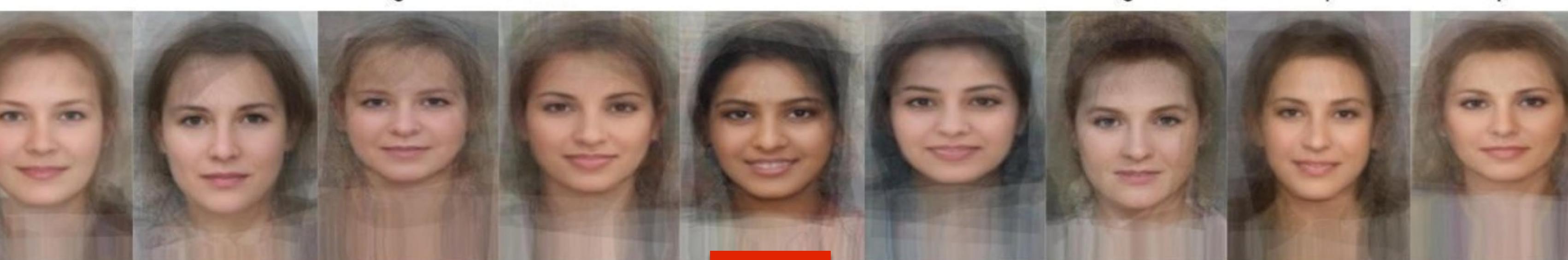
EXERCISE 1 / BUILDING THE PLATFORM

A persona is a stand-in, a proxy for a base of people who share similar behaviors, concerns, and interests.

Personas are meant to add depth and dimension to your target audience — providing insights into their motivations and mindset. These characteristics provide a guidepost to help determine what communication strategies will resonate with them most successfully.



Thai African American Afghan Central African Burmese Cambodian English Ethiopian Filipino



Finnish French German Greek MAYA Iranian Irish Israeli Italian



Mexican Latvian/Lithuanian Mongolian Peruvian Polish Romanian Russian Samoan South African

BUILDING A PERSONA

Core Persona Ingredients:

Demographic profile

.....

These are the current statistical characteristics of your audience. Among others, these commonly include gender, ethnicity, age, relationship status, employment, education, home ownership and household income.

Note: Not all stats will be relevant to your business or product category, so you will need to determine which are valuable.

Psychographic profile

.....

These are the behavioral variables for your audience. The profile should include a brief description of the audience's mindset, such as; values, attitudes, interests, key motivators, behaviors and proclivities.

Note: The more vivid and specific your description, the more you can leverage them insights to help drive decisions.

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Core Persona Ingredients:

A title / name

.....

The category name should evoke a demographic and psychographic grouping for your target audience and help to infer motivations and mindset. Some like to include a personal “given name” as well to help talk about them in a more naturalistic way.

Yoga mom
Tech-savvy senior
Teen athlete
Female sports fan
Expecting father
DIY homeowner
Urban cyclist
Male Marathoner

Core Persona Ingredients:

A visual representation

.....

An image (or images) of an the target brings a persona to life and should help to spur empathy with the consumer.

Try to make it as real as possible (avoid stock photos).



Core Persona Ingredients:

Practical needs

The foundation of practical needs stem from basic survival needs and quickly expand into the what's required of people to accomplish any action, activity or task throughout their day. These practical needs may surface at home, at work, or anywhere in-between.

Emotional needs

Emotional needs are expressed as feelings. They surface in varying degrees, and in accordance to people's nature and their situation. For example, one person may need more freedom and independence, while another may need more security and social connections.

Other useful information:

The brands they buy/use, and the brands they love.

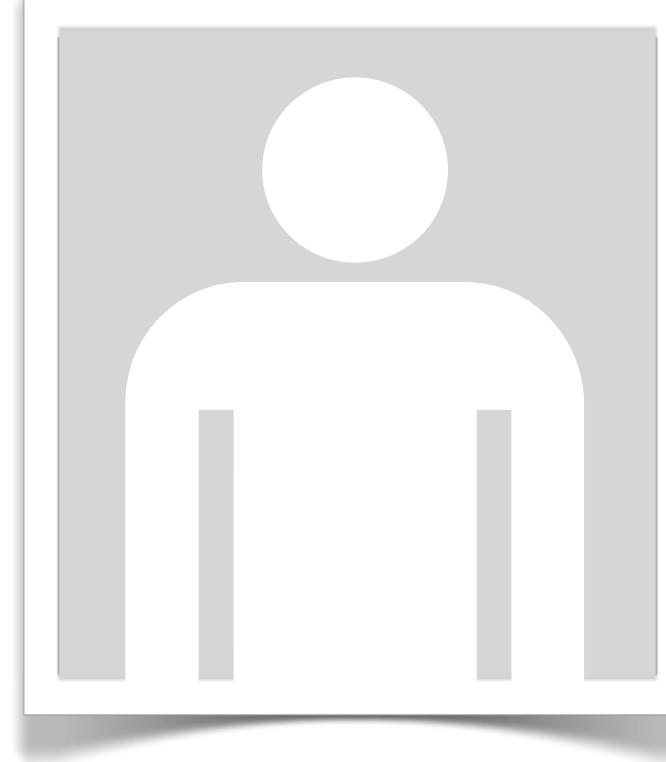
Media they consume, and where they consume it.

The devices they own and how they use them.

Where they shop, when they shop and with whom.

Any notable hobbies, habits and/or rituals.

A PERSONA TEMPLATE



PERSONA TITLE / NAME

DEMOGRAPHIC PROFILE

GENDER
ETHNICITY
DISABILITIES
AGE / LIFE-STAGE
RELATIONSHIP STATUS
LOCATION
EMPLOYMENT
EDUCATION LEVEL
HOUSE HOLD INCOME

PSYCHOGRAPHIC PROFILE

The description should be a sentence or two highlighting key characteristics of the target audience's mindset, such as; values, attitudes, interests, motivators, behaviors and proclivities.

BRANDS THEY BUY/USE

BRAND A

BRAND B

BRAND C

BRANDS THEY DESIRE/ASPIRE

BRAND X

BRAND Y

BRAND Z

PRACTICAL CONCERN/NEEDS



List approx. five practical needs/concerns for your audience. It is helpful to make them in the form of questions from your audience.

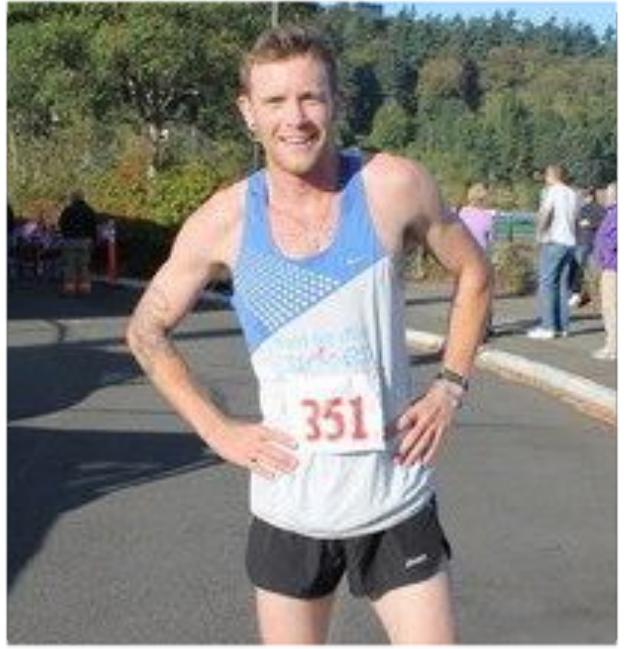
EMOTIONAL CONCERN/NEEDS



List approximately five emotional needs/concerns for your audience. It is helpful to make them in the form of questions from your audience.

AN EXAMPLE





MALE MARATHONER — JASON

DEMOGRAPHIC PROFILE

42 YEARS OLD
MARRIED
NO KIDS, 2 DOGS
SEATTLE, WA
TECHNICAL PROJECT MANAGER
BACHELOR DEGREE
150K HH INCOME

PSYCHOGRAPHIC PROFILE

Marathon Man defers to function over fashion — but, at the same time, he appreciates well designed experiences and loves new gadgets. While he's hesitant to stand out, he privately fancies himself different. Day to day, he likes to be well informed and in control.

BRANDS HE BUYS/USES



BRANDS HE DESIRES/ASPIRES



PRACTICAL CONCERN/NEEDS

- Does it have all of the features I require?
- Is it unobtrusive and comfortable to wear?
- Will it work with the other devices I own?
- Is it easy and fast to set-up and start using?
- Is it a good value for the price?

EMOTIONAL CONCERN/NEEDS

- Will it make my workouts more fun?
- Will it make me look nerdy or uncool?
- Can it help me show-off my accomplishments?
- Can it help me feel more informed and in control?
- Will it encourage/motivate me the way I need it?

YOUR TURN

IMAGE

NAME/TITLE:

DEMOGRAPHIC PROFILE

PSYCHOGRAPHIC PROFILE

BRANDS THEY BUY/USE

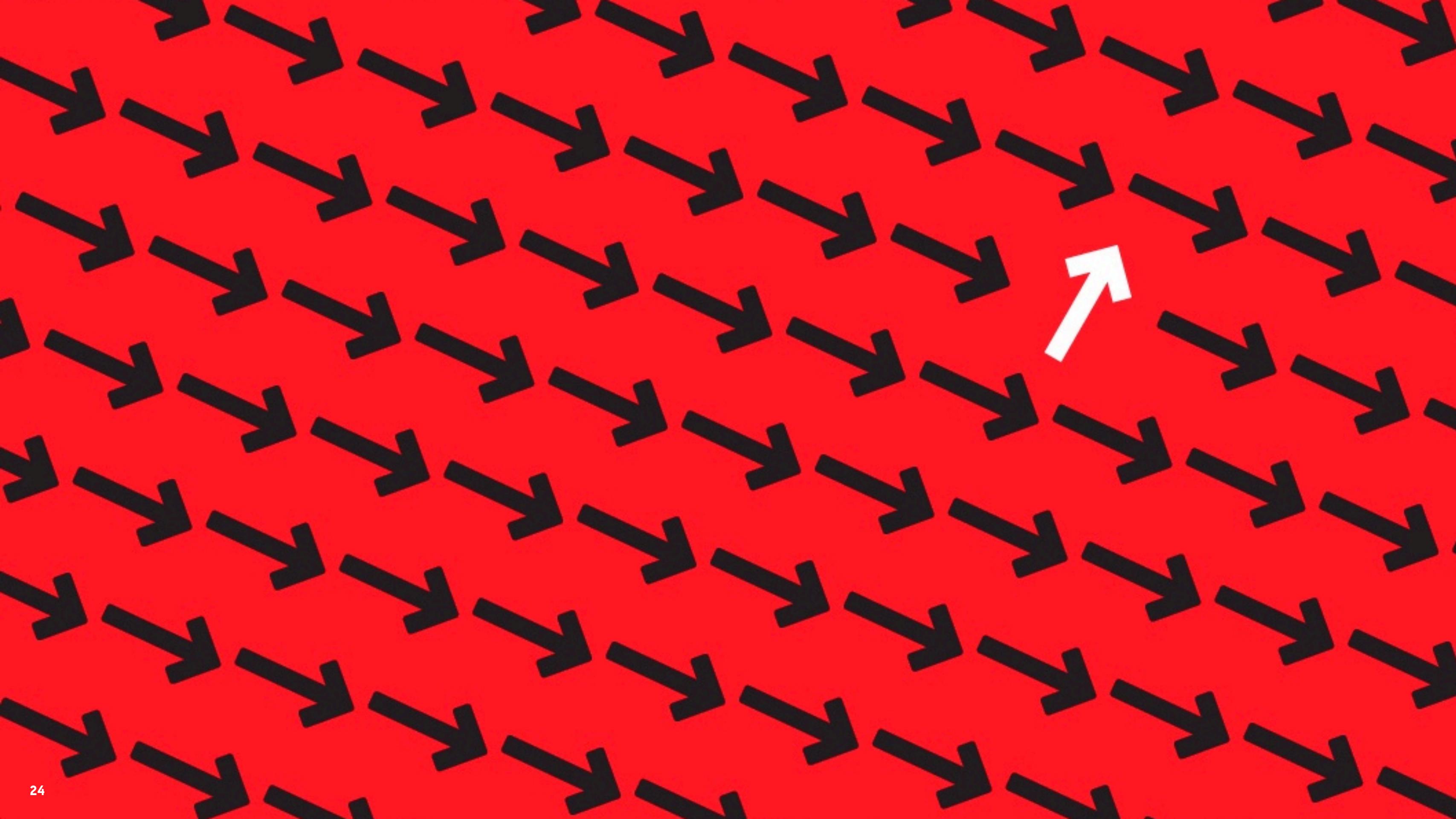
BRANDS THEY DESIRE/ASPIRE

PRACTICAL CONCERNS/NEEDS

- 1.
- 2.
- 3.
- 4.
- 5.

EMOTIONAL CONCERNS/NEEDS

- 1.
- 2.
- 3.
- 4.
- 5.



EXERCISE 2 / BUILDING THE PLATFORM

A positioning statement succinctly stakes your territory in the market — your customers, your benefits, your differentiation. It is not designed to be outward facing; It is meant as an internal document to build alignment as well as provide clarity and focus.

It is a steppingstone towards external messaging, including the elevator pitch for potential investors — who expect you to succinctly describe your product proposition.

“

Success means never letting
the competition define you.
Instead you have to define
yourself based on a point of
view you care deeply about.



TOM CHAPPELL | FOUNDER, TOM'S OF MAINE

Positioning Statement straw man:

For: [target audience/end user]

Who wants/needs: [wants/needs/seeks X]

Our products is a: [product category]

That provides: [key benefits]

Which, unlike the competition, offers: [the key differentiation]

AS A SENTENCE: For [target customer] who [want/need/seek x], [product name] is a [category] that [does x] which, unlike the competition, [is/does differentiator].

A close-up photograph of a person's hands. The person is wearing a red ribbed sweater over a grey ribbed shirt. They are holding a black Fitbit Charge 3 fitness tracker in their hands, which has a digital display showing the number '7129' and some icons. The background is blurred, showing a blue and white patterned fabric.

POSITIONING STATEMENT – AN EXAMPLE

For people who want to live an active, full life,
Fitbit creates a health and fitness system
which, unlike the competition, fits seamlessly
into people's lives to inspire everyday change.

A close-up photograph of a person's hands. The person is wearing a white long-sleeved shirt under a red corduroy jacket. They are holding a dark grey Fitbit device with a small screen displaying the number '7129' and some icons. The hands are positioned as if adjusting or interacting with the device.

POSITIONING STATEMENT – AN EXAMPLE

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TARGET AUDIENCE

A close-up photograph of a person's hands. One hand is wearing a silver ring and holding a small, dark grey Fitbit tracker. The other hand is pointing towards the tracker. They are wearing a white long-sleeved shirt and a red corduroy jacket. The background is blurred.

POSITIONING STATEMENT – AN EXAMPLE

For people who want to live an active, full life,
Fitbit creates **a health and fitness system**
which, unlike the competition, fits seamlessly
into people's lives to inspire everyday change.

◀ PRODUCT CATEGORY

A close-up photograph of a person's hands. One hand is wearing a white long-sleeved shirt cuff, and the other is wearing a red ribbed sweater cuff. A silver ring is visible on the left hand. A black Fitbit tracker is attached to the zipper pull of a pair of dark blue jeans. The background is blurred.

POSITIONING STATEMENT – AN EXAMPLE

For people who want to live an active, full life,
Fitbit creates a health and fitness system
which, unlike the competition, fits seamlessly
into people's lives to **inspire everyday change**.

KEY BENEFIT

A close-up photograph of a person's hands. The person is wearing a red ribbed sweater over a grey ribbed shirt. They are holding a dark grey Fitbit device with a small screen displaying the number '7129' and some icons. The hands are positioned as if adjusting or interacting with the device.

POSITIONING STATEMENT – AN EXAMPLE

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KEY DIFFERENTIATION

YOUR TURN

Positioning Statement:

For:

.....

Who wants/needs:

.....

Our products is a:

.....

That provides:

.....

Which, unlike the competition, offers:

.....



Brand Promise:

This is when you turn your brand position into customer facing copy: What do you offer your customers? Why should they use you – what is your promise and how will your customers benefit?

Theme Line:

And then you sum it up in a catchy phrase that expresses your position, your promise and benefit in a single stroke.

BRAND PROMISE + THEME LINE – AN EXAMPLE

Fitbit empowers and inspires fitness every day, everywhere, for everyone. We design tools and experiences that fit seamlessly into your life — because fitness comes from what you do. We give you the insight into your daily activity and encouragement to do more, to see how all those little steps you take every day lead to big change.

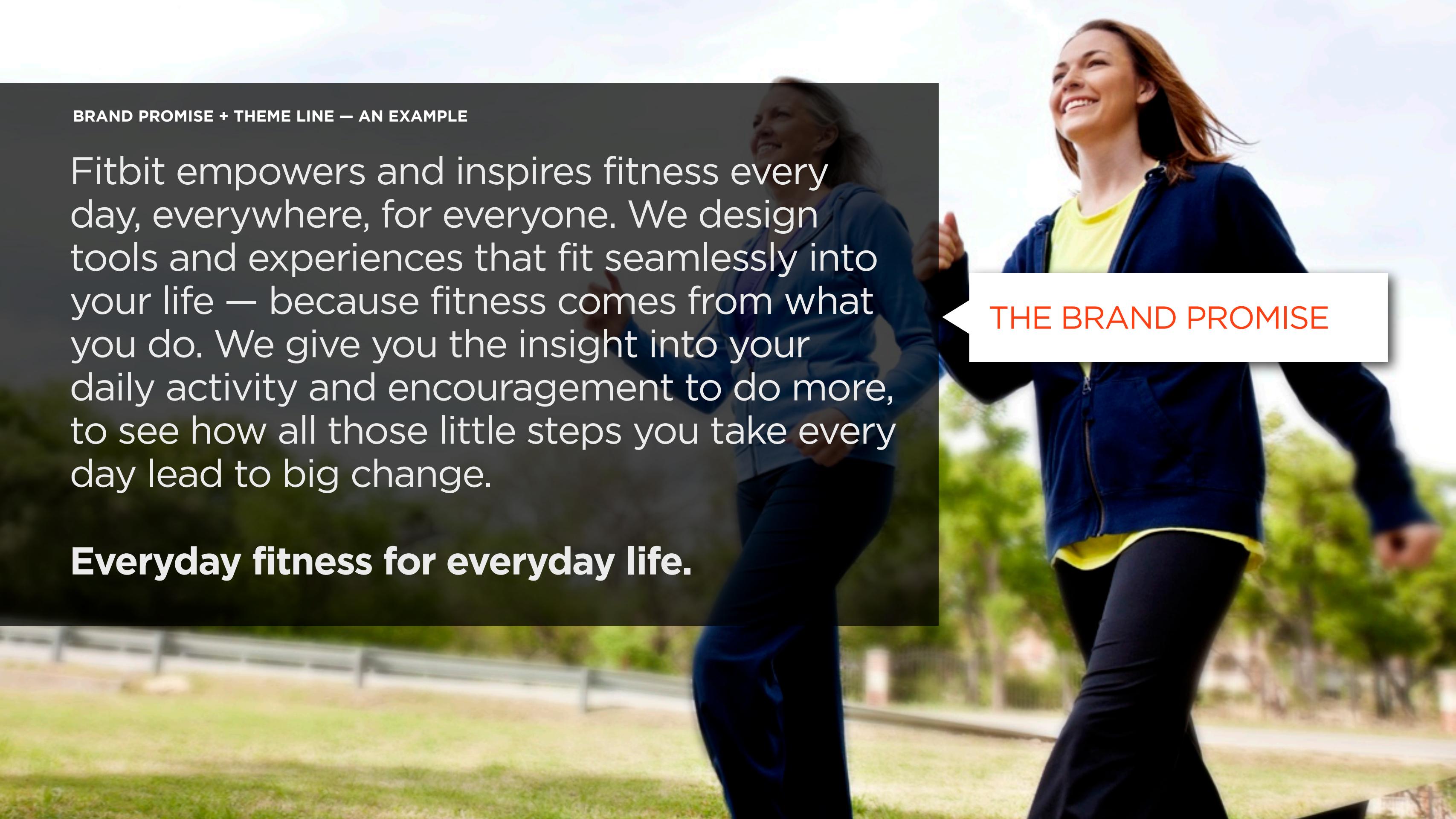
Everyday fitness for everyday life.



BRAND PROMISE + THEME LINE – AN EXAMPLE

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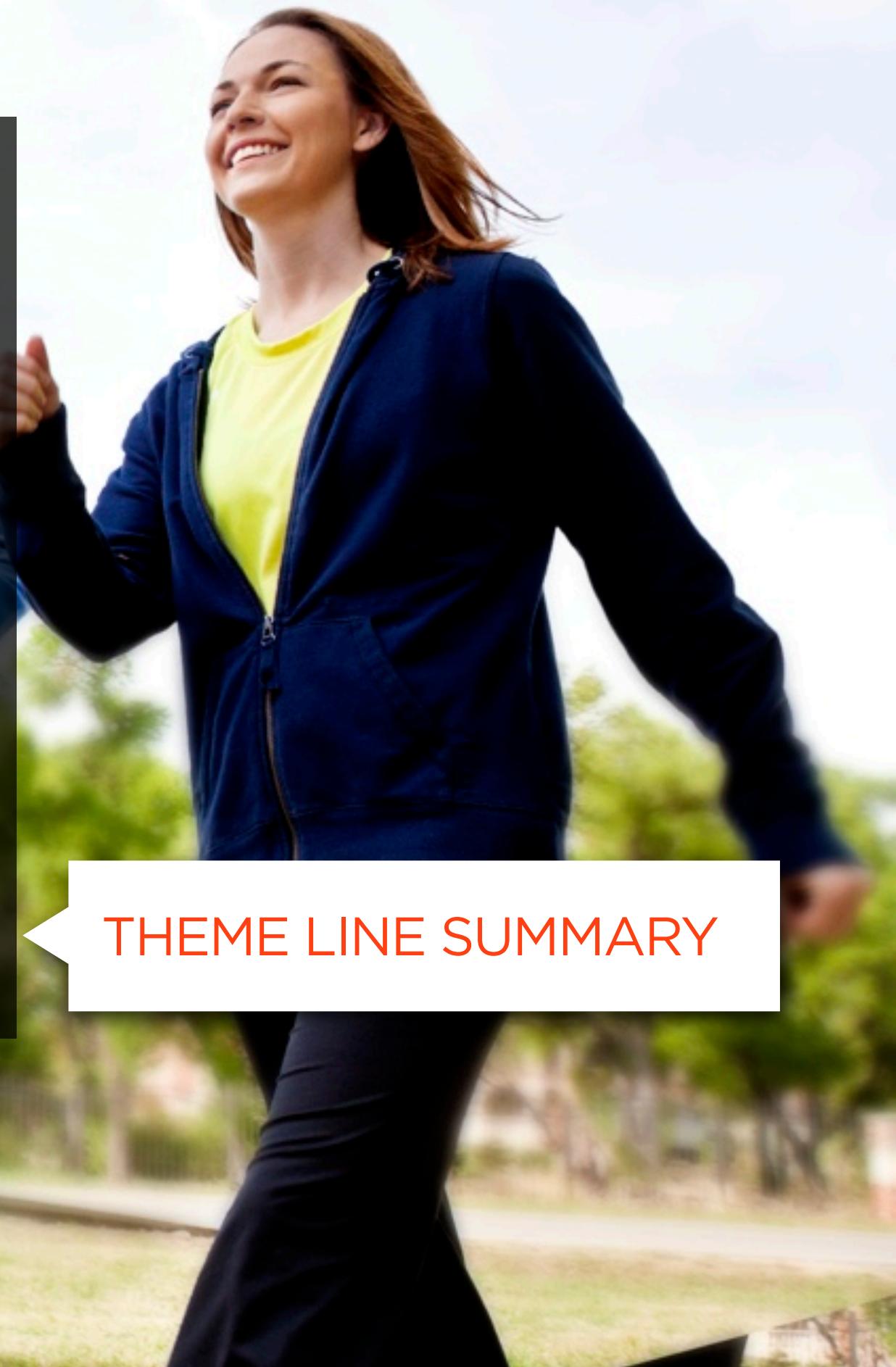
A photograph of a woman jogging outdoors. She is wearing a blue zip-up hoodie over a yellow t-shirt and dark leggings. A Fitbit device is visible on her left wrist. She is smiling and looking upwards. The background shows a grassy field and a road.

THE BRAND PROMISE

BRAND PROMISE + THEME LINE – AN EXAMPLE

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Everyday fitness for everyday life.



THEME LINE SUMMARY

Fitbit will help you lead a healthier, more active life.

Let's make fitness a fun, achievable part of everyday life. Our products track your health and fitness, then sync wirelessly to offer insight and encouragement whether you're online or on the go. So get ready to go farther.



Get Active



Eat Better



Manage Weight



Sleep Better





GAME ON, WORLD.

WHAT IT TRACKS

All-Day Activity



NikeFuel



Calories



Steps



Time

Already have a Nike+ FuelBand?

[SET IT UP](#)

Writing to your audience

When writing your brand promise, you are speaking to your audience — to your personas — trying to persuade them to use your product. Picture them when writing.

Get in character

Write in a voice that expresses your strategy. If you're all about connection and fun, speak a conversational, light tone. If you're all about health, maybe you want to be more serious.

Address your target

Keep your personas close. Address their concerns — their potential hesitations as well as their emotional aspirations. Why should these people in particular use your product?

Prioritize your message

You can't say everything here, so you need to focus on the highest proposition: Ease? Health? Social connection? You might be about all of them but your brand is first and foremost about one.

From specific to general

You are trying to connect people to go from their specific lives to a more general proposition. Consider how a particular example or reference can be generalized into the larger proposition.

YOUR TURN

SHARE YOUR THEME LINES

LET'S DO THIS!

