

Find Your Brand's POV

When a brand expresses a point of view about the world it shares with its customers, it deepens the connections between them — and creates market territory instead of just capturing it.

Corporations may not be people, friends, but many brands have come to represent all sorts of human qualities in the eyes of consumers. Beyond ownership, brands came to denote the quality and reliability of products. The values a brand communicates have grown more abstract and complex since the Industrial Revolution and the development of modern media.

When a brand draws on these factors to address a topic of common interest with its customers, it's expressing a point of view, driving towards a shared belief, deepening the connections.

POV: It's Not About You, It's About Them

The first thing to remember about a brand POV: it's not expressly about the brand. Brands have plenty of tools to explore what they think about themselves, and these tools are great for creating marketing decks and products and banner ads. What they're not great at is helping the brand have a POV about topics out in the world.

- A brand has a logo, but a POV is different from a logo. A logo is simply a signifier of the brand's existence — like a hat for a cowboy.
- A brand may have brand values, but a POV is different from brand values. Brand values are aspirational adjectives — like a dating profile.
- A brand may have guidelines for tone and voice, but POV is different. Tone and voice are more performative etiquette than personal philosophy.
- A brand may have brand guidelines, but a POV is different. Brand guidelines are systems for how to think about the perception of the brand, rather than a way for the brand to perceive the world outside itself.

No POV is an Island

A POV is about having an opinion or set of opinions about things that are not your product. It takes a strong brand to take a stand. The more authority you have to advocate those opinions, the more those people will listen. A POV establishes the rules of the brand conversation.

But a POV is not a sales pitch. Not directly. The utility of that point of view is not to capture dollars by selling a thing. The utility is to capture attention by selling an idea adjacent to that thing. Having a POV doesn't mean capturing market territory. It means creating it.

How to Create Your POV

Activating a brand's POV requires you to identify a topic with which your brand and your audience share a common interest. Ask yourself:

- What's your goal?
- What's your brand's area of expertise?
- Who's your audience?
- What topics speak to your audience's desires/interests?

Like the best things in life, the best POVs shouldn't be forced. There's always the chance you'll alienate the audience you want to win — but in the right hands, a strong POV will strengthen your brand's connection with its audience.