This is not a brand

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This is not a brand

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adidas

This is not a brand

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CHANEL

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This is a logo

This is a logo

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So, what is a brand?

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It's how you make people feel

A brand is an emotional connection

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It's the experience you Create

A brand is a memorable experience

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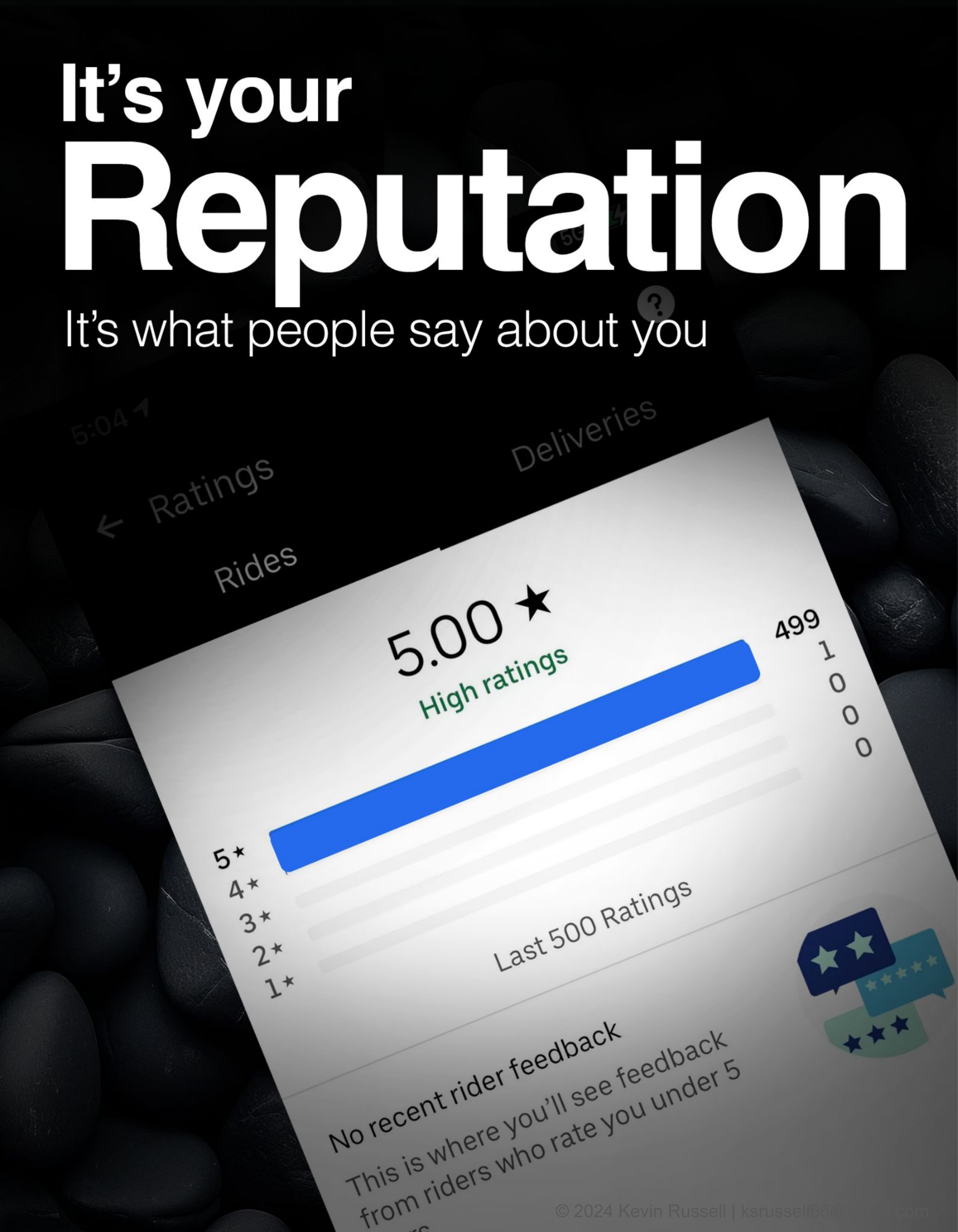
It's your Reputation

It's what people say about you



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It's your Promise

It's the unwritten contract that you keep

DOES EXACTLY WHAT IT SAYS ON THE TIN

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It's your Story

The narrative of who you are

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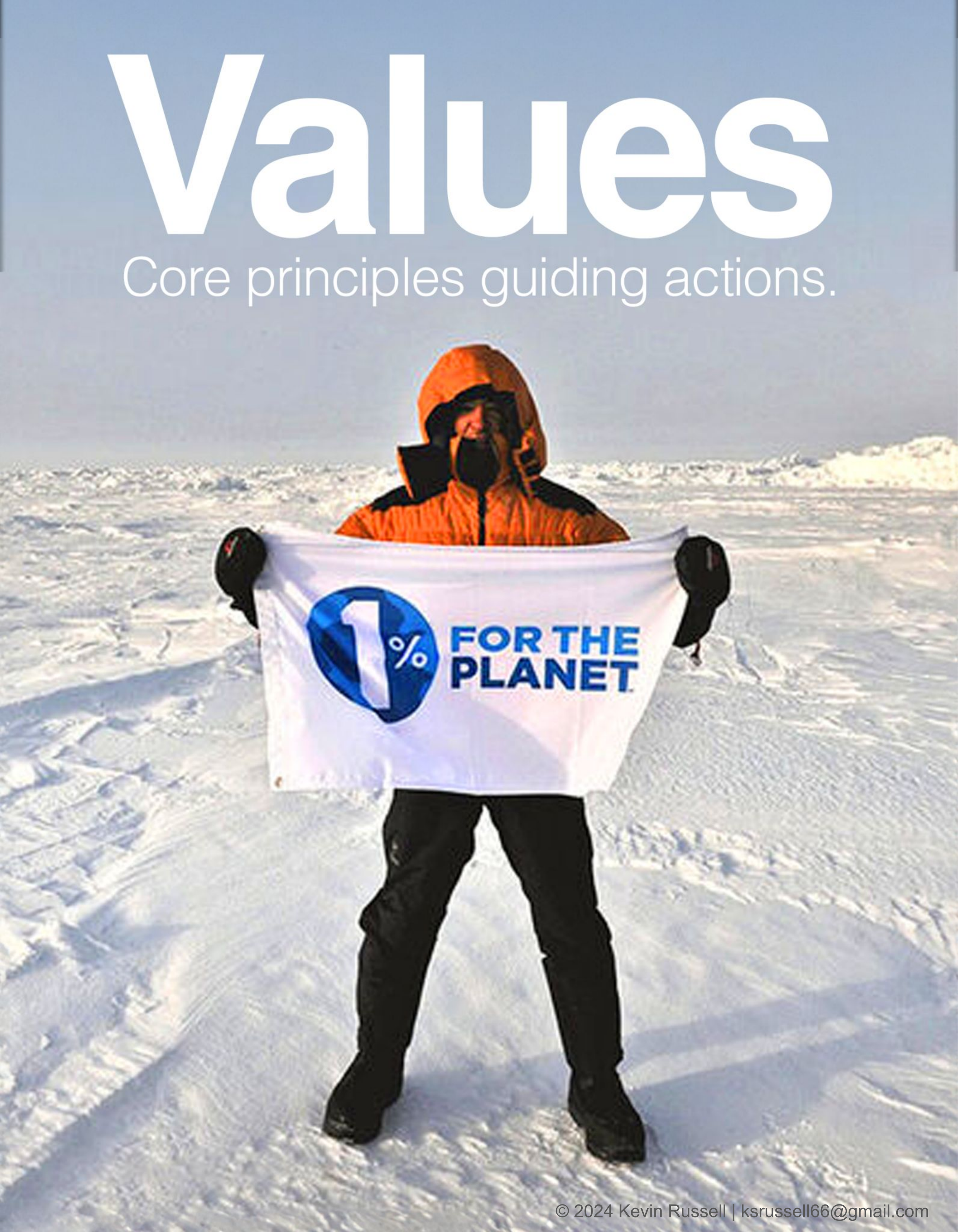
Values

Core principles guiding actions.



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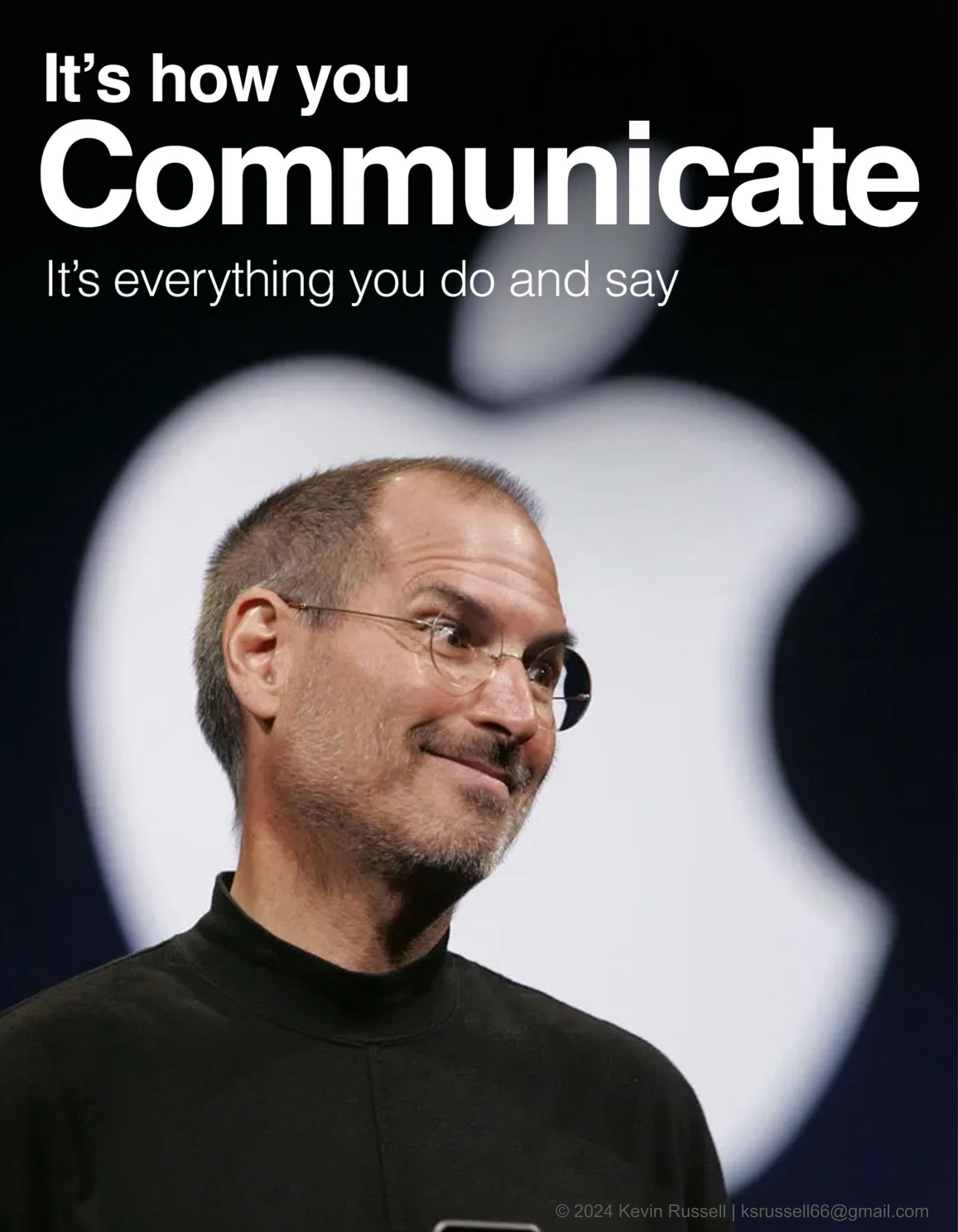
It's how you
Communicate

It's everything you do and say



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It's your Culture

It's how we connect with each other

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Differentiation

What sets you apart from your competitors

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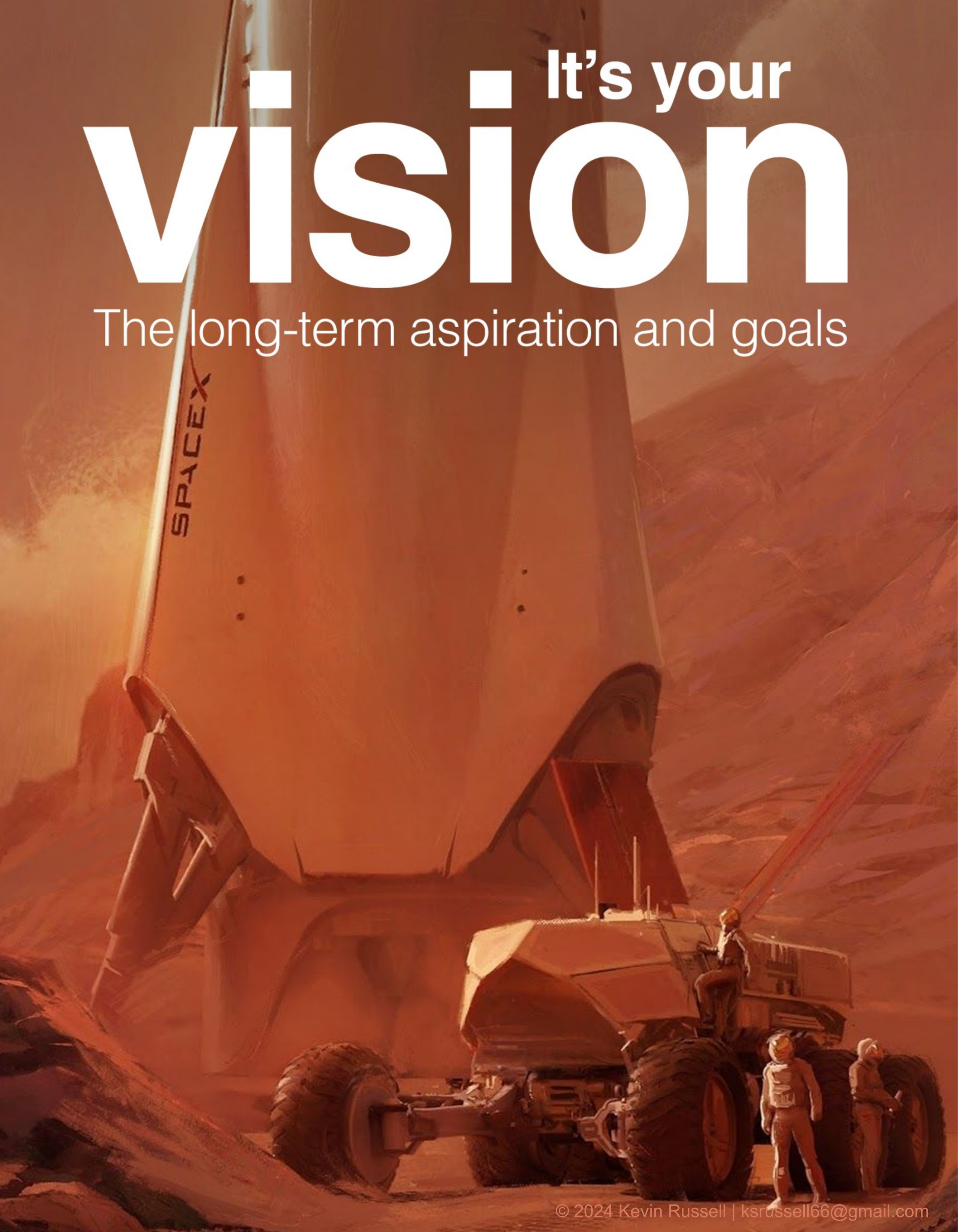
It's your vision

The long-term aspiration and goals



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This is not a brand

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It's your culture

Culture

It's everything you do and

This is

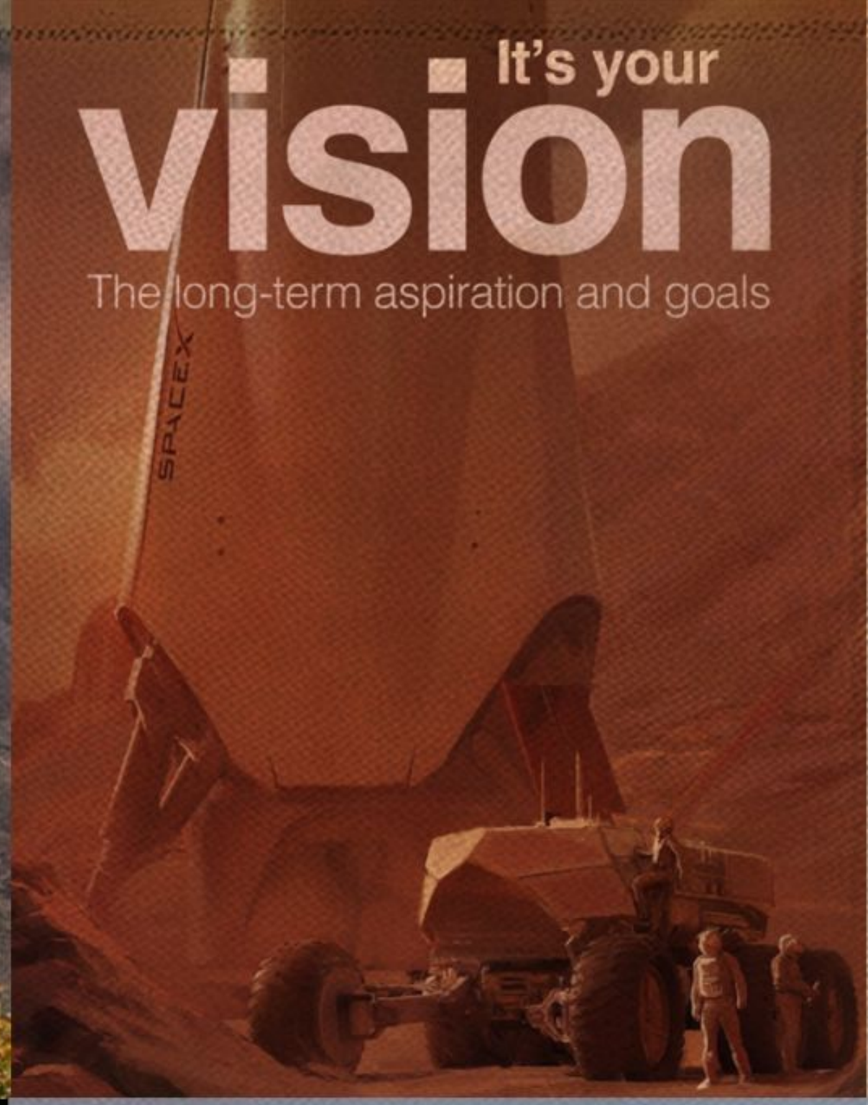
It's how you make people **feel**

A brand is an emotional connection.

It's your

vision

The long-term aspiration and goals



Differentiation

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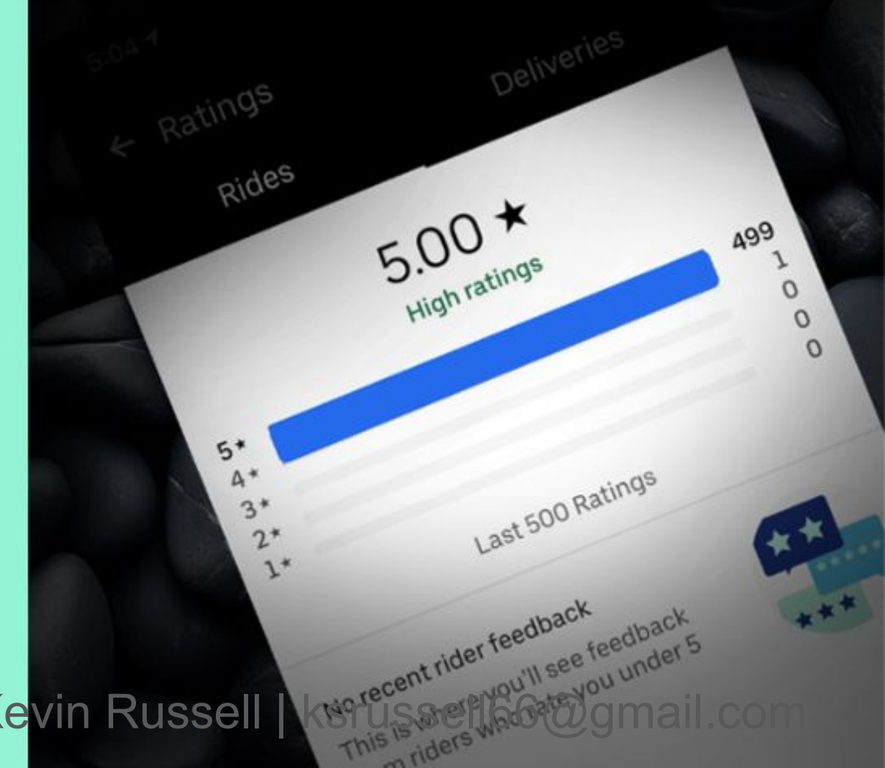

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It all makes up your

Brand Essence

Brand Persona
Core Values

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Which informs your brand experience

How we look

- Main Offering
- Packaging
- Uniforms
- Brand
- Promotions
- Advertising
- Signage
- Store

What we say

- Media Channels
- PR
- Press

What we do

- Service
- Interactions
- Tone

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Summary

Your brand is:

Your "Essence" - What defines you
The "Experience" - What connects you

Informs

Brand Essence

Brand Experience

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Thank you

Speak to Kevin Russell about Branding - Communication - Storytelling. © 2024 Kevin Russell | ksrussell66@gmail.com