
SIX STEPS TO GROWING A SUPER-POWERFUL BRAND





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Branding is **so much more** than your company logo. It's what makes Nike more than just trainers, McDonald's more than just burgers, and Starbucks more than just expensive coffee.

It's a feeling. It's an expectation. *It's an experience.*

As Jeff Bezos says, "your brand is what other people say about you when you're not in the room." So what do you want your target market - and your larger industry - to say about you? What key adjectives do you want to come to mind when someone sees your logo? What emotions do you want to elicit when someone sees one of your ads? Because after all, this sentiment of what a brand is - an **intangible magic** associated with your company - is more than the product of a few well-timed advertising campaigns. According to David Olgilvy, the father of modern advertising, every advertisement, every interaction, every press release "should be thought of as a contribution to the *complex symbol* which is the brand image."

And you don't create this image out of thin air.

A brand is something you *nurture* over an extended period of time; it's something that you cultivate around and throughout your company. So what can *you* start doing as of today, to get your business on track to creating a **super-selling, highly-profitable brand** that commands attention and extends your market reach?

Let's dive into the six essential steps.





1. Know Who You're Talking To

Now, of course you probably already have an idea of who your ideal customer avatar is.

But knowing your target audience **goes deeper** than seeing their age, gender, and other demographic information on a piece of paper. It means a true, profound understanding of *what they care about*, and *what their motivators are*.



Remember that to get the widest profit margins from your branding efforts, it all comes from your consumer. They spread the word; they buy your product; they invest emotionally in your services. From there, brands can meld and evolve and bring on a life of their own, but *to begin with*: you need to grab your customers' attention. And the earlier you forge that emotional bond, the better.

How do you do this? Well, **you speak to what they value.**

Research what their most salient concerns are, understand the root sources of their anxieties and disappointments, and position your brand as the most elite, most ideal solution provider.

And remember: how they buy, what they prioritize, what macro and micro socioeconomic factors affect their decisions, and where their expectations lie are all essential questions to answer in your first round of research.

Now you might be thinking - *hold up, first round?*

That's right. You want to heavily invest in your market research early on and always. Learning your customers' cares and concerns never ends because their priorities never stop shifting and evolving. And if you can tap into their primary pain points before they even have the words to express them? You've struck gold.



2. Outline Who You Are

What makes a business a **thriving, dynamic organization**, as opposed to a middle-tier, directionless company with little personality?

It's your values.

Specifically, it's your principles and what you - as a business - stand for. It's also about what *value you offer* your target market. And it's your unique selling points (USPs): what do you do that others can't? What can you promise that makes you special?

A good gauge of a rock-solid business identity is if the *vertical structure* of your organization knows your mission well. So if a random person off the street - who has never heard of your company before - approached one of your employees, your managerial staff, or even your C-suite asked, "what's your company all about?" they should be able to answer confidently and enthusiastically.

This **shared sense of purpose** will then filter down into all interactions and endeavours: from marketing campaigns, to sales calls, to operations, to HR, and create a cohesive sense of self your company can *build a brand on*.



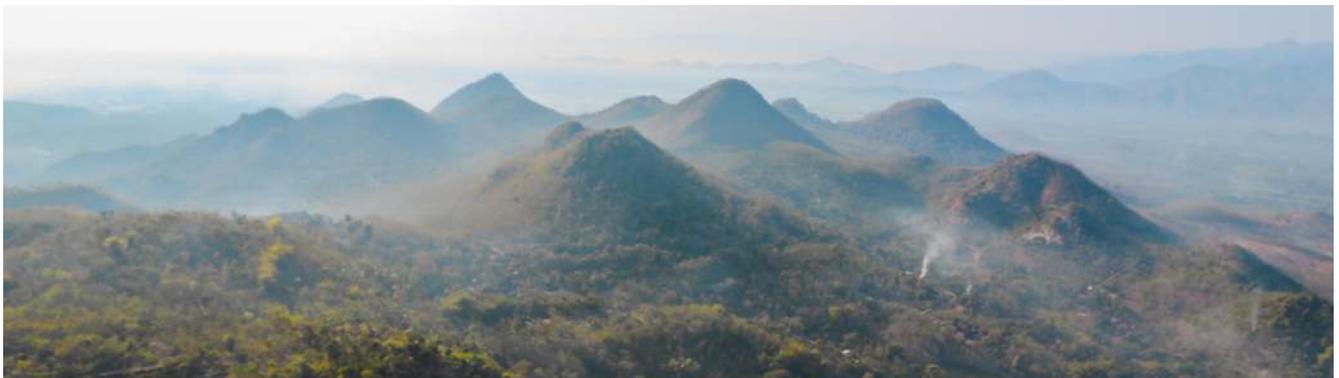


3. Build An Identity

Most consumers recognize a brand by its logo, tagline, brand colors, or some mix of all three identifiers.

So make sure to invest heavily in ensuring your brand **reflects and inspires** your mission statement, values, and product offerings. And take the time to dwell on the logo you choose for your company: is it striking? Is it memorable? Is it unique? And importantly, can it be easily confused with other symbols, or strike offense or ambivalence?

Keep in mind as you go about designing your logo and accompanying colors/images that you pay attention to the following:



Psychology-informed marketing

Our minds are powerful tools, and our subconscious often dictates our feelings and attitudes toward something more often than we'd like.

For instance, company names iterated in all caps-lock come across as more authoritative and masculine, while lowercase names often appear more approachable or casual. And while it may be tempting to make your logo stand out by donning it with a bunch of custom graphic design accessories, **simple is usually best.**

Don't believe us? Think of all the most iconic logos: Nike, Amazon, Facebook, McDonalds, Tesla, Instagram, and so on. They all include one or two colours, and have very simple designs that most people could jot down on paper themselves (and with little artistic experience).



Color theory

Colors matter a lot in marketing.

They matter even more when it comes to branding your logo and accompanying tagline text - that's because, for the majority of people, color is the first thing they notice about your product.

Check out this color psychology chart to understand what colors elicit certain emotions and feelings:

COLOR PSYCHOLOGY

WHAT COLORS COMMUNICATE

12 COLORS AFFECT HOW WE ACT AND FEEL SUBCONSCIOUSLY. PROVIDED ARE 12 HUES WITH MEANINGS AND USES IN ART, DESIGN AND LIFE.

INFLUENCE

COLOR IS THE FIRST THING PEOPLE WILL NOTICE ABOUT YOUR WORK OR PRODUCT.

STUDIES HAVE SHOWN THAT

90%

OF THE SNAP JUDGEMENTS ARE INFLUENCED BY THE COLOR ALONE.

FACTS

FIRST COLOR THAT WE DISTINGUISH AFTER BIRTH IS COLOR RED. HOWEVER, COLOR BLUE IS THE FAVORITE ONE AMONG HUMANS WORLDWIDE.

PEOPLE WHO ARE COLD PREFER WARM COLORS LIKE RED AND YELLOW WHILE PEOPLE WHO ARE HOT PREFER COOL COLORS LIKE BLUE AND GREEN.

THE LOWER THE MEAN SATURATION OF SUBJECT, THE MORE COMFORT IS FELT WHEN BEING AROUND IT.

PROPERTIES

COLOR
COLOR IS PROPERTY POSSESSED BY ANY OBJECT, EACH OBJECT REFLECTS OR EMITS LIGHT AND IS PRODUCING DIFFERENT SENSATIONS ON THE EYE. OBJECTS REFLECT LIGHT IN DIFFERENT WAVELENGTHS WHICH WE RECOGNIZE AS COLOR.

COLOR	WAVELENGTH
RED	700 - 635 nm
ORANGE	635 - 590 nm
YELLOW	590 - 560 nm
GREEN	560 - 520 nm
CYAN	520 - 490 nm
BLUE	490 - 450 nm
VIOLET	450 - 400 nm

COLOR PROPERTIES
COLOR PROPERTIES ALLOW US TO DISTINGUISH AND DEFINE COLORS.

HUE IS ACTUAL COLOR OR COMBINATION OF COLORS (RED, YELLOW, ORANGE)

VALUE IS HOW LIGHT OR DARK IS IT (TINTS AND SHADES)

CHROMA POINTS TO THE COLOR'S INTENSITY OR SATURATION.

	EMOTION	INDUSTRY	USED TO
RED	EXCITEMENT ENERGY PASSION COURAGE ATTENTION	ENTERTAINMENT FOOD SPORT FIRE PROTECTION CHILDREN PRODUCTS	STIMULATE CREATE URGENCY DRAW ATTENTION CAUTION ENCOURAGE
ORANGE	OPTIMISTIC INDEPENDENT ADVENTUROUS CREATIVITY FUN	ART ENTERTAINMENT FOOD SPORTS TRANSPORTATION	STIMULATE COMMUNICATE FUN DRAW ATTENTION EXPRESS FREEDOM FASCINATE
YELLOW	ENTHUSIASM OPPORTUNITY SPONTANITY HAPPINESS POSITIVITY	FOOD SPORTS TRANSPORTATION TRAVEL LEISURE	STIMULATE ENCOURAGE RELAXATION AWAKE AWARENESS ENERGIZE AFFECT MOOD
LIME GREEN	GROWTH HARMONY FERTILITY KINDNESS DEPENDABILITY	ENVIRONMENT LEISURE ALTERNATIVE ENERGY ENTERTAINMENT EDUCATION	RESTORE ENERGY PROMOTE GROWTH NUTURE REJUVENATE
KELLY GREEN	SAFETY HARMONY STABILITY RELIABILITY BALANCE	ENVIRONMENT BANKING REAL ESTATE FARMING NON PROFIT	RELAX BALANCE REVITALIZE ENCOURAGE POSSESS
SKY BLUE	FREEDOM SELF EXPRESSION TRUSTWORTH WISDOM JOY	ENTERTAINMENT COMMUNICATION CHILDRENS PRODUCTS TECHNOLOGY AEROSPACE	DRAW ATTENTION INSPIRE TRUST SUGGEST PRECISION COMMUNICATE CONSCIOUSNESS STIMULATE PRODUCTIVITY
ROYAL BLUE	TRUST RESPONSIBILITY HONESTY LOYALTY INNER SECURITY	SECURITY FINANCE TECHNOLOGY HEALTH CARE ACCOUNTING	REDUCE STRESS CREATE CALMNESS RELAX SECURE CREATE ORDER
VIOLET	IMAGINATION SPIRITUALITY COMPASSION SENSIVITY MYSTERY	HUMANITARIAN PSYCHIC RELIGION	ENCOURAGE CREATIVITY INSPIRE COMBINE WISDOM AND POWER CREATE IMPRESSION OF LUXURY INTUITION
PINK	COMPASSION LOVE IMMATURE PLAYFUL ADMIRATION	CHILDRENS PRODUCTS WOMANS PRODUCTS BEAUTY FASHION	COMMUNICATE ENERGY INCREASE PULSE MOTIVATE ACTION FASCINATE ENCOURAGES CREATIVITY
BROWN	RELIABILITY STABILITY HONESTY COMFORT NATURAL	AGRICULTURE CONSTRUCTION TRANSPORTATION LEGAL FOOD	STABILIZE IMPLY COMMON SENSE SUPPRESS EMOTIONS CREATE WARMTH
GRAY	NEUTRAL PRACTICAL CONSERVATIVE FORMAL QUIET	ALL INDUSTRIES * MOSTLY USED IN COMBINATION WITH OTHER COLORS	CREATE SENSE OF COMPOSURE DEPRESS ENERGY ASSOCIATE TIMELESS COMMUNICATE MATURATION
BLACK	POWER CONTROL AUTHORITY DISCIPLINE ELEGANCE	ALL INDUSTRIES * MOSTLY USED IN COMBINATION WITH OTHER COLORS	HIDE FEELINGS INTIMIDATE RADIATE AUTHORITY CREATE FEAR ASSOCIATE WITH MYSTERY



As you can see above unsurprisingly - red is considered an aggressive, provocative color, while blue is considered trustworthy, calm, and classy. Yellow is happy, while green is stable, environmental, and grounded, and so on. (Just keep in mind, especially if you aim to be an international brand, that colors' meanings are subject to cultural factors and regional differences).

The bottom line when it comes to color theory? Choose wisely, and don't make it complicated.

Stick to a couple of colors, and avoid overwhelming your viewer with a rainbow of shades.





4. Storytelling Is Key

Interesting and engaging stories present the best way to connect with your consumers.

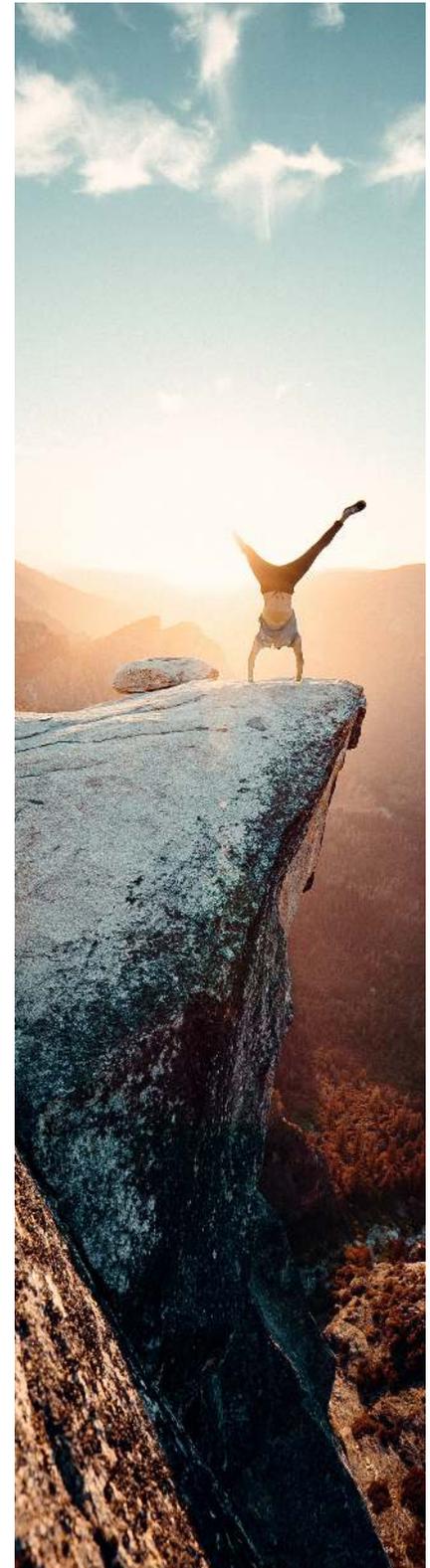
How well your story resonates with your target demographic will be contingent on the way you tell it. For instance, science has discovered that our love for an underdog is statistically significant and very real.

There's some debate as to the why behind this, but the takeaway is something you don't need a controlled experiment to know: no-one likes big, domineering companies that control the playing field. They like mom-and-pop stores, small businesses with drive and personality, and trustworthy, mission-driven *brands* that are in-touch with their target market and *promise a certain standard*.

Because the fact is: though we all like to think of ourselves as logical, rational buyers, the truth is: we buy based on emotion. It's all about how we feel toward a certain product, or a certain company. We then use logic to justify our purchasing decisions - *not the other way around*.

So what does this mean for your business?

Well, it means you need to cultivate, and lead with, **a good story that resonates with people.**





5. Make It Cohesive

Now that you've done all the above - it's time to bring it all together.

Make sure that your website, advertising campaigns, direct mail efforts, and so on reflect the **personality and aspirations of your brand**.

That means investing in creating a quality sales funnel, fueled with copy, images, and language that **iterates your brand message** - over and over again. From the homepage of your website to the landing page after a closed sale: lead with strong branding that includes your logo, your tagline, your colors, and any other identifying features you want to include in your branding.



Keep in mind that this is an *evolutionary* process which will become easier as your brand builds on itself, but at the beginning you should make sure to go through key marketing materials (think website design and copy, email sequences, and any programmatic/social advertising campaigns) with a fine-toothed comb. You'll want to make sure that the image you are presenting to prospects is all **cohesive** and working in tandem with one another to further your larger organizational goals.

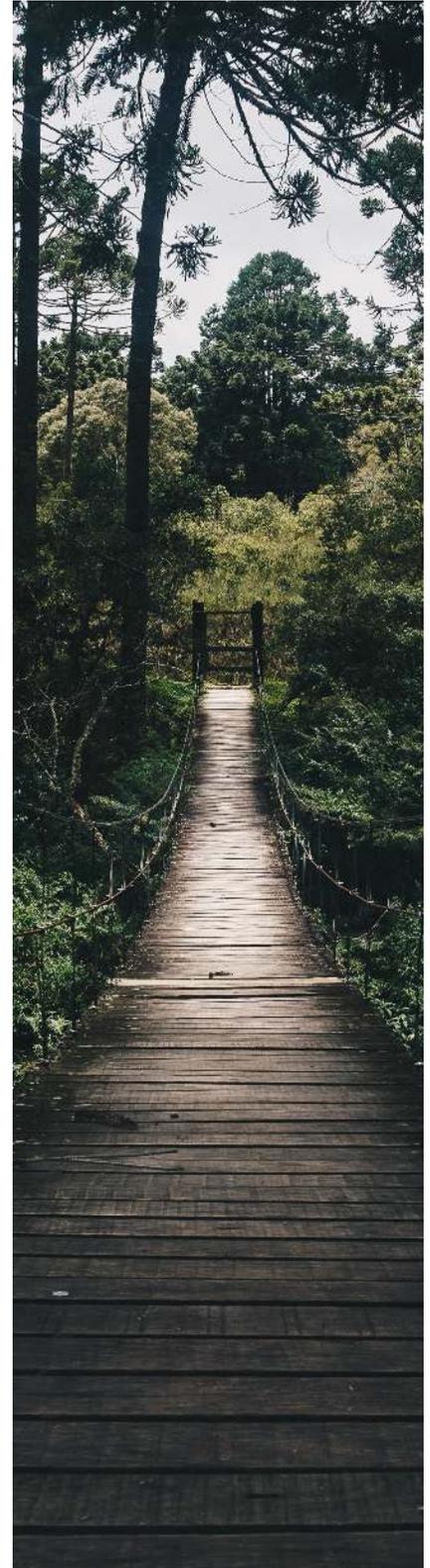


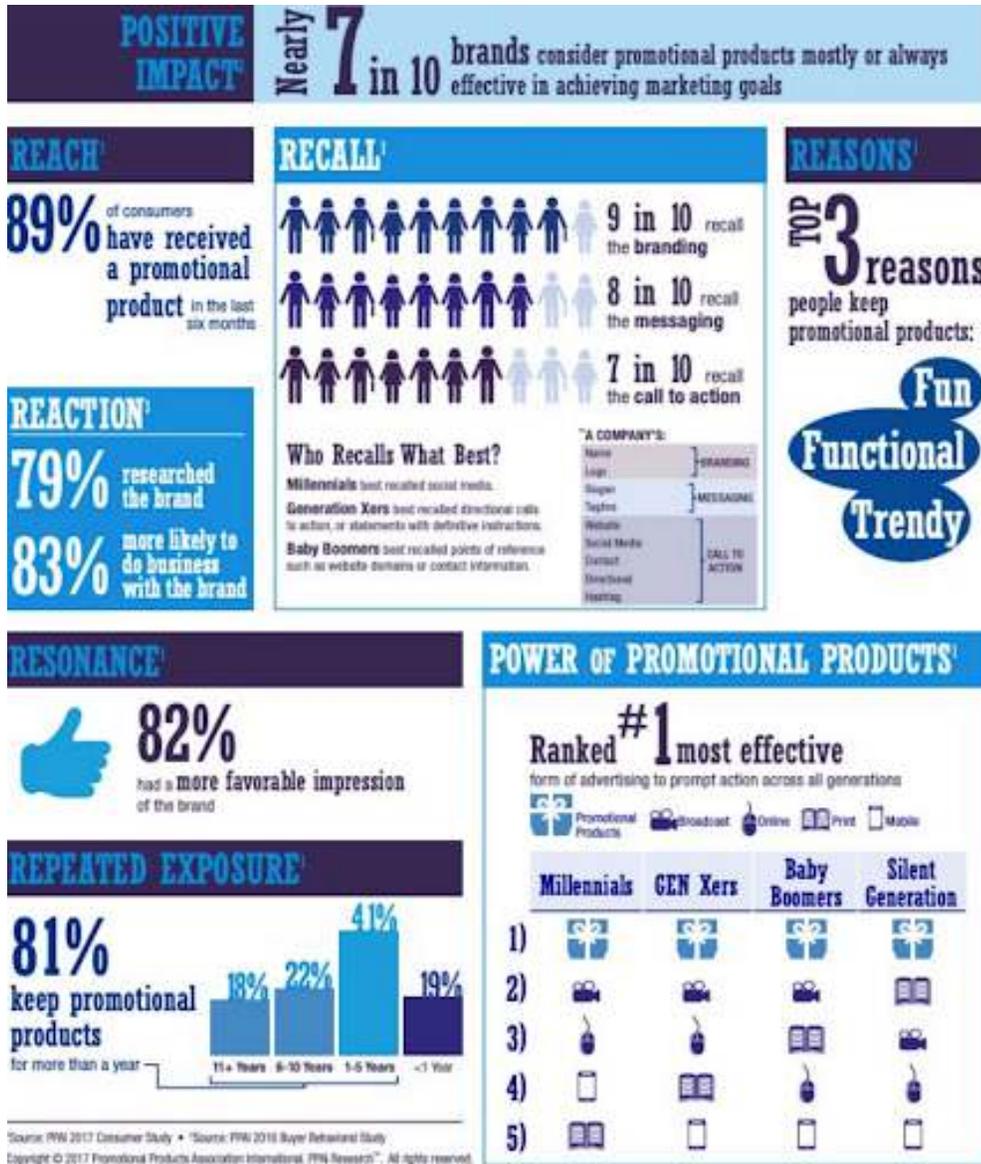
6. Make It Far-Reaching

Have you noticed that Amazon employees are all gifted the same branded backpack, fitted with the colors and logo of that organization?

And have you noticed that Netflix, AirBnB, and Starbucks all have popular, high-quality merch - such as T-shirts, water bottles, coffee mugs, wellness kits, and so on - that is also branded and extremely wearable/usable?

Which means that even as we explore our favorite city, and even as we go about our daily lives, these industry giants use their employees as **walking advertisements for their company**. It makes them a little bit more well known. It brings their services front of mind, even if just for a second. And it strengthens their brand, by just an inch, every time.





Such is the power of quality, curated merchandise (otherwise known as swag).

But just like with any marketing campaign - to get maximum impact, you need to get it right the first time.

That's why we recommend choosing a specialist like Dynamic Advertising Solutions, who will source, design, create, warehouse, and fulfill all your wildest promotional item dreams.

Check out [our website](#), or [sign up for a demo](#) to learn about what our services can do for your brand.