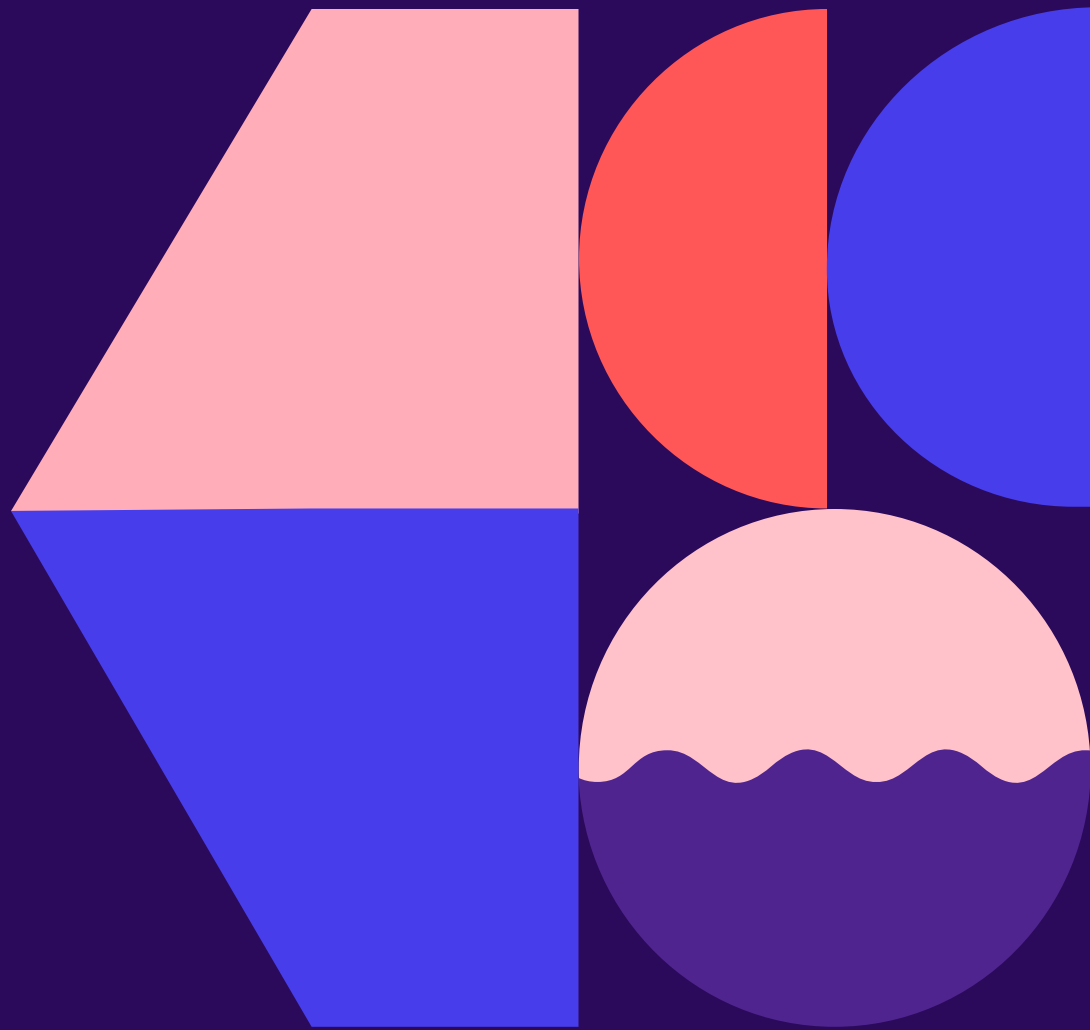


The key ingredients for brand building





Your brand is your most valuable asset. It's your company's ID, meant to create awareness and recognition and be the personality representing your amazing products or services. It's what sets you apart in the market and, if built right, allows you to stand out from the crowd and get ahead of the competition.

Building a brand is not an easy task however. It's a never-ending job that takes time and requires constant enhancement through nurturing and development. Factors such as the audience, the market, and technology impact your brand development and the experience you acquire along the way will influence the direction your brand takes.

Nevertheless, there are some key elements that are necessary regardless of what direction your brand building takes. This paper will take you through these essential ingredients and why they are important.

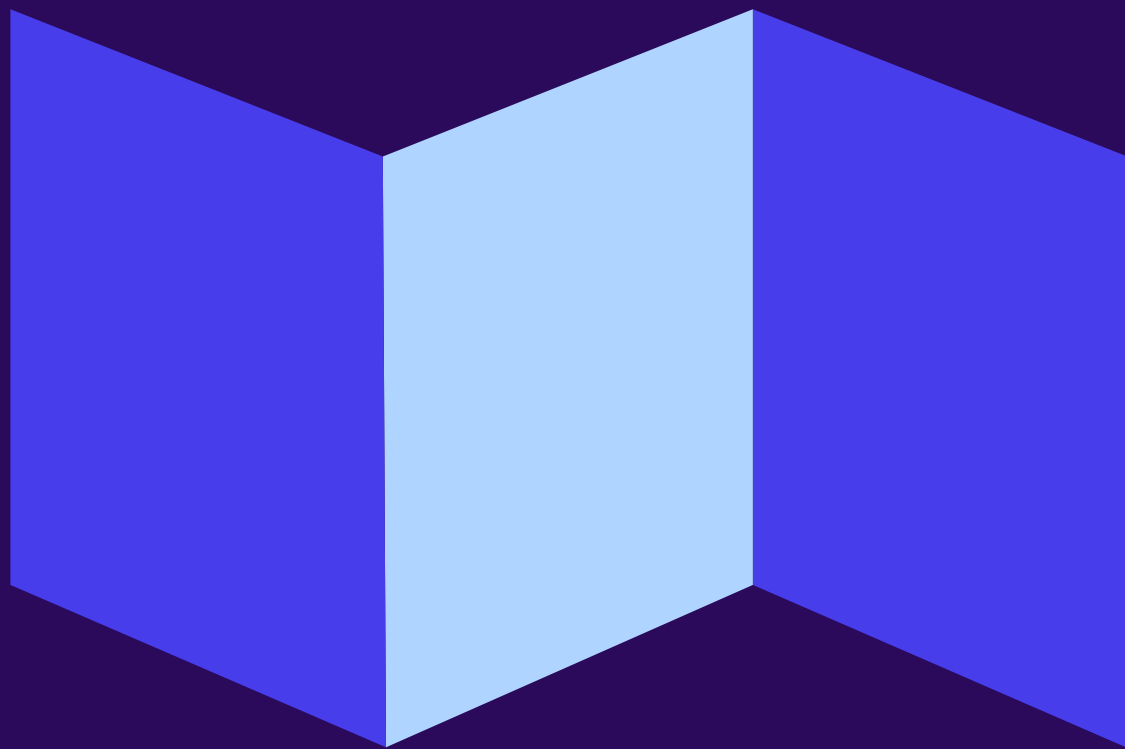
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Your brand is
your most
valuable asset



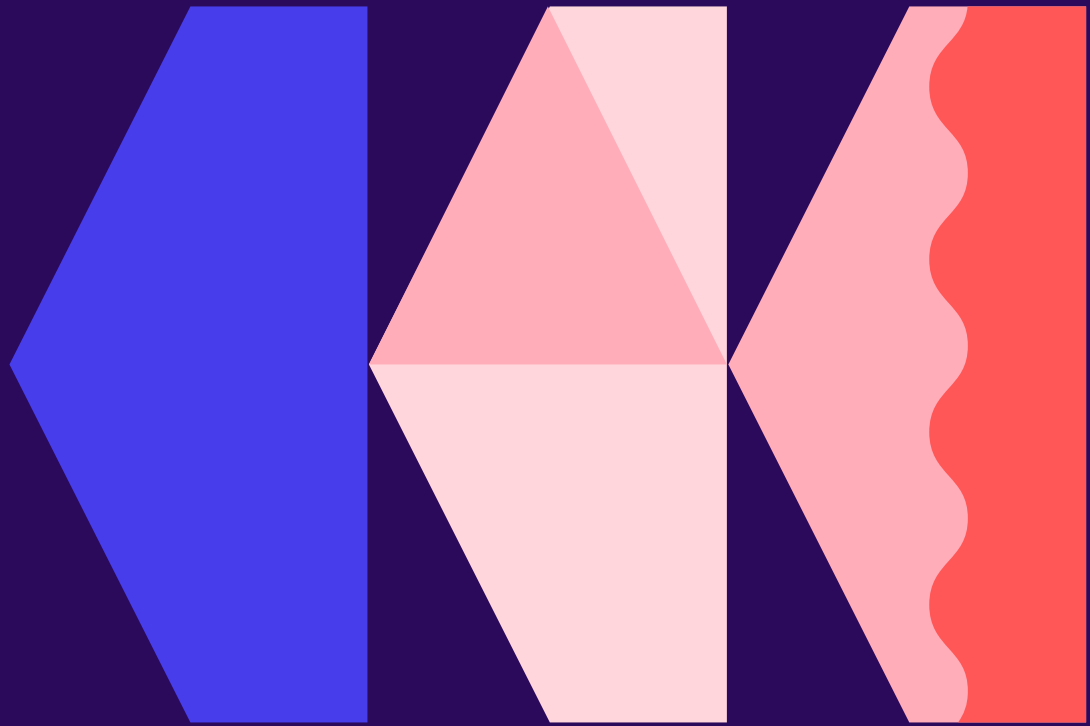


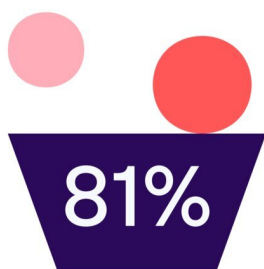
The way to success for your company is through your brand. If you succeed in establishing brand recognition in the market, customer awareness and trust improves and there is a higher probability they will make a purchase.

Of course, it's more complicated than that, as customers care about more than just the product itself and the need it fulfils. Your reputation, reliability, quality, experience, and consistency are very important to them as well, and directly impact their brand loyalty. At every point you have to make sure your brand meets these customer demands if you want to inspire customer loyalty and trust.

The real value of your brand is the way it connects your offering to the customers. And this is where establishing the desired reputation and associations is key, if you want to achieve success in the market. As Jeff Bezos once said: "Your brand is what people say about you when you're not in the room". In other words, you have to make sure your customers get the right impression, so that they'll say positive things and by extension help your brand grow.

The importance of proper brand building





81% of consumers across the globe say they need to be able to trust the brand they buy from

*Source: Startup Bonsai?

Brand building is about establishing a brand image in the customer's mind that attracts, engages, and gives positive brand associations.

It has to reflect what the customers value as important in their decision and buying process, and you have to live up their expectations. Any way you look at it, branding is about how you communicate who you are and why you are the better choice - standing out from the crowd and making your brand the clearly preferred option. This applies regardless of what you sell.

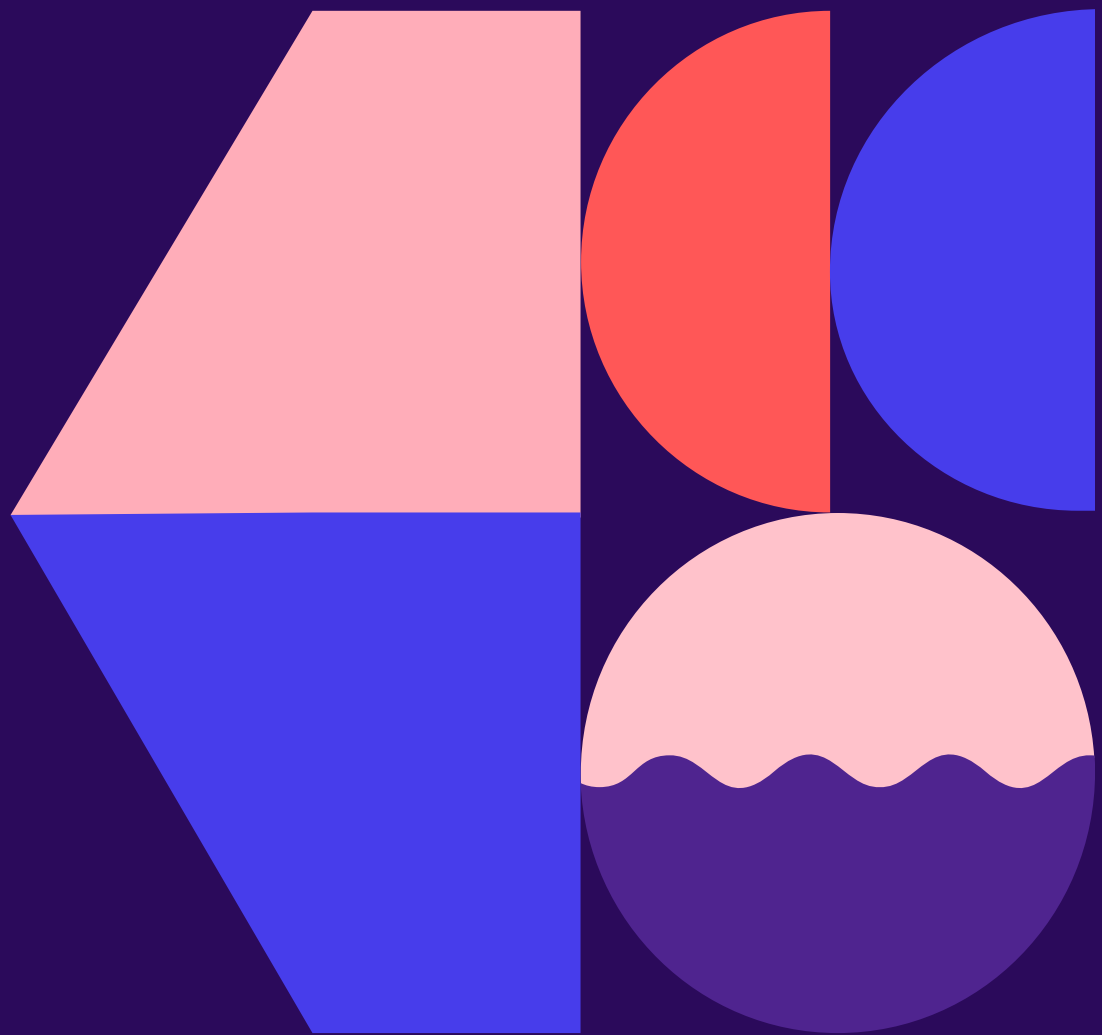
There's more to branding than design and attractive visualisation. There are also some "hidden" or less visual elements that you need to keep in mind when building your brand.

If you're selling pretzels on the streets of New York, perhaps you can get away with limited visual branding as you're providing a simple physiological need. But even then, customers will be attracted to the most appealing cart. Factors such as hygiene, customer service, location and the taste of your pretzels are important elements of your brand. In this case it's not about a colourful logo or a smashing ad campaign, but if you fail, your customers won't come back a second time. Even worse, the negative word-of-mouth that they might spread if they have a bad experience will affect future sales from new customers too. If the pretzel cart on the opposite side succeeds where you fail, you'll lose customers and potential sales.



How the world observes, perceives, and experiences your company is what makes up the core of your brand. Having a strong brand impacts business growth because people like to buy from companies they know, like and trust.

Must-dos before brand building





Before you go to market with your products or services you need to have a clear overview of the following:

Your audience – who and where are they?

Knowing your audience is crucial if you're going to have any chance of reaching out to them. To do this, you should consider conducting a complete customer analysis, which will include asking and answering key questions, such as:

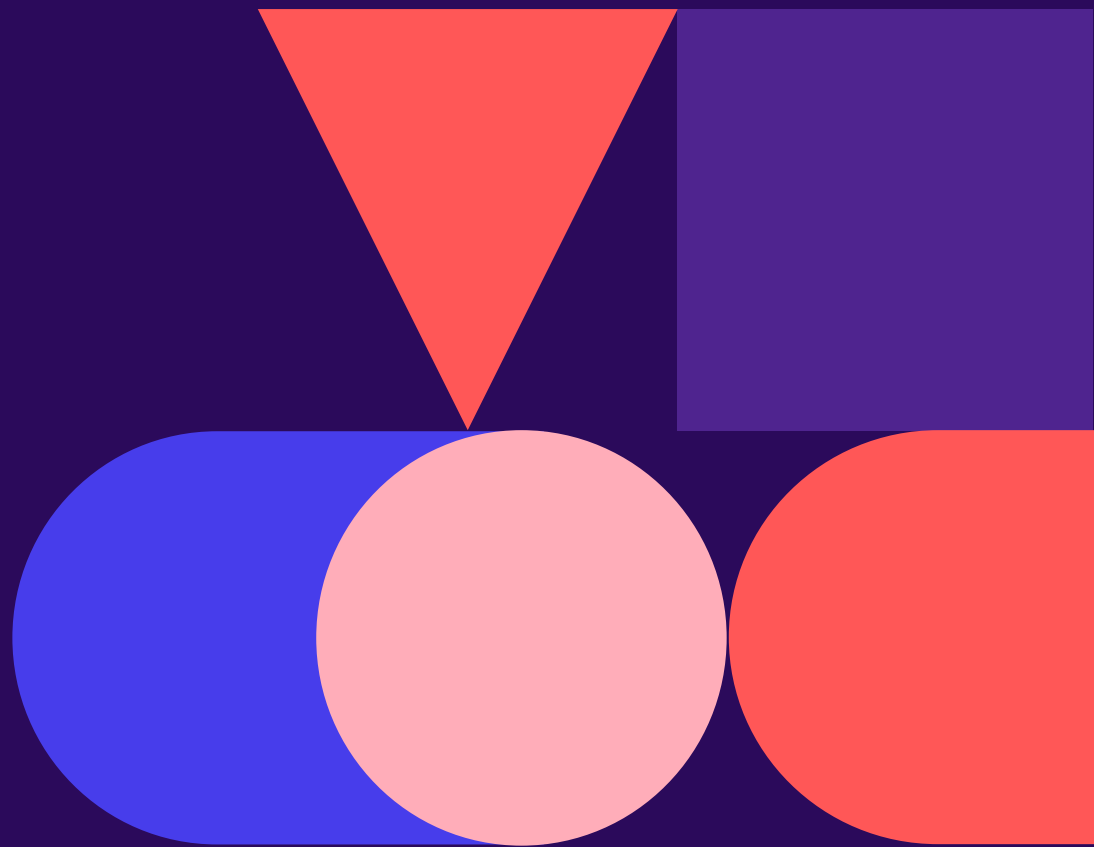
- What needs do they have?
- What is important to them when buying your type of product?
- What channels can you expect to meet them in and when are they in buying mode?
- What are the different personas in your audience?

Customer journey map

Depending on your product or service, the customer journey will vary. If you're selling milk the decision-making most likely happens in-store and can often be impulsive or based on habit, whereas a car will need more in-depth analysis and research. It's essential that you properly map out the customer journey, asking:

- Where do customers expect to buy your product?
- Do they do research before the purchase? If so, what information do they need and where do they expect to find it?
- What's the timeframe from when the need arises to when the purchase is made?
- What triggers their purchase desire?

Essential brand building ingredients





When you know who your audience is and what their needs and desires are, you can start building your brand. Keep in mind that this is more complex than simply having an action list where you can tick off “completed” every step of the way.

Brand building is a continuous process that changes with trends, consumer behaviour and technology. Still, the following ingredients are elements you must incorporate and define in your brand building process.

Ingredient 1 – Brand identity

Your brand is more than a logo. It consists of several elements that in combination establishes a look and an identity. The goal of your brand identity should be to create a unique and recognisable brand that makes you stand out from the crowd.

Elements such as logo, patterns, shapes, font, colours, tagline, jingle, and tone-of-voice are part of your brand’s identity. Take for example brands like Nike, McDonalds, Coca-Cola, Google or Disney – their brand recognition is outstanding, and that’s because they are consistent in everything they create.



Images taken from LinkedIn

Think long-term. Find that little extra, unique thing that will give you an edge and help you stand out. Create an identity that makes your customers choose you for you and not because you copied another successful brand. Diversity and recognition will take you a lot further than imitation.



Ingredient 2 – Brand communication

Your brand voice is determined in your brand identity, but the complexity of brand communication takes more than establishing a tone of voice to cover. Communication is a very difficult ingredient to get 100% right, but it's crucial that you set some standards for everyone to follow.

Every employee in your company communicates your brand. From customer service to sales, reception, or store personnel. How they communicate your brand impacts your brand identity. [A customer experience improvement study done by Harris Interactive showed that 73% of consumers love a brand because of friendly customer service.](#)

When building your brand, it's crucial that you establish ground rules for your brand communication and secure how everyone in your company reflects your brand through their own communication. These are only a few touchpoints where your colleagues represent your brand:

- How they write emails
- How they talk on the phone
- How they present your brand in meetings
- How they express themselves when sharing company posts in social media
- Even how they talk about your company to friends



Ingredient 3 – Brand values

What your company stands for and the values your brand represents has become an important factor. In the world of the internet and social media, consumers are alert. They care about social responsibility, political stand points and your reputation both on a local and global scale. This applies to all consumer groups to a greater or lesser extent, but is especially prevalent in the younger groups like millennials and Gen Z. They'll keep an eye on what you do and how you do it. Your values are your moral compass and define the culture of your business. Make sure your values match your customer's expectations and principles.

But you can't just write them down somewhere – you have to walk the talk. If you fail at this, it can hurt you more than you could predict. Bad news travels fast, and we have seen several strong and well-known brands that have taken a significant beating to their reputation by failing to consider the ramifications of placing insensitive terms and sayings on their products and in their marketing. Terms that don't match the values of the companies in question.



89% of shoppers stay loyal to brands that share their values

*Source:

Ingredient 4 – Brand strategy

If you're going to build a brand successfully, you need a brand strategy that gets all employees pulling in the same direction. It needs to be clearly communicated to everyone, covering all aspects of your business, goals and initiatives.

Create a detailed plan and make sure everyone is informed about their responsibility and role in building the brand. Make sure they have all tools, assets, and information available for seamless execution.



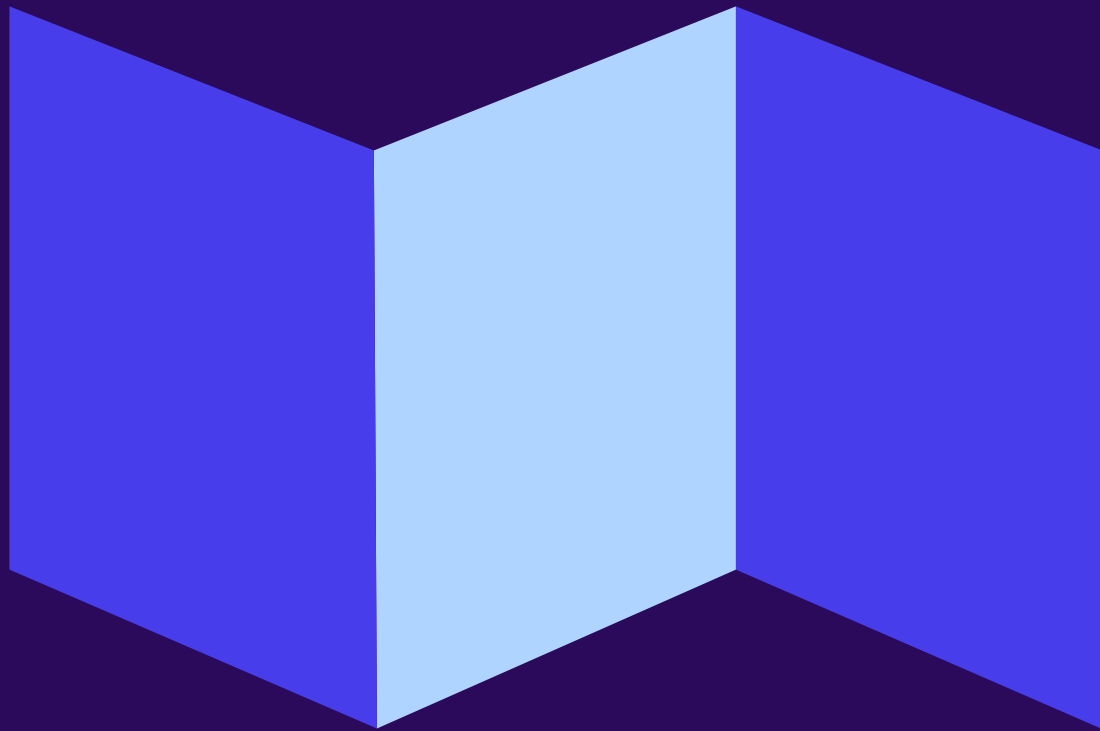
Ingredient 5 – Brand uniformity

Regardless of what choices you make for your brand, and no matter how you adapt to the constant market changes, trends, and customer behaviour, one thing needs to stay the same – your brand identity. Keeping your brand consistent across all communication and visual elements is crucial when building your brand. If you ignore this, you will fail.

Keep in mind that you have to constantly adapt your brand to the market, while making sure that your brand identity remains the same at all times. Nike is a good success story here. They have remained true to their brand strategy and “Just do it” slogan since the mid-1980’s along with their recognizable Swoosh logo. But their products have evolved, and they have continued to expand into new markets based on consumer research and market trends.



Build your brand with a brand management platform

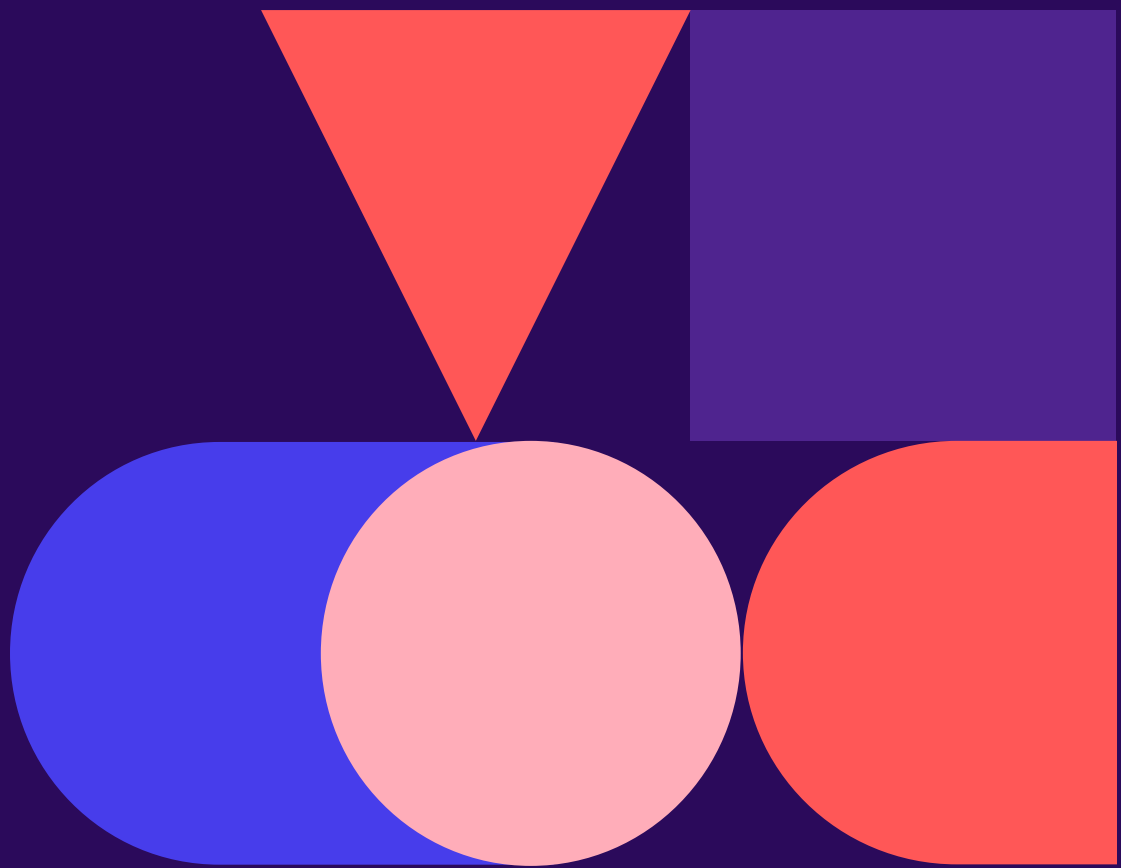




Building a brand is a complex, never-ending process. Every day you make plans and decisions to drive the brand forward in the best way possible, but time and resources often limit your workflow, what you can accomplish, and what decisions you can ultimately make.

This will always be true for marketers worldwide to a greater or lesser extent. As branding is a task everyone must be involved in, marketing teams also need to support everyone outside of the marketing team in addition to their day-to-day tasks. Unfortunately, this tends to result in time consuming ad hoc tasks that slow you down and disturb your direct brand building activities. This is why finding the right brand management platform that suits your company's needs is an essential next step.

Why choose BAM?





Empowering global brands

For over 20 years we've been helping some of the world's biggest brands automate difficult marketing tasks, delivering real value in brand governance and employee autonomy.

Every brand has a promise – and ours is to deliver quality, consistency and efficiency for each and every one of our industry-leading clients. If you believe there's a better way for your teams to be more productive, you've found the answer.

BAM by Papirfly™ transforms the way marketing teams work, empowering the creation and delivery of studio-quality assets across all channels in a matter of minutes – strengthening brand governance and providing every location to stay aligned to the brand whilst speaking directly to their customer base.

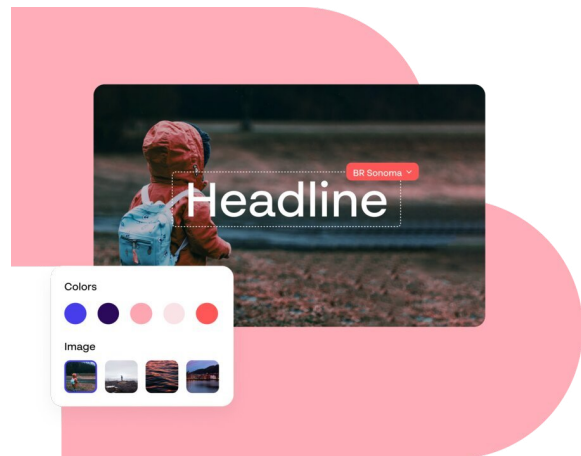


How can BAM do this from one single platform?

One home for your brand

Educate

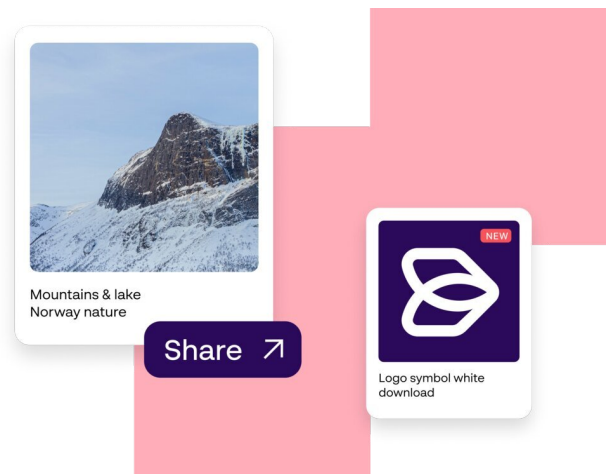
With Brand Hub, prepare everyone across your business to champion your brand with an undisputable single source of truth – cultivating a consistent, global experience of what your brand stands for.



End-to-end brand activation

Manage & Share

Effectively organise material with Digital Asset Management (DAM), align marketing operations and plan effectively, approving and assessing multiple campaigns – governing usage across all touchpoints and giving marketing teams a clear sense of direction.

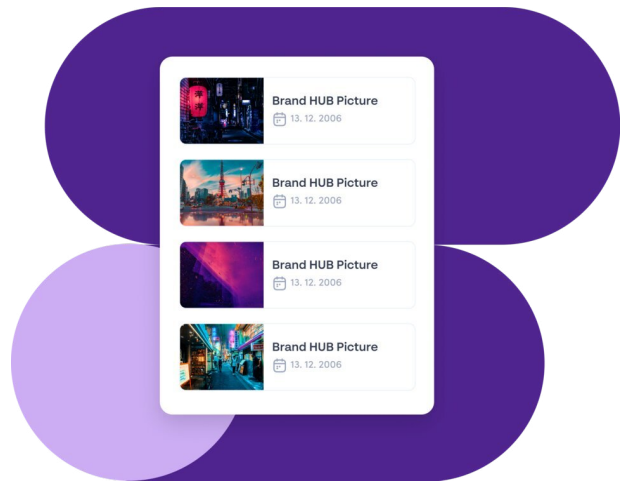




A bird's-eye view of your brand

Plan & Collaborate

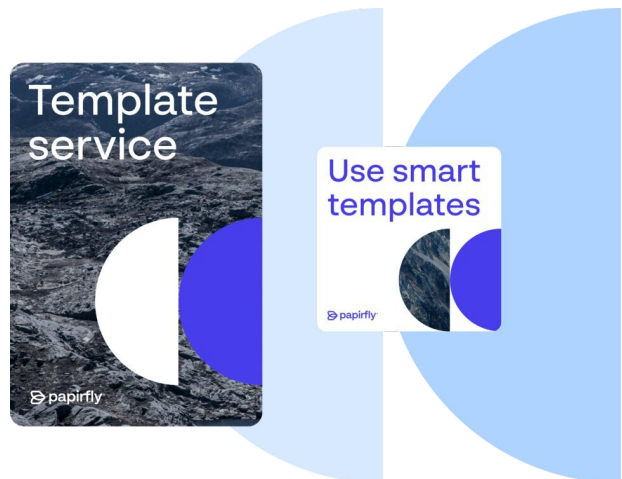
Oversee and align your organisation by creating streamlined processes – giving tailored access across all asset-creation templates as you create clarity around marketing materials and the campaigns they serve.



Asset consistency across your global brand

Create & Activate

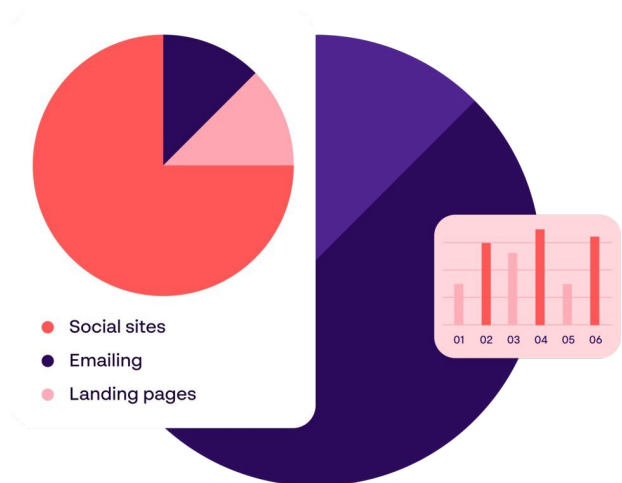
Customise templates so all digital and print collateral is already pre-approved for studio-quality asset creation by in-house teams – our Template Studio provides a positive user experience and peace of mind that you're creating a responsive brand for your global customers.



Driving brand strategy based on valuable data

Measure & Optimise

Access insightful reports and identify trends and market needs through user-level analysis – comparing different campaigns and gauging success with full visibility of asset creation and volume to guide future output.





Brand Activation Management - a better way

BAM by Papirfly™ is the all-in-one solution for:

Employer branding

Recruit, retain and empower the best talent to make you the employer of choice in your sector and create loyalty with a clear and consistent global employer brand.

Corporate

Establish a central, united, global identity and create a responsive culture that speaks with one visionary voice across all teams and regions.

Retail branding

Deliver a fluid, uninterrupted and completely consistent omnichannel experience to – online and in person – and maximise your bottom line.

Distributed marketing

Integrate your campaigns with any channel, speeding up time to market, giving everyone who sells your brand to do so with the nuances needed at a hyper-local level.

Book a demo and discover the possibilities

A member from our team of experts will guide you through a live demonstration of our platform, helping you to further understand how Brand Activation Management empowers your marketing operations.

Ask any questions, see our solutions in action and get the bigger picture of how BAM by Papirfly™ can increase ROI whilst improving and never compromising brand consistency.

[Book a demo today](#)

Ready to talk?

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Contact us

www.papirfly.com

