

creative
resort 

Give your **brand**
an **edge**





There's never been more important time to set the direction of your brand.

2021 brought major changes to businesses big and small. We saw huge economic and social shifts, which forced us to pivot our businesses, re-look at the way we offer our services and ultimately reposition our brands.

On the other hand, our customers and clients changed the way they sought our services. With shop fronts closed, digital marketing not only became important, but crucial. Our messaging, our digital shop front and the way in which our brand communicates the core messages were essential to help cut through the noise.

We've compiled years of brand experience, insight and knowledge in this eBook to help you better understand what a strong brand looks and sounds like and how to better connect with your audience and bring it to life in 2021.

We hope you enjoy it!

Jeff & Chelcie

**We connect what you say
with how you look.**





What is a brand?

Before we get into what makes a great brand, it's important to be clear on what a brand really is. Firstly, a brand is not just a logo alone.

We often see companies with a complete visual identity but their foundations of their brand simply aren't there; their values, their vision, their story and their messaging.



Your brand is you.

- It's your story
 - It's what you say
 - It's in your voice
 - It's in your actions
 - It's how you speak
 - It's your public persona
 - It's your usefulness
 - It's your presence
 - It's how you look
 - It's your colours
- And if you say it often enough people will know you for it.





First, set your brand foundations.

There are several key elements that form the foundation of a good brand and this always starts with 'why you do what you do' – your purpose. Your purpose is your reason for being, the force behind why you began your company or what brings your team to work every day.

At Creative Resort we work with brands to help them gain a deeper understanding of their purpose, their message and their unique identity. This ground work helps them to better connect with their audience.

Once you've determined who you are as a brand and why you do it; you're able to develop what we call a 'North Star'. This is the over arching idea or category that all your

communications point to. For example, Volkswagen's North Star is safety. Everything they do, say, and believe is about the safety of their customers when they drive a VW.

When it comes to setting your brand foundations, sometimes its good to go back to basics.

On the next page we've developed an exercise to help spark some ideas on finding your 'why'.





Exercise

Purpose Discovery

Answer the following questions to help connect to your purpose. We recommend doing this exercise with your team or someone who also knows your business well to help brainstorm.

- 1 Write down the things your brand believes in and stands for.

- 2 What do you promise to do as a brand, every single day?

- 3 When you started your business what did you see that you wanted to change.

- 4 What do your customers think you do?





Clarity beats clever every time.

Are you selling a car by telling people how they'll feel when they drive it or are you lifting the bonnet and explaining how it works?

Many business owners get too close to what they do and think this is what they need to communicate. Instead of explaining value and outcome, we see business owners explain the how, instead of the why.

This phenomenon we call '*exposing the wiring*'. It's a common problem we see regularly in website copy where companies tell their customers too much information.

Exercise

Here's a simple exercise you can do to check if you are lifting the bonnet and '*exposing the wiring*'.

Ask a customer to take a look at your brand message asking questions like:

- Can you tell me what we do?
- What makes us different?
- Why would you choose us?

Be careful that your copy is not chest-beating.

Eg. (We're amazing at this, we're incredible at that).

It's important you explain your product and services in simple terms with the benefit to the client in mind.

Not '*We focussed*' make it '*You Focused*'.





Some tips for clearer communications:

- 1 Keep it simple
- 2 Say it in a memorable way
- 3 Don't over explain what you do
- 4 Remove 'we' and replace with 'you'
- 5 Eliminate vague words. Eg. A little, a lot, not too much, soon
- 6 Try using short and to-the-point sentences?
- 7 Don't using jargon or over-complicate things?
- 8 Keep the end in mind – the outcome of your product or services





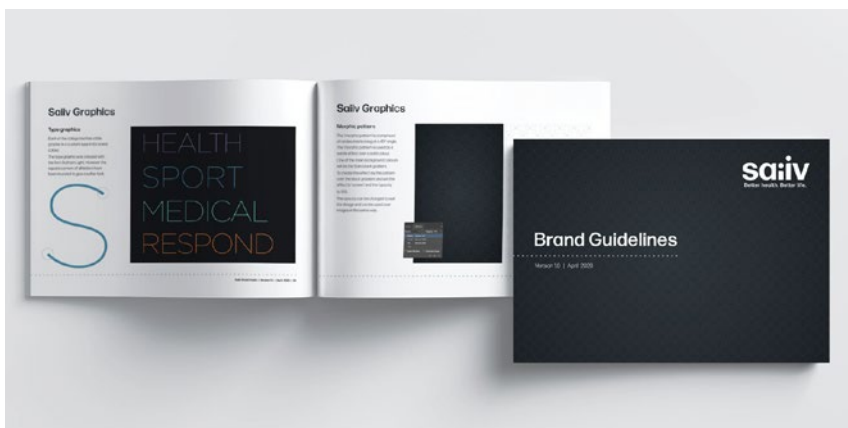
Consistency is key.

Building a strong brand takes consistency and ownership. An 'itsy-bitsy' brand is a common problem we see often in organisations with a big marketing team, where over time it looks like everyone has had their hand in it.

We often see itsy-bitsy brands being formed when marketing collateral is inconsistent, colours and font styles are often different across communications, there are conflicting messages, changes in tone of voice and no visual style guide in place.

Fortunately, it is fairly easily fixed, with an alignment of the key messages, followed by a visual style treatment that can be applied to all of your communications from website to advertising to staff engagement.

See the next page with some tips on creating a consistent brand.





Have you got an 'itsy-bitsy' brand?

Exercise

The best place to start is to lay out all of your collateral on a table. You'll need to dig deep and find absolutely every touch point where your business connects with people.

Things to include would be:

- Business cards
- Brochures
- Website (print some pages)
- Point of sale material
- Banners
- Trade show items
- Sales kits
- Email marketing
- Outbound emails your sales staff are sending to new customers.

Once you have collected everything, call a meeting and review your communications as a group to determine the things that are not 'on-brand' and work out the worst offenders.





Make your **story** count.

Did you know that stories are 22 times more memorable than facts and figures alone?

That's because storytelling lights up the sensory cortex in the brain, allowing the listener to feel, hear, taste, and even smell the story!

Every brand has a story; who it was founded by, why it came to life, what adventures happened on the road to where it is today. Being able to articulate that story in a human, engaging way helps people to relate to you.

When exploring your purpose as a brand; look to storytelling to communicate:

- ① Your purpose
- ② How you came to be in business
- ③ The challenge you encountered
- ④ How you solved that problem
- ⑤ The outcome of your story and what it means to you now



The Ben & Jerry's story

We love the story behind the Ben & Jerry's brand:

Ben Cohen, the Co-founder had a serious condition called anosmia meaning he can't smell or taste, so he suggested putting big, flavourful chunks in the ice cream. Enter Ben & Jerry's signature chunks.

They set up shop in a renovated gas station in Burlington with a \$12,000 investment and the rest is history!

Ben & Jerry's has become a voice for the people, whether that's about what the people behind the company want to see in their ice cream or systemic change.



Connect Consciously.

Consumers are becoming more aware and conscious of what they're buying and the impact it has on the environment. Brands need to be aware of the economic, environmental and social effect they are having and address these concerns throughout their messaging and brand.

Your response to environmental impact should be considered in everything you do as the sustainability movement gathers even more pace in 2021. Brands need to prove that they care about people as much as profits to increase trust and loyalty.

Millennials in particular are confident, ambitious, and achievement-oriented with a strong sense of community both on local and global scale. Millennials support and buy from brands that serve all interests of their stakeholders - from the environment, to consumers, employees and communities.

Today more and more people want to buy from authentic brands. They want to stay true to their moral compass, their values and voice. They support and respect brands that reflect their values and share a common view.

Many of our clients are driven to make the world a better place, and we help them to achieve that.

See next page to see an example of a brand that demonstrates their progressive values and incorporates social responsibility across all of their communications.



patagonia

You have the
power to change
the way clothes
are made.

Buy Less,
Demand
More.

Answer with Action.

© 2020 Patagonia, Inc.



Setting a great example!

Patagonia's most recent campaign, "Buy Less, Demand More" encouraging their customers to go against the status quo and buy less clothes while demanding more from brands.

Patagonia is taking a stance against the impacts that the clothing industry has on the environment, contributing to 10% of all emissions.

This is not only a bold statement, as a clothing company but a great example for all brands alike – to be responsible for the impact they have on the environment and the future generations of their customers.





Your image is everything.

We live in a world where we have plenty of resources available for images. But are they the right image for your brand?

The best way to really own your images is to professionally shoot them in a way that aligns with your brand. Professionally shot images could feature your own products, your own people or be styled with your brand colours.

Either way they will be your images and no other company can use them.

At Creative Resort we specialise in developing custom brand image libraries that are designed to work with your brand messages and positioning.

However, we understand that sometimes a photo shoot isn't possible, particularly in these times with restrictions and lock-downs, so here's some tips on sourcing images which connect with your brand:

1. Select images that have the same style. It could be the lighting or type of subject matter. One way to do this is to select images from the same contributing photographer.
2. Try to make the images 'your own' in some way by giving them a treatment that is aligned with your brand colours or overlay a pattern from your brand graphics. A graphic designer can help you with a unique creative approach.
3. Look for images that are more unique in style and avoid cliché overused stock images. You can find great images at sites such as Stocksy, Unsplash and Creative Market.
4. Another option might be to use illustrations or simple graphics to create a memorable style that is identified with your brand.





Repetition is Reputation.

We often think we need to keep changing things, the big brands usually stay true to their direction unless there's a good strategic reason to change it. Reputation builds brand familiarity.

In 1975, University of Wyoming researchers Anthony McGann and Raymond Marquardt found that ads with high rates of repetition tended to also be rated as high quality in Consumer Reports.

Don't be afraid to keep banging out the same tune, no-one is ever going to be more tired of your advertising than you. Branding is all about creating an image of your company and having that image stick in customer's minds.

A great example of how repetition has been used to create a strong well known brand is Kit Kat. There's repetition in the name and again in the tagline 'Have a break, have a Kit Kat. Look out for it and you'll start to notice this trick in advertising communications.





Exercise

Is your brand memorable?

Here's some questions you can ask your customers help you make your brand more memorable.

1. Brand logo and messages

Do your customers remember your logo?

Do they recall your key messages or tagline?

If your customers can't remember your tag-line or your key messages. Think about how you can repeat key messages in your communications.

2. Brand colour

Do your customers associate a colour with your brand?

Can they tell you where they have seen your colours used?

Your customers can often recognise your brand by colour alone. A great example of this is the way Cadbury uses it's special Blue/Purple colour in everything they do.

3. Brand image

Do your customers associate any images with your brand?

What feelings do they get from the images connected with your brand?

Creating brand images in your style will help connect better with your customers and help reinforce your messages, values and stories.

4. Brand awareness

Ask your customers how they became aware of your brand?

Do they recall any marketing activity you have done?

Awareness is a key objective of any brand. Don't just think about your customers, users and clients. Your audiences are also your partners, suppliers, investors, and employees.



Now you can relax!



Just get in touch to find out how your brand is primed and ready to connect with your audience.

www.creativeresort.com.au

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BRAND & ADVERTISING AGENCY

