

THE BRAND MAP

» The Step by Step Guide to Building Powerful Brands

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The Brand Map™ may be purchased in volume by emailing inquiries to success@JasonArcemont.com.

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FOREWORD

The business landscape is just that, a landscape. Metaphorically speaking, it's a mountainous terrain with many steep landings and sharp cliffs that businesses could lose their balance on, and tall overlooking peaks that businesses can, and should, reach. Of course, it's easier to avoid getting lost and make your way to the top of the mountain with a map. In fact, The Brand Map™ I'm about to share is an even more helpful tool. More like a GPS, this map forces businesses to consider where they are in the present landscape, as well as where they want to be in the future.



I share this proprietary information with you because I care about the success of businesses, like a sherpa cares about the well-being of travelers and explorers.

For more information, visit www.JasonArcemont.com.

A handwritten signature in black ink that reads "Jason Arcemont".

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GLOSSARY & RESOURCES

INTRODUCTION

I've been in the marketing industry for some time—a long time, actually, at various large agencies with different specialties. Something I learned during my professional journey is that the process of developing strategy in the marketing world can be...lacking. The process at most of the agencies where I worked was to talk to the client and gather ideas, only to then vanish behind the “magic curtain” to discuss a formula for success. Later, we would present the campaign we had developed, “take it or leave it.”



After a while that got to me; why not be more transparent with my clients?

I wanted to be able to show them the thought that went into every element of the plan, and rightfully build confidence in spending money on that marketing program. To do that required an easy way to explain what we were actually doing behind that “magic curtain.”

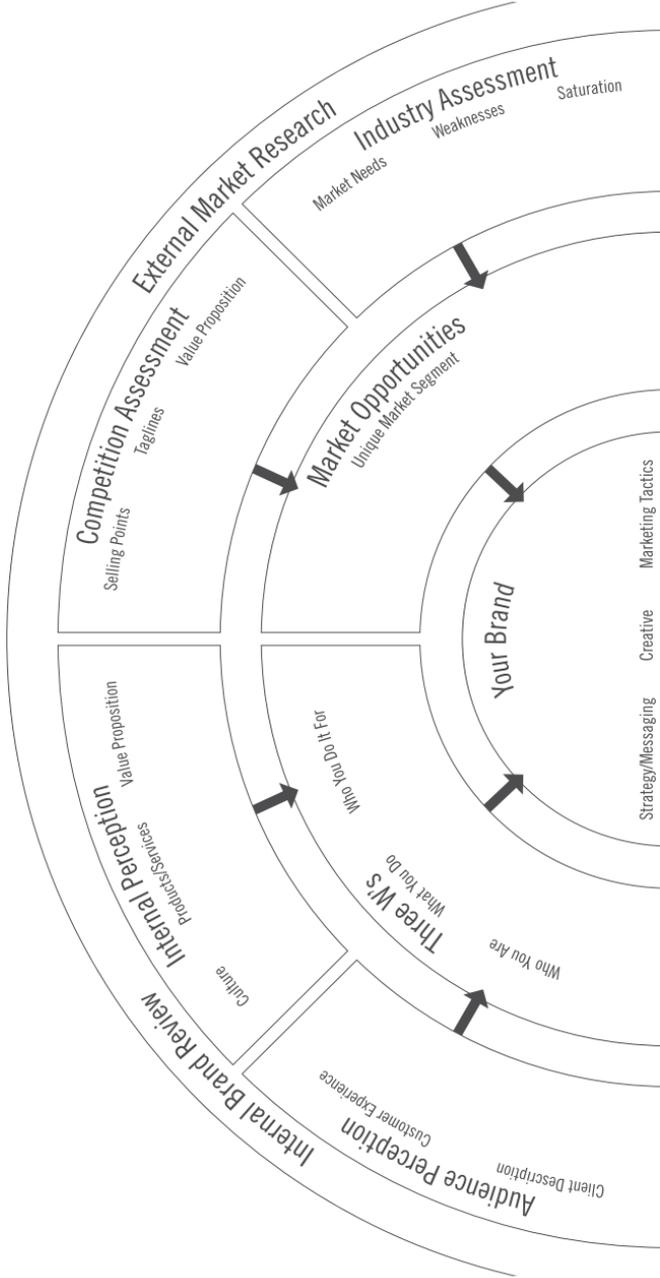
Fortunately, the more I interacted with clients and assisted them with their branding challenges, the more I noticed that marketing has a pattern for success. Beyond the standard “Four P’s” (price, product, place, and promotion) they always talk about in business school—or at least, the Four P’s people tell me they always talk about in business school—brand-building is a formula, a set of rules I chose to study so I could present branding choices in an understandable way.

Over time, I got better at explaining my thought process, but only when I

started BrightBox, my own firm, was I able to really experiment and fine-tune this formula. Each campaign revealed new insights into the most important elements of how to do better next time. Better yet, I found myself adjusting my own brand too. My trade show exhibit services were not getting the attention they needed, so I launched ShowBox Exhibits. Printing was getting left out because we didn't present ourselves as a top-notch printing company, so we started InkBox Printing. Both of these service offerings—previously overshadowed in marketing bids—suddenly achieved unprecedented success. Rather than a brand marketing firm with exhibit and print services, we had created three successful, highly focused companies that each had their own dedicated service: InkBox is printing; ShowBox is trade show exhibits. Yet the clearest, most powerful, most well-defined was the one that started it all: BrightBox.

BrightBox became about Brand Marketing—and Brand Marketing only—by guiding clients diligently through the brand-building process that makes the company what it is today: The Brand Map™. It has become something BrightBox owns in the market.

The Brand Map™ shows those who use it what their brand is, and what it should be and what it should not be. In addition to BrightBox's two latest partner brands, ShadowBox Talent and OntoBox Training, The Brand Map™ is the key resource I have used to build out hundreds of successful company brands, a record-breaking philanthropic effort and my own personal brand. Clients in energy, health care, wellness, B2C products and other industries have signed off on testimonials to the power of the company's efforts.



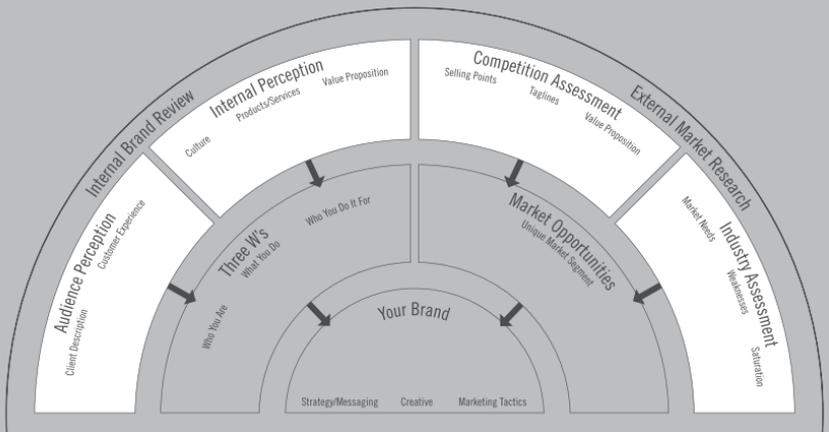


As a result, BrightBox is a two-time Inc. 500 award-winner that has branded some of the world's most successful companies.

The Brand Map™ that you hold in your hands now is the result of what I've learned in my 15-plus years in marketing. It has seen many edits, revisions, reconstructions and tweaks; everything I've learned about the marketing landscape and how to be a part of it has found its way into this map. The Brand Map™ has guided my company and personal brand to success, and I know it will do the same for you.

Part One

INTERNAL REVIEW & MARKET RESEARCH



CHAPTER ONE

WHAT IS A BRAND?

OWNING AN IDEA: WHO YOU ARE & WHAT YOU DO

Essentially, a brand is a set of signs, aesthetics and codes that differentiates a company, product or service and influences purchasing behavior. It is the word “Coca-Cola” written in that particular cursive Loki Cola font in white letters on a red aluminum can; it is the consistent, absurdly written product descriptions on Old Spice deodorant labels; it is the certain fragrance, dim lighting choices and arrangement of clothes in an Abercrombie and Fitch store—a brand is the totality of choices made so that your business not only sells itself, but also adheres to the minds of consumers. When a consumer thinks “original soda,” you want them to think about your company’s soda; when a buyer thinks “cool deodorant,” you want them to think about your company’s deodorant; when someone thinks upper middle class fashion, well, you get the picture.



Branding is the process of owning one thought in consumers’ minds; it’s being explicit about Who You Are and What You Do.

THE POWER OF A BRAND: WHO YOU DO IT FOR

A common misconception when it comes to branding is that a brand can, and should, be universal; that is to say, that it’s possible to brand

your products or services in a way that appeals to everyone—it's not possible and shouldn't be done. The mistake in this logic is that people have different tastes, expectations and desires, and should be marketed to accordingly. For instance, a person who purchases a Rolex watch has different expectations than someone who purchases a Timex watch: one is shopping for a luxury item while the other is shopping for an economically priced watch that keeps good time. In the end, they are both watches, but they are branded to target specific buyers, to own a different kind of idea in the minds of consumers. Now let's pretend that Rolex releases a watch that is in the same price range as a Timex watch: it would still sell, but it would open Rolex up to a new demographic of customers and ultimately weaken their brand. Now, instead of Rolex being associated in the minds of consumers as a luxury watch, it would simply be another watch company.

These differences aren't limited to the watch market. Your average HEB grocery-buyer wants reliable Texas groceries at a reasonable price, while a Whole Foods shopper is willing to pay a little more for organic strawberry granola breakfast bars made with locally grown strawberries or internationally renowned ingredients. A music lover in the mood for country blues isn't going to want to hear techno. And so on: the most powerfully branded companies do not compromise to appeal to everyone; they identify their target audience and brand according to their tastes, desires and expectations.

Nowhere is this more relevant than in the \$57 billion beauty market. High-end lipstick maker ILIA has risen to the top of its class by implementing features that speak to luxury and taste: thick, saturated colors, textures pleasing to touch when customers press their lips together and a high percentage of organic ingredients in their recipe. If you just want the same mainstream COVERGIRL lipstick, ILIA may not be for you, and that's okay by them. ILIA is for a more sophisticated class of buyers who are willing to pay a premium to get the best.

As another example, Clarisonic electric face brushes have zeroed in on consumers wishing to bring the facial into the home. Regular facials were once reserved for those who could consistently afford luxury. Not anymore. Clarisonic found a new audience; the person who would have gone to a salon for a facial is not the same person who would do it themselves at home. Clarisonic, like Timex, branded towards the desires of a larger market by bringing the middle class a more affordable facial.

Living Proof hair products are for one specific audience: women with frizzy hair. The line probably works for anyone with frizzy hair, but they focused on women to define what they do in the most specific way possible.



This segmentation of buyers helps make a brand successful by defining who it's for. You can't separate who you are and who you speak to. Neither can your brand.

THE NECESSITY OF BRANDING IN THE INFORMATION AGE

The way products and services are sold now is drastically different from the way they were sold just ten years ago. It used to be that most things were sold by a salesperson: if you wanted to buy a car, you would talk to a car salesman; if you were looking for a painting, you would call an art dealer; sales clerks at high-end clothing stores would walk through the store with you, telling you about the latest season of clothes and highlight the features of the pants on the rack. But there has been a slow shift from items being sold to items selling themselves. The role of the salesperson isn't to sell; it's to take the money and give the consumer their purchase and receipt (if they even want that).

This shift from people selling to items selling themselves has nothing to do with the integrity or ambition of salespeople, but rather a change in how people seek out information on the products they buy. Buyers are more likely to do research on their own and find out what they want before they ever walk into a store. And now we don't even have to leave our home to make a purchase! More and more purchases are being made from the comfort of our homes or on the go—via laptop computer, tablet and smartphone.

The relatively new emergence of the self-informing consumer means that branding is more important now than ever. What's more, the growth in high quality digital media is making it almost imperative that you have a visually impactful brand.

Your branding decisions are the first and last impressions your business makes on potential buyers; they determine both whether or not your business makes an immediate sale, and if customers associate your brand with the idea you're trying to own.

CHAPTER TWO

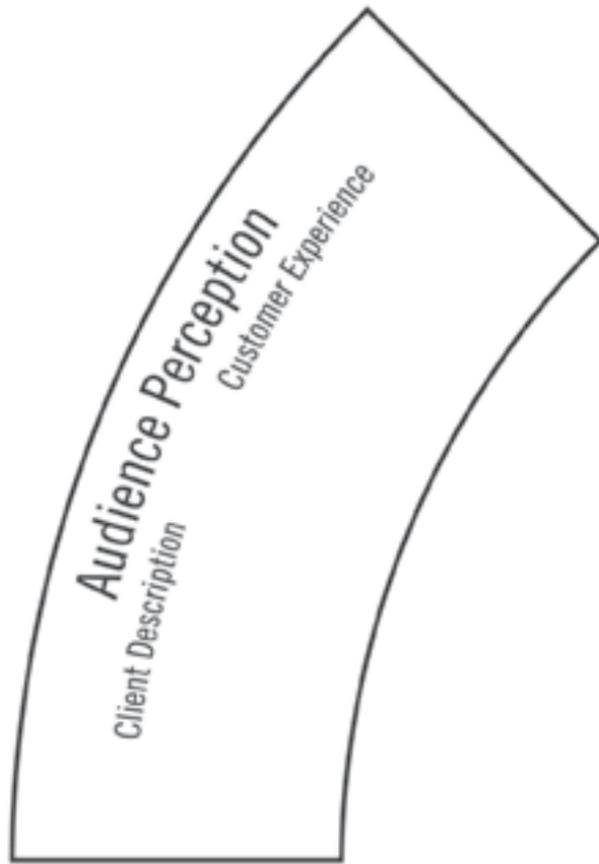
INTERNAL BRAND REVIEW

Before you can begin building out your brand, you need to know where you are starting from. When clients come to me for branding strategy, they typically already have something to work with: their own clients, products and/or services and a company culture. The first step to forming your brand is looking at these elements as a foundation; it's about becoming aware of how your business views itself, how your clients view your business, and how you want them to view you.

AUDIENCE PERCEPTION: WHO'S YOUR AUDIENCE & WHAT DO THEY WANT?

Well-branded companies have significant control over what their audience thinks about them. As stated in the previous chapter, owning what your company represents in the minds of your audience is the ultimate goal of branding. To get there, it's important to consider what your audience already thinks about your business.

A company's audience encompasses a wide range of outside people: not only its clients and customers, but also its stakeholders, partners, and potential prospects. At this stage of the Brand Mapping™ process, the most important audience members to consider are your clients and customers—the people that have already experienced the products and/or services your company offers.



» Client Description & Customer Experience



How your clients describe your company—the services you provide and the products you sell—will give you a good idea of the impression your business leaves and how your brand should be adjusted.

Furthermore, being aware of the experiences customers have with your business will give you clues on how to strengthen your brand. For instance, if you own a restaurant—called “Carl’s Sandwich Shop,”—but everyone rants and raves about your soups and salads, you could better align your brand to your audience’s perception by focusing on your soups and salads.

Instagram, a social network that lets users edit and share photos, is a great example of a company that adjusted their brand and model to align with their customers’ experiences. What would become “Instagram” was, at first, a mobile tracking app called “Burbn” that let users share their location and time-stamp with other users, and, if they wanted to, attach a photo. What the developers of Burbn noticed is that users were sharing photos, but they weren’t sharing their locations—the feature that Burbn was supposed to be all about. When they noticed this, the founders decided to scrap the tracking feature and focus solely on giving users new ways to take photos, edit them, share with friends and interact with other users via comments and likes. Along with the shift in their model, Burbn rebranded: they changed their name to Instagram, made their logo a little camera and marketed themselves as a way to “capture and share the world’s moments.” By letting the way people used their app guide their model, Instagram’s founders transformed their virtually unknown app into an insanely popular social network and successful business.

But how your clients and customers already view your business and

interact with your services is only half of the Internal Brand Review. Besides, if how your clients currently see you isn't how you want to be seen, that can be changed. Your brand is malleable, something we will continually come back to throughout this book.

The other half of your Internal Brand Review is how your business views itself.

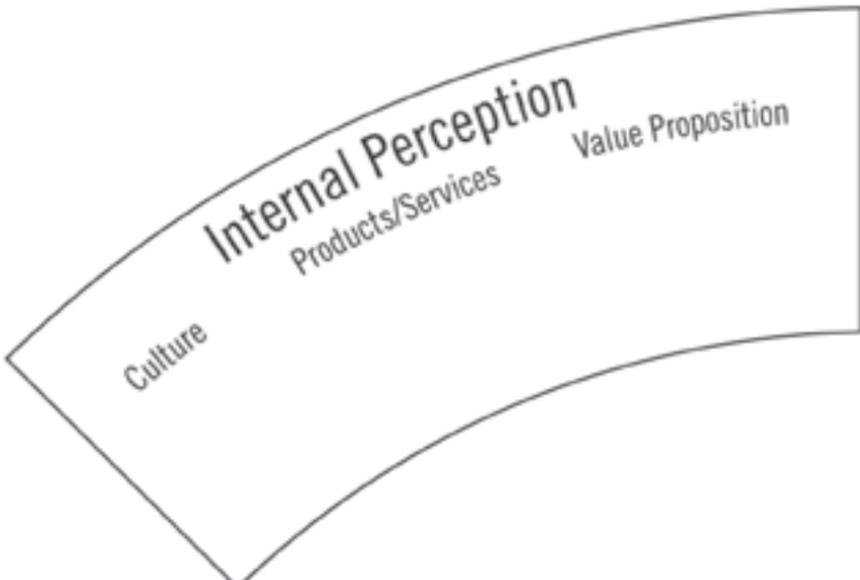
INTERNAL PERCEPTION: HOW YOUR BUSINESS VIEWS ITSELF

This is the part of the Brand Mapping™ process where I ask my clients, “Why is it that you do what you do? What inspires you to get up and go to work in the morning?”



Often, the answer to these questions is the spirit that guides the company—the motive behind your business that makes what you do worthwhile for you, your employees and the world at large.

Whether you sell the ripest bananas on the market, or classic, all-American motorcycles, what your business stands for should be consciously interwoven into your brand. There are three elements to determining how your business currently identifies itself: your company culture, the products and services you offer and your unique value proposition.



Internal Perception

Products/Services

Value Proposition

Culture

» Looking at Your Current Company Culture

“The heart and soul of our company is its people”—you hear phrases like this a lot when CEOs describe their company’s culture, but what does it mean in terms of branding? How your company goes about hiring and retaining its talent may not seem like an important aspect to incorporate into your brand, but companies that are diligent in these areas, and make it known, do better in the marketplace than companies that don’t. Now, this might seem like faulty logic. Obviously, companies that can afford to pamper their workers have already reached a certain level of success but the point here is that how you treat your employees and how your employees treat each other is inherently a part of your brand. It’s your internal codes that guarantee the level of cohesion needed between leaders and creators to make invaluable products and provide meaningful services worth branding in the first place.

Organizations that prioritize their internal company culture find that although it takes more effort, time and resources than seems worth it, the benefits in the long-term are undeniable. Companies across numerous industries show how they’ve custom-tailored their internal work flow to create just the right culture to support their mission and goals as a business. Google brought in slides, bikes and more to their staff and minimized the standard corporate hierarchy structure. At Zappos, new hires are incentivized to leave a week in to unknowingly weed out those who don’t have passion to work there. These and so many more companies focus on that certain differentiator for their team that helps drive positive teamwork, high productivity and overall growth for their business.

» Be Specific About Your Products & Services



The more specific you can be about what it is your business offers its customers, the stronger your brand will be.

When my clients and I reach the stage of The Brand Map™ that details the products and services they offer, a typical concern of mine is that they are trying to do too much. Don't get me wrong, being industrious and experimenting with new ideas for products and ways to service customers is important for businesses to grow and progress, but a strong focus on getting one thing just right is the key to being remembered. For example, if beer is what you sell, be specific about what kind of beer it is. Red Stripe is a powerfully branded beer because they only sell one type of beer: Jamaican Lager, always in the same type of bottle. Miller, on the other hand, is a less powerful brand of beer because there are so many types of Miller beer ranging in price, flavor and packaging.

» Your Businesses' Unique Value Proposition

Ultimately, your customers and clients care about how your business will affect themselves and others more than they care about the functions of your products and services. The benefits and values your company promises to deliver its customers are your value proposition. It's the promise that Red Bull "Gives You Wings" or GEICO's promise that "15 minutes could save you 15% or more on car insurance." Well-branded companies put their value proposition upfront: this is exactly how your life will improve if you buy what we're offering.

Just as you should be specific about the products and services you offer, you should also have a value proposition that is singular, yet different, from what everyone else is offering. You have to find out how to position yourself and what you offer your audience in a way that makes it seem fresh and necessary. This is where we stop looking at yourself and start looking at what everyone else is doing.

CHAPTER THREE

EXTERNAL MARKET RESEARCH

Now that you're more aware of how your audience perceives you (or how you want your audience to perceive you) and how you perceive yourself, it's time to look at the market to determine how to position your brand. This is the chunk of The Brand Map™ where you consider what your competitors are doing and where you discover the needs and weaknesses of the market.

COMPETITION ASSESSMENT: WHO ARE YOUR COMPETITORS, WHAT ARE THEY DOING & WHY THIS MATTERS?

Before really getting into this section, I want to point out that upfront competitive analysis and then only periodically reviewing thereafter is the extent I concern myself with competition. Aside from an occasional review, I ignore them and work on my own goals as priority. My business philosophy is to be so aggressive and unique in my approach that I don't bother spending much time worrying about what my competition is doing. The lesson in it is that by keeping your feet on the pedal of your brand, you continue to gain momentum. If you let off the gas to look around at your competition more than focusing on your own goals, you'll suffer more during downturns and challenges along the way. Keep your speed up and don't let your competition drive you, but rather drive yourself and let your competition watch from the sidelines. In simpler

terms, try playing offense more than defense on the competitive field of marketing your business.

Seeking out how other businesses in your market brand themselves isn't difficult: usually, they put it all out in the open in the form of taglines, selling points and value propositions, and furthermore, most of these details are included on your competitors' websites.



The challenge is learning how to identify and think critically about your competitors' branding choices: how they are thinking, how they position themselves and how they present themselves to the market.

Before advancing, I should point out that there is crossover between a brand's selling points, taglines, slogans and value propositions. For instance, a slogan could encompass a product's value proposition just as a value proposition could be, in itself, a selling point. Don't get lost in trying to fully separate these pieces from one another; instead see how they are all parts to a unified concept, a story, the brand.

» Identifying Your Competitors' Selling Points

Selling points are any aspects, features or benefits stressed by a brand to sell their products and services. It's important to be aware of your competitors' selling points so that you can avoid making the exact same claims as another brand. It's okay to offer a similar product or service, but there is always a way to position the features and benefits of what you're branding differently than your competitors.

Competition Assessment

Selling Points

Taglines

Value Proposition

As an exercise, let's take a look at a recently successful brand's selling points: Uber. (Just in case you don't know, Uber is an app that lets users hail a car ride with their smartphone.) Their selling points include that it takes "one tap to ride" (easy to use), they offer quick and reliable pickups, clear pricing, cashless and convenient payment from your phone, you can provide feedback about the driver on the app, and users are able to split the fare with other Uber passengers. Uber also advertises that they offer different vehicle style options: UberX (their most economical option), UberXL (their option for larger parties requiring an SUV), UberSelect (luxury sedans) and UberBLACK (the typical, executive "towncar" experience). These are all selling points that Uber offers, clearly defined on their website.

Let's compare Uber's selling points to those of their less-popular competitor Lyft. On Lyft's website, they condense most of their selling points into a single statement: a welcoming, affordable, and memorable ride. Request a ride in the Lyft app and get picked up by a reliable community driver in minutes. Later on down the site they mention that they offer three different ride styles: Lyft, Lyft Plus, and Lyft Line (which is Lyft's rideshare program). Not only is there limited divergence in their selling points compared to Uber, but they are not clearly highlighted. By being more specific and breaking their selling points down on their marketing materials, Uber has the upper hand—they stick better in the minds of consumers than Lyft.

The lesson here is to be aware of how your competitors relate features and benefits that are similar to yours. If you find that your competitors' selling points aren't as clear-cut as they can be, you have an excellent branding opportunity to be more straightforward and adhere better in the collective consciousness of the audience you're both competing for.

» Know Your Competitors' Taglines and the Law of Equal, but Opposite, Slogans

Taglines and slogans are the key phrases that accompany the name of a brand. Good taglines are concise and catchy, but they find a way to encompass the spirit of the brand. Like any branding decision, it should distinguish how what you do is either better, different or both better and different from what your competitors are doing. WalMart's slogan is "Save Money, Live Better" while Target's slogan is "Expect More, Pay Less." What Target did was respond to their competitor's tagline, which is a great branding strategy. Don't just live better, expect more; don't just save money, pay less.

These are very subtle distinctions, but they do have an impact on the psyche of consumers, influencing whether they purchase from one brand over another. As stated in the first chapter, one of the worst things a brand can do is be universal, and a slogan that tries to appeal to everyone won't work. What this means is, if your competitors' taglines hint at a certain aesthetic or demographic, consider a tagline that does the opposite. This is exactly what the energy drink brand Monster did; they saw that the first energy drink on the market, Red Bull, had a tagline that expressed an angelic quality, "Red Bull Gives You Wings," so Monster went in the opposite direction with their tagline, "Unleash the Beast."

The examples of competitors adopting an equal but opposite approach to slogans are endless: "Coke is the Classic" but "Pepsi is the voice of a New Generation"; Hertz was "The First Car-Rental Company" but Avis "Tries Harder." This call and response approach works because it creates definite choices, and choice encourages more demand from an audience.



When there are two brands on the market that fall into the same category but are positioned in an opposing manner, consumers become more aware of that market and are more likely to try both options.

Here, both brands reinforce the existence of the other, allowing both to adhere to the consumer consciousness.

» Familiarize Yourself with Your Competitor's Value Propositions and How They Fulfill Them

Value propositions, that is the value that brands claim to have and give to their customers, are one of the most crucial aspects of a brand to consider. This is what the brand stands for, and it will often be the most thought about and discussed piece of a brand. It's what being an Apple user means over using Microsoft; what drinking Pepsi stands for over drinking Coke; why someone would purchase Nike over New Balance.

Value propositions, and how they engage consumers, take many forms from how formal a company is, to philanthropy and lifestyle. In the second chapter, I used the example of Red Bull's proposition to give its drinkers wings, but this really doesn't mean anything without the context of their brand and how they reinforce this "high." Red Bull's brand has become less about their product and more about the lifestyle that their product encourages: extreme stimulation. Red Bull sponsors concerts, air races, cliff diving, festivals and skateboard competitions; anything that exchanges energy into stimulation Red Bull puts their name on it. They own the idea of an extreme and active lifestyle, and it's why their brand does so well.

For a final example of competing value propositions, let's go back and take a look at Uber versus Lyft and determine how this contributes to one brand's success over the other. Aesthetically, Uber takes a more professional approach that says, "we get you there and we do it in a way that's as formal as you're willing to make it." The colors on their marketing materials are mainly gray, black and white. Their word choice focuses on letting the customer choose their experience, and they clearly

relay their company culture, especially their goal of hiring veterans and creating jobs for women. All of the drivers shown on their website seem friendly and professional but not overly engaging.

Lyft, on the other hand, has a value proposition that tries to appeal to a younger, more social demographic: they're branded with a vibrant pink, their photography shows drivers laughing along with their riders, and they put pink mustaches on the grills and dashboards of their cars—a very different feel from Uber's value proposition, and one that is much bolder. So why doesn't this stick as well as Uber's values and overall brand?

The simple answer is that the audience of people who need a ride somewhere don't want a driver that's too friendly or to be in a car with a pink mustache on the grill. Sure, it may be cute and the values are innocent enough, but even if theirs is a budding audience of social millennials looking for rides around town with their friends or to meet up with somebody, the odds are as soon as they hop in the car, they'll be socializing on their phone and not with the driver.

This leads us to the second section of the External Market Research: the Industry Assessment.

INDUSTRY ASSESSMENT: WHAT'S WEAK? WHAT'S BEING OVERDONE? WHAT'S MISSING?

You've looked at your competitors' branding decisions and now have a better sense of what exists and what's out there. This is the part of The Brand Map™ where we take that information and look at the industry as a whole, determining what could be done better, what needs to be done and what hasn't been done yet.

» Weaknesses: What Could be Done Better?



Markets are constantly evolving, and there is always a way to do something better; this is especially true for new markets.

The first major search engines, for example, had a lot of issues: the first dozen search engines focused more on archiving and indexing and were difficult to use. AskJeeves only lets users ask questions; MSN and Yahoo! could do keyword searches, but their pages were too busy and not focused on searching. By the time Google entered the market, they saw the need for a keyword-based search engine with an algorithm that generated top results, and that's it: something clean, fast and useful. And they got it right.

So, if you aren't first, look around you and think about how your market is evolving. Think about what the next step is and how your brand could be sharper and more focused.

» Saturation: What is there too much of?

Filling a market with the same value propositions, colors, phrases, packaging or any other branding choices will not help your brand stand out or stick in the minds of consumers. To be different, you have to be aware of what there's too much of.

Let's go back to the example of energy drinks. Red Bull was first on the market, so they had no competitors they had to be worried about mimicking. One of the beautiful things about being first in a market is that it's all unexplored territory; you'll always be the original. What Monster saw was that Red Bull was packaged in a tiny blue and silver can and had a virtuous, saintly tagline, so Monster put their energy drink in a large, black and green can and wrote their tagline and content with

an emphasis on being edgy. Yet, the value proposition of Monster and Red Bull are almost the same: we're the drink for an extreme lifestyle. Rockstar, Amp, NOS—every energy drink that entered the market after Red Bull and Monster followed their lead and made branding decisions that appealed to the “let's party and do something wild” crowd.

What's missing? An energy drink that appealed to the business professional who needed a quick pick-me-up in the middle of the work day. Energy drinks' value propositions and branding were so strong that if you were seen walking around the office in a suit and tie drinking a Red Bull or a Monster, you'd look a little silly. The brand “5-hour ENERGY” saw that the energy drink market was oversaturated and branded to this untapped demographic: the working professional. They made the drink into a “shot” so that it would take as little time as possible to consume, they guaranteed that it would last for five hours, and in all of their commercials they included a professionally dressed person that discussed 5-hour ENERGY's selling points. Even the logo on the bottle itself includes a silhouette of a man running—a physical activity that business professionals are more likely to partake in than say, snowboarding or cliff jumping. By positioning their brand to a different audience in an oversaturated market, 5-hour ENERGY practically created their own market and are still a very successful brand today.

» Market Needs: Are there any unmet demands?

A classic piece of marketing advice is to “find a need and fill it.” Well, what's a need exactly? Food, water, shelter—these are all needs. But when we talk about needs on the market, we're talking about something that becomes necessary because consumer experience says so, and because other products and services make it necessary. Let's go back to the basics, shall we? Humanity's need for food, water and shelter created a further need for tools to hunt, build and dig. After having food, houses and wells we needed utensils to eat with, fire to keep our houses

warm and cups to drink water out of—so on and so forth.

We've come a long way from filling basic necessities. Now, our needs are centered around safety, convenience and improved life value. A strong example of such a need was when Volvo patented the three-point seat belt in 1959. Before that, automobiles only came equipped with a belt that went over the driver's lap, if it came with a seat belt at all. Many drivers and passengers were getting in fatal accidents as road systems became more intricate and more drivers were on the road; thus, a need for improved safety. By filling that need with the three-point seat belt, Volvo became the first car company with the value proposition of "Safety First," and being the safest car on the market is an excellent position for a brand to own.



INTERNAL REVIEW & MARKET RESEARCH FINAL NOTES

Hopefully, after reading this first section, you have a better idea of the tactics, imagery and messages that companies use to brand their products and services.

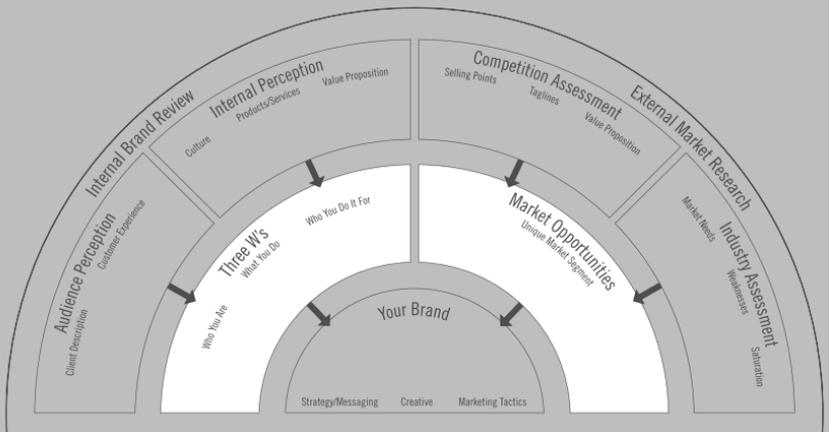


Reviewing how your business is branded and the branding decisions other businesses are making is vital to forming a better idea of how to brand (or rebrand) your business.

You may already have ideas for sharper value propositions, imagery and taglines swirling around in your mind—that's great! The next step to building your own unique brand is to take all of the information you've gathered in this first part and interpret it. This second stage is where we whittle down all the ideas you may have and solidify exactly Who You Are, What You Do, and Who You Do It For. From that we pinpoint your unique market segment where we map out the story your business is going to tell.

Part Two

INTERPRETING INTERNAL REVIEW & EXTERNAL RESEARCH



Before we interpret the information you've gathered from Part One, I would like to briefly return to the story of BrightBox's formative years; I will continue to use this as a launch pad for the concepts introduced in this section.

As mentioned in the introduction of this guide, I learned that, at least in BrightBox's case, diverging our brands—branding each service we offered with its own unique name and logo—would be an effective branding choice. The decision to diverge came to me after looking at Who We Are and What We Do, and thinking carefully about how to express this, in the clearest way possible, to Who We Do It For.

A point that I'll keep making in this section is that interpreting your research is not about thinking of ways to change your business plan. For instance, diverging how we branded BrightBox's services didn't change what we did; it clarified to our audience what each of our services were. In this sense, interpreting Who You Are, What You Do, and Who You Do It For is something you want to be as literal and clear as possible about.

Who You Are, What You Do, Who You Do It For



Lastly, don't expect a one-to-one correspondence between your research and your interpretation. What this means, for example, is that your "Client Description" isn't going to be the only aspect that goes into determining Who You Are. Looking at both the external and internal sections of your brand review and market research will help you reach the most straightforward, impactful answers, but it will require critical thinking.

Who You Are

Three W's
What You Do

Who You Do It For

CHAPTER FOUR

THE THREE W'S: WHO YOU ARE, WHAT YOU DO & WHO YOU DO IT FOR

INTERPRETING WHO YOU ARE

When I was determining who BrightBox is, I looked at everything we wanted to do and at everything other businesses were doing. It was obvious that we were going to do a lot of design work for print and digital media. So at first I thought, “Okay, we’re a graphic design firm.” Then I looked at other graphic design companies and noticed that we were going to be doing a lot more. I wanted us to create logos but also build large exhibit booths; to design quality websites but also excel in strategy and content development. I wanted to have a full blown marketing agency.

So then I took a look at other marketing agencies and at corporate culture. What I found at this time, in 2005, is that no other marketing agency focused specifically on branding. This also aligned with what I saw in corporate culture: businesses were more focused on their products and services and less focused on how to express them intuitively using color, design and specific word choice that supported what they were offering.

In both business-to-business and small business-to-consumer markets, there was an extreme lack of branding that other, larger companies were capitalizing upon. It was then that I decided, “Let’s be the branding guys.” This new identity as a brand marketing agency still aligned with all of our services—we were still going to design, write, build exhibit booths and print—but now we had a direction and an identity to let our clients know, this is who we are.



Of course, the process of figuring out Who You Are takes meditation and patience. When you get to this step, don’t try to force an identity on your business that doesn’t fit.

Look at your audience perception and ask, “What do we want our audience perception to be?” Look at your products and services and question, “What category does this all fall under? Can we invent a new category?” (Coke isn’t just a drink; it’s a soda. BrightBox isn’t just a design or marketing firm; we’re a brand marketing firm.)

It doesn’t hurt to develop this section parallel to interpreting What You Do. As you can see, what I wanted for BrightBox was intrinsically tied to finding out Who We Are. In the following sections, I will detail how the Three W’s often feed off each other to create a unique brand vision.

INTERPRETING WHAT YOU DO

You should already have a good idea of the products and services your business offers from your internal review, but this doesn’t precisely tell you, or your customers, what your business does. What’s important to determine here is not what products and services you offer, but how your audience will benefit from your products and services.

BrightBox offers brand design and strategy, but what we really do is make it easy for companies to get everything they need under one roof: we make branding transparent and effective. We help businesses figure out what message(s) they need to communicate and then make it happen. Instead of having to run around and coordinate with different agencies and vendors, we coordinate that for them. This is made clear to our customers by having The Brand Map™ that guides our direction and the individually branded “boxes” that work in conjunction to deliver the end product.

Interpreting what your business does will be its own unique process. Sometimes, instead of looking at all of your services and coming up with a general value proposition, you could focus on what it is that you do best. A great example of this is FedEx. FedEx became a shipping giant by focusing on offering the most reliable overnight shipping to their customers. Other shipping services did overnight shipping, but FedEx highlighted it as their specialty. Not only did this help them stand out, but it also went hand in hand with their name, Federal Express. A strong “What You Do” should include what your business specializes in and how that benefits your audience. Which brings us to the third W...

INTERPRETING WHO YOU DO IT FOR



Branding, in many cases, is all about finding an audience and keeping them engaged.

You want people to think “This seems like an amazing product/service. I must try it,” and afterwards think, “That was great. Next time I need (insert your product/service offering here), I will choose (insert brand name here).” But the crucial key is interpreting who those people are: what they desire, what they need and what they fear.

I mentioned in Chapter One that you shouldn't attempt brand universality. What I meant is that how you brand something (a product, service or otherwise) will appeal to some people and won't appeal to others. Some people are going to care more about the fuel efficiency of the car you're selling while others are going to care about the horsepower. But this does not mean that you must only have one audience. In fact, you may have several to a hundred types of people that you do it for. The trick to this section is identifying and knowing who those people are.

When I was determining who it was that BrightBox would do branding for, I didn't limit my audience to a specific industry. Instead, I thought "Who are the people I would like to help with branding? What do they want? What motivates them? What do they like and dislike?" These were easier questions for me to answer: I wanted to help serious business owners.



They want to grow their clientele with marketing efforts, they were motivated by the idea of return on investment and what they liked was transparency.

From there, I knew that I should create a cost-effective system that allowed me to guide clients through the branding process together for maximum, quality outreach—The Brand Map™ you're reading about now.

» Client Classification

What you'll find while you're interpreting your internal and market research is that you may have different types of clients. Uber, for example, saw that they could reach a wider audience by offering different types of rides to each of them. Another example is McDonald's dual marketing campaigns, one aimed at children and the other aimed at adults. McDonald's saw that their audience was large but could be

broken into different types: children and parents. The value in going to McDonald's for a child is the toy that comes with their Happy Meal and the Play Place, while the value for a parent is that it's cheap, convenient and (supposedly) healthy. By identifying these two different audience types, McDonald's is then able to push marketing efforts toward children and parents separately. This is why every McDonald's commercial either features a new toy or a new menu item that claims to be "fresh" and "healthy."

"Who You Do it For" isn't about finding this one type of person and just targeting them. It's considering every possible type of person who would be interested in your products and services and considering each type's needs, wants, desires and fears.

CHAPTER FIVE

MARKET OPPORTUNITIES

Remember, interpret your market research with branding in mind. What this means is that when you're looking at the research you've done on your competition and the industry, you shouldn't be thinking about what type of business you want to be; you should be thinking, "What's going to make our business unique?" When it came to BrightBox, we already knew what we wanted to do: branding. But what would make us unique is that we would be an all-inclusive branding house: under one roof, we can create an identity for your company that would attract customers.

FINDING YOUR UNIQUE MARKET SEGMENT

Most of the time when companies are trying to identify a unique market segment, it's not an "A-ha" moment; it's finding the subtle elements that make your business stand out from other businesses in your market, and highlighting each of these in a clear way—Be specific. Brand single-mindedly.

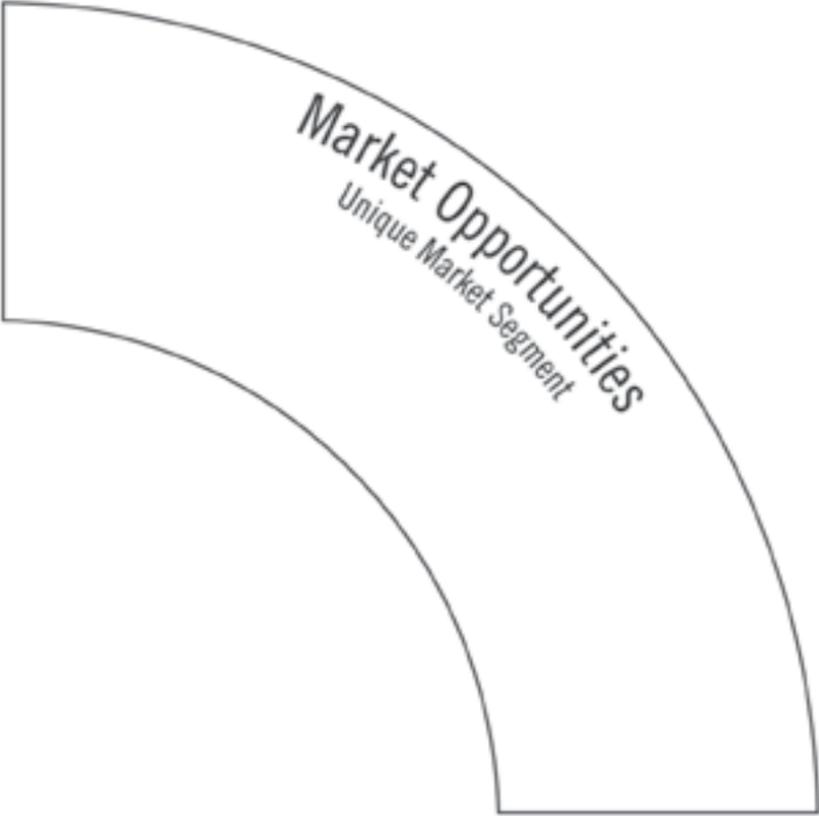
Notice above how I pluralized "elements." It's okay to have more than one value proposition or selling point; it means that you have many great ideas. The challenge is separating each idea into either its own brand or its own campaign. McDonald's, as stated in Chapter Four, stresses three distinct ideas: cheap food, healthy food and fun for kids. However, McDonald's never runs an individual ad or campaign attempting to

highlight all three. You'll never see Ronald McDonald jogging with a Big Mac in one hand, a toy in his other hand and a salad in his mouth. What McDonald's does instead is separate each element into their own sub-brands. The McDonald's Play Place is the sub-brand aimed towards physical fun for kids, the Happy Meal is branded to excite kids, the Big Mac is, in itself, a brand that says, "This is a lot of food for the price." McDonald's even goes on to brand the different areas of their menu: the Dollar Menu is for food that only costs one dollar and Favorites Under 400 is for food under 400 calories. McDonald's has maintained its status as a fast-food powerhouse by distinguishing and separating all of their value propositions and selling points into clever sub-brands.

However, not all of those clever sub-branding plays are part of the unique market segment for McDonald's. The unique market segment for McDonald's is hamburgers. Burgers are the access point for the brand; the rest is there to appeal to different client types (Chapter Four). You can tell hamburgers are the unique market position for McDonald's because that was the brand attribute other burger companies had to position against to survive:

- Burger King specializes in flame-broiled burgers
- Wendy's specializes in old-fashioned burgers and items that go with them (such as the Frosty)
- Fuddrucker's is a middle market "make-your-own-burger" establishment
- Dairy Queen uses ice cream as an access point rather than hamburgers
- White Castle makes tiny burgers
- Smashburger smashes their burgers

Each of these companies are, in some way, in the burger market. Yet each survives and coexists with the other options because they have found something to specialize in. They have found their unique market segment.



Market Opportunities
Unique Market Segment

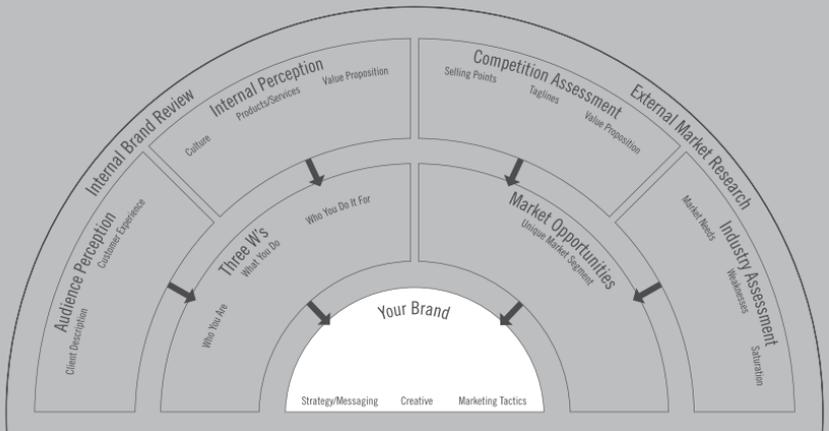
Another example of this is celebrity Bethenny Frankel's "Skinnygirl Cocktails." Frankel's line of vodkas, cocktails and wines has grown around the market position of low calorie liquors before transitioning into cocktails. Frankel's brand continually hammered home the idea of a product for women focused on "thinness" and "low calorie" drinks. "Skinny," "lady," "girl" and other synonymous language, combined with a thin silhouette of a woman holding a drink as a logo and Bethenny's thin frame captured in photography across the website drive home that unique idea. In turn, she wound up with one of the fastest growing liquor lines in the world. What's brilliant about the "Skinnygirl" brand is that a lot of liquor and cocktails are already low-calorie. What Bethenny did was highlight that difference to create a unique market segment based on previous research and the outcomes of that research.



Narrow your focus to what you do while separating your sub-brands; that's how you find your unique market segment. Once you've done that, it's time to build your brand.

Part Three

ENACTING YOUR BRAND



CHAPTER SIX

BRING YOUR BRAND TO LIFE

You've analyzed your brand—you looked at your audience and internal perceptions, and you've looked at your market and assessed your competitors and the industry as a whole. From there, you determined Who You Are, What You Do, and Who You Do It For and found your unique market segment. The story you want your brand to tell is beginning to take shape. Now we define what your brand's story will be with strategy-driven brand messaging, creative execution and marketing tactics.

Unless you're a seasoned writer, have years of design experience and a firm grasp on web development, this may be the stage in the Brand Mapping™ process where you'll need to recruit some outside help. I'm inclined to tell you that a branding firm is your best bet, because there you will find a team of professionals that have extensive experience in working together to tell your brand's story. Assembling an in-house brand team is another option, but cultivating a team of specialists is its own process altogether. Either way, your focus here is on translating all of the information you've interpreted with The Brand Map™ into physical brand items that can be distributed through multiple channels.

DESIGN DONE RIGHT

There are primarily three components for the contemporary brand's visual and functional presence: design, writing and development. All of

which should work together in unison. As I discussed in Chapter One, brands that are visually impactful and provide their audience with an impeccable user experience thrive in the market. So how do you create a visually impactful brand? Let's start with design.

When it comes to visual branding, the most important elements of design to consider are color, shape and texture. Every impactful design that supports a successful brand includes:

- Purpose-driven color palette
- Polished balance and shape
- Fine textures and detailed graphics



Remember that these decisions must be made in relation to your research; they must express Who You Are, What You Do and Who You Do It For.

It's somewhat abstract and often viewed as completely subjective, but there's a definite logic behind how design choices can make or break a brand's success. Just as every design decision should be proven and related to The Brand Map™, all strong brand creative is validated by these four visual considerations:

- Is your brand visually credible?
- Can you pull an emotional reaction from your audience?
- Is your brand capable of evolving over time?
- Does your brand have depth?

» Your Logo

What makes Starbucks' mermaid or Target's bullseye so iconic? That's a lengthy conversation to be had, but there are a few quick tips to logo creation that are proven time and time again. Logos that have a nice horizontal and vertical balance tend to be more identifiable. It's better for the shape of a brand's logo and type to be more horizontal than

vertical. Our eyes are set side by side; we are used to reading things across, not up and down. It's the same logic behind billboards being longer than they are tall. Also, every logo evokes your goal in the market: the Nike swoosh wants you to be physically active and KFC's Colonel Sanders wants you to enjoy traditional, Southern homestyle cooking.

» Your Color Palette

Be aware of your market's existing color landscape. It's wise to build your color palette with at least one color that is currently accepted in the industry you're in. It quickly tells your audience which market you belong to in a sea of diverse industries. But remember to balance your market-identifying color with at least one that makes you stand out from the other brands in your market, at the degree necessary to make a splash without disconnecting your brand from the consumer's subconscious assumptions about your industry's look and feel. Pantone drives color trends, but your choices on color make more of an impact than you and your customers even realize. Fast food "reds" alerts you to hurry and get your next meal quickly. Stable and trustworthy, airline "blues" give you peace of mind as your flying through the sky from place to place. These are just a couple, but color theory and perception is everywhere in every industry. Study it carefully, and you might just find yourself with your own Tiffany & Co. "robin's egg blue."

» Your Typeface

In basic terms, a typeface is a font choice. A style is established in your brand's appearance the moment you choose the look of your messaging. Serif fonts and sans serif fonts alike, typography is an entire study itself. The ins and outs of decision-making for type is endless, but stick close to The Brand Map™ for guidance, research your industry's type treatment and at a minimum, never use Comic Sans.

» Your Supporting Visual Components

Typically, brands opt for a lack of texture in their initial logos and branding items and use it to highlight experiences and emotions in their advertisements. For instance, Under Armour uses no texture in their main logo, but they will often place their logo over textures for different ad campaigns that focus on the durability of their shoes and clothing.

Texture, shape and photography alike are what polishes off your brand through and through. Visuals speak volumes (“a picture’s worth a thousand words”), but visuals can be abstract. Often photography can make or break your message to the consumer. Companies often have a hard time seeing the value in custom photography, and the consequences are proven. By providing your audience with supportive images and graphics, they can buy into a lifestyle they want—a lifestyle they can get one step closer to by buying into your product or service. And while supporting visual components are essential, there’s another key player in helping your audience understand exactly what your brand is about: your brand voice.

THE VOICE YOUR CUSTOMER HEARS

Generally, most people think they can write well because they can put words on paper (or type them into a document); that’s like saying you’re an athlete because you can walk and run. It’s one thing to string words together or communicate basic, everyday ideas. Creating a unique brand voice that stands out in the mind of your audience is something else entirely.

The most important elements of your brand’s voice are tone and structure: the emotions your words convey and how they’re arranged. Tone is the

color and texture of your voice. Are you serious or light-hearted? Personal or authoritative? Experimental or reserved? Spontaneous or calculated? Passionate or academic? Simple or complex? And structure is the shape and form at which your brand speaks. Is your sentence length creating the right read? Are you pushing the boundary on conventional writing and grammar rules? Too much?

Structure is the shape and form:

- Phrasing affects pacing: the length of a sentence determines how quickly it reads.
- Too many concepts jammed into one sentence confuses readers; break them up.
- Parallel structure and repetition reinforce important concepts. Reinforce important ideas with parallel structure.
- Rhymes and alliteration make ideas stick.
- Break grammatical rules. But not too much.
- Bullet points allude to something more academic or business-like.

Just as every industry has common visual components, every industry also has common voice elements; be aware of your market's practices and incorporate them into your brand. Voice is like a color palette and should be approached with the same philosophy: create a voice with components that are common enough to tie you to your market, but unique enough to differentiate your brand.

TECHNOLOGY IS YOUR FRIEND

The primary purpose of strong technical components is creating a user experience (UX) that aligns with your brand. Designers focus on how your brand looks and the feelings that look may evoke, while writers weave language that draws attention from your audience. Developers

are like architects; they construct how users interact with your brand online and make it dimensional. And the same applies to video and animation gurus.



Technical development is a fairly new component of branding. The dawn of the information age has ushered in an entirely new medium for brands and their audience: the internet.

Websites, blogs, social media networks and motion graphics are more than simple brand collateral; they are the virtual manifestation of your brand. Your audience's digital experience with your brand plays a large role in determining whether or not you succeed.

For industrial B2B companies, it's probably more important that your website is clean and easy to navigate than it is to have an innovative technical presence that "wows" your prospects. If you're selling products directly online, it's more important that customers can find the product information they need and easily work their way through your online shopping cart. There's a lot to be said from your industry assessment as it determines how you must be digitally present to remain relevant.

It's crucial that your digital presence is tied to The Brand Map™. Your website, for example, should be built on a platform that is functional for your specific business's needs. Think of every user on your site as a potential customer, making it as easy as possible for them to navigate throughout your site, have specific "call to actions," and be told a story they won't forget.

Technical components can be as simple as a one-page site or as complex as an in-depth virtual reality experience. How far you take it depends on the nature of your brand and your audience. At this point, you've developed your design, your brand voice, and your technical plan. Now what?

CHAPTER SEVEN

BRING YOUR BRAND TO MARKET

Strategy comes back to audience: who are they? Where do they spend their time? What are their needs? What do you say to them? How do you engage them?

DEVELOPING YOUR MARKETING STRATEGY

Strategy is not to be taken lightly. I have spent hours in brainstorming sessions examining all of the elements of a campaign after Brand Mapping™ for my clients. An in-depth guide to strategy could take up an entire follow up book (yet another reason you may want to hire an agency to help execute), so we'll keep this section brief—maximize guidance through powerful, higher-level direction.

What's so complicated about strategy? No two audiences are the same. Even seemingly similar audiences may be different enough that subtle changes in strategy can make all the difference in sales. This goes far beyond differences such as whether your company is B2B or B2C. It's about determining whether you should be educating, raising awareness, saturating the market, or using niche-focused messaging and mediums to reach a more precise cross-section of decision-makers. To do it right means rigorously testing and measuring results to know what's working, what's not and what you could be doing differently.



Optimal marketing is not standard or simple; it's trial-and-error, consistent and relentlessly strategic.

Here's a tip: Look for brands who are not your competitors but who are trying to reach the same market and use their results as inspiration. If you sell motorcycle helmets, find out how the most successful motorcycle companies are reaching their audience; if you sell skate shoes, sign up for the email lists of the most successful skateboard companies; if you want to sell cologne, be on the lookout for where and how luxury watch companies are advertising.

DEPLOYING MARKETING TACTICS

This should provide you with a good basis for tactical decision-making.

Tactical approaches include but aren't limited to:

- Websites (a web page, series of web pages, blogs, or forums)
- Videos (these could be commercial or educational, for television or the internet)
- Direct Mail (printed items for traditional mail campaigns)
- Promotional Items (pens, pads, stickers, mugs, etc.)
- Online Advertising (banner ads, pay-per-click, native ad articles)
- Content Development (fact sheets, white papers, articles)
- Search Engine Optimization, SEO (efforts to make your website show up higher in search engines)
- Social Media (online community networks)
- Public Relations, PR (events, pitching stories to media, securing interviews on talk shows)
- Print Advertising (such as magazine or newspaper ads)
- Billboards (either in niche areas frequented by your audience or on high-traffic roads)



Regardless of which tactics you decide to use, remember: the reason you created a brand in the first place was to reinforce and own a concept in the mind of your audience.

Every point of contact builds your reputation in the market. Your singular focus on that idea requires consistency. Stick to your brand choices. The goal is for your brand to own a specific angle of color, style, voice and an unmet need's solution in the minds' of your audience by constantly showing them who you are. Every time a consumer looks at your product, billboard, website, business card, email, storefront, or any other branding channel used, they must see the same thing so that they can identify your brand, even in their dreams.

Many of the companies I have worked with have come to me with multiple versions of their logo, inconsistent taglines, a nonchalant color palette and a voice that varies from one piece of writing to the next. After The Brand Map™, their brand becomes a unified figure, a powerful, unshakeable icon in the market.

The map will lead you there; you just have to commit.

As a personal sign of my dedication to this information and a testament to the power of The Brand Map™, I am open to receiving any questions you may have along the way. Here to help however I can in your successful branding—always striving to honor and support strong brand marketing everywhere.



success@JasonArcemont.com

GLOSSARY

Three W's - Who You Are, What You Do and Who You Do It For. These elements play into one another.

Audience Perception - Your client description and customer experience. Like your brand as a whole, this is moldable and changeable.

Brand Mapping™ - The activity of strategically developing The Brand Map™ in its entirety through research, assessment and defining unique attributes.

Brand Marketing - The conscious act of upholding the integrity of your brand through all marketing touch points.

Brand Voice - How your brand sounds. Determined by your structure and tone.

Business-to-Business (B2B) Marketing - The act of marketing your products/services to your target audience of other businesses (i.e. tool providers for Oil & Gas sector, corporate accounting firms, etc.).

Business-to-Consumer (B2C) Marketing - The act of marketing your products/services to your target audience of everyday consumers (i.e. retail stores, restaurants, etc.).

Campaign - A specific message/ploy to present to market across various mediums, unified and centralized under a key theme/purpose.

Client Description - The complete impression clients have of your company and the language they use to describe you. This is patterned on the thoughts, behaviors, and attitudes customers have toward your company.

Competition Assessment - A deeper understanding of who your competitors are and what they do. Requires analyzing the selling points,

taglines, and value propositions of your competitors.

Convergence - The act of combining product categories or brands (i.e. a TV-DVD player; a thermos mug with a built-in radio; Bic chewing gum, etc.).

Creative - The look and feel of your brand. This depends on design, writing and development; all of which should work together in unison.

Culture - How the people within a business interact. A company's culture can be determined by written rules and regulations, casual practices (like taking employees out to lunch), and the general work atmosphere.

Customer Experience - How your customers engage and interact with your brand. Their understanding and feelings during the process of purchasing and engaging your products and services.

Design - Your brand's look. Determined by your color palette, balance and shape, and fine textures/detail work.

Divergence - The act of creating a new branch of product line; tends to be the right move but often counter-intuitive (i.e. Big Red, not Juicy Fruit Cinnamon; Energy Drinks, not extreme caffeinated soda, etc.).

External Market Research - Includes a competition assessment and industry assessment. An overview of what competitors are doing, and the needs and weaknesses of the market.

Industry Assessment - An overview of the weaknesses, saturation, and market needs in a given product or service category.

Internal Brand Review - A look at the inner workings of your brand, product, or company. This includes your audience perception and your internal perception.

Internal Market Research - Analysis of how the people inside a company think and talk about what it is they do; how they segment their offerings and the words they use to describe value.

Internal Perception - A key section of your internal brand review. A combination of your company culture, products/services, and value propositions.

Jason Arcemont - The Marketing Maverick; inventor of The Brand Map™.

Logo - The central, visual symbol of your brand to identify your company's products/services to the market and industry at large.

Market Needs - The open gaps and opportunities in the market. What's missing?

Market Opportunities - The process of finding your unique market segment.

Marketing Program - The calendar/schedule of strategy and implementation of your brand in its entirety.

Marketing Tactics - Your brand's actual touch points. The things you do to reach the market. See final chapter for a list of these tactics.

Pantone - The leader in color trends across every art-based industry (graphic design, interior design, fashion design, etc.).

Products/Services - The items or actions a business provides to its customers.

Public Relations (PR) - The efforts and tactics in managing your brand image and company's connection to the public via press, events, etc.

Saturation - The approaches that are most abundant in the market. What's overdone?

Search Engine Optimization (SEO) - Marketing tactic of influencing the visibility (or ranking) of your website on various search engines to improve your digital dominance in your industry.

Selling Points - Any aspects, features or benefits stressed by a brand to sell their products and services.

Slogans - The specific messaging of a brand's marketing campaign. These often change more temporarily based on exact objectives to meet your target audience on a central thought, promotion, product/service, etc.

Strategic Messaging - The communication plan that connects brand to audience. Who are they? Where do they spend their time? What are their needs? What do you say to them? How do you engage them?

Taglines - The key phrases that accompany the name of a brand. Good taglines are concise and catchy, but they find a way to encompass the spirit of the brand. They should distinguish how what you do is either better, different or both better and different from what your competitors are doing.

Target Audience - Your brand's specific customer base in which marketing efforts are directed to; this is determined by identifying factors like geographic location, socio-economic status, age, gender and more.

Technical Frameworks - The online infrastructure that determines the user experience of your brand.

The Brand Map™ - The proprietary visual, strategic tool that allows you to comprehensively and purposefully define your brand.

Typeface - A particular design or style of type. Commonly known as a font selection, your typeface can either be Sans Serif (more modern/clean) or Serif (more traditional/conservative).

Unique Market Segment - Discovering the subtle elements that make your business stand out from other businesses in your market and highlighting each of these in a clear way. Be specific. Brand single-mindedly.

User Experience (UX) - How users interact with your brand online and products in real life.

Value Proposition(s) - The value(s) that brands claim to have and give

to their customer.

Weaknesses - The shortcomings of the market. What could be done much better?

Who You Are - The internal uniqueness or character you bring to the market.

What You Do - Your product or service offerings and the nature with which you offer them.

Who You Do It For - Your audience. The specific market you are targeting.

Your Brand - The set of signs, aesthetics and codes that differentiates your company, product/service and influences purchasing behavior.

RESOURCES

Through the creation and growth of the companies (and their brands) that I have developed, my aim is that they would exist as a resource to you and your business development needs. I believe in the end products that these brands bring to market, the incredible people that staff these brands and the opportunity for these brands to serve you.

JASON ARCEMONT

» www.JasonArcemont.com

Want to know what's new with Jason? Sign up online to receive updates and notices on training opportunities, speaking events, the latest business tactics and more. From endurance training to business development, Jason brings a strategic, multi-disciplined approach to goal conquering and success building.

BRIGHTBOX BRAND MARKETING

» www.BrightBoxOnline.com

BrightBox is Brand Marketing. Here, strategy drives creative, and creative advances great brands. Brands that connect with the head and the heart. Brands that spark action.

- Brand Mapping™
- Brand Development
- Web Development
- Monthly Marketing Efforts
- SEO/SEM
- Strategic Marketing
- Graphic Design
- Video & Animation
- Public Relations
- Social Media Management

ONTOBOX TRAINING

» www.OntoBoxTraining.com

OntoBox Training features some of the most experienced business professionals in sales and marketing as well as intelligent and highly adaptive teachers capable of fusing know-how with passion. Service offerings include the development of strong and detailed literature, concise and helpful webinars and energetic, diverse workshops. OntoBox brings a wide range of training courses from sales training to personal branding, social media management to company culture.

SHADOWBOX TALENT

» www.ShadowBoxTalent.com

Don't let human resources be the most difficult part of running your company. From payroll processing to managing employee benefits to general staffing and recruiting, the ShadowBox team designs programs specifically for your needs—focused on supporting your internal team with integrity, detail and a friendly face.

- Payroll Processing
- Employee Benefits
- Staffing & Recruiting
- HR Consulting

SHOWBOX EXHIBITS

» www.ShowBoxExhibits.com

From trade show exhibits to beautiful corporate lobbies, the ShowBox team has you covered. Our seasoned exhibit professionals walk you through every step of your next trade show with one goal in mind: make it the best possible show!

- Trade Show Exhibits
- Event Management
- Master Carpenters on Staff
- Modular/Custom
- Industrial Leading Design

INKBOX PRINTING

» www.InkBoxPrinting.com

InkBox is a premier full-service printing company with a staff full of industry veterans and the latest in digital printing equipment on site. InkBox is built from the group up to provide the best service in the industry while delivering the sharpest print deliverables available.

- Large Format Printing
- Small Format Printing
- Banners, Wraps & Signage
- Brochures, Flyers & Direct Mail