



Episode 2 - Turning your business into a brand

What is the difference between a brand and branding?

The brand is who you are, and branding is what you wear

Branding reflects the company's culture

Branding is emotional

You can create a brand around one word – ie the word you want to be known for

Benefits of branding

- Creating a brand makes you Memorable, it helps you create a reputation.
- It creates Loyalty
- It helps make you recognisable, as the best place to go for what you offer ahead of your competitors
- It helps Increase trust
- It can make you look bigger than you are
- If you give your business a premium image, you can charge a premium price.
- The longer term impact of branding will mean you have a Lower marketing spend as it will be your reputation that will be bringing you in your new business.
- For your customers there is less perceived risk as you have a reputation of trustworthiness.
- Overall you end up with an Improved image
- You will be able to attract the best Talent and the best Investors

When creating a brand, you are aiming to create Brand Preference – i.e. people will come to you instead of your competitors because they prefer you as a brand.

Think about your Mission, Vision and Values, and what personality do you want to portray, the business needs to become a personality. So like Mike has already mentioned creating a brand around 1 word.

For example, do you want to create a brand with a personality trait of Excitement for example, Go Pro, or Sophistication, such as Prada or Chanel, maybe Ruggedness like North Face, or Crag Hoppers, so think about what is the main personality trait you want to portray and write it down.

How to create a brand

1. What is your general topic – 2-5 words – café nero
2. What is your angle on the topic – USP/Niche – only coffee
3. What is your favourite part of that topic – what is your passion – fair trad of coffee
4. What can you help people be, have or do - lifestyle
5. Who would click with you – ie ideal client

Pulling a brand together:

1. You need to choose a name, now think really carefully about this because once you have chosen it there is normally no going back
2. You need a tagline – the tagline tells your customer what your do or what you stand for, for example, Tesco – Every little helps, John Lewis – Never knowing undersold,
3. You need a logo. When designing your logo, remember your logo needs to portray who you are, what you do, and how professional you will be. Keep it simple, and don't use too many colours
4. Once you have your name, tagline, and logo, you can then start to put your marketing materials together, and remember your campaigns need to appeal to your audience and need to represent your Mission, Vision and values.

Examples of what brands are known for:

TK Maxx, Lidl, Aldi, are known for being Low Cost retailers

M&S and John Lewis are known for offering quality, and trustworthy

Apple is known for Innovation

Final Point

In summary, A memorable brand can make a difference between successfully business and one that fails, but building a brand won't happen overnight, it takes time to create a brand as it takes time to get your message out to the world, that being said with the use of social media nowadays if you get it right you can create a brand in record time.

Remember don't think like a small business, be ambitious, start to create something that will become your legacy and live on after you are no longer in the business, you could be the next Starbucks, the next Amazon, the next PWC. Never give up, believe in what you do just make sure you are consistent and true to your values.