Brand Identity Toolkit

Designing the Brand for Growth
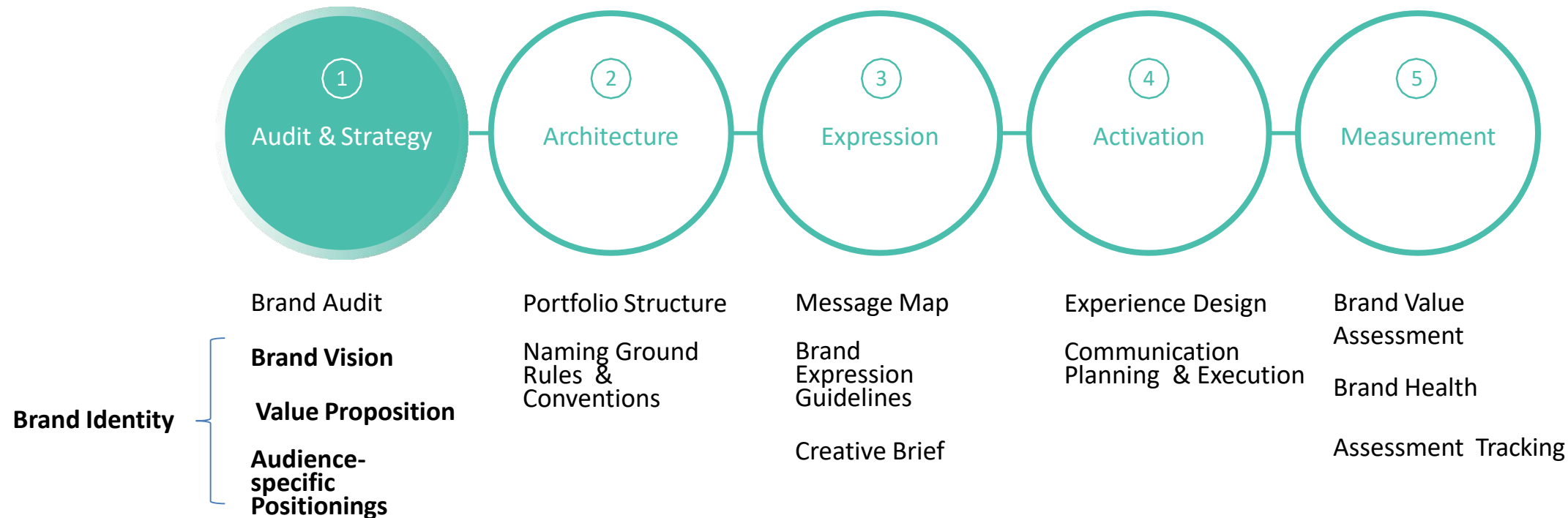
Spring 2019

Brand Amplitude.

What Is Brand Identity?

Brand Identity establishes the blue print for building customer relevant brand meaning.

Brand Identity encompasses Vision, Narrative and Positioning(s). Together, they describe the story the brand needs to express at every step of the journey in order to engage with customers and grow.

Hint: Brand Identity is more than a mission and a logo.

It specifies what the brand should stand for in the future and what it needs to communicate today to achieve that reputation.

① Audit & Strategy	② Architecture	③ Expression	④ Activation	⑤ Measurement
Brand Audit	Portfolio Structure	Message Map	Experience Design	Brand Value Assessment
Brand Vision	Naming Ground Rules & Conventions	Brand Expression Guidelines	Communication Planning & Execution	Brand Health
Value Proposition		Creative Brief		Assessment Tracking
Audience-specific Positionings				

Brand Identity [Brand Vision, Value Proposition, Audience-specific Positionings]

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What Does Brand Identity Do?

Brand Identity guides the organization to make sound strategic choices about how to build equity.

When identity is clear, the organization can make better decisions across the marketing mix.

Brand Identity is the master blue print for brand building.

It provides both the vision for what the brand should be and the map to get there.

Brand Identity Creates a Blueprint ....

- What is the value proposition?

- What is the brand purpose?

- Who are we trying to engage?

- What is our story?

- What are our key benefits?

- Why should customers believe we can deliver those benefits?

To Ease Day-to Day Marketing Decisions

- Product strategies

- Package design

- Web site architecture and design

- Customer experience design

- Customer service priorities

- Advertising, PR and point of sale messaging strategies

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What Is Included?

Three elements are necessary to create a complete Brand Identity. Together, they serve as a platform for brand development.

Value Proposition defines who we are, what we do and what drives us.

Brand Vision provides the long term aspirational view of what the brand can be across all audiences. It is sometimes summarized by a Rallying Cry.

Brand Positionings describe the target-specific messages that will move the brand closer to the desired vision.

Brand Identity Elements
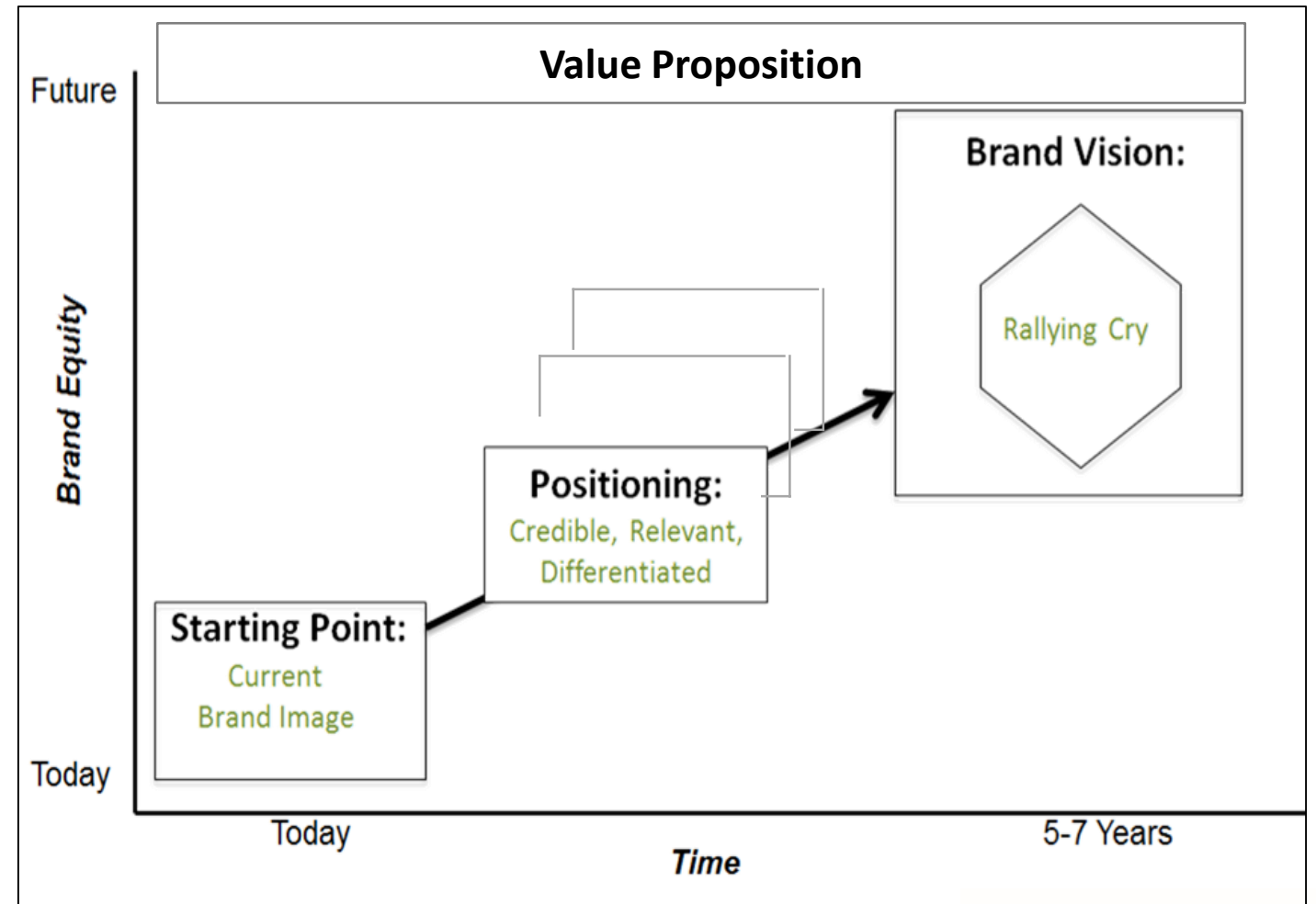
Value Proposition

The Value Proposition describes the brand's core reason for being for all of its audiences and stakeholder groups.

It is relatively unchanging, and need not be differentiating. It forms the basis for brand storytelling and narrative.

Who Are We?

We are ...

- **Begins with a noun**:
- Describes the brand in human terms.
- Examples: Experts, authorities, founders, visionaries, mavericks

What Do We Do?

Our actions ...

- **Begins with a verb**:
- Describes the brand's actions. Refrain from describing how it works.
- Examples: Create, facilitate, challenge, champion, build, solve

Why Do We Do It?

In order to..

- **Begins with 'in order to' or 'so that':**
- Indicates the brand's desired impact or purpose. (It's okay to be lofty.)
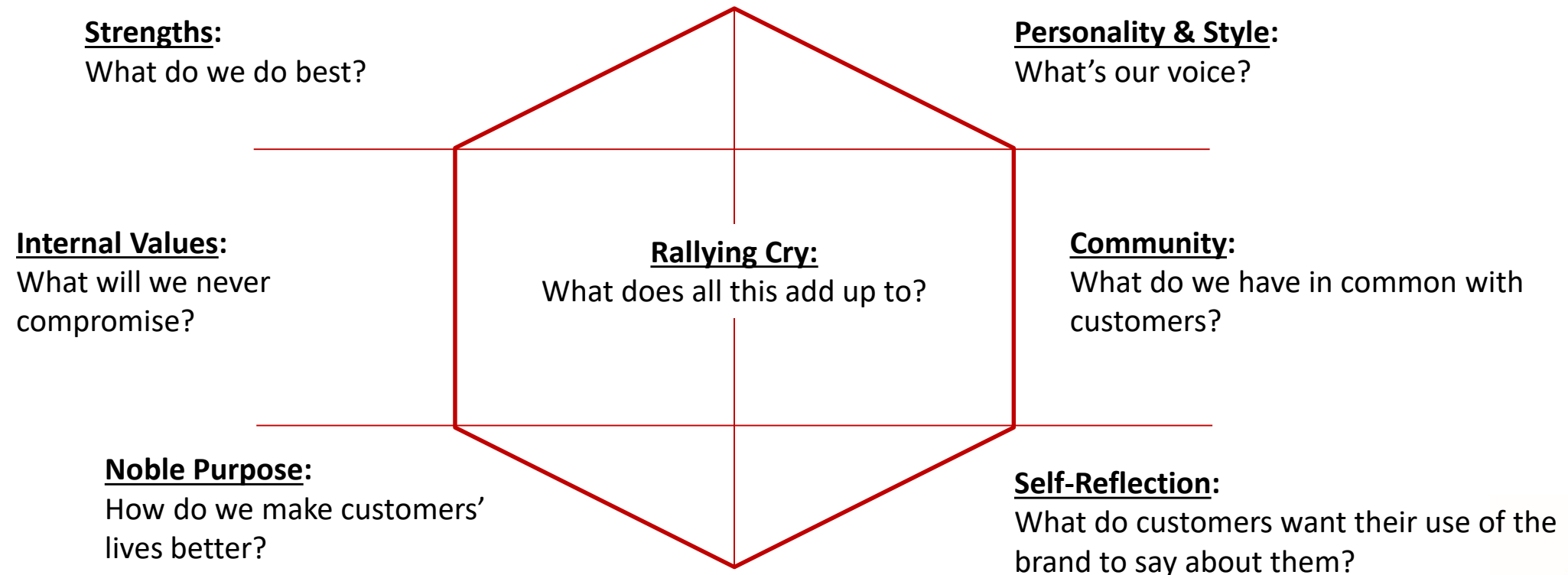- Examples: Customers can, The world will, No one has to

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Brand Vision

The Brand Vision describes how a brand wants to be understood by customers, employees, investors, partners and other stakeholders.

The Brand Vision guides brand development by determining what is on or off brand.

Hint: Some of the dimensions will describe the brand as it is today. Others will be aspirational.

Brand Amplitude Brand Vision Framework

Strengths:
What do we do best?

Personality & Style:
What's our voice?

Internal Values:
What will we never compromise?

Rallying Cry:
What does all this add up to?

Community:
What do we have in common with customers?

Noble Purpose:
How do we make customers' lives better?

Self-Reflection:
What do customers want their use of the brand to say about them?
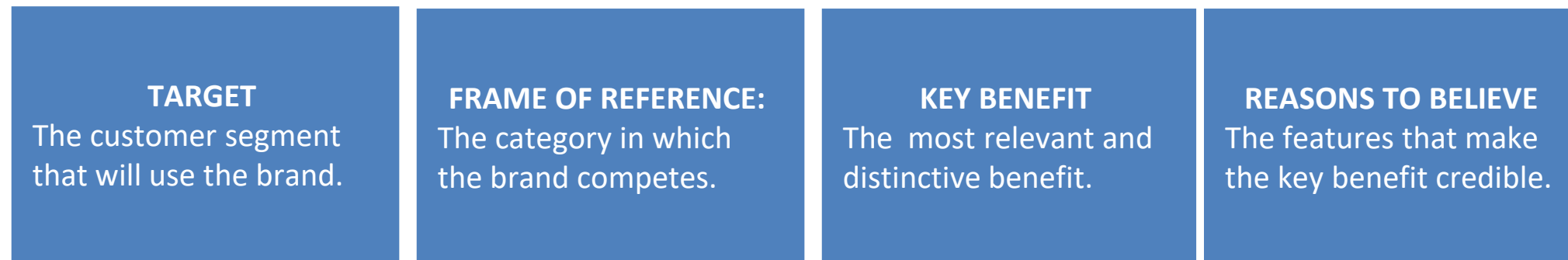
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Brand Positioning

Brand Positioning has four elements and can be summarized by a sentence. It should differentiate the brand by addressing why customers should choose it over their other options.

There may be more than one positioning at a time in order meaningfully address multiple customer segments.

TARGET	FRAME OF REFERENCE:	KEY BENEFIT	REASONS TO BELIEVE
The customer segment that will use the brand.	The category in which the brand competes.	The most relevant and distinctive benefit.	The features that make the key benefit credible.

BRAND POSITIONING STATEMENT

For [target] brand is [the frame of reference] that best delivers [key benefit]

because it is the only/best brand with [reasons to believe].

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Positioning Evaluation Criteria

A strong Positioning supports the business by credibly setting the brand apart and making it distinctive in a way that is relevant to customers.

A simple grading scale can be used to evaluate alternative positionings on these five criteria.

Hint: No single positioning is likely to be strong on all five dimensions. Tradeoffs are required!

Consider which of these criteria is most important to your business before making a final decision.

1. **Strategic Fit:** Does it support the business goals? Does it fit the competitive environment?

2. **Relevance:** Is it compelling to the target customer? Does it address the reasons customers decide to choose the brand?

3. **Distinctiveness:** Is it unique? Will it set the brand apart from competitors in the minds of its target customers?

4. **Credibility:** Is it believable? Will customers accept that the brand can make this promise?

5. **Defensibility:** Is it ownable? Can it be sustained over time if challenged by competitors?

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VIDASHIELD™

The Challenge: Pathogens in the Air

• 75,000 people died from hospital acquired infections annually in the U.S. in 2011

• 2,000,000 people acquire antibiotic resistant infections each year

• Approximately 380,000 people die from infections in long term care facilities annually

Pathogens released into the air are an unseen threat to wellness, especially in hospitals and other medical facilities.

- Viruses, mold and fungi in the air are "second hand germs" introduced by breathing, coughing and sneezing. They are the 'threat you cannot see'.

- Once released into the air, pathogens drift around like pollen. Once settled, they contaminate manually cleaned surfaces and can be stirred up by simply moving through the room

- Standard cleaning and handwashing protocols alone are not effective for preventing transmission.

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Vidashield's Value Proposition is clear and compelling.

VIDASHIELD™

Value Proposition

Who Are We?	What Do We Do?	Why Do We Do It?
We are ...	Our actions ...	In order to..
Experts in light-powered solutions to infection transmission prevention.	Protects people against infection through continuous, fast in-room UV-C air purification.	Because everyone deserves clean air.

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Case Study: Vidashield™ UV Air Purification

Vidashield's Brand Vision highlights its expertise and core values.

VIDASHIELD™
Brand Vision

Capabilities
- Continuous, fast removal of pathogens from the air
- Patented technology
- Creative problem solving

Personality
- Passionate about public health and safety
- Practical
- Data-led

Internal Values
- Invention inspired by personal MRSA tragedy
- Status quo is not good enough, we can do better

Rallying Cry:
Better Air for Better Health

Shared Values
- Helping people stay healthy

Noble Purpose
- Everyone deserves clean air

Self-Reflection
- Healthy and free of infection
- Peace of mind in high risk settings

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Case Study: Vidashield™ UV Air Purification

Vidashield's Brand Positioning specifies the target customer and why they should choose Vidashield over other options.

VIDASHIELD™

Brand Positioning

TARGET	FRAME OF REFERENCE	KEY BENEFIT	REASONS TO BELIEVE
For acute care hospitals 200+ beds facing HAI challenges	Infection transmission prevention methods, including air disinfection	Continuously removes a broader range of pathogens[1] from the air fast and more completely than competing solutions, for continuous protection 24 hours a day/7 days a week	Rapid, precise airflow combined with proven UV-C technology provides maximum pathogen killing efficacy. Evidence-based pilots in-hospital testing show significant reductions in pathogens in the air and on surfaces

Introducing Vidashield, the only continuous, fast UV-C air purification solution.

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Case Study: Vidashield™ UV Air Purification

The Value Proposition, Vision and Positioning together provide a clear platform for communication.

Case Study: Vidashield™ UV Air Purification
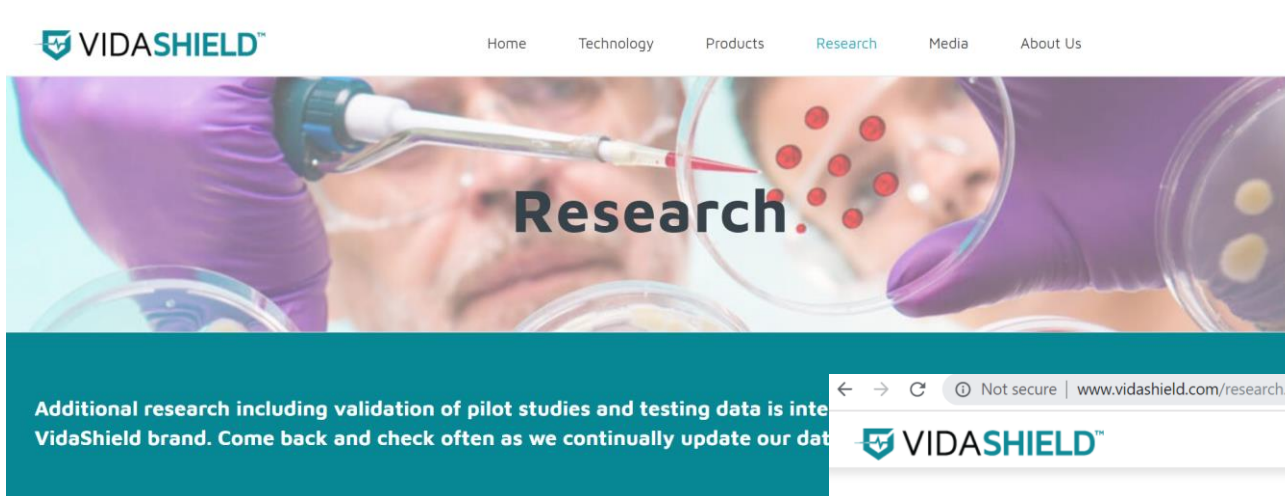
Vidashield emphasizes peer reviews and case histories to provide credible evidence of effectiveness to health care decision-makers.

PATIENT OUTCOMES / ENVIRONMENTAL RESULTS

Below are patient outcomes and environmental test results from research studies conducted at hospital locations around the world. The VidaShield Science Team is committed to providing evidence supporting the efficacy of the UV-C air purification system.

Lowell General Hospital, MA

An acute care hospital in Massachusetts wanted to test the effectiveness of the VidaShield technology in a couple of areas in their hospital—the employee break room in the OR and the surrounding areas of the ICU, to see if it would reduce the biological burden in the air. Ultimately, they wanted to see if reducing the number of microbes in the air would affect the amount that settled on surfaces.

READ MORE

Desert Springs Hospital, NV

VidaShield's scientific team conducted environmental testing on air and surfaces in a psychiatric emergency unit at Desert Springs Hospital in Nevada. This controlled-access unit is housed in an emergency department that treats homeless, drug-addicted and mentally ill patients.

READ MORE

Driscoll Children's Hospital, TX

Driscoll Children's Hospital tested the VidaShield technology in patient room 425 in the oncology ward.

READ MORE

Standifer Place, TN

A long-term care facility in Chattanooga, Tennessee tested the VidaShield technology in one of three units to determine if the air purification system could have an impact on reducing the LTC-reported infection rates.

READ MORE

http://www.vidashield.com/

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- **What is It?** Brand Identity is a platform for making strategic decisions about a brand across the marketing mix. It ensures the brand will develop stronger equity over time.

- **What are the key elements?** A complete Brand Identity has three components, Value Proposition, Brand Vision, and Brand Positioning.

- **Why does it matter?** Brand Identity allows the organization to make brand-right decisions. It ensures that the brand is developed in a systematic way that meets the requirements of the business, the needs of the customer and the demands of the competitive environment.

- **When is the right time to develop a Brand Identity?** Brand Positionings should be revisited frequently to adapt to changing business conditions and ensure that the brand structure supports the business strategy. Other elements are more enduring and should be changed only when there is a strategic shift in the business.

When the brand vision clicks – is spot on – it will reflect and support the business strategy, differentiate from competitors, resonate with customers, generate and inspire the employees and partners, and precipitate a gush of ideas for marketing programs. - David Aaker

Contact Us

Contact us to learn more about Brand Identity and our other brand development offerings.

Brand Audits
- Strategic assessment
- Competitive reviews

Qualitative Research
- Individual interviews
- Focus groups
- Pop-up communities / Bulletin boards

Quantitative Research
- Customer tracking research
- Product concept tests
- Package tests
- Positioning development and validation

Brand Architecture
- Brand portfolio structure
- Rebranding
- Naming

Carol Phillips
Partner
carol@brandamplitude.com

Judy Hopelain
Partner
judy@brandamplitude.com

Martin Predd
Research Director
marty@brandamplitude.com

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