Brand Identity Toolkit

Designing the Brand for Growth
Spring 2019
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.
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 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
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.
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?**
- Begins with a noun:
  - Describes the brand in human terms.
  - Examples: Experts, authorities, founders, visionaries, mavericks

**What Do We Do?**
- 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?**
- 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

Hint: The Value Proposition can be expressed in sentence form:
*We are ______ who ______ so that ____________.*

This expression can be a good test as to whether the proposition makes sense or not.
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.

**Brand Vision Framework**

- **Strengths:** What do we do best?
- **Internal Values:** What will we never compromise?
- **Noble Purpose:** How do we make customers’ lives better?
- **Personality & Style:** What’s our voice?
- **Rallying Cry:** What does all this add up to?
- **Community:** What do we have in common with customers?
- **Self-Reflection:** What do customers want their use of the brand to say about them?

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

Hint: Positioning is the strategic element that is most likely to change over time.

Change is required when there are shifts in customer needs or changes in the competitive set.

**TARGET**
The customer segment that will use the brand.

**FRAME OF REFERENCE:**
The category in which the brand competes.

**KEY BENEFIT**
The most relevant and distinctive benefit.

**REASONS TO BELIEVE**
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].
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.

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?

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.
The Challenge: Pathogens in the Air

- 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.

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

- 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.

Case Study: Vidashield™ UV Air Purification

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Case Study: Vidashield™ UV Air Purification

Vidashield’s Value Proposition is clear and compelling.

**Who Are We?**
We are...
Experts in light-powered solutions to infection transmission prevention.

**What Do We Do?**
Our actions...
Protects people against infection through continuous, fast in-room UV-C air purification.

**Why Do We Do It?**
In order to...
Because everyone deserves clean air.
Vidashield’s Brand Vision highlights its expertise and core values.

**Brand Vision**

**Rallying Cry:**
Better Air for Better Health

**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

**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.

<table>
<thead>
<tr>
<th>TARGET</th>
<th>FRAME OF REFERENCE</th>
<th>KEY BENEFIT</th>
<th>REASONS TO BELIEVE</th>
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| 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.
Case Study: Vidashield™ UV Air Purification

VIDASHIELD
Fast, Continuous UV-C Air Purification

VidaShield is a fast, 24/7, active air purification system that uses UV-C to reduce bacteria and fungi from the air. This patented device is uniquely designed by combining an ultraviolet germicidal irradiation (UVGI) chamber and air circulating fans with an overhead ceiling light. No engineering controls are needed to operate VidaShield. Simply wire it up, plug it in and you are on your way to treating the air.

VidaShield reduces the levels of bacteria and fungi in treated air and reduces the settling of viable bacteria and fungi from treated air on surfaces. The innovative design allows for 24/7 operation in occupied spaces. The system can treat a volume of air equivalent to an 8’ x 10’ x 10’ room four times per hour. Conveniently installed in ceilings, VidaShield is an unobtrusive space saver.

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

http://www.vidashield.com/
Case Study: Vidashield™ UV Air Purification

Vidashield emphasizes peer reviews and case histories to provide credible evidence of effectiveness to healthcare decision-makers.

http://www.vidashield.com/


- **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 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

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