

- Waking Giants Academy -

# How To Create a Brand That Drives Customer Loyalty



By Grant Difford

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## Proposition

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# Who You Are.

**A good brand proposition is simple and easy to understand.**

Remember, a brand proposition is a promise that a brand makes and it's critical that the brand's promise is easy to understand, engaging, unique, relevant (to the target audience), and consistent.

It should not only address the audience's current needs but also their future aspirations from the brand. A good brand proposition should be able to connect with its audience on an emotional level. A strong emotional connection can create valuable brand equity and fierce brand loyalty.

Example

### **Uber – The Smartest Way to Get Around**

Few tech companies are as polarizing or widely criticized as Uber.

But one thing Uber most definitely does right, however, is its unique value proposition.

## Now Your Turn.

If you put yourself in the position of your customer, what it is that you want them to feel about your brand and the value you have to offer.

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**Why**

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# You Do What You Do.

**Ever wonder what your reason is for getting up every day?**

Simon Sinek, writes that it is only when you understand your “why” (or your purpose) that you’ll be more capable of pursuing the things that give you fulfillment. It will serve as your point of reference for all your actions and decisions from this moment on, allowing you to measure your progress and know when you have met your goals.

People who have a sense of purpose are often seen as being unstoppable. They are capable of shaping their lives in the ways they want.

**What are some examples of a purpose in life?**

*Providing for your family,  
Living a successful life,  
Making positive connections  
with others and enjoying  
those around you, Traveling  
the world, Fighting the  
declining condition of our  
planet.*

## Now Your Turn.

Few business owners really challenge why they are in business beyond making money. So ask yourself, what makes you get out of bed in the morning?

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## Vision

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# The End Game.

**A vision statement describes where the company aspires to be upon achieving its mission.**

This statement reveals the “where” of a business - but not just where the company seeks to be.

Rather, a vision statement describes where the company wants a community, or the world, to be as a result of the company’s services.

Your vision is deemed to be the result of the mission that you set out on or a compass to guide you towards the end game.

### Examples

#### **Microsoft**

A computer on every desk and in every home.

#### **Teach for America**

One day, all children in this nation will have the opportunity to attain an excellent education.

## Now Your Turn.

Why have a vision? Because when times get tough you need a reminder of why you are doing what you are doing and to guide those around you? What's your vision?

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## Mission

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# How?



**A mission statement is, in some ways, an action-oriented vision statement, declaring the purpose an organisation serves to its audience.**

It can include a general description of the organisation, its function, and its objectives. A mission statement is intended to clarify the “what,” the “who,” and the “why” of a company. It’s the roadmap for the company’s vision statement.

As a company grows, its objectives and goals may be reached, and in turn they’ll change.

### Examples

**Life is Good:** To spread the power of optimism.

**American Express:** We work hard every day to make American Express the world’s most respected service brand.

**IKEA:** To create a better everyday life for the many people.

## Now Your Turn.

Now you have a sense of your vision, how are you going to realise it, doing what and with whom?

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## Customers

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# Who You Serve.

### What is a Customer Avatar?

A customer avatar is a detailed profile of your ideal customer. It doesn't make assumptions or categorise people into groups.

The avatar focuses on one person and outlines everything about them. It goes into much greater depth than a regular marketing persona.

It allows you to understand their needs and their pain providing insights on how you as a business can serve them best.

You may have 2-3, but any more and you are starting to serve everyone. Is that reality?

Example

**Adam is a 28 year old freelance graphic designer from Sydney. He spends about 4 hours a week reading blog posts and following links on Twitter, and that is where he discovered a link that pointed to Harpoon.\***

**\*Short example.**

## Now Your Turn.

Creating a customer avatar can take time and require several streams of information in person and through technology. Start by asking, who do you want to serve and why? Describe them in as much detail as possible.

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## Position

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# The Niche You Own.

**One common path to success for many businesses is to find a niche market and establish a dominant position as a player in that niche.**

Sometimes you can boost existing sales of your products or services by simply reorienting your business. For example, customers are increasingly concerned about the environment and by incorporating eco-friendly business practices you may gain new customers.

The niche you own has to be scalable, enough customers to enable you to make money and something that you can deliver value in.

Create A Niche Success

**Offer a Unique Product or Service.**

**Offer a Marketable Product or Service**

**Choose an Available Niche Market**

**Market, Market, Market**

## Now Your Turn.

You have your vision and mission, you know who you want to serve, so where are they? Where can you play that will increase your chances of success?

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## Values

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# What You Believe In.

**Values are basic and fundamental beliefs that guide or motivate attitudes or actions.**

Values describe the personal qualities we choose to embody to guide our actions; the sort of person we want to be; the manner in which we treat ourselves and others, and our interaction with the world around us. They provide the general guidelines for conduct which we can then apply to our business.

Values in a narrow sense is that which is good, desirable, or worthwhile.

Values are the motive behind purposeful action.

Examples

**Dependability.**  
**Reliability.**  
**Loyalty.**  
**Commitment.**  
**Open-mindedness.**  
**Consistency.**  
**Honesty.**  
**Efficiency.**

**Values should be something you own and can feel.**

## Now Your Turn.

To authentically serve you need to create a set of rules for the way you want to operate. Think about what is important to you in the way you lead your life and explore them below.

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## Personality

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# Your Character.

### What Is Brand Personality?

Brand personality is a set of human characteristics that are attributed to a brand name.

A brand personality is something to which the consumer can relate; an effective brand increases its brand equity by having a consistent set of traits that a specific consumer segment enjoys.

This personality is a qualitative value-add that a brand gains in addition to its functional benefits.

#### Examples of Brand Personalities

**Excitement:** carefree, spirited, and youthful.

**Sincerity:** kindness, thoughtfulness, and an orientation toward family values.

**Ruggedness:** rough, tough, outdoorsy, and athletic.

**Competence:** successful, accomplished and influential, highlighted by leadership.

**Sophistication:** elegant, prestigious, and sometimes even pretentious.

## Now Your Turn.

Start to think about your brand as a human. Their characteristics based on the examples above. Then use the personality slider on the next page to refine.

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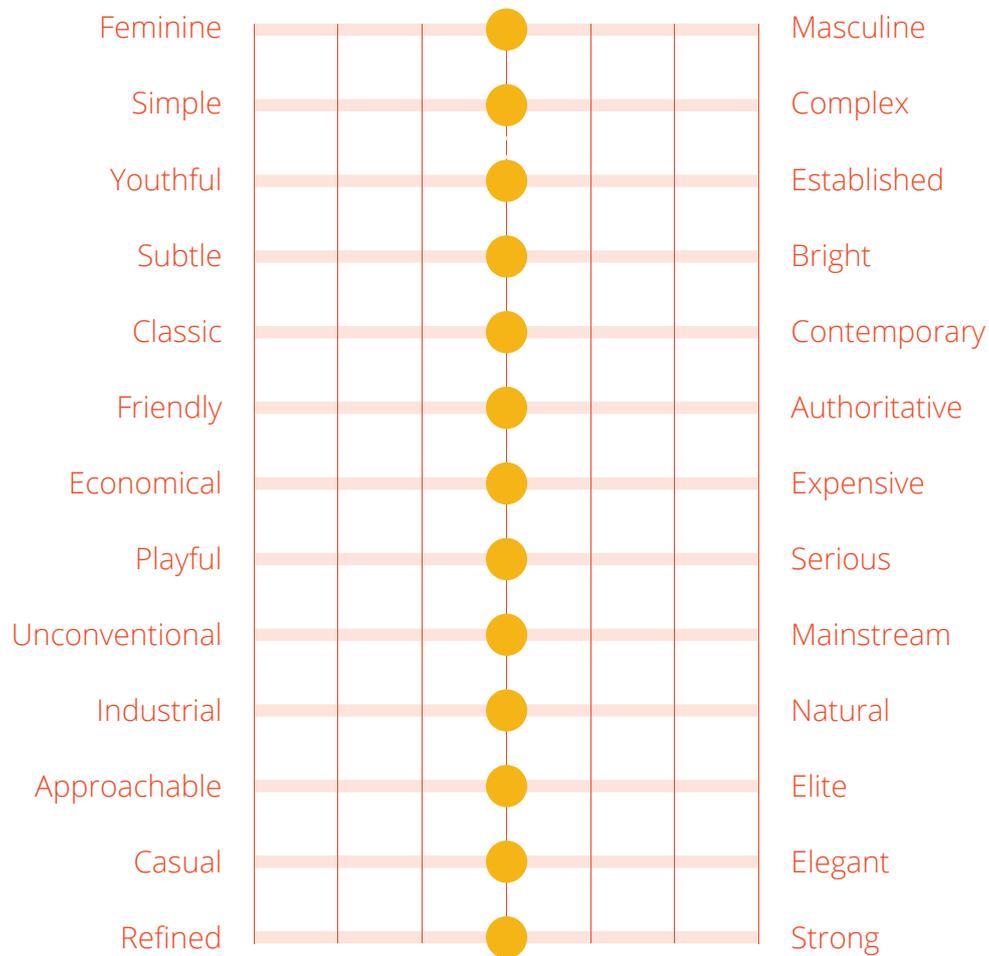
# Personality

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You can start to explore what your brand personality is using the slider below. Think of your business as a person and what that person might be like. This will then start to give you and insight into your brand personality.

## Brand Personality Slider

Mark on the scale left and right what describes your brand best. There are no wrong answers.



Give your personality a name and start to bring it to life.

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## Tone Of Voice

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# Tone Of Voice.



### How to define your brand's tone of voice.

Written tone of voice is simply the 'personality' of your brand or company as expressed through the written word.

Tone of voice governs what you say in writing, and how you say it – the content and style of textual communications, in any setting and in any medium.

Managing written tone of voice is a key part of achieving a unified character across all your communications, internal and external.

#### Examples

**Empowering and uplifting – Dove**

**Friendly yet informative – LaCroix Sparkling Water**

**Professional and ambitious – CloudSmartz**

**So far out there it's in another galaxy – Skittles**

## Now Your Turn.

When you think about how you communicate. Look at what connects to you. Complexity or simplicity. Playful or educational. Think about your customer and start to define your voice below.

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## Core Messages

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# Your Message. 10

**Knowing how to create an effective core message lets you set the tone of every communication from your brand.**

Not every message connects. Successful stories are memorable because they only contain one or two core messages. This prevents us from getting confused by unnecessary details.

Making your message simple means prioritising a single core message; not dumbing things down. You can then utilise general analogies (every Disney employee is a Cast Member) or familiar schemas (Alien is like Jaws in Space) to make your message easier to understand.

### Examples

**Ministry of Supply's coffee-infused ATLAS sock – “like a Brita filter in your shoe”.**

**Clever Travel Companion – 100% pick-pocket proof clothing.**

**Sole Protector – Keeps your soles clean.**

## Now Your Turn.

When you look at all of the steps take to create your brand, are you clear on how you tell your story? Write it below, then go back over the document and test it against everything else.

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**Your Brand Is What Is Said  
About You Once You Have  
Left The Room.**

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**Jeff Bezos**

# Need More Help To Develop Your Brand Strategy?

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