



# Branding process

*Lesson 1 part 2*  
*Thursday October, 5*

# But how can we create and shape a brand?



# Where do we start building a brand?



## The Branding Process

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1 Define the brand



LinkedIn



# Branding Building Process

1. **Define and position** the Brand (Vision, Mission, Values, Brand Personality and Brand Value Proposition)
2. **Express** the brand
3. **Build awareness and reputation** for the brand
4. **Measure** the brand



# Define and position the Brand



# Defining the Brand

The main question is:  
**What is our value proposition?**

**To find the brand proposition  
we have to consider:**

- 1. The brand owner perspective**
- 2. The competitors and**
- 3. The target audience**





# 1. The Brand Owner Perspective



# Brand owner perspective: Brand Identity

*Brand Owner  
Perspective  
(capabilities and vision  
for the brand)*



*Brand Vision,  
Mission, Purpose,  
Values, brand  
personality*



## Brand Owner's perspective

- **BRAND PURPOSE:** Why we do what we do
- **BRAND VISION:** where we are going. What's next
  - Our strategic goals
  - Our vision of the future
- **BRAND MISSION:** What we do
  - What we offer, based on our skills and expertise
- **BRAND VALUES:** How we do things
  - what are our core values, culture, beliefs



# Brand Purpose

- **Purpose** is a company's **fundamental reason for being** – what it does every day to create value for its stakeholders.
- Purpose is not the sole pursuit of profits but the animating force for achieving them.

## About L'Oréal

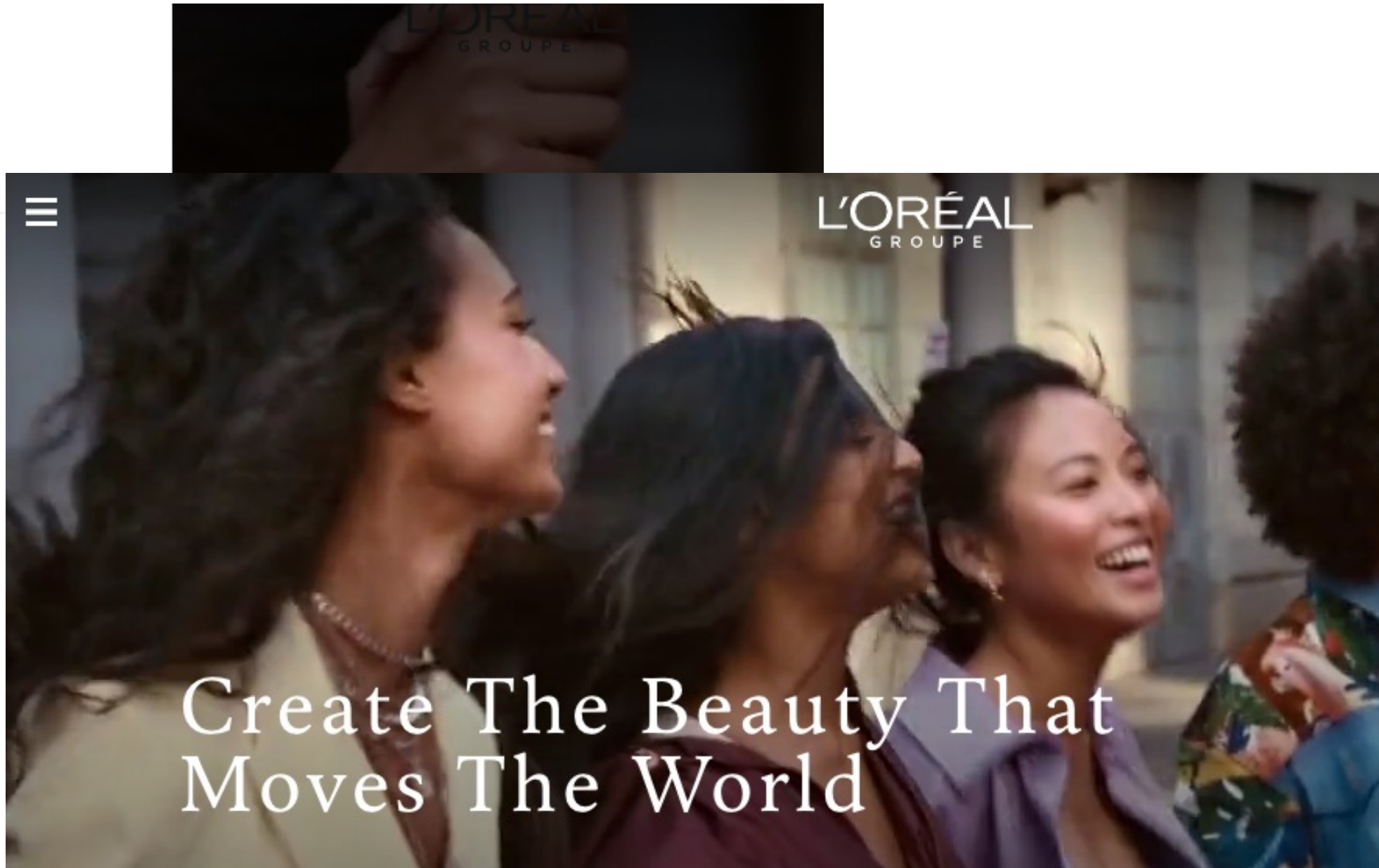
### More About L'Oréal

[Our Purpose](#)

[Strategy & Model](#)

[Quality & Safety Standards](#)

[Our Performance](#)





## Vision: the big idea

- It's the dream. **The big dream.** It's the ultimate goal.
- It's far-reaching. It's **the vision of the future of the business.**
- And we also want to make sure that our vision excites people.



# Mission: it's what we do

We could break up mission statements into two groups:

- **Business mission**
- **Social mission**

A social mission is optional. Some brand write the business mission and the social mission together, but they are different things.

**Social missions usually don't make money...** so the investors prefer to clearly understand the business mission of a brand.



# Business Mission

The **business mission** tells the story of the business.

- It tells what the business is
- What's its purpose.
- And must be very **descriptive**.





# Vision Vs. Mission

2'37''



Mission and Vision statements explained – EntrepreneurNOW – LinkedIn learning 2019



# Values

**Values** are very important **to guide behaviours within the organization.**

They must be **inspiring** and tell employees

**how to do things**

(e.g. with integrity, commitment, etc.)



# Our values | Pioneer Food

1'01''



[https://www.youtube.com/watch?v=EH2os\\_x3S5I](https://www.youtube.com/watch?v=EH2os_x3S5I)



# Core Values are very important to keep the brand promise over time

1'30''



Steve Jobs talks about Core Values at D8 2010 <https://www.youtube.com/watch?v=5mKxekNhMqY>



# Apple Stock Value 2010-2023





# Examples





# Google's mission

Google

[Our latest](#)

[Our company](#)

[Our commitments](#)

[Our products](#)

“Organize the world’s information and make it universally accessible and useful.”

Since the beginning, our goal has been to develop services that significantly improve the lives of as many people as possible.

Not just for some. For everyone.



# Our mission | Meta



Who we are ▾

Our technologies ▾

The metaverse

Meta and you ▾

## OUR MISSION

**Giving people the power to  
build community and bring the  
world closer together**





# Our mission | UBER

1'44"



<https://www.youtube.com/watch?v=igR1-GplB10>



# Algebris investments

Algebris INVESTMENTS

ABOUT US | TEAM | FUNDS | INSIGHTS | POLICY & RESEARCH FORUM | CONTACT US

OUR CULTURE

Our Mission

Making money sustainably for our investors over time





# <https://about.ikea.com/en/about-us/ikea-culture-and-values>



**About us**

Life at home

Behind the scenes

Sustainability

Work with us

Newsroom



We're constantly trying to find better ways to get things done and to bring out the best in ourselves and others.

## The 8 IKEA Key Values

### **Togetherness**

Togetherness is at the heart of the IKEA culture. We are strongest when we trust the same direction and have fun together.

### **Caring for people and planet**

We want to be a force for positive change. We have the possibility to make a significant impact — today and for the generations to come.

### **Cost-consciousness**

As many people as possible should be able to afford a beautiful and functional home. We challenge ourselves and others to make more from less without compromising on quality.

### **Simplicity**

A simple, straightforward and down-to-earth way of being is part of our Smålandic heritage. It is about being ourselves and staying close to reality. We are informal, pragmatic and see bureaucracy as our biggest enemy.

### **Renew and improve**

We are constantly looking for new and better ways forward. Whatever we are doing today, we can do better tomorrow. Finding solutions to almost impossible challenges is part of our success and a source of inspiration to move on to the next challenge.

### **Different with a meaning**

We are not like other companies and we don't want to be. We like to question existing solutions, think in unconventional ways, experiment and dare to make mistakes - always for a good reason.

### **Give and take responsibility**

We believe in empowering people. Giving and taking responsibility are ways to grow and develop as individuals. Trusting each other, being positive and forward-looking inspires everyone to contribute to development.

### **Lead by example**

## 2. The brand position Vs. competitors



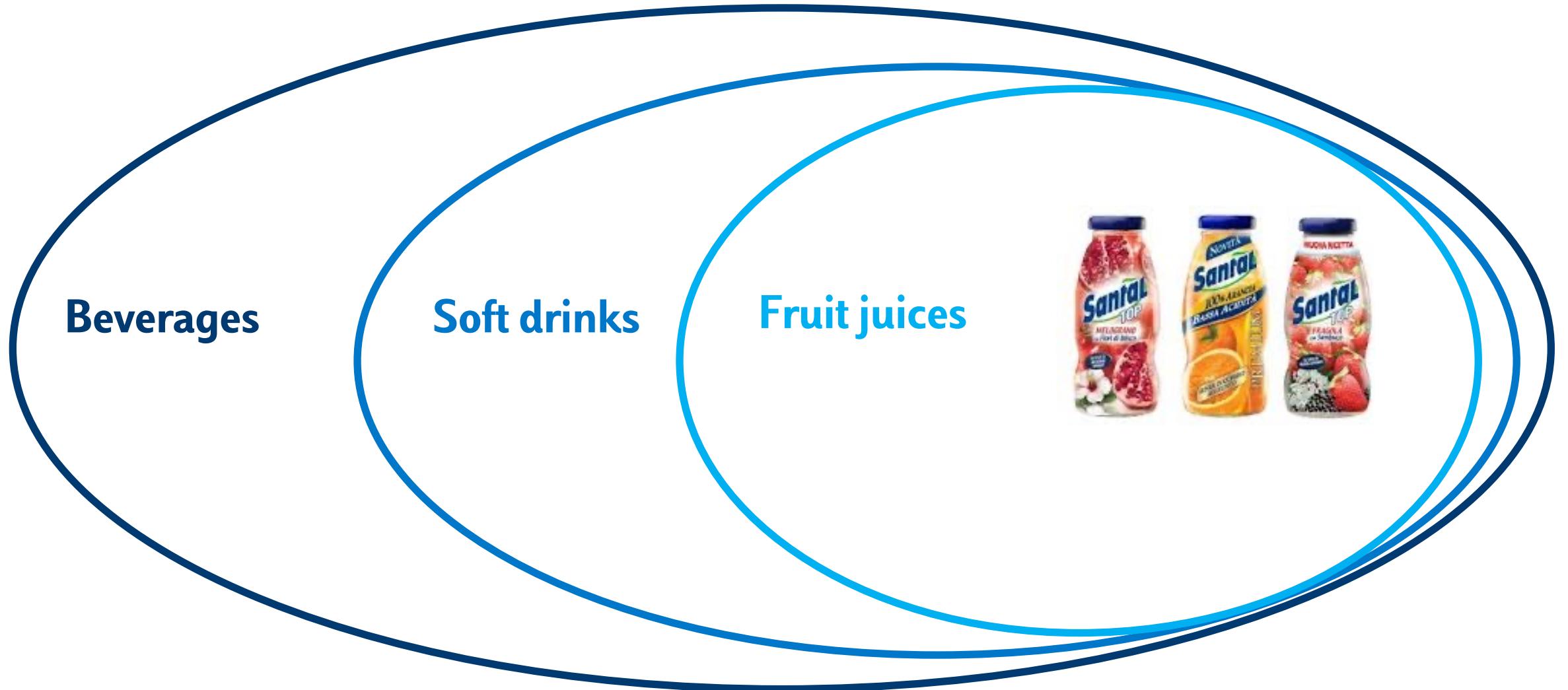
# Interbrand model

Brand Owner  
Perspective

**Brand Position Vs.  
Competitors**

(the competitive, relevant  
and differentiating place  
the brand occupies in its  
defined market)

# Who are our competitors? We start by analyze our industry



# Competitors' classification

**Direct competitors** are those businesses who **do exactly what we do** (for the same target customers). They could be **local** brands, local businesses, **national** or even **international** brands, so we have to **look at the entire market** when we're looking at our direct competitors.



# Competitors' classification

**Indirect competitors** provide **alternatives**. They might provide **similar products and services** to what we do, but they're not exactly the same.





# Comparables

**Comparables** are those brands that operates in **different markets** but have a similar target group or deal with **similar issues**.

For example, if our customers are young, we could study how the brands of their favorite products communicate, to **find ideas, best practices and inspiration** for our communication plan





## Points of Difference & Points of Parity

Now that we have a list of competitors we must find the «**Points Of Difference**» (PODs) and the «**Points of Parity**» (POPs) in relation to the competition.



# Interbrand model

Brand Owner  
Perspective

**Brand Position Vs.  
Competitors**

(the competitive, relevant  
and differentiating place  
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**PODs & POPs**  
(Points of Difference and  
Points of Parity Vs.  
competitors)



## Points-of-Difference

Keller defines **Points-of-Difference** (PODs) as **attributes or benefits** that consumers strongly associate with a brand, **positively evaluate**, and believe that they **could not find** to the same extent **with a competitive brand**.

Basically **Points-of-Difference** are what is perceived that **we do better than the others**. They could be **functional**, performance-related or **abstract**, imagery-related considerations

**BEST QUALITY**



## Points of Parity

**Points-of-parity (POPs)** are the elements that are considered mandatory, a “**must have**” for a brand to be recognized as a legitimate competitor within a given industry.

**POPs** are associations that are not unique to the brand but may be shared by other brands.

David Aaker on <https://www.prophet.com/2013/02/128-points-of-parity/>



## Brand Positioning Vs Competitors: POPs

While it is important to establish a POD, it is equally important to **nullify the competition by matching them on the POPs.**

While POPs may usually not be the reason to choose a brand, **their absence can certainly be a reason to drop a brand.**

And they change over time.

David Aaker on <https://www.prophet.com/2013/02/128-points-of-parity/>





Home > Industry actions

## CARDBOARD REPLACES PLASTIC: THE NEW KEELCLIP PACKAGING FOR CANS

Published: 19/01/2021



### PACKAGING NEWS

# Graphic Packaging extends range of sustainable packaging solutions for beverage industry

MARCH 28, 2023 BY INNOVATIONS ADMIN





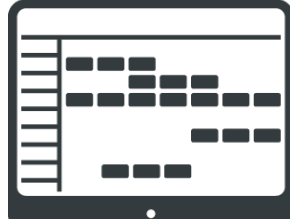
# Assessment criteria for PODs and POPs

- **Points of Difference** must be:
  - Relevant
  - Distinctive
  - Deliverable
  
- While **Points of Parity** must be:
  - Feasible
  - Communicable
  - **Sustainable**



# What do we need to know about our **direct competitors**? **Everything** that we can!

Communication strategy



Awareness data



Advertising



COMPETITOR

Image



Media investments



# 3. The target audience



# Interbrand Brand Definition Model

Brand Owner  
Perspective

Brand Position Vs.  
Competitors  
(PODs & POPs)

**Target Audience  
Definition &  
Insights**  
(brand's key audiences,  
internal & external)

**To find an effective value proposition  
we need to find out who our customers  
are and what's important to them**



# Target audience definition

We have to identify the **specific customers** that we want our brand to be relevant to.

To do so we use a marketing technique called **segmentation**



# Target audience definition

Segmentation means dividing the market of potential customers into **similar groupings**:

1. **Demographic Segmentation** (gender, age, and other physical characteristics)
2. **Geographic Segmentation**
3. **Behavioral Segmentation** (purchase behavior and lifestyle. Things like how customers use a product)
4. **Attitudinal Segmentation** (what customers think, needs or benefits they are looking for)





# Target audience definition & Insights

- **Who** are my customers (prospects & current)?
  - Demographics
  - Attitudes
  - Values
- **What** do they **think** of my brand/products/services?
- **What** do they **look for**, what are their **needs**, what kind of **benefits** they search for?
  - What are the **emotional drives** of purchasing?
  - What are the **hidden needs**?
  - What are the **rational drives** of purchasing?
  - What are the **risks of switching** to your product?
  - What do people currently do instead?



# Target audience insights

How can we get these information?

- **Quantitative & qualitative researches**
- **Online buzz analysis** (mentions on social networks, comments on blog, etc.)
- Ask for **Customer Service feedbacks**
- **Sellers feedbacks**
- ...



# From the target audience insights: Brand Drivers

Brand Owner  
Perspective

Brand Position Vs.  
Competitors

Target Audience  
Insights  
(brand's key audiences,  
internal & external)



**Brand Drivers**  
(the benefits the brand  
offers that meet customer  
needs and drive choice)



# Brand Drivers



# Brand Drivers

1'52''



Branding Foundation – Drew Boyd – Lynda.com (course)



# Brand Drivers

**Brand Drivers** are **the benefits the brand offers that meet customer needs**. They are detailed and **descriptive aspects of the brand**.

They can be categorized into groups:

- **Functional benefits** (what the product does)
- **Emotional benefits** (how a product makes a consumer feel, *Self-Image in Kapferer's prism*)
- **Economic benefits** (how a product saves time and money)
- **Self-expressive benefits** (how a product makes us appear, *Reflection in Kapferer's prism*)
- Benefits to **Society and Environment**

**Brand drivers will help us to create the right message using the right media**



# Emotional benefits on TV commercials Functional and economical benefits on brochures



# Brand Value Proposition



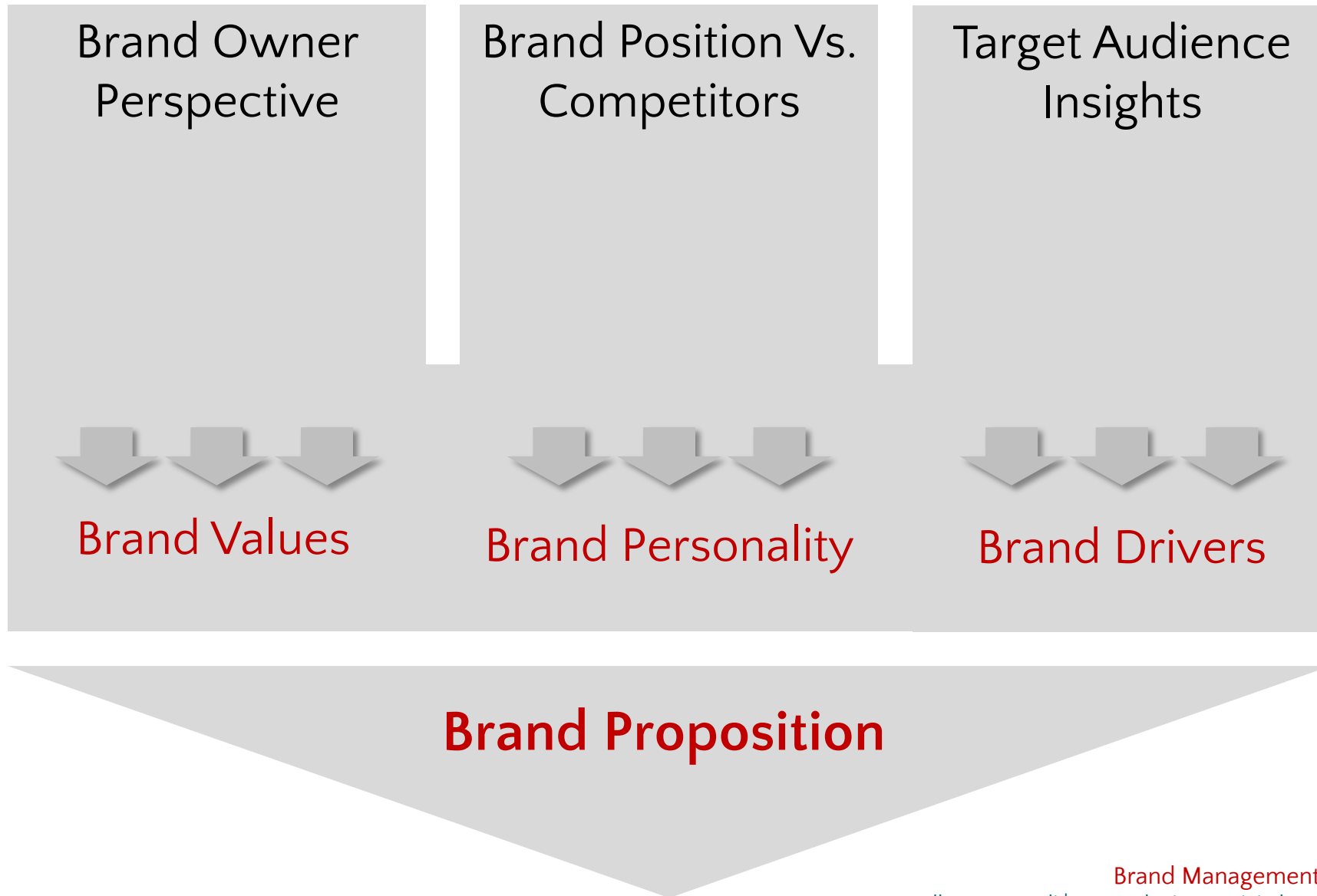
# Brand value proposition

Brand Value Proposition must consider:

- **Brand mission, values and personality**
- **Points of Difference and Points of Parity Vs. competitors**
- What the **target audience** looks for and consider **relevant: brand drivers**



# Interbrand Brand Definition Model



**The brand value proposition is a short phrase that sums up the brand promise**



# Brand Value Proposition

A great **value proposition** tells your audience:

- **How** your product or service **solves/improves problems**
- **What benefits** customers can expect
- **Why** customers should **buy from you** over your competitors

<https://www.impactbnd.com>

“In its simplest terms, a **value proposition** is a **positioning statement** that explains **what benefit you provide** for who and **how you do it uniquely well**. It describes your target buyer, the pain points you solve, and why you’re distinctly better than the alternatives.”

Michael Skok cit. <https://optinmonster.com>



# Brand Value Proposition case examples

2'48''



Marketing Foundations: Integrated Marketing Strategies– Mark Burgess– LinkedIn Learning





**There are other models**



# The BVP Canvas model

3'13''



## The Value Proposition Canvas Explained.

Design products and services  
customers want

 Strategyzer

# A Value Proposition Canvas

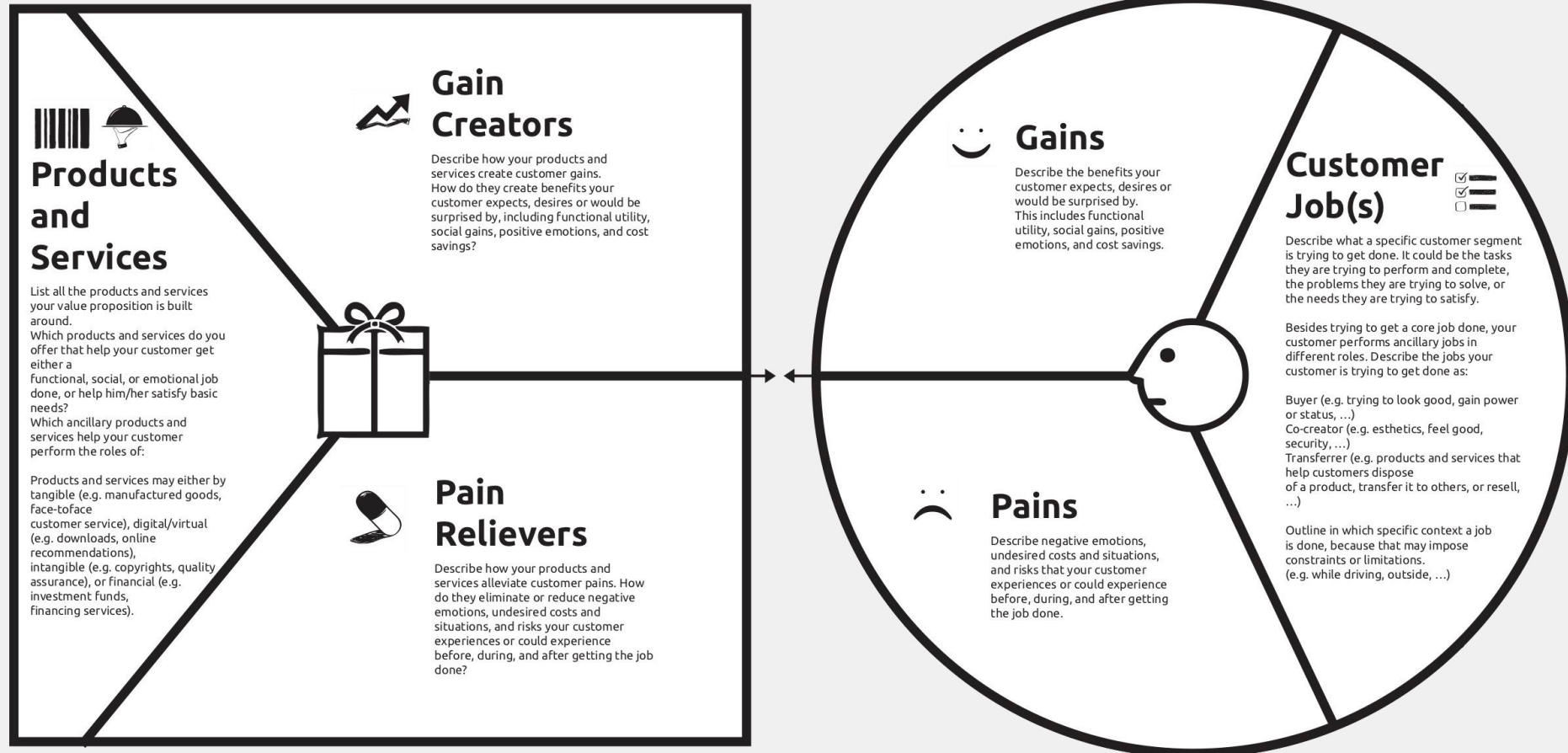
## The Value Proposition Canvas

It helps you create value for your customers

Designed for:

Designed by:

On: Day Month Year  
 Iteration: No.

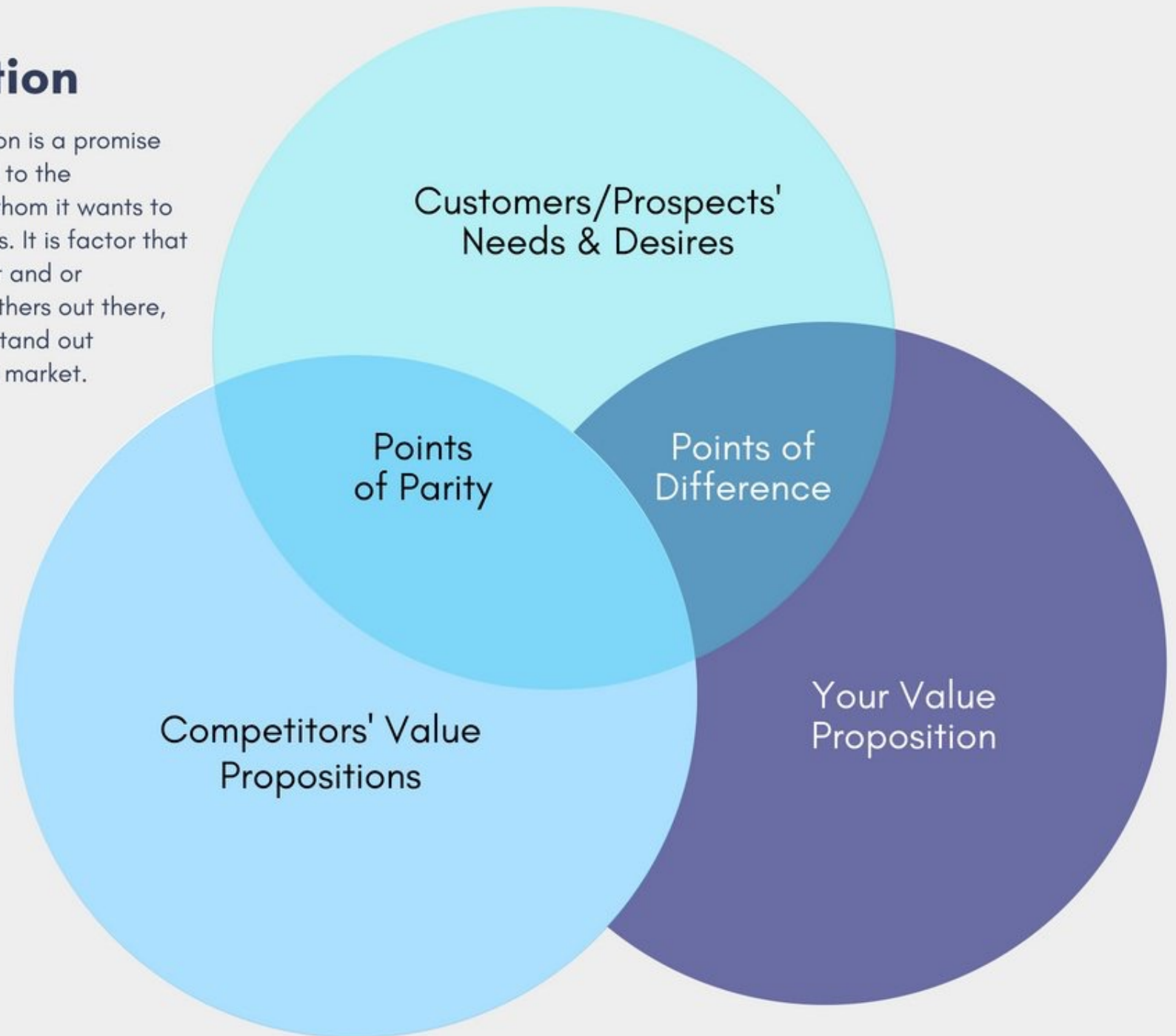


<https://c...>




# Value Proposition

A value proposition is a promise made by a brand to the audiences with whom it wants to build relationships. It is factor that makes it different and or better than the others out there, making a brand stand out from the rest in a market.



# Google template

Overview	Audience	Context	Promise	Rationale	Personality	Positioning
				<h3>Positioning statement</h3> <p>A positioning statement is a succinct synthesis of your brand's differentiating factors. It looks like this:</p> <p><u>For (enter target audience), Company X is the only (enter market context) that (unique benefit) because (reason to believe).</u></p> <p>For example:</p> <p>For parents that want their children to inherit a healthy planet and lead a mindful life, Clara's store is the only retailer to offer both environmentally-friendly products and stress-free shopping experiences. Clara's company knows a healthy lifestyle is peaceful</p>		

# Fonti

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- Branding for Designer – Sean Adams – Lynda.com
- Mission and Vision statements explained – EntrepreneurNOW – LinkedIn learning 2019
- Kapferer, J.-N. (1992). Strategic brand management: New approaches to creating and evaluating brand equity. New York: The Free Press.
- Marketing Communication. A European Perspective – P. De Pelsmaker, M. Geuens and J. Van Der Bergh – Pearson 2017
- Brand Value Proposition Model, Interbrand
- [www.panmore.com](http://www.panmore.com)