

# WHY YOUR BRAND IS **IMPORTANT**

and how a Creative Strategy helps.



# BRAND IS NOT IMPORTANT.

Plenty of businesses do **NOTHING** with their branding or marketing & thrive simply by offering quality products and/or services.

*So why does it matter?*



# IT MATTERS IF **YOU** ARE:

- starting or managing a new business
- hoping to reach and retain new customers
- seeking to fix a plateau or decline in sales
- ready to crush your competition

# BRANDING IS FOR **YOUR** PEOPLE.



*"A brand is a person's gut feeling about a product, service or organization."*

*- Marty Neumeier*

# WHO ARE **YOUR** PEOPLE?



Pinpointing your ideal customer, understanding their needs and then making every decision with them in mind is how you attract a like-minded audience.

*Do you know your audience?*



# 92%

of today's consumers trust peer  
recommendations over traditional  
advertising.

*Let's just call it 100%*

# AUTHENTIC **TRUST** GOES FAR.



When a community of like-minded individuals trades a currency called trust, they passionately and freely recommend your business to their peers the same way they would hype up a band or movie they like.

*Sound like a good deal?*



“Brand is not what **YOU** say about your business, it’s what **THEY** say about your business.”

- Marty Neumeier



# BRAGGING vs. RESPECT



**Bragging** about yourself will take you somewhere but it won't get you far. You'll need to evolve.

**Respect** is earned by consistently serving your community and an absolute requirement to last for the long term.

*The ultimate benefit is...*



# **WORD OF MOUTH**

free & unbelievably effective



The background is a dark grey field filled with a repeating pattern of various logos. These include Chupa Chups, Microsoft, Facebook, Starbucks, Pepsi, Coca-Cola, NBC peacock, Android robot, Visa, Shell, Disney, Mercedes-Benz, and others. The logos are rendered in a lighter shade than the background, creating a subtle watermark effect.

**IS YOUR LOGO IMPORTANT?**



# RECOGNITION & ASSOCIATION



Your logo is an essential piece of the puzzle, but it's not your brand.

**Visual Identity** is anything we see that identifies your business and differentiates you from your competition. This includes your logo, colors, fonts, and all other visual touchpoints.

# OUR BRAINS.

The Radiological Society of North America (RSNA) shows when presented with known brand images participants processed in areas of the brain associated with positive emotions.

Unfamiliar brands took more effort for the brain to process and activated areas of the brain associated with negative emotions.

**SO YEAH, IT'S  
IMPORTANT.**

and that is not all...





# CREATIVE STRATEGY

A Creative Strategy takes all of the information about your brand, including its Visual Identity, and uses it to communicate and interact with your audience to achieve long-term goals.



***"Creative is the variable of success"***

*- Gary Vaynerchuk*

**CREATIVE + STRATEGY = DESIRED FUTURE**  
*(Whatever you want) + (how to get it) = (everything you want)*



# CREATIVE + STRATEGY

"A well thought out and researched plan is no longer a risk."

*- probably heard on some podcast*

**= DESIRED FUTURE**

A creative brand strategy is what will change the course of your business in the long-term evolving you towards whatever goals you want to accomplish.

# EVERYTHING ALL AT ONCE

If you identify a target audience and consistently show up to serve their needs (*at every level of the interaction*) you will attract a devoted like-minded community who will freely recommend your business and its services through everyday conversation.

That all sounds **important** because **it is**.

And we can help.

# THANK YOU

for making it this far.





# THE END

IF THIS MADE SENSE  
LET'S CHAT