

Get Branded

— **BRAND IDENTITY** *Workbook* —



BRAND DEVELOPMENT

what is branding?

Imagine meeting someone for the first time. In a matter of seconds you have a few preconceived ideas about them. Whether they are in a relationship or single, sensitive or strong, creative or corporate, serious or funny, friendly or formal...

A brand development is a lot like meeting someone for the first time. The person you meet has made a conscious decision how they want to be perceived by the world, in a similar sense a company's brand identity is part of how they want to be perceived by the consumers. It reflects the company's values, services and products in a way to appeal to their ideal audience.

why do I need a brand identity?

Millions of businesses and blogs fail within the first year. It's a very sad truth. The reason behind it? Lack of planning.

Without knowing it, many companies are not communicating in an effective, clear way to their consumer. It's kind of like the telephone game, where 2 cups are tied to a string and one whispers on one end and the other listens. But what goes in at one end as, "we care about saving mothers time", is heard as, "we will be costing mothers a dime".

By creating a strong, clear and effective brand identity this entire headache can be avoided.

Establishing a good brand identity you can get the right message to the right consumer, effectively communicate your brand values, display your advantages over competitors, create instant recognition of your service or product, and control how you are perceived by the audience.

Sounds pretty good huh? So let's get started



ABOUT YOU

Why did you decide to open your own Business, become a Freelancer or start your own Blog?

01

Why did you start this new venture? What was the main purpose behind it and what motivates you to keep going?

*What is your passion? What inspires you to keep going?
What part feels like it draining you?*

02

Identify what is your main passion for starting your company/blog. What is it that keeps you moving forward and what are the elements that are feeding into time that you could be spending on that passion? Is your passion evident throughout your business/blog?

ABOUT THE BUSINESS

What are your core business values? What are your fundamental beliefs and how do these effect your actions?

03

Be very honest with yourself when considering what your true motivations are behind your blog/business. Is your core based on profit or integrity? These core values should be the deciding factor on all decisions and actions that you make in your business.

What services or products do you have on offer? What services or products are you planning on adding in future?

04

Categorize each product or service that you have on offer. Are there any that just don't seem to fit? Are all aligning to your passion? What additional services or products could you offer?

ABOUT THE BUSINESS

Who are your main competitors? What are they doing well? What are they lacking? How do you compare?

05

Analyse your industry from top to bottom. List 3 competitors. Look at the key players and what they are doing that is working and where they are lacking. Consider what it is that makes your service or product a better choice for your consumer. What makes you different.

Who are your current customers? Who are they? What do they have in common with each other?

06

List characteristics like Demographics, Interests & Hobbies, Age, Annual Income bracket, Client need & motivation, and lastly how you meet those needs. Are you currently attracting the right clients?



ABOUT THE BUSINESS

What is your ideal client or project? Who would benefit most from what you have to offer?

07

Please give as much demographic information as you can about the age range, gender, income, employment, location and lifestyle of current clients and those you wish to reach. How are your ideal clients different from the clients you are currently attracting?

What would you like your clients to perceive when in contact with your brand?

08

What do you want your market to feel, experience and take away when they are in contact with your brand? Where do you feel this message is lacking currently?

ABOUT THE PROJECT

What is the main purpose behind the project? What is the goal you wish for it to achieve?

09

Do you want to change the way your clients perceive you? Heading for a new creative direction? Sell more products or increase your traffic? Maybe you want to grow your mailing list or reach 1000 sales. Set a goal and deadline for it to be measured.

What are some of the materials that you wish to be designed? Do you have any design preferences?

10

We will always suggest materials to a client that can improve their relationship with their audience but we would love to first ask you what materials you would like designed and what designs you find appealing and you absolutely hate. This will after all still be a representation of you.



want us to create your brand?

Head to marigoldstudios.co.za, fill out our contact form or email info@marigoldstudios.co.za and get your project booked!

we look forward to hearing from you!