



DISCOVERY

“The real voyage of discovery lies not in seeking new landscapes but in seeing with new eyes.”

Marcel Proust

HI, IT'S TIME TO WORK ON THAT WONDERFUL IDEA OF YOURS



As you continue to develop your brand, there are several key elements to consider which will help in shaping the direction and strategy of your brand's communication plan.

This experience aims to help you understand how the processes involved in building up your brand also affect the way your target audience interact with and demand your good(s) or service(s).

As you go through this document, ensure to take your time.

Don't feel embarrassed if you find you don't understand or know what some of the questions are saying.

That's what we're here for!

Prerequisites

“Is there anyone here who, planning to build a new house, doesn't first sit down and figure the cost so you'll know if you can complete it? If you only get the foundation laid and then run out of money, you're going to look pretty foolish. Everyone passing by will poke fun at you: 'He started something he couldn't finish.'”

Luke 14:28 (MSG)



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Prerequisites

1. What inspired the start of your brand?

- For example, was it due to a professional experience; did you spot a gap in your industry? Or was it due to a personal experience; an unmet need of yours?

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Prerequisites

2. What is your brand's message?

- This is not just the slogan/strap-line. What do you want people to say about your brand?

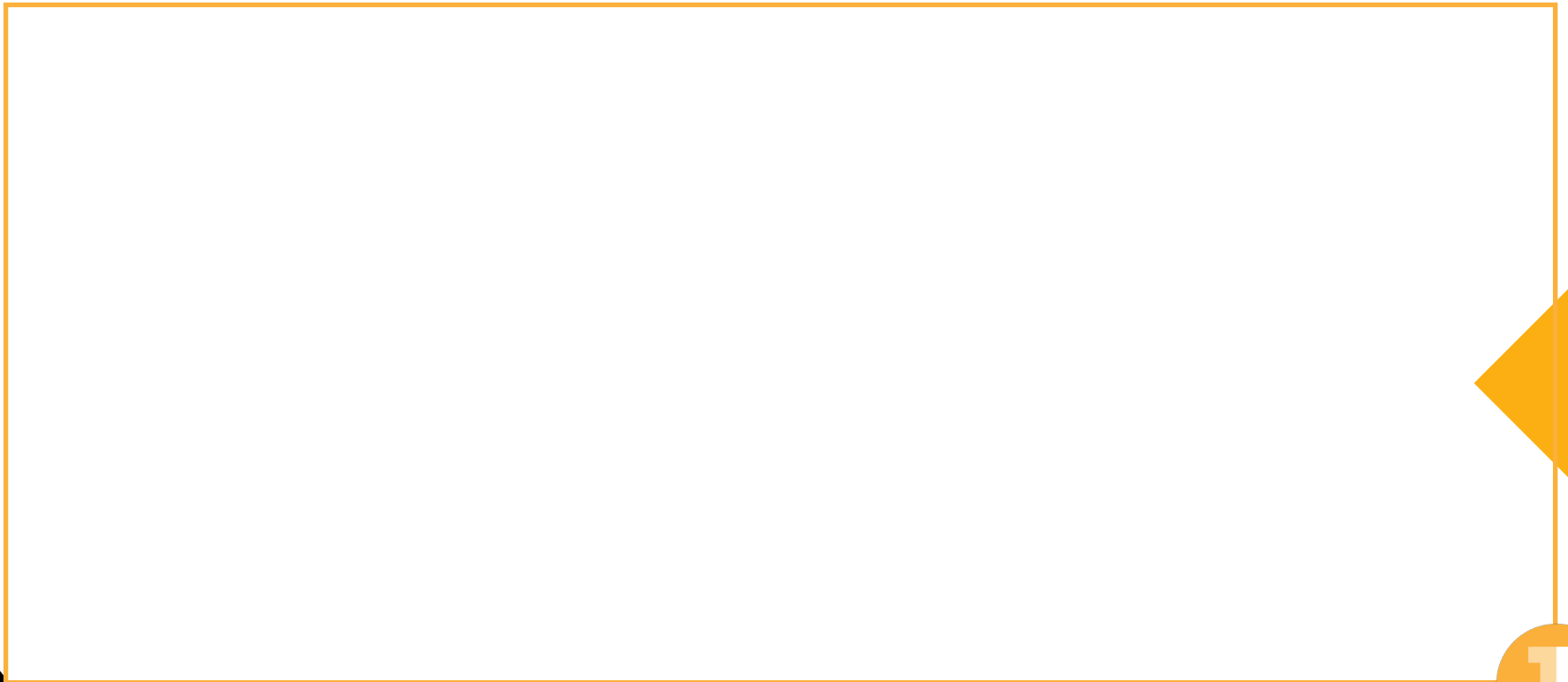


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Prerequisites

3. If you were asked to describe your brand to a person who is hard of hearing. How would you go about it?

- Simply writing it down is not an option. Consider how you might engage their other senses.



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Prerequisites

4. Has the previous exercise changed the way you perceive the simplicity and efficacy of your brand's message?

- Is your brand as digestible as you thought?

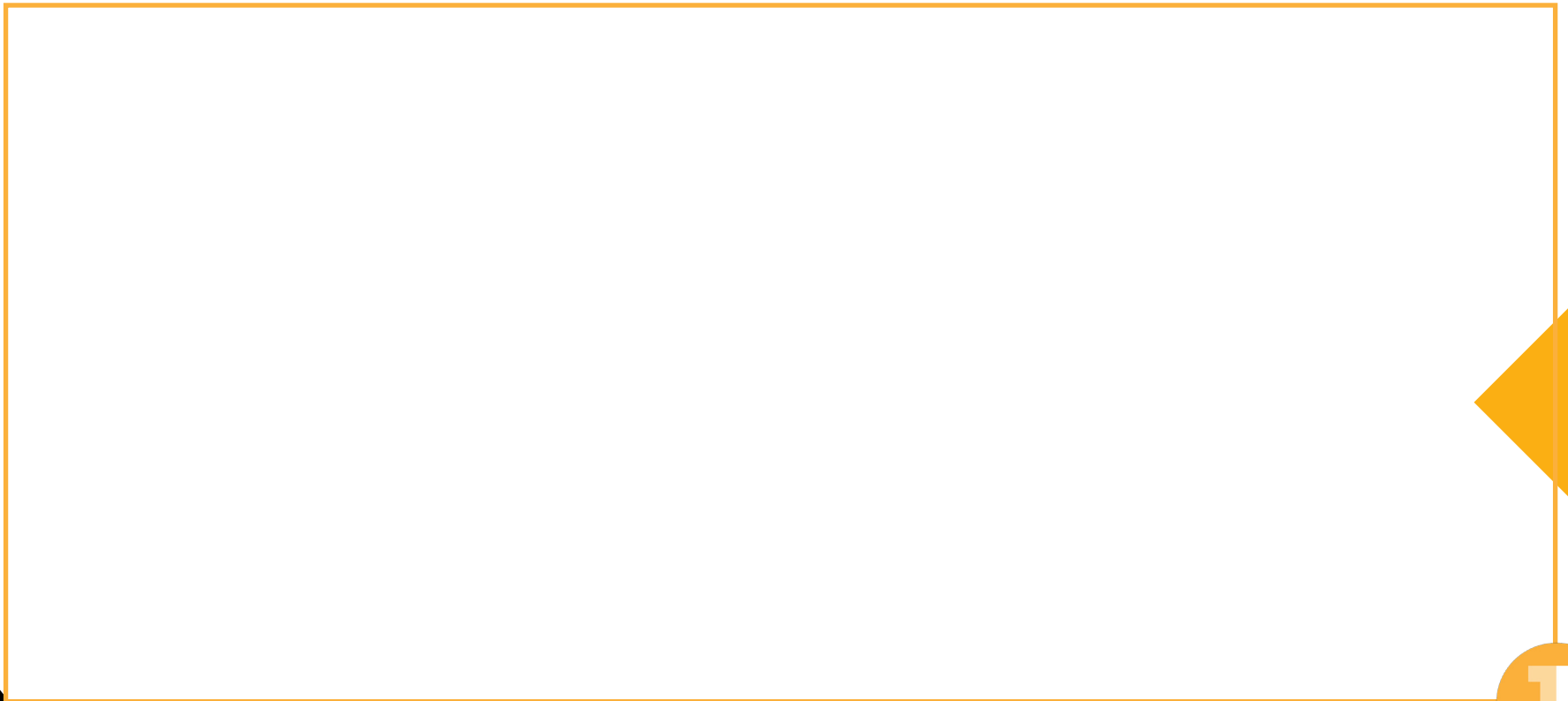


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Prerequisites

5. Applying that scenario to everyday life, what kind of hindrances do you think distort the essence of your brand's message?

- Consider the Political, Environmental, Sociological, Technological, Legal and Cultural implications.



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Prerequisites

6. How might they be overcome?

- Try to elaborate on your response.



People

When they could not find a way to do this because of the crowd, they went up on the roof and lowered him on his mat through the tiles into the middle of the crowd, right in front of Jesus.

Luke 5:19 (NIV)



11

People

1. Which of the categories below best describe your target audience?

● Please select as appropriate.

Age

Gender

Location

Race

Other (please specify)

Marital Status



12 People

Socio-economic status

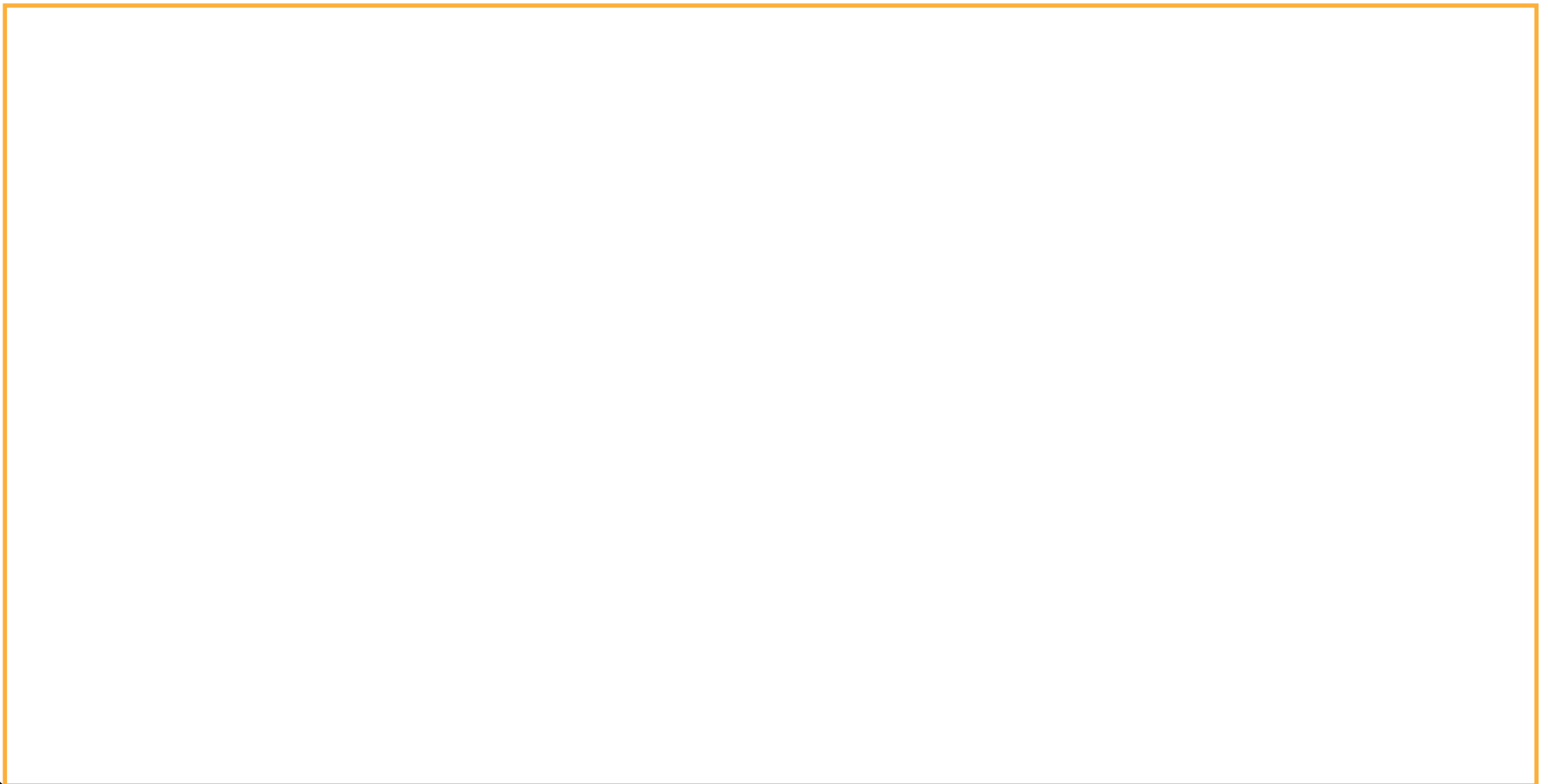
- Use this as a guide to help in answering the next stage.

Grade	Social Class	Chief Income Earner's Occupation
A	Upper middle class	Higher managerial, administrative or professional
B	Middle class	Intermediate managerial, administrative or professional
C1	Lower middle class	Supervisory or clerical and junior managerial, administrative or professional
C2	Skilled working class	Skilled manual workers
D	Working class	Semi-skilled and unskilled manual workers
E	Non-working	Casual or lowest grade workers, pensioners, and others who depend on the welfare state for their income

13 People

b. What is their socio-economic status?

- Try to provide your answer in as much detail as possible.



14 People

2. What is your understanding of the word 'stakeholder'?

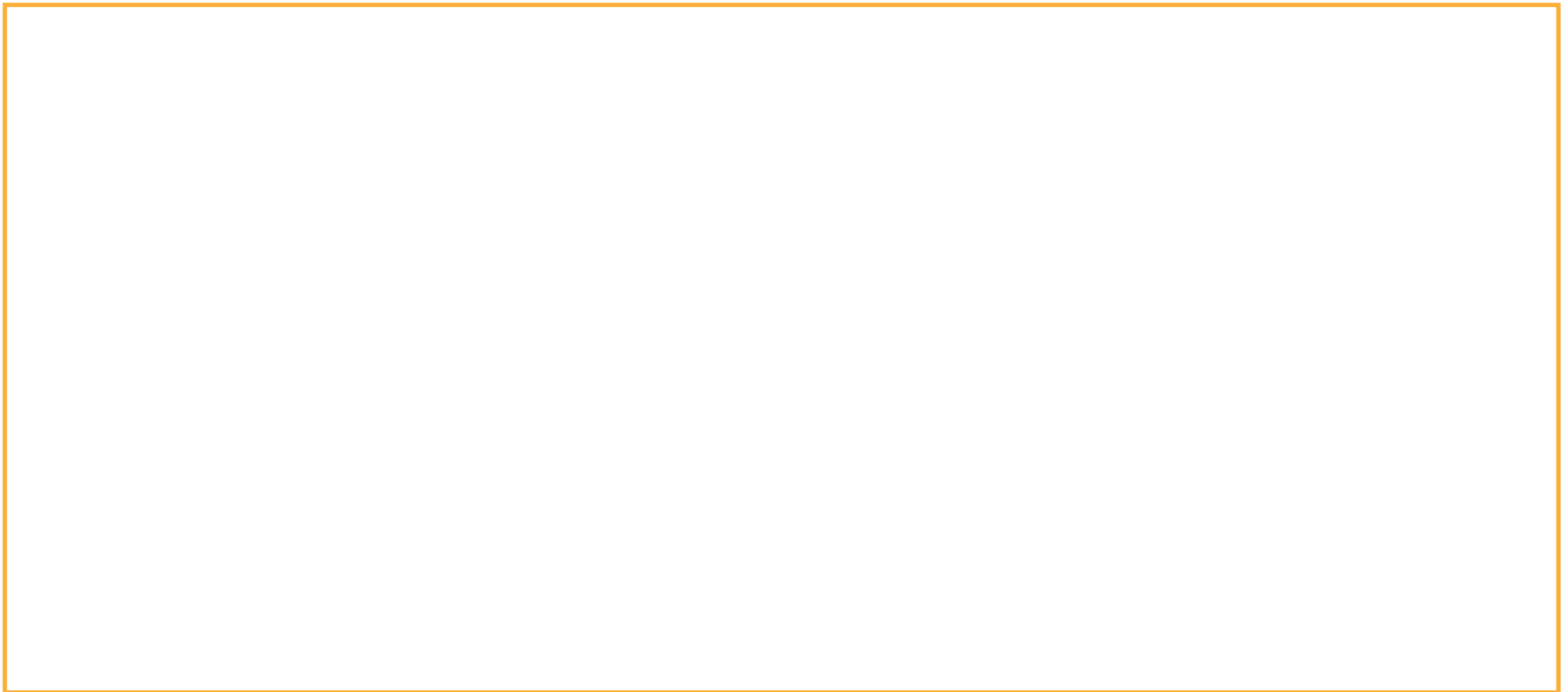
- In its simplest form.



15 People

- b. Think of the processes involved in making your brand work. List out the sets of people affected.

● Try to include as many groups as possible. E.g. Governing & regulatory bodies, service providers and or users etc.



16 People

- Internal stakeholders are those involved directly with the brand. External Stakeholders are those not directly involved with the brand but care about or are affected by its performance. Use this as a guide to help in answering the next stage.

Internal Stakeholders	External Stakeholders
Employees	Suppliers
Manager	Society
Owners	Government
Board of Directors	Creditors
Investors	Shareholders
	Customers

17 People

- c. From the answers provided above, list out your internal and external stakeholders.

Internal	External



18 People

d. Using the answers provided, prioritise your stakeholders (With 1 being the highest and 4 being the lowest).

Who are the Stakeholders?	Level of Importance to you	Level of Influence	Stakeholder level of Interest	Stakeholder Expectations



People

- Influence/Power of Stakeholder +	Meet their needs	Key Player
	<ul style="list-style-type: none"> ● Engage and Consult ● Increase/maintain level of interest ● Aim is to move them to the right ● Could be a risk to your idea 	<ul style="list-style-type: none"> ● Manage closely ● Involve in projects and decisions ● Engage on a regular basis and work to maintain the relationship
	Low Priority	Keep Informed
	<ul style="list-style-type: none"> ● Monitor ● Communicate generally to keep updated ● Aim to move to the right 	<ul style="list-style-type: none"> ● Make use of interest through involvement ● Consult on their area of interest ● Can be a supporter/ambassador
	- Interest of Stakeholder +	

● Use this as a guide to help in answering the next stage.

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People

	Meet their needs	Key Player
- Influence/Power of Stakeholder +		
	Low Priority	Keep Informed
		- Interest of Stakeholder +



Packaging

Before a young woman's turn came to go in to King Xerxes, she had to complete twelve months of beauty treatments prescribed for the women, six months with oil of myrrh and six with perfumes and cosmetics.

Esther 2:12 (NIV)



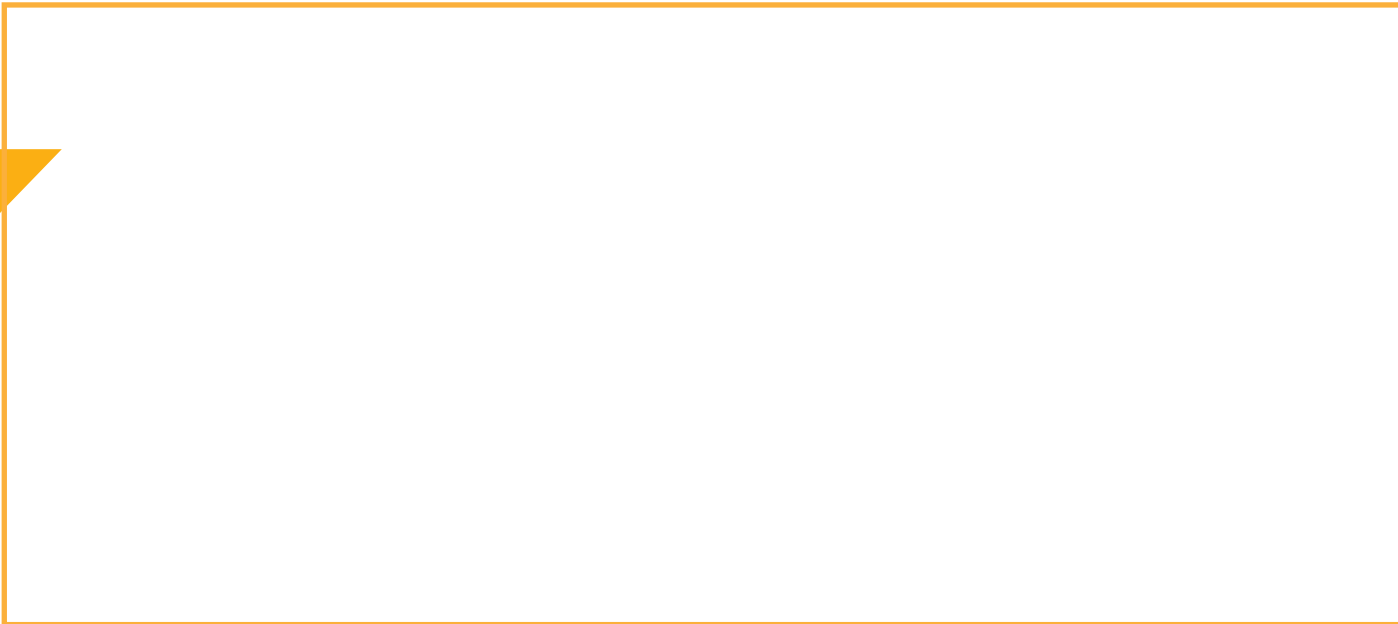
Packaging

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1. Two popular supermarket chains sell doughnuts.

Supermarket A sells them in exposed market crates, whereas, supermarket B sells them in concealed, well designed packaging. Assuming you wanted to buy doughnuts, which supermarket are you most likely to shop from and why?

- You might have no preference and that's ok. If that is the case, please explain why.

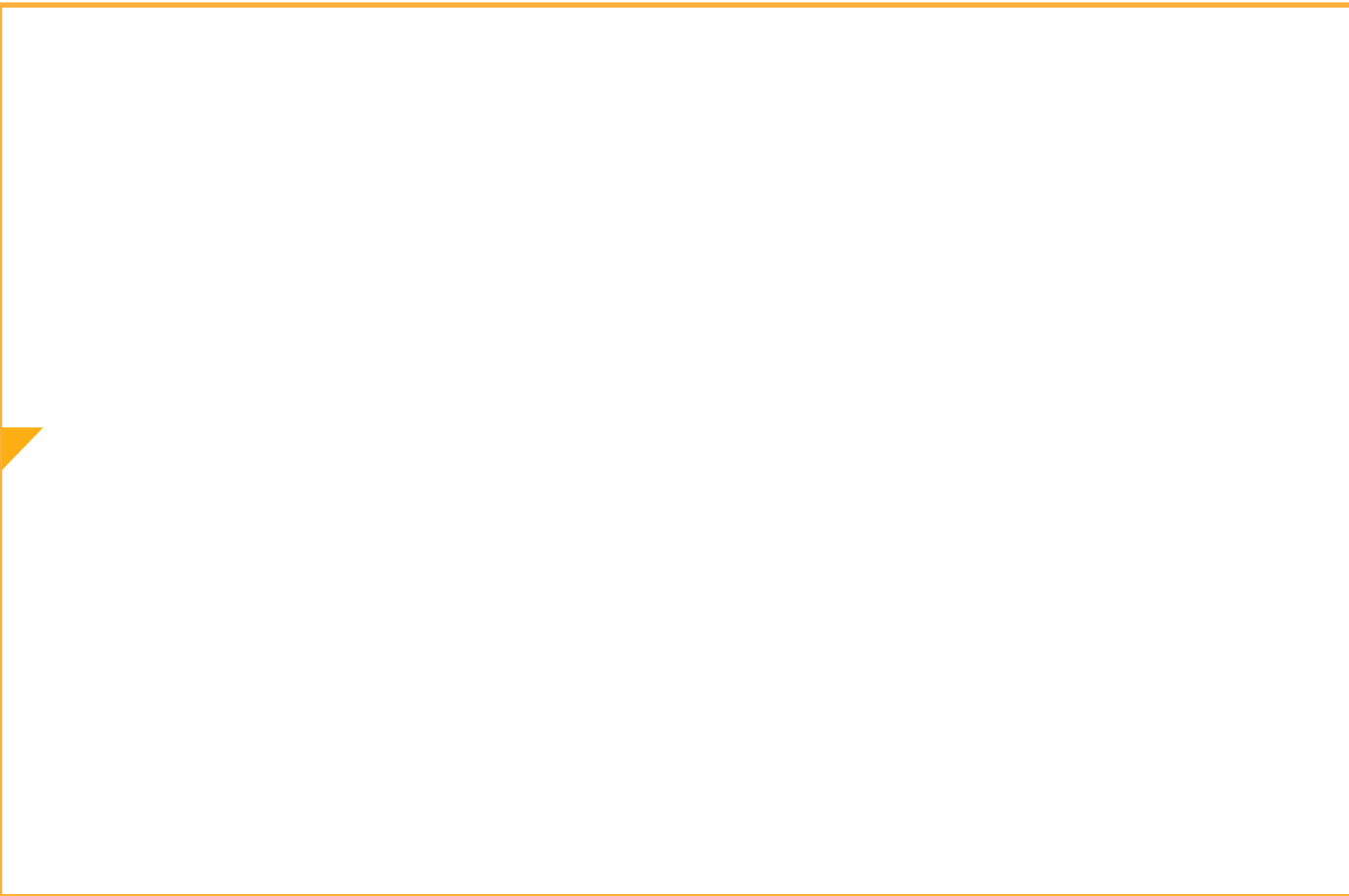


Packaging

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2. What is it about the packaged doughnuts that makes you want to purchase them?

- You usually see before you taste.

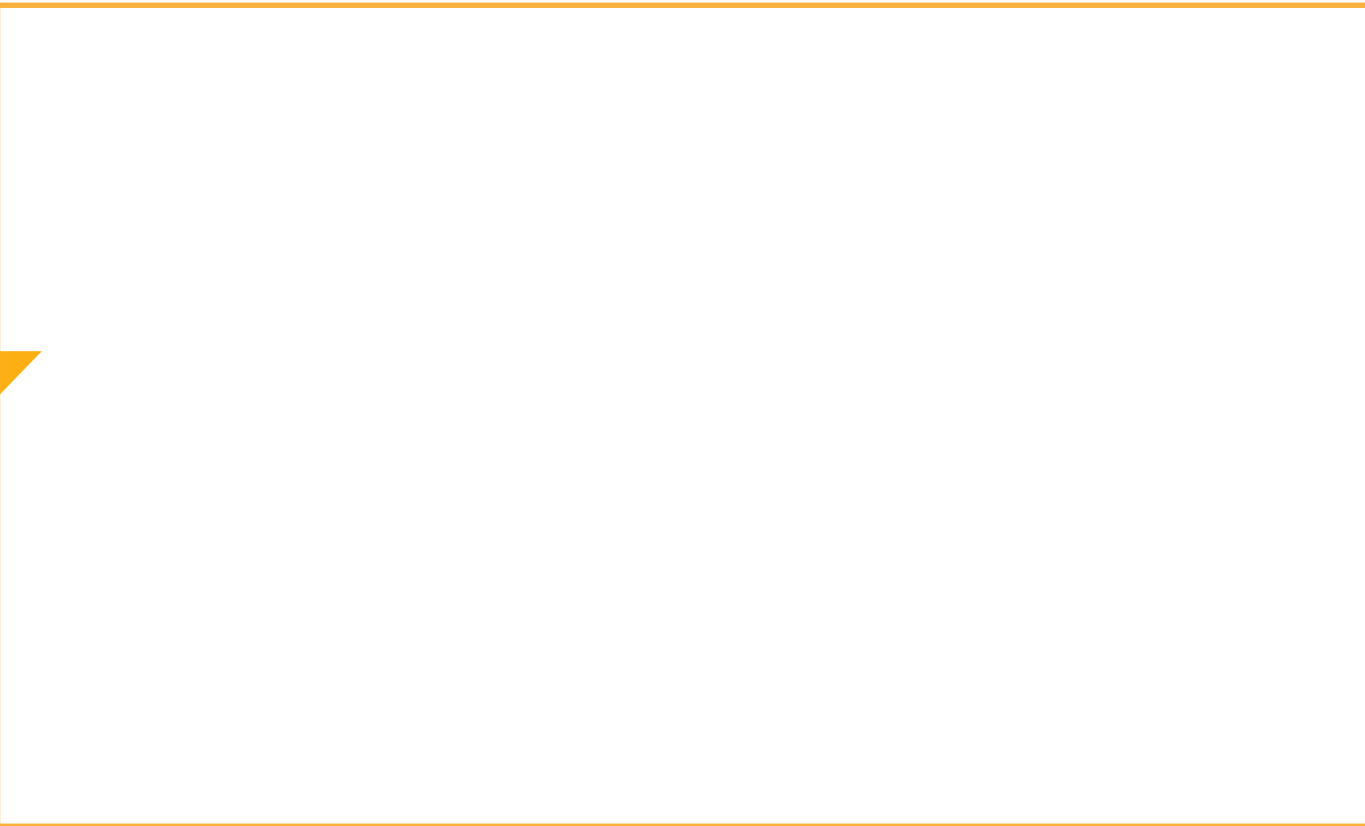


Packaging

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3. What kind of steps need to be taken for your brand to have good, trust worthy and appealing packaging?

- Consider verbal & non-verbal communication and visual & non-visual communication.

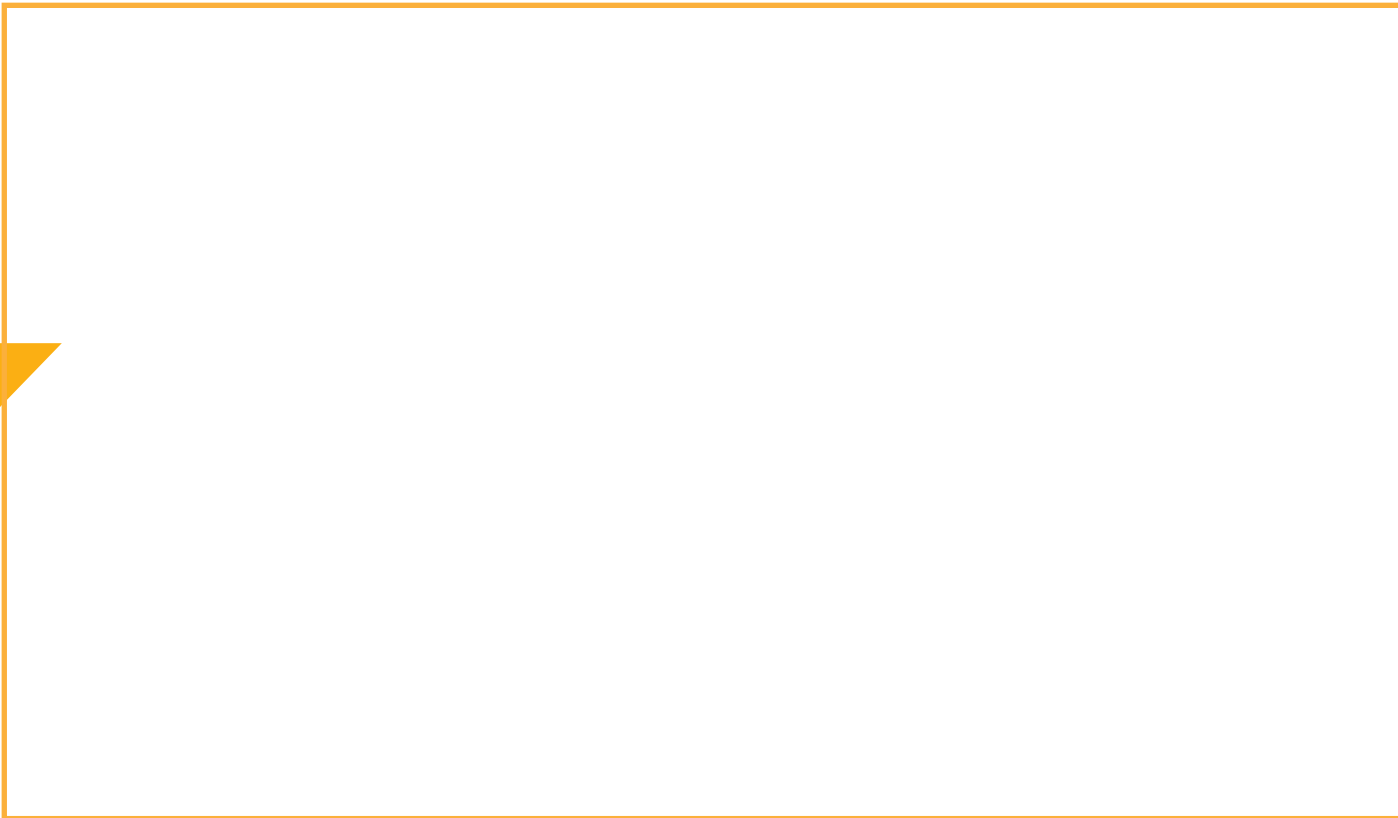


Packaging

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4. Assuming you already 'package' well, what other aspects of your brand will entice clients to engage further upon first contact?

- For example, aside from packaging, how enticing is your good or service?

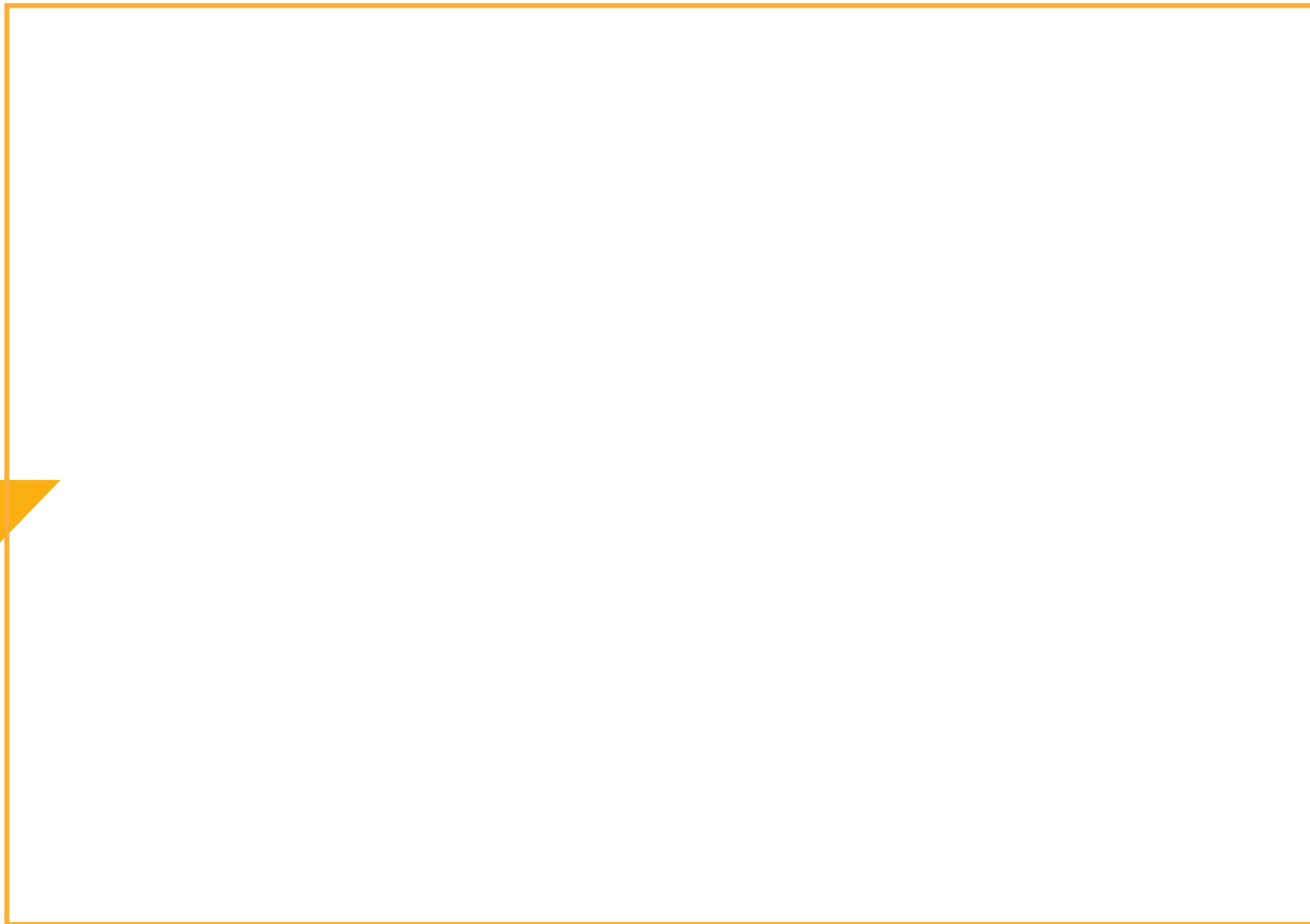


Packaging

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5. How sustainable is your brand?

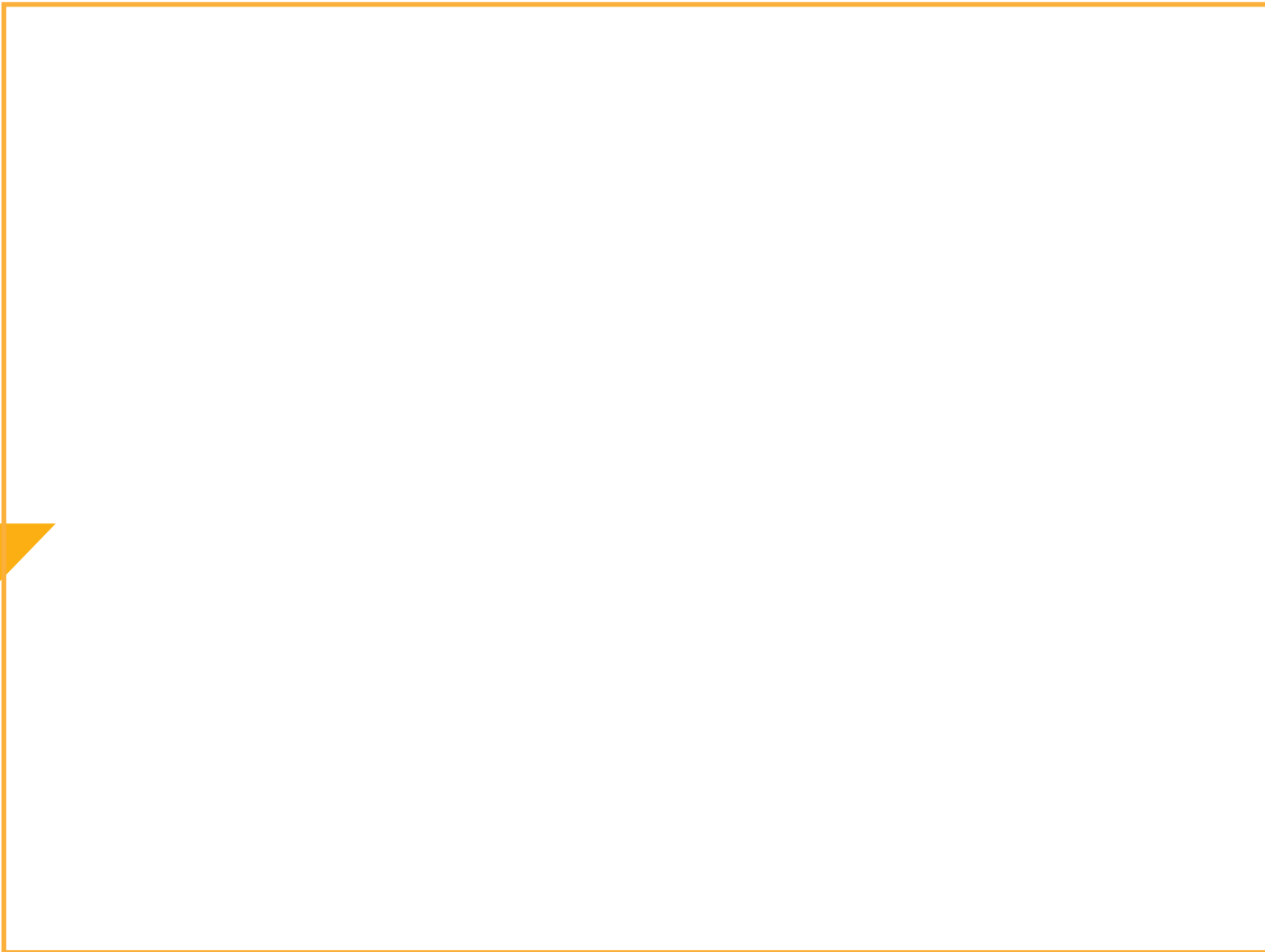
- Think about relevance per period of time. E.g in 12 months.



Packaging

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6. Why might it not be?



Packaging

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7. How can these negatives be eliminated?

- Try to think outside the box. Consider brands that have survived changing markets. What strategies do you think they employed?

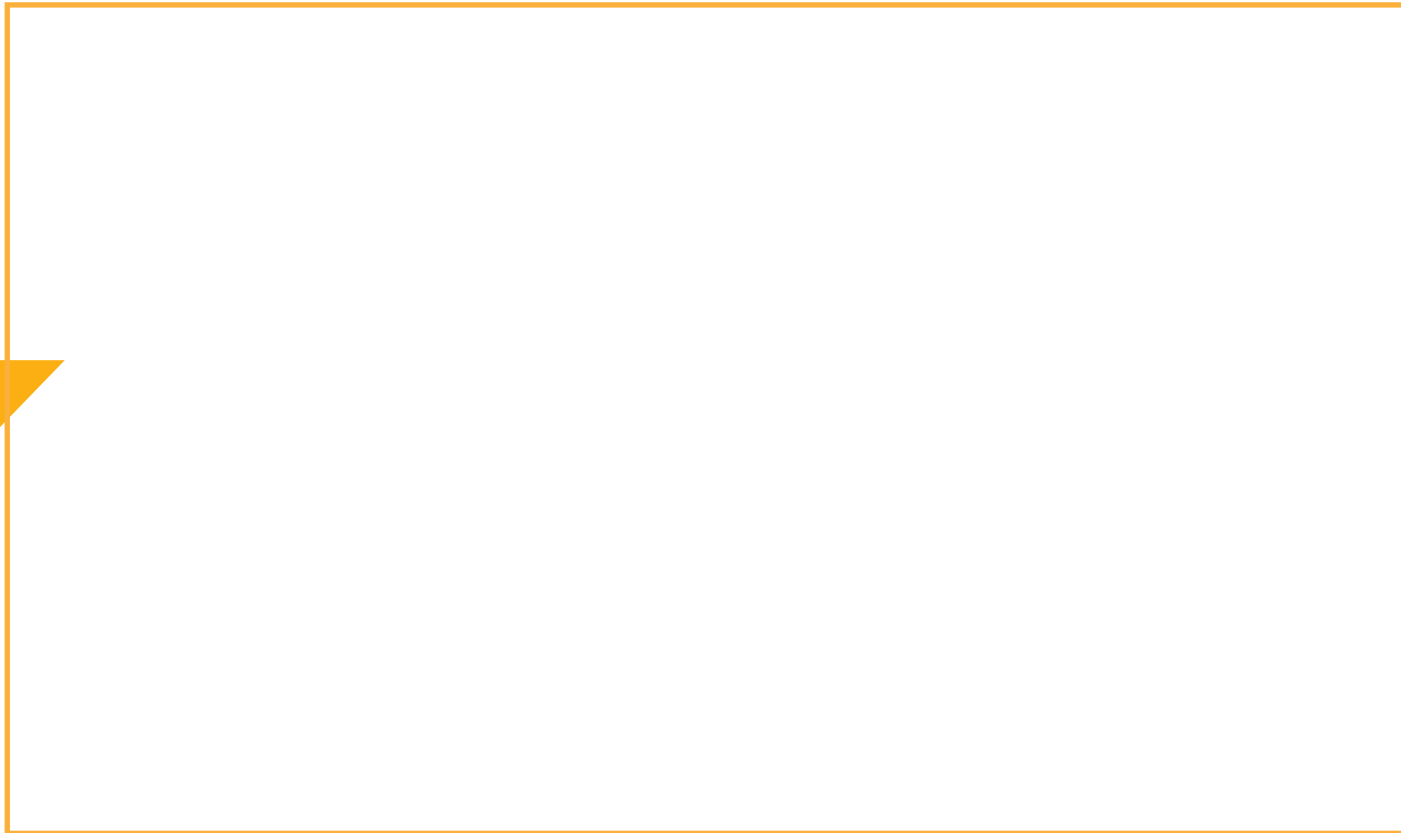


Packaging

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8. As consistent efforts are put in over time, brand equity improves. Are you prepared for the add-ons that successful brands come attached with?

● Hint: Increased capacity.



Psychology

So he changed his behavior before them and pretended to be insane in their hands and made marks on the doors of the gate and let his spittle run down his beard.

1 Sam 21:13 (ESV)

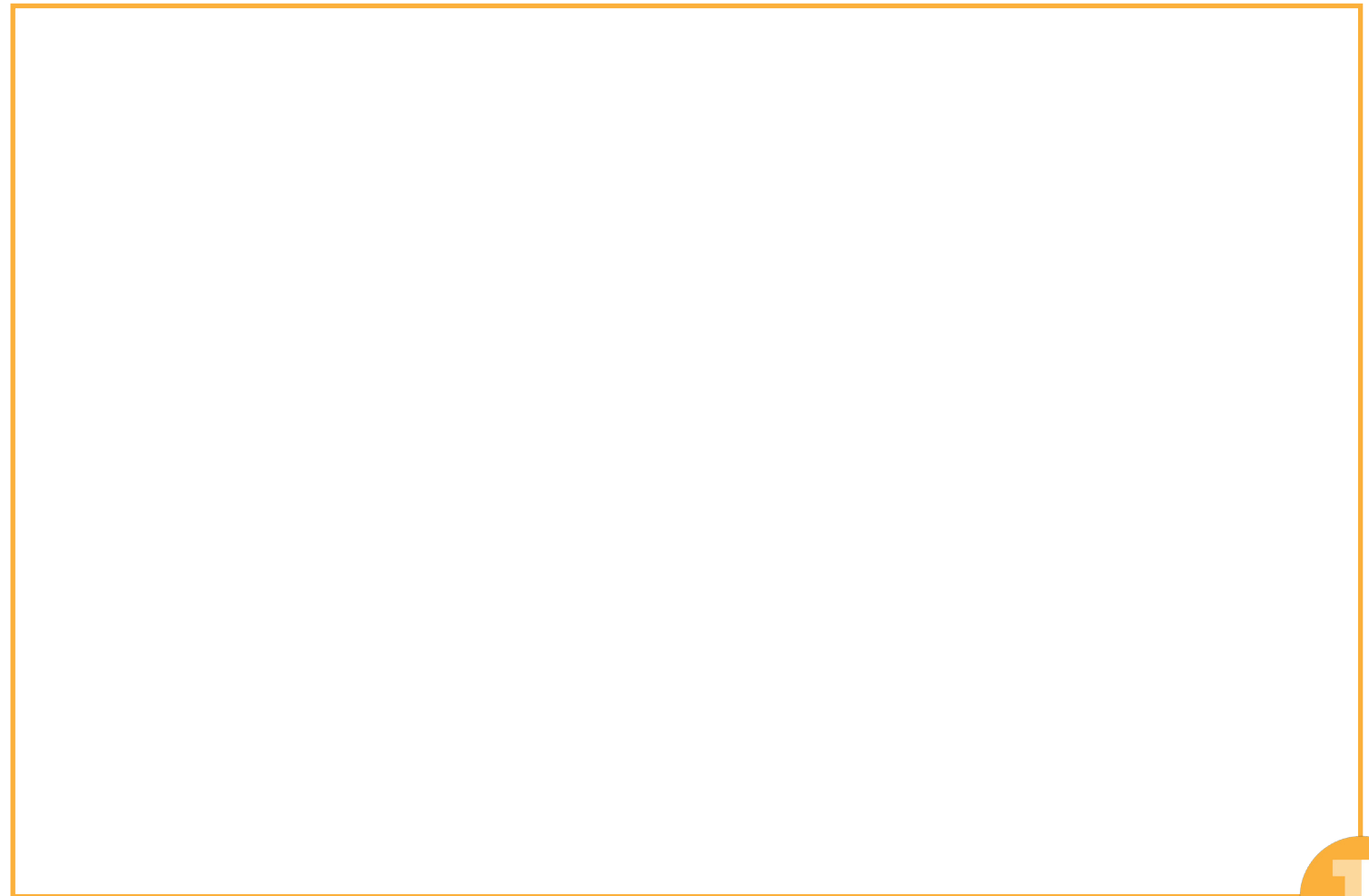


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Psychology

1. What emotions do the colour red evoke ?

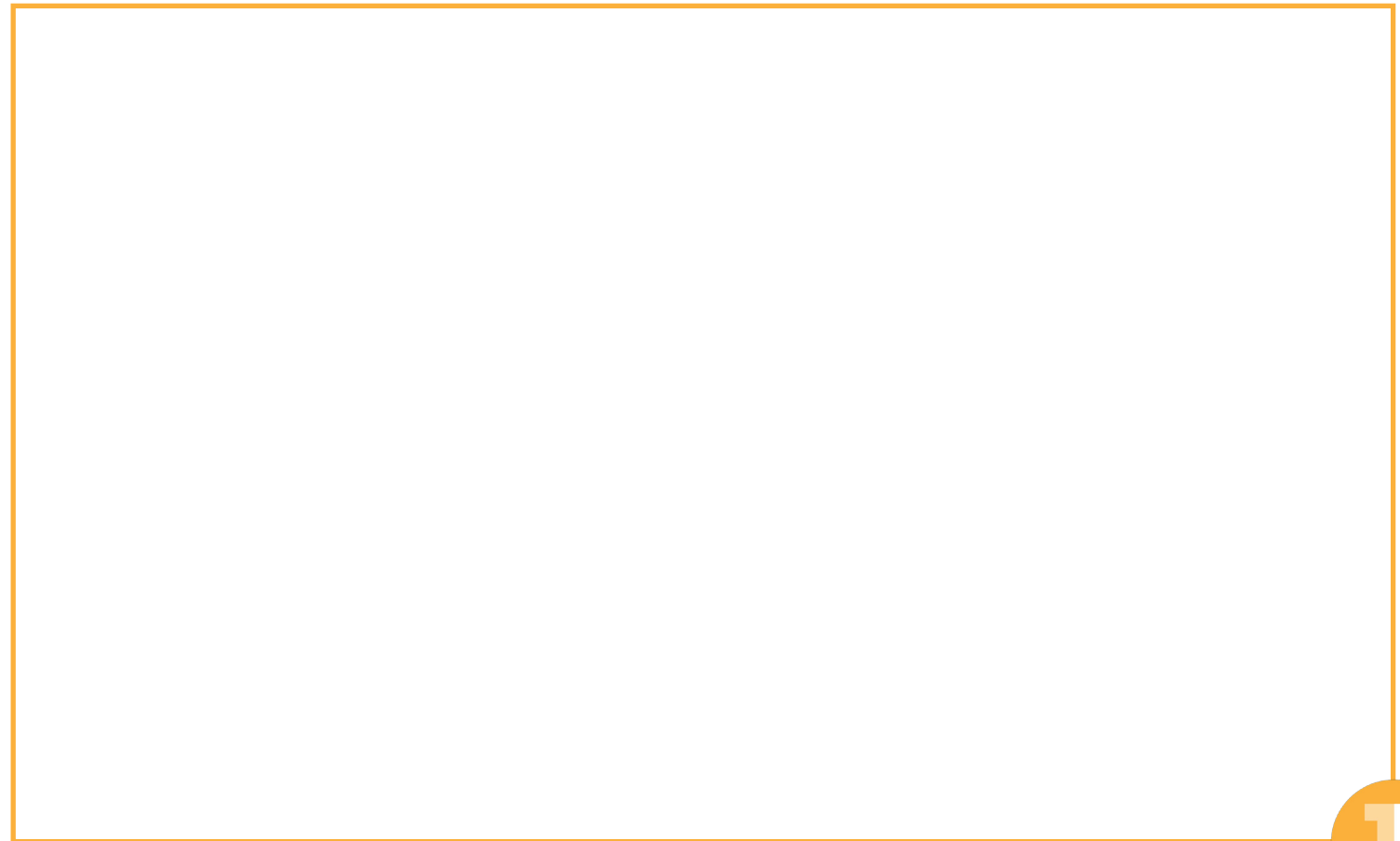
- This question is exploring the psychology behind colour.



Psychology

2. What initiatives are this colour usually associated with?

- This question is about the role colour plays in determining Brand Loyalty

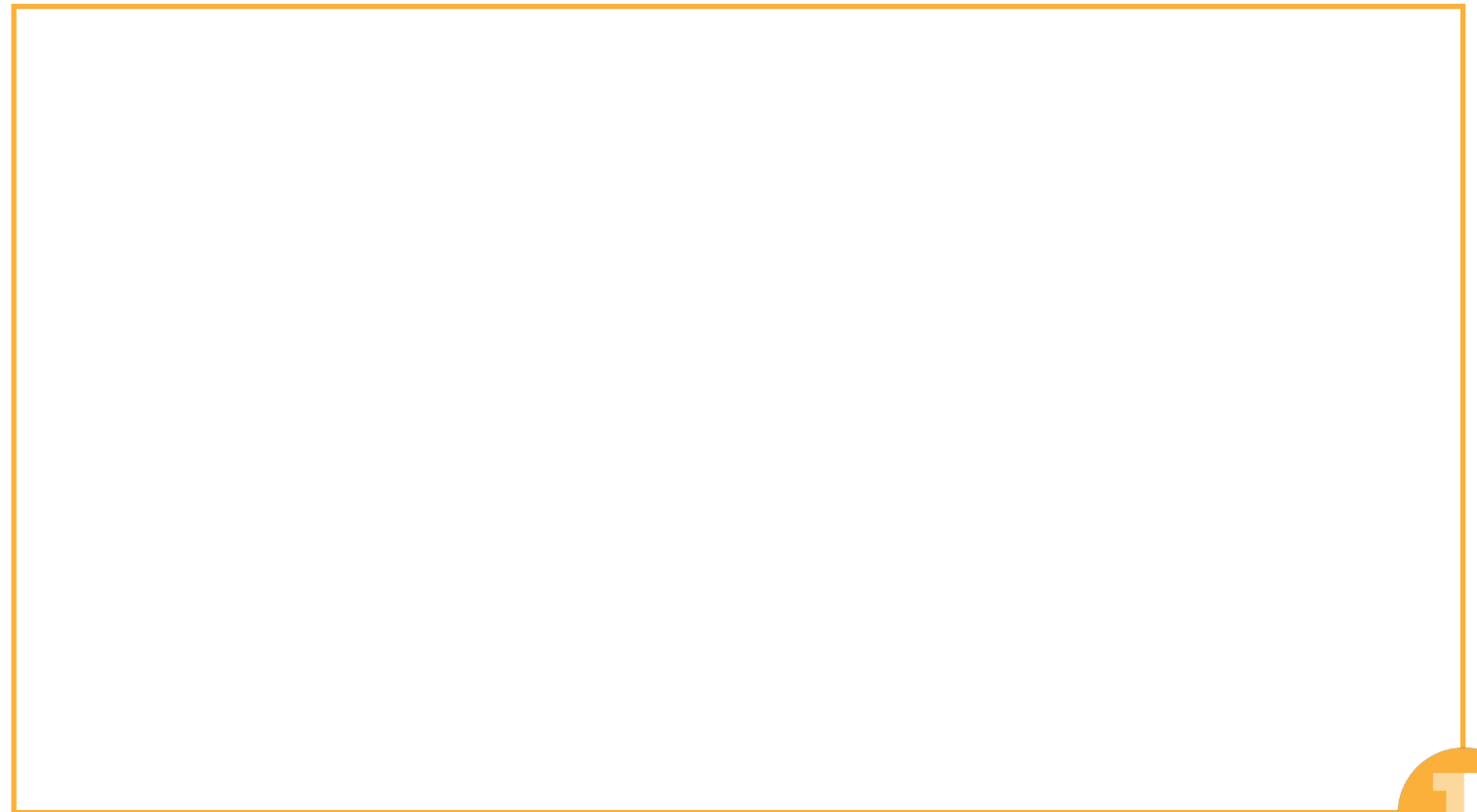


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Psychology

3. Describe how you want people to feel as they interact with your brand in three words or less.

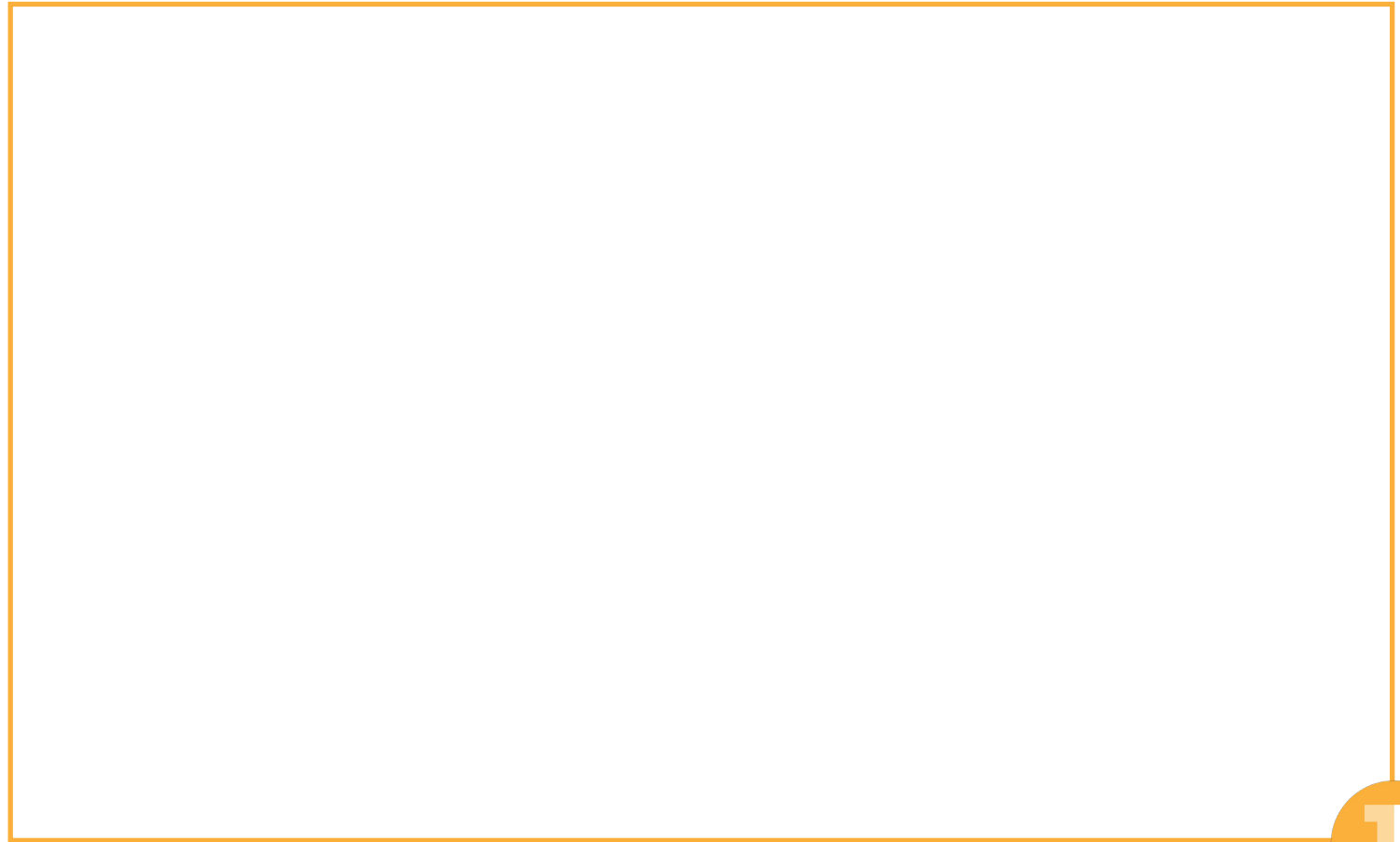
- For example, Apple: Innovative, Slick & Easy to use.



Psychology

4. Try and formulate a sentence that includes each of those keywords.

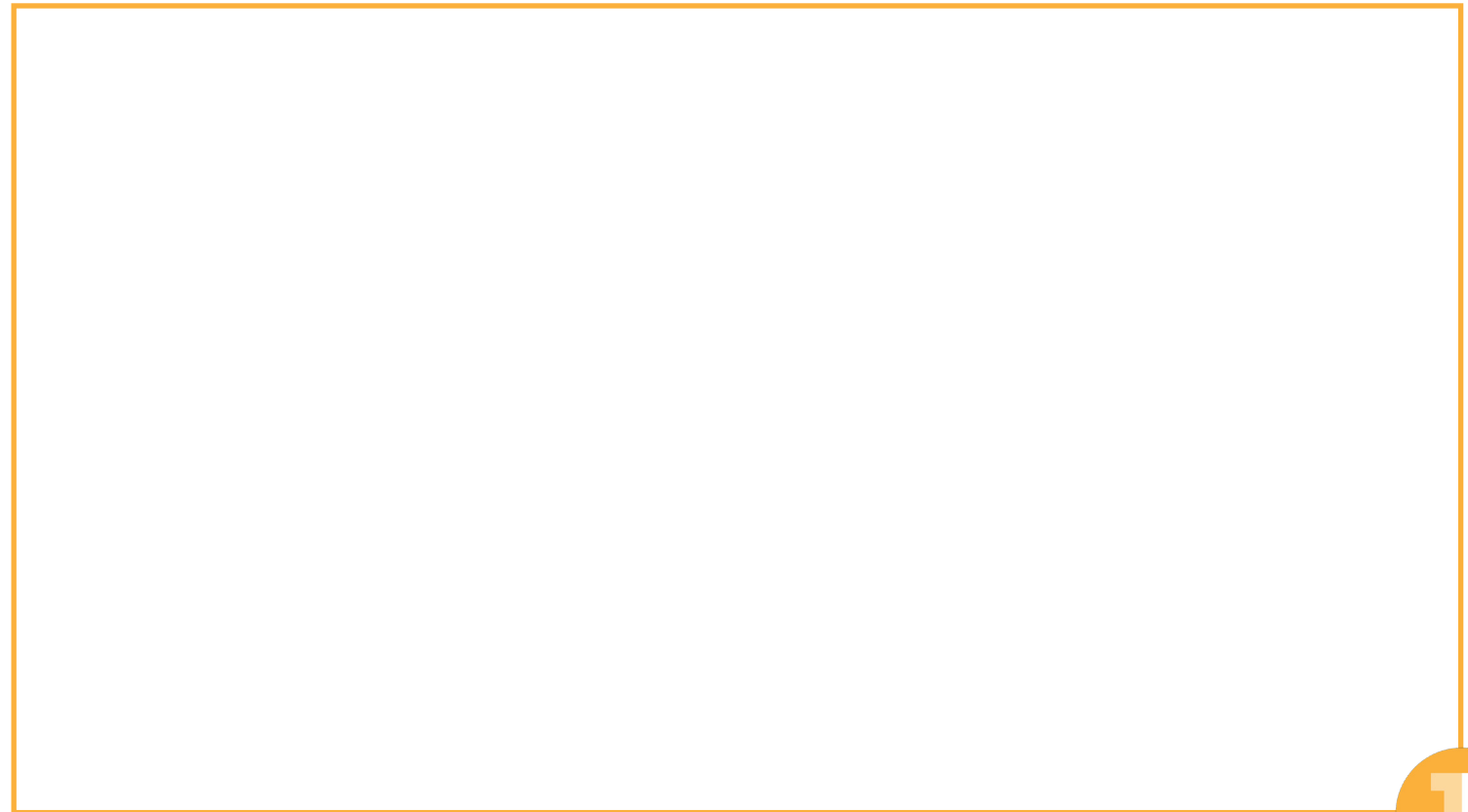
- Apple's slick innovations are easy to use.



Psychology

7. Having gone through this process, what do you think your target audience's description of the brand's USP (unique selling point) will be?

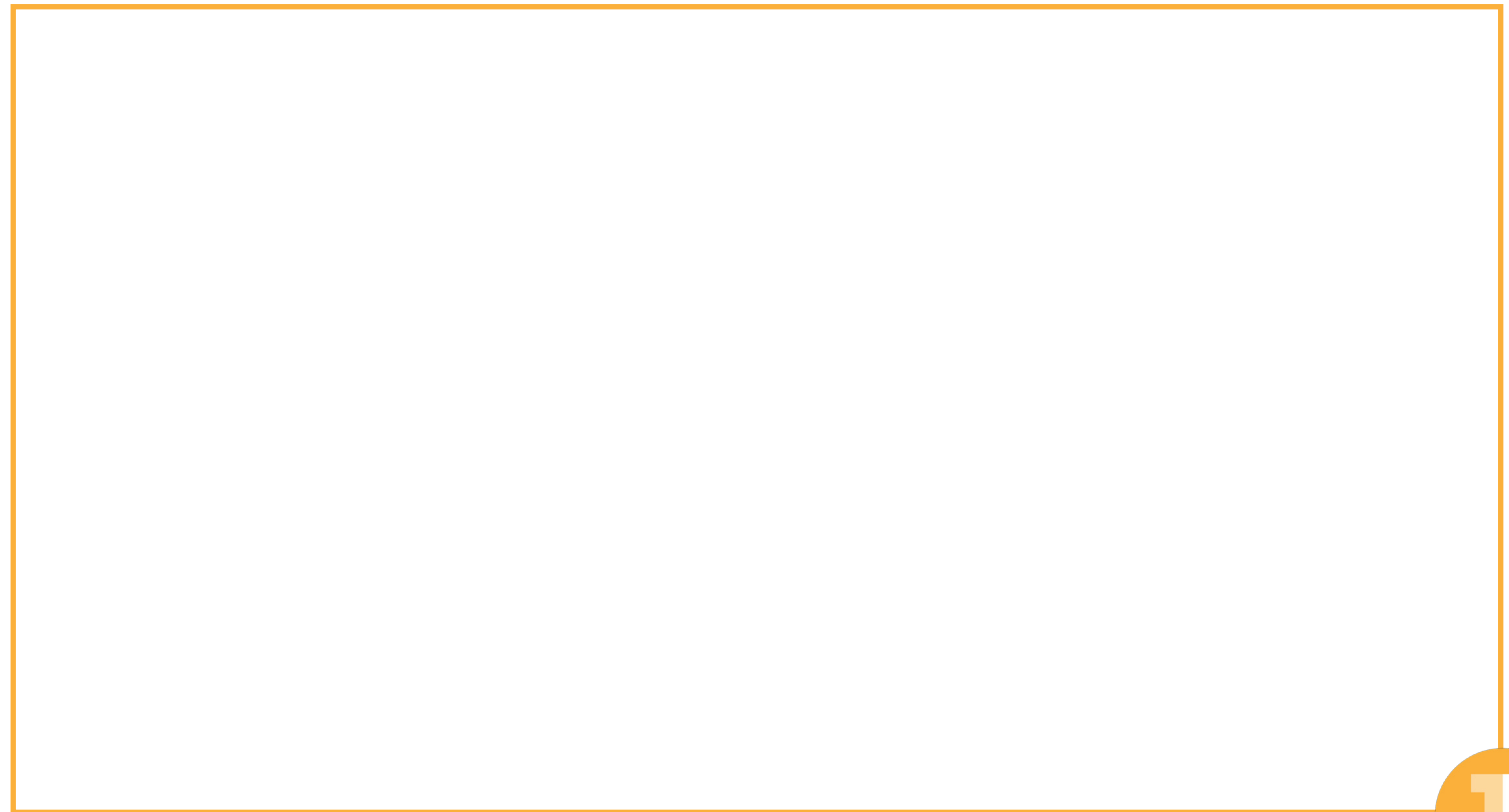
- How can this proposition become a reality? Why will your target audience perceive you in that manner?



Psychology

8. Also consider the strength of the USP. Are there stronger vantage points that can be exploited?

- It's possible there are better selling points that will better market your brand.



HAVING CONSIDERED ALL THIS...



Now that you have finished, you can save this and always use it as a point of reference, (even as the brand grows); ensuring that your 'Why' is never lost or muddled up in the bustling that comes with running a start-up.

The next step will now be to translate your ideas and words into something graphically magical.

It is important that you consider what your brand will symbolise. This will aid your decision on which design agency to trust in helping you bring your ideas to life.

There are many designers but few artists. You don't just want a good design, you want a work of art.

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