BRAND DEVELOPMENT FRAMEWORK

A look into our design methodology and processes for corporate branding exercise.

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ABOUT BRAND DEVELOPMENT

Brand is no longer just about designing a logo. Branding depicts the soul of a business – from what customers say to the brand promise.

Developing a full brand strategy is essential for all businesses regardless of its size or industry.

Brand is about telling a story.

68%

of people buy products and services from companies they trust and 59% will recommend to a friend.

Source: Marketing Week

Build your brand message around your "why?" is key. People want to feel like their purchase matters. When they connect with a brand, they tend to connect more to a particular attribute or promise that made them feel good. Focus your brand communication around the "why".

On top of that, having a consistent aesthetic to your brand is essential to build recognition. Both your brand voice and visuals need to align. Whatever you are planning roll out, it is important to reflect and ask, "Does this reflect my brand story?"

Branding is a constant action, not just a one-time job. As your business grows, it's important to evaluate what has worked and what needs to change. You may discover that certain aspects of your brand connect with your audience more than others. Businesses need to keep reinventing their approach in order to stay relevant in the market.
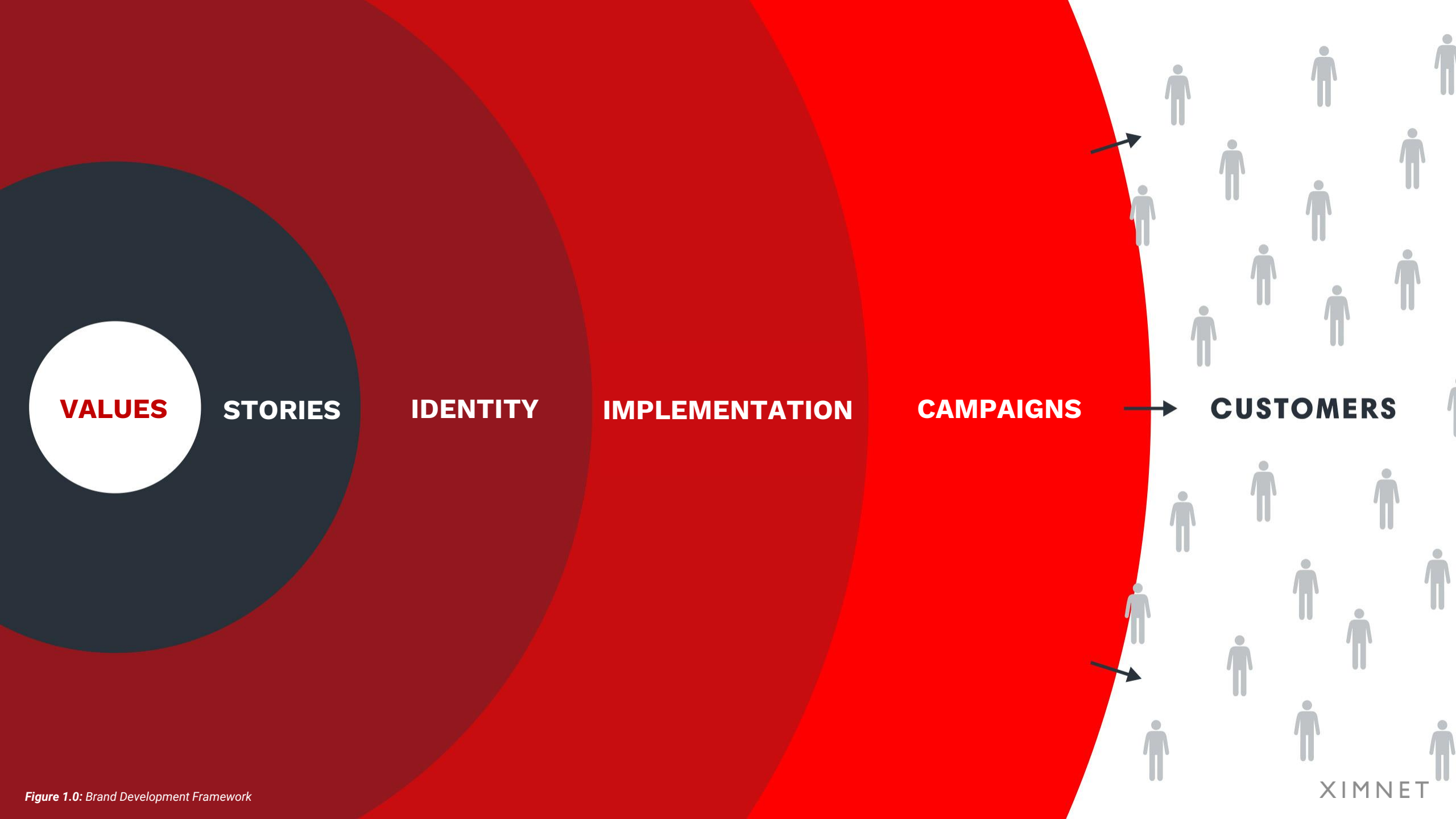
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VALUES STORIES IDENTITY IMPLEMENTATION CAMPAIGNS → CUSTOMERS

Figure 1.0: Brand Development Framework

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The Process

Our approach in designing a brand that connects your business to your customers

The branding process is a systematic approach to creating and promoting a brand. It is essential to the success of any marketing and business development program. The brand building process can be applied to either the development of a new brand or the rebranding of an existing one.

The branding process can be broken into four phases. Each phase and explore some common variations and important success factors according to the framework we shared earlier on.

Formulating the right brand strategy, creating a clear and distinctive brand identity, and positioning that brand in the right market segment are vital for both current and future business success.

If you are looking to do more than business as usual, then it's time to shine.
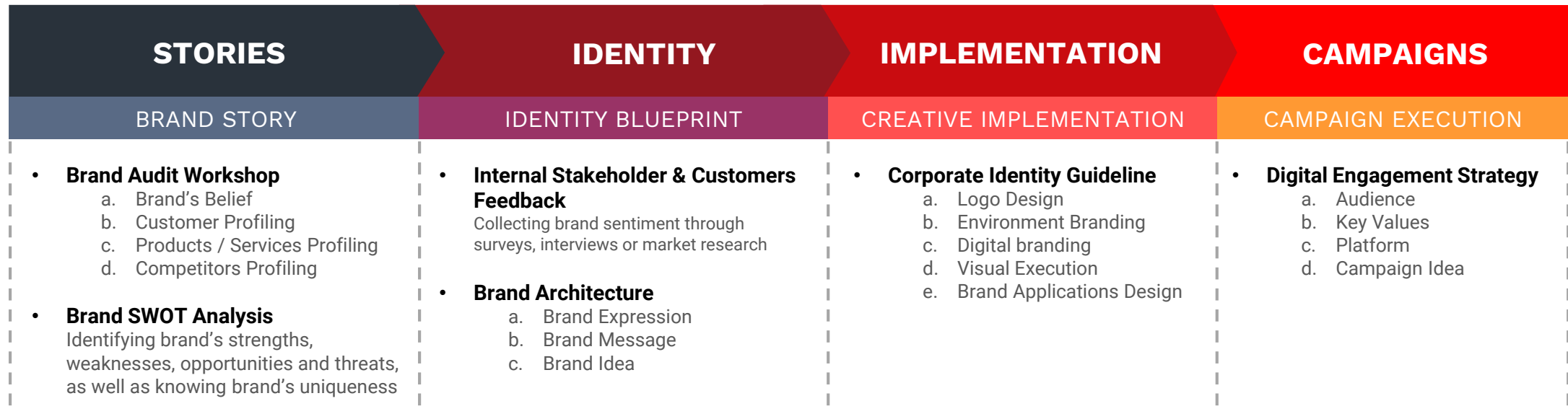
STORIES	IDENTITY	IMPLEMENTATION	CAMPAIGNS
BRAND STORY	IDENTITY BLUEPRINT	CREATIVE IMPLEMENTATION	CAMPAIGN EXECUTION

- **Brand Audit Workshop**
  a. Brand's Belief
  b. Customer Profiling
  c. Products / Services Profiling
  d. Competitors Profiling

- **Brand SWOT Analysis**
  Identifying brand's strengths, weaknesses, opportunities and threats, as well as knowing brand's uniqueness

- **Internal Stakeholder & Customers Feedback**
  Collecting brand sentiment through surveys, interviews or market research

- **Brand Architecture**
  a. Brand Expression
  b. Brand Message
  c. Brand Idea

- **Corporate Identity Guideline**
  a. Logo Design
  b. Environment Branding
  c. Digital branding
  d. Visual Execution
  e. Brand Applications Design

- **Digital Engagement Strategy**
  a. Audience
  b. Key Values
  c. Platform
  d. Campaign Idea

Figure 2.0: *Brand Development Process Flow*

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