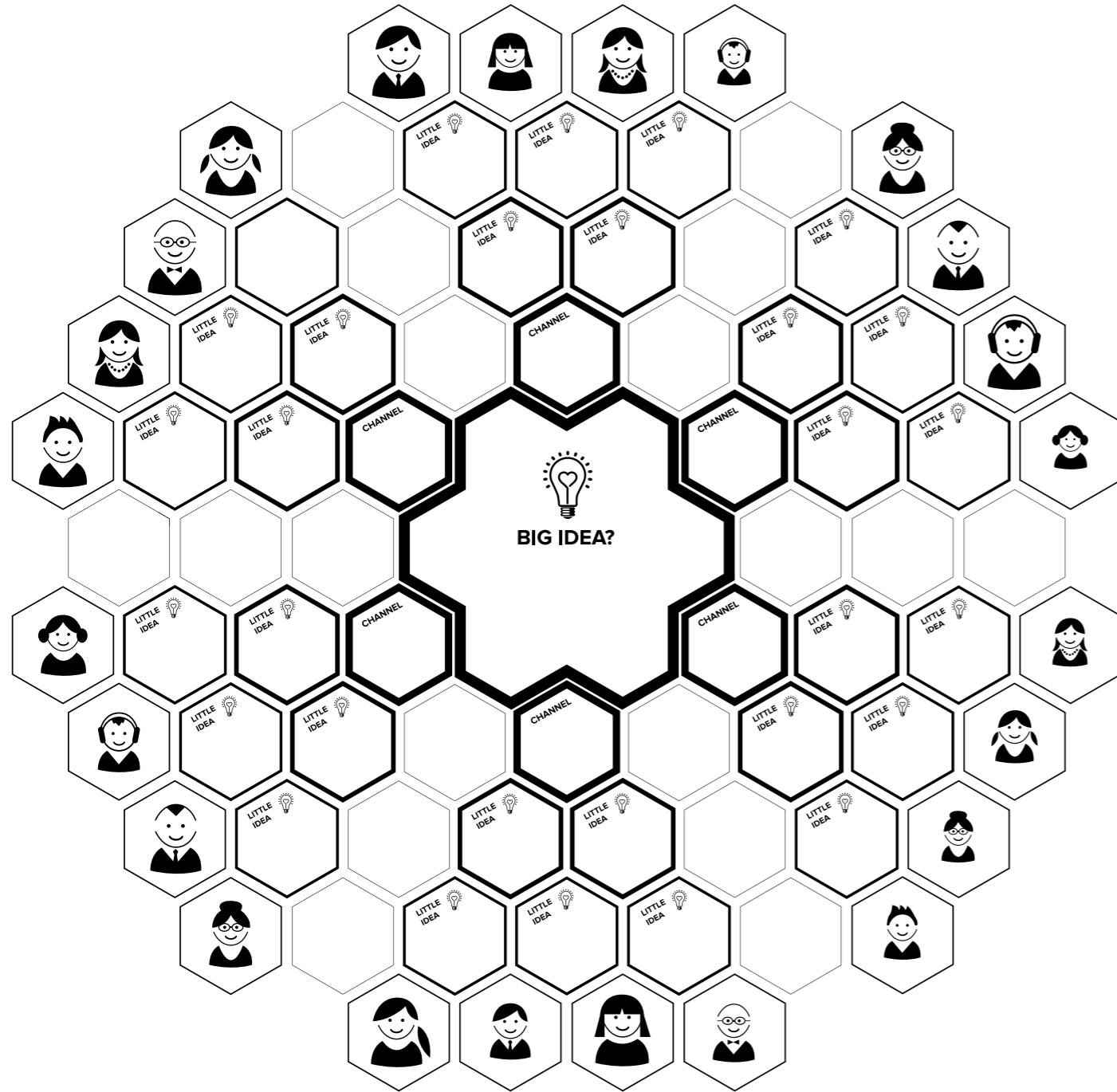


THE LOFT

# YOUR BRAND<sup>2</sup>

Our step-by-step guide to help you achieve  
geometric growth with your brand.





# INTRO

Your Brand<sup>2</sup> is our guide to help you multiply the effectiveness of your brand to the people that matter most. Our 6-step process will help you map out each stage and allow you to create a lean-plan, that can be brought into action the very next day.

*The 6 steps are as follows...*

1. Define what you would like to do commercially?
2. Determine the big idea or ideas that encapsulates what you do?
3. Identify who you need to attract or get closer too?
4. Decide what are the best ways to reach them?
5. Generate a series of little ideas to seduce, persuade and educate those people.
6. Whilst measuring those activities to optimise what is working.

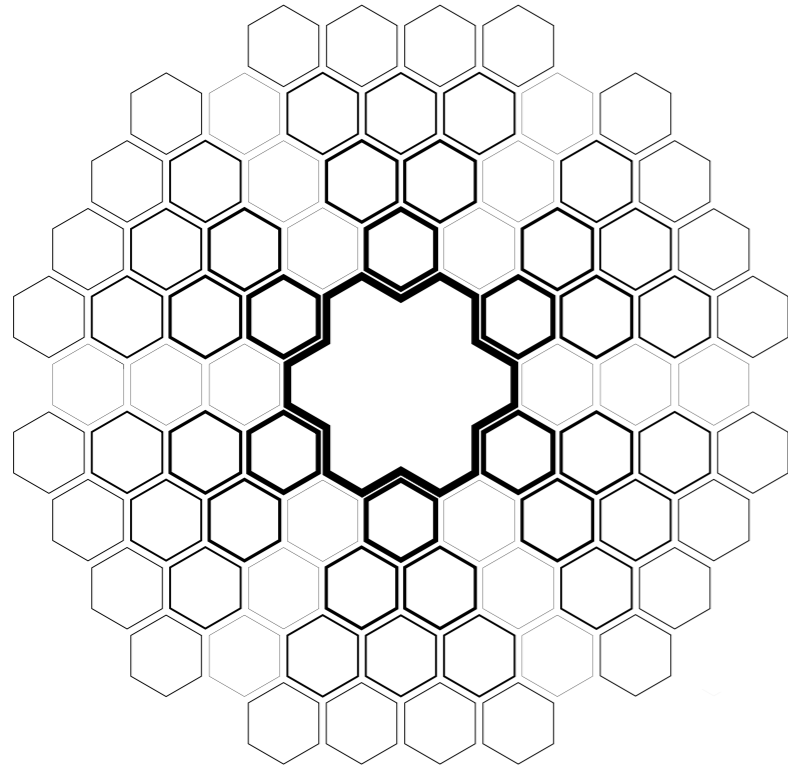
The map is your 'plan-on-a-page' that will help you get started almost straight away.

If you have any problems or would like any further information, please let us know?

Thanks,

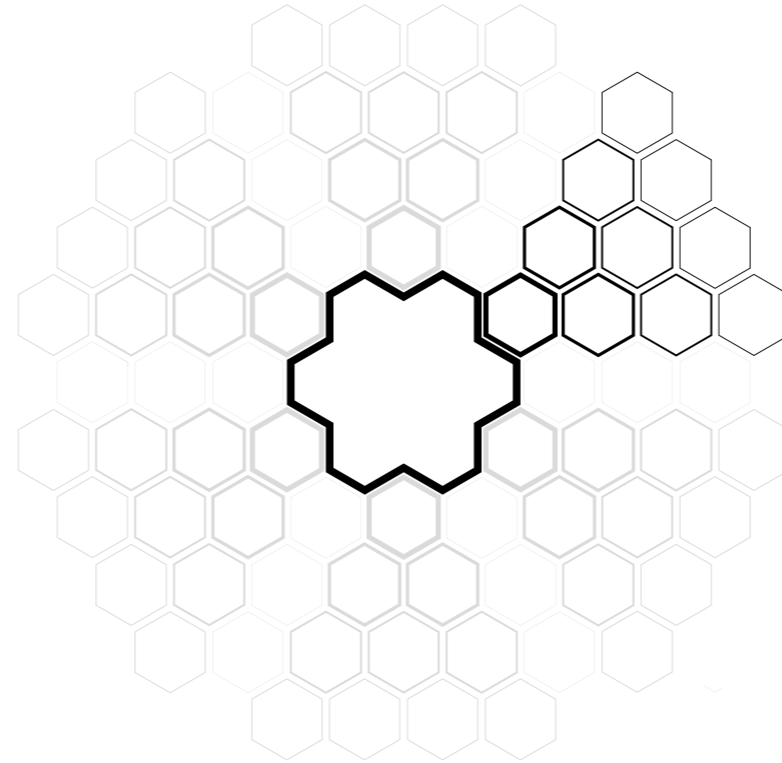
The Loft Team

# BRANDS



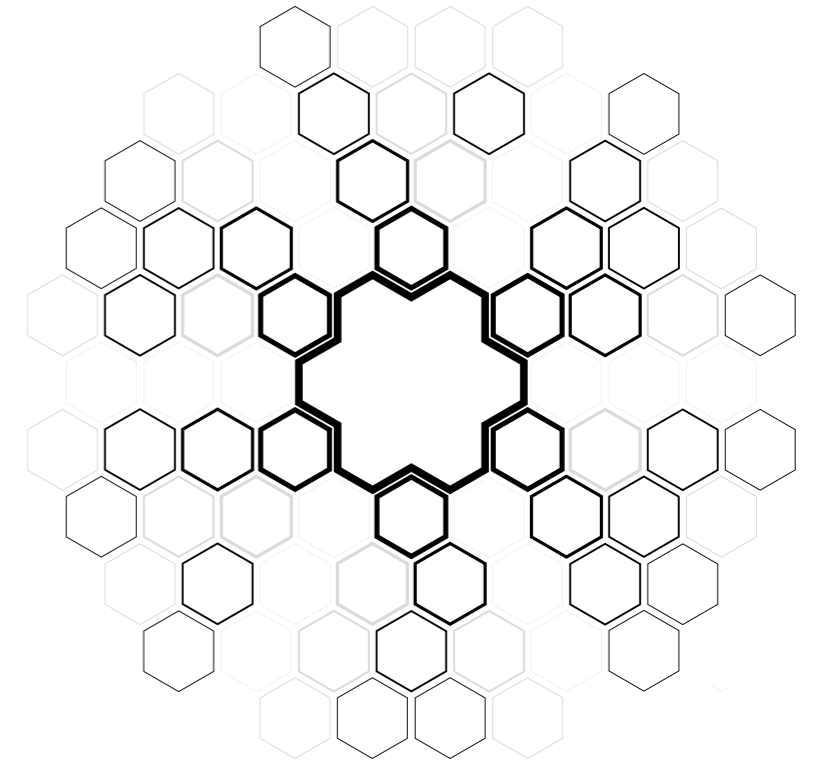
## UNIVERSAL

Many brands have a universal appeal, their customers, staff and major stakeholders are all different. They use a wide variety of communications methods to get their message out, they mean different things to different people. They are very active and measure the effectiveness of everything. This is the case for many 'Business to Consumer' brands.



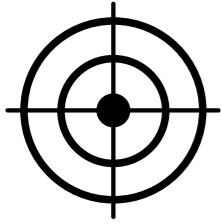
## SPECIALISED

Some brands are much more specialised. They have a very specific offering, one or two customer or client types with whom they have very deep relationships and perhaps only a handful of different brand communications - this can often be the case for various service companies like specialist legal firms or technology companies.



## YOUR BRAND

The vast majority of brands are somewhere in the middle, they have a variety of stakeholders, different ways to reach them and a brand which is reasonably well defined but also means certain things to certain people. None of the three methods mentioned are correct, it is about whatever works for your company and your brand.



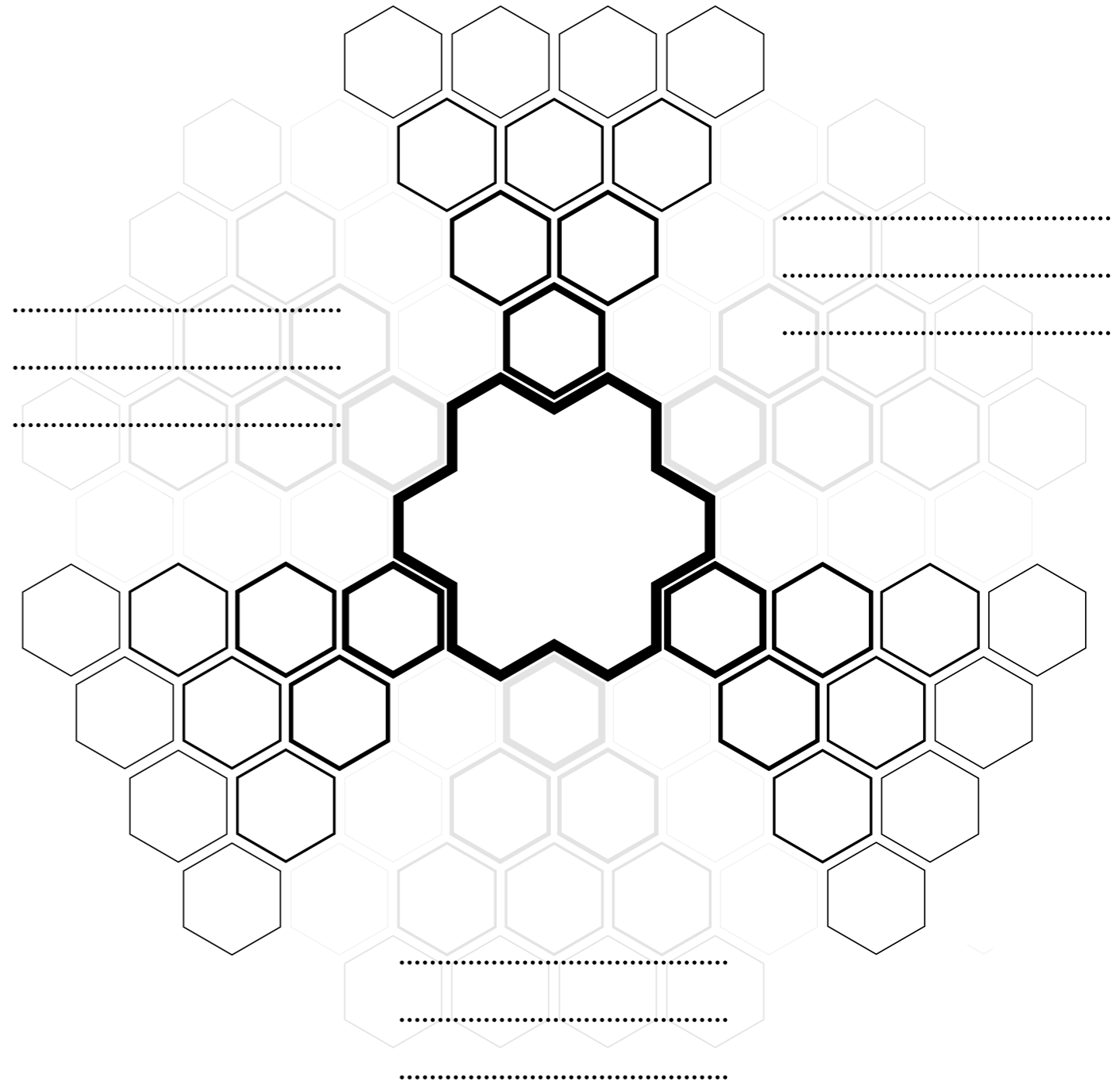
# YOUR COMMERCIAL GOAL

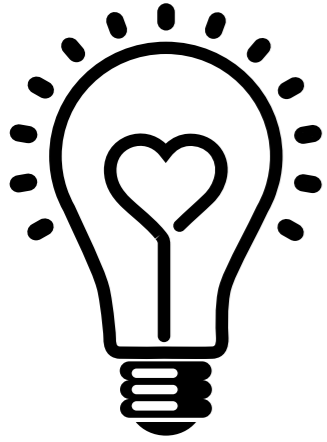
Your brand should serve your business not the other way round. It is about ensuring that you attract more of the right people to help your brand grow.

Commercial goals may include...

- Increase Turnover
- Increase Profit Levels
- Increase Customer Retention
- Increase Staff Retention
- Increase Company 'Buy-In' From Contractors/  
Freelancers
- Energise Staff, Suppliers, Board Members
- Introduce A New Product
- Demonstrate A New Direction Or Change Of  
Leadership
- Command Greater Trust From Various Stakeholders
- Repair A Damaged Reputation

**What do you want to achieve commercially with your organisation?**



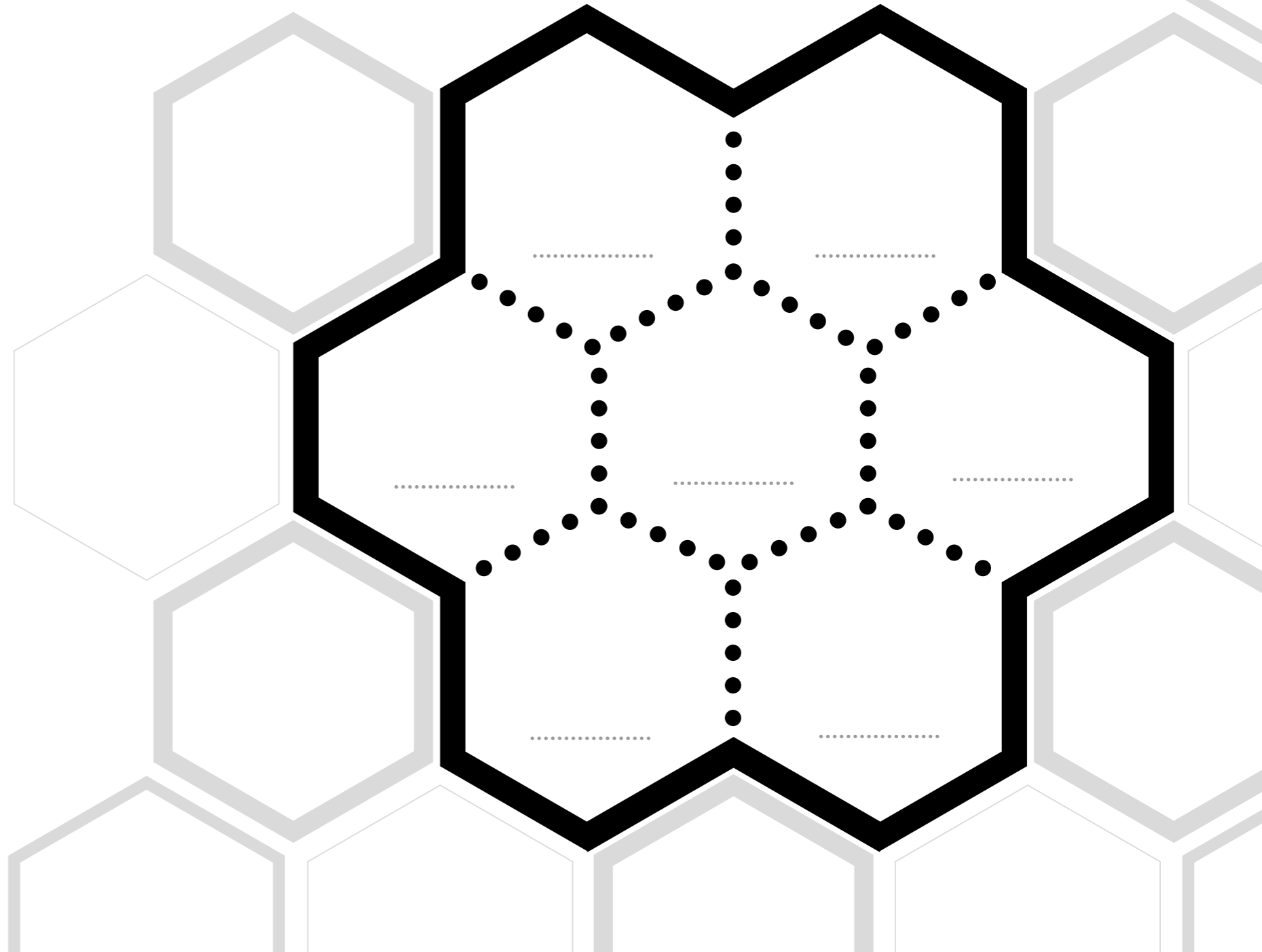


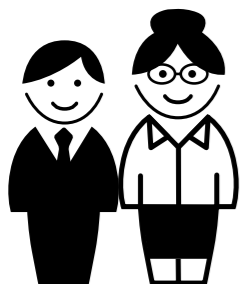
# YOUR BIG IDEA

Your BIG IDEA is what is special about your brand? It can be one idea, or a collection of ideas. Some may call it a USP, a point of differentiation or even 'a reason to believe.'

The ideas are the intangible forces that will propel your brand forward. It is what is special about your brand, less about what you do, more about the way you do it.

**What are the special ideas that distinguish your brand?**





# PEOPLE & RELATIONSHIPS

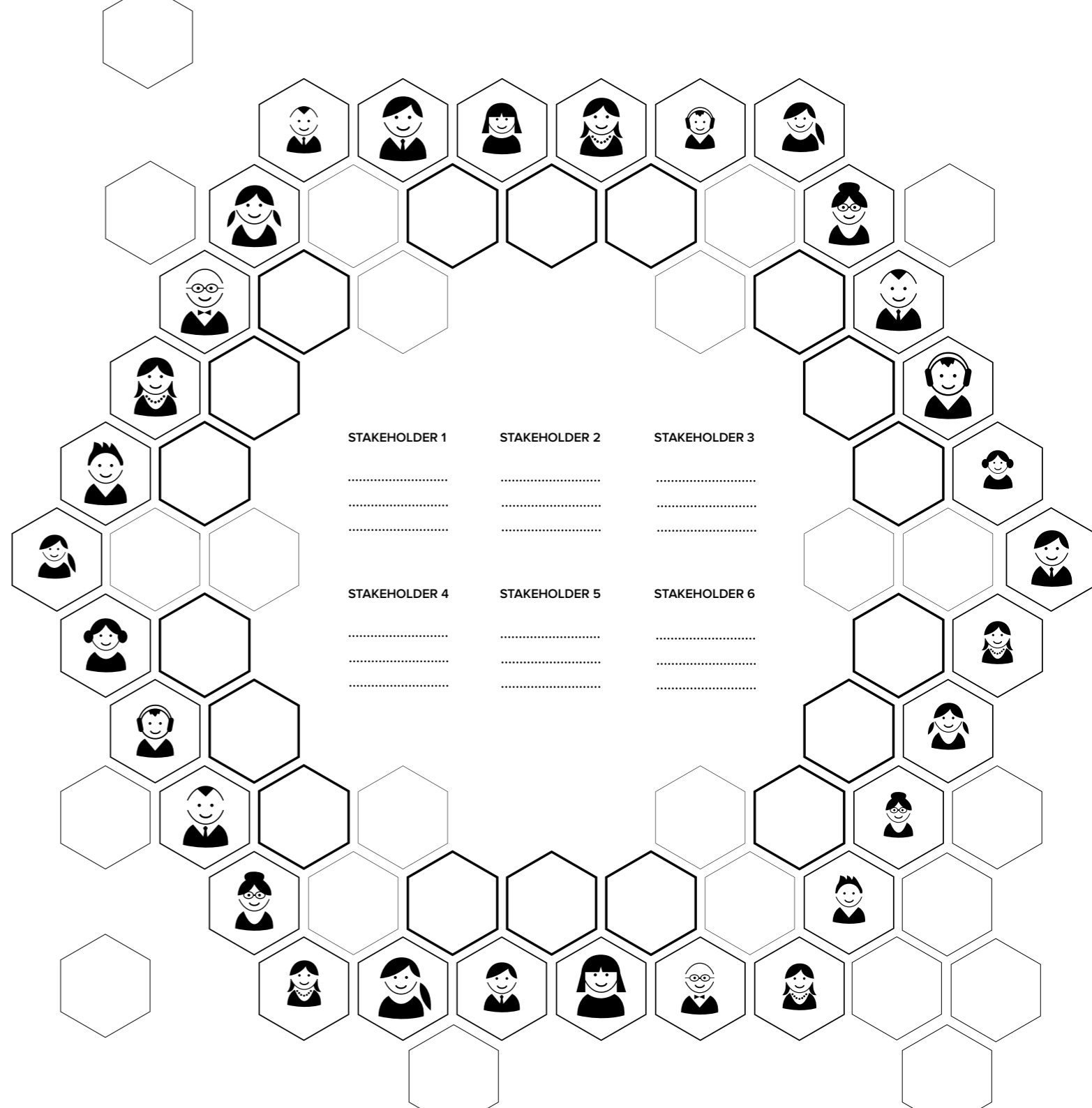
Business is all about people. People are the key stakeholders for your brand; to multiply the effectiveness of your brand - you are going to require more people who know and love what you do or build deeper relationships with people you already have a relationship. Either way, people are at the heart of everything your brand stands for. Even the most automated, digitised and technology led companies have human interactions at their core.

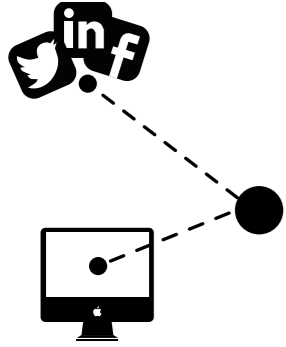
Some of the people that you may be wishing to attract/get closer too may include..

- Existing Customers
- New Customers
- Suppliers/Contractors
- Board Members
- Existing Customers

Or you may just want some more Raving Fans to spread the word...

**Which people do you need to attract?**





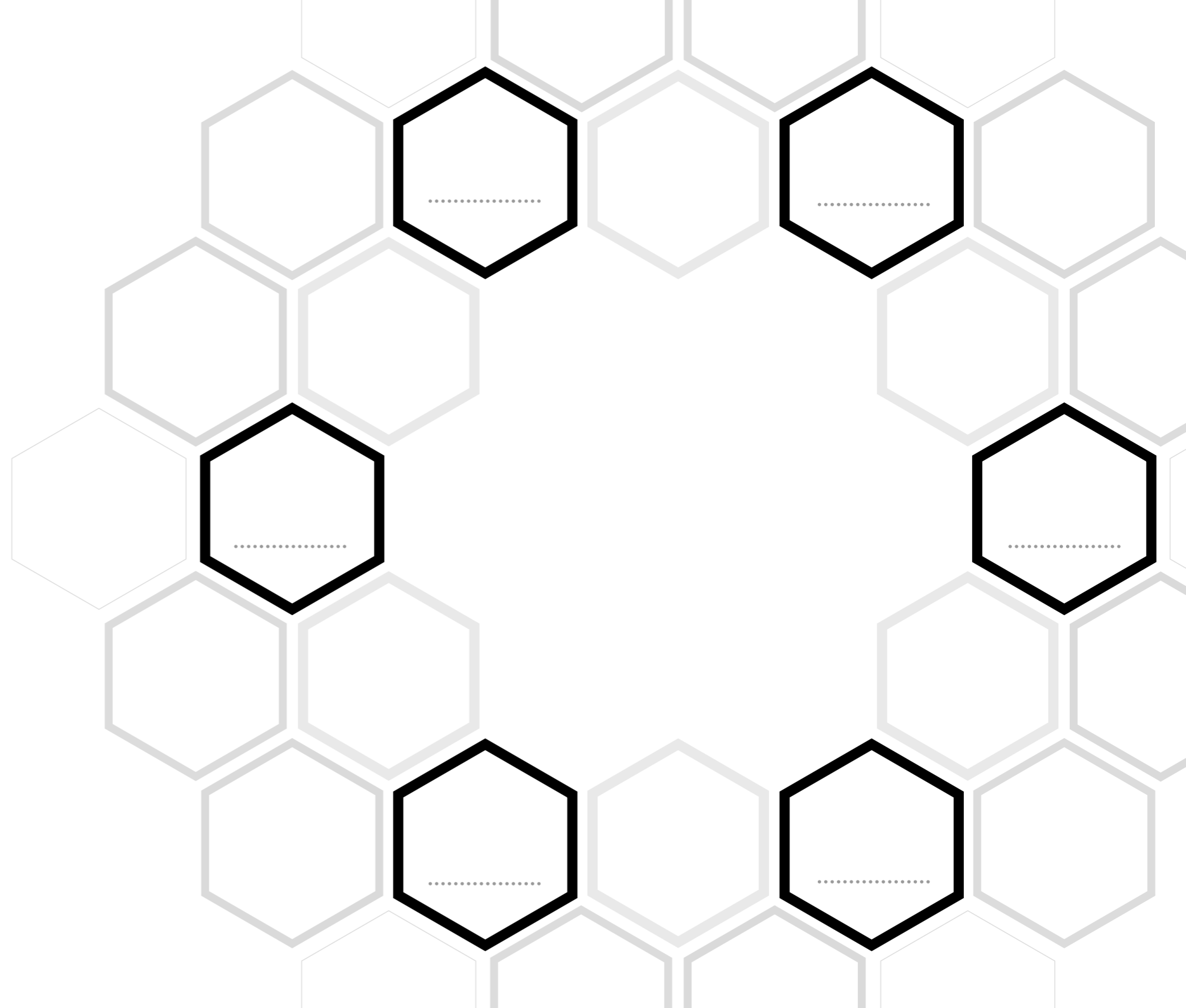
# YOUR CHANNELS

How do you reach those people? Now that you have identified who you must attract, how can you most effectively reach them?

It can be any of or a combination of the following...

- E-Newsletters
- Trade Shows
- Direct Mail
- Social Media Campaigns
- Information/Content Sharing
- Microsites
- Brochures/Print Collateral
- Face-To-Face
- Information In Specialist Journals

**Which channels do you need to reach those people who are going to strengthen your brand?**





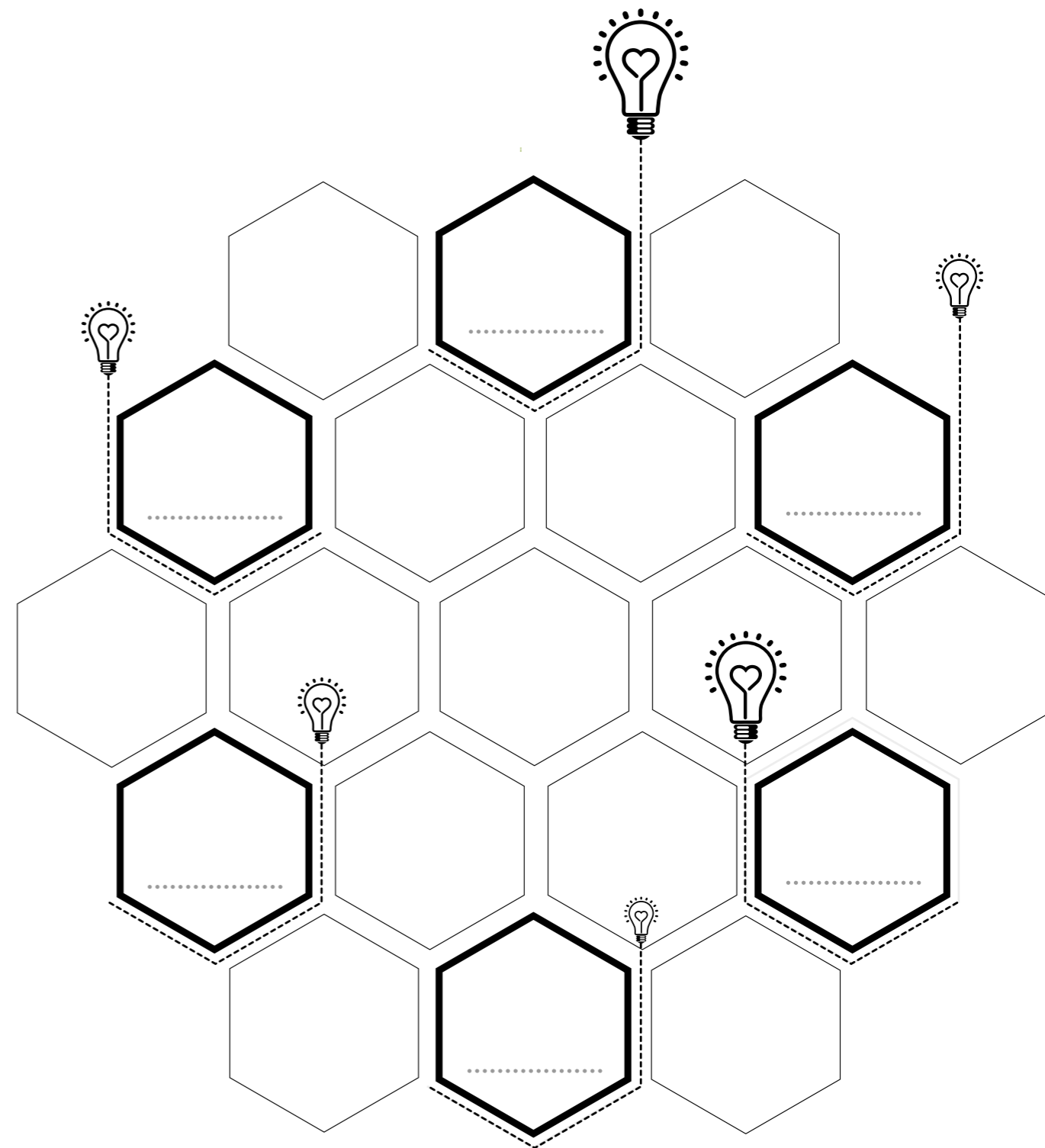
# LITTLE IDEAS

When you know what you want to achieve, who you wish to attract and how to reach those people, you have fulfilled a large piece of the strategic part of this exercise. The next stage is to let your imagination run wild and start thinking of ways you can attract those people within the parameters set...

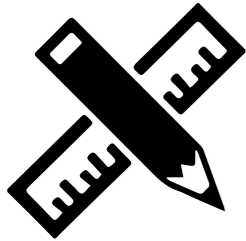
- What stories can you tell?
- What information can you share?
- How can you engage those people?
- What imaginative ideas do you have?

It is the energy and creativity of all of the little ideas that will help to build a better perception of your overall brand in the eyes of the people that matter.

**Let's generate some ideas...**







# MEASUREMENTS

Some activities will work better than others. It is important to introduce even an elementary aspect of measurement into your activities. Every activities, even those that aren't digital can be measured in some way.

**How can you measure your activities?**



# MAP

After you have completed the different exercises, fill out the corresponding worksheet and you will have your 'plan-on-a-page.'

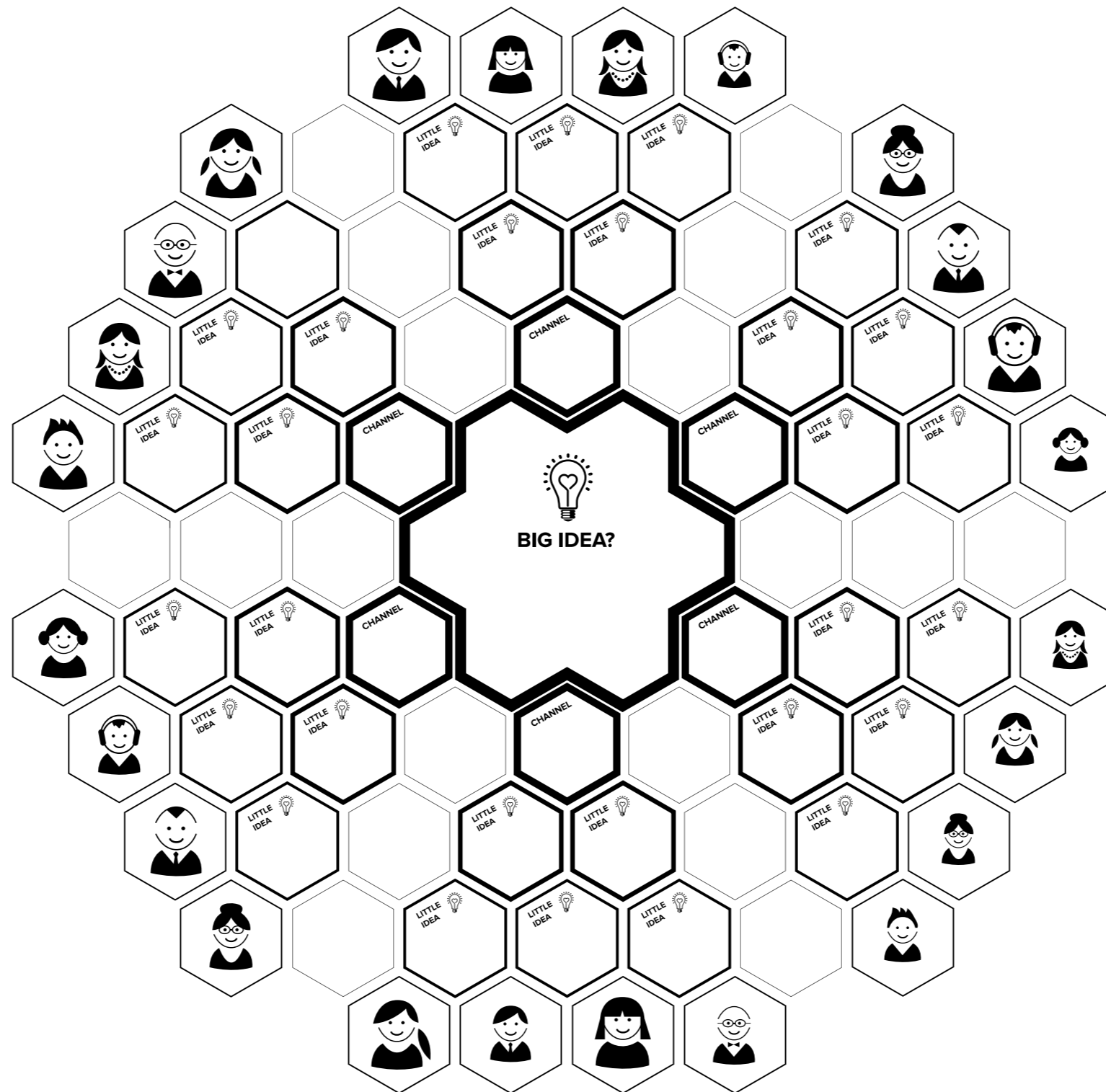
This will help you multiply the effectiveness of your brand over the forthcoming weeks and months. The plan has been designed to maximise impact and let you get started straight away.

## YOUR MAIN COMMERCIAL GOAL

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STAKEHOLDER 1      STAKEHOLDER 2      STAKEHOLDER 3

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STAKEHOLDER 4      STAKEHOLDER 5      STAKEHOLDER 6

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WAY TO MEASURE ACTIVITIES      WAY TO MEASURE ACTIVITIES      WAY TO MEASURE ACTIVITIES

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# YOUR NEXT ACTIVITIES...

This guide has been designed completely with the aim of giving you the opportunity to get started with a well-thought-through plan.

From the previous exercises and your Brand<sup>2</sup> Map, what are the first activities you can begin, to start building a more effective brand?

1

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2

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3

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4

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We are the loft. A branding & design agency based in the heart of Glasgow. We help our clients create effective brand presences using strategy, identity design, web design, graphic design, art-direction and social media communications.

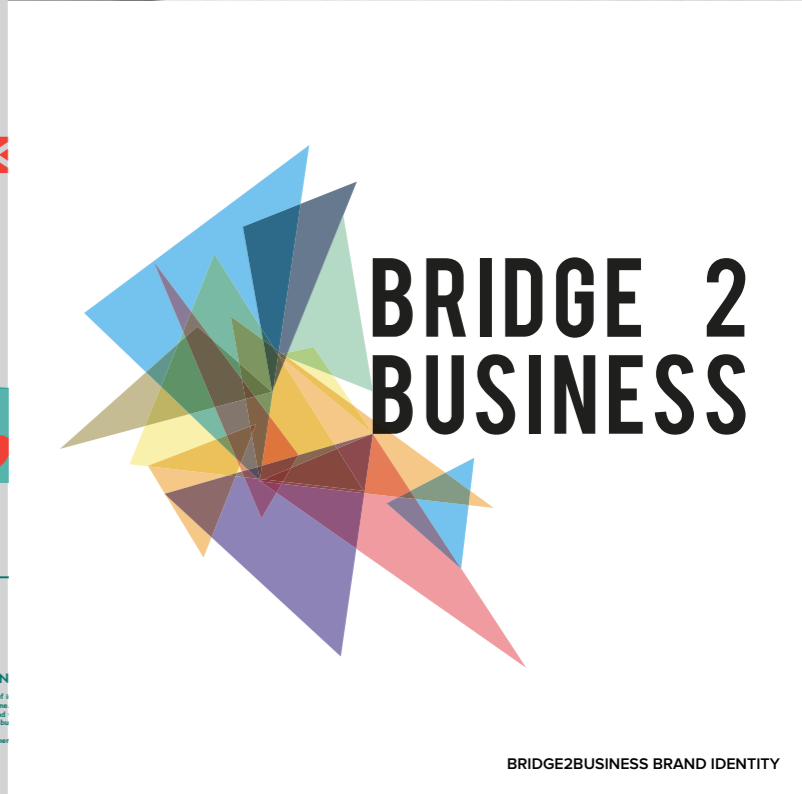
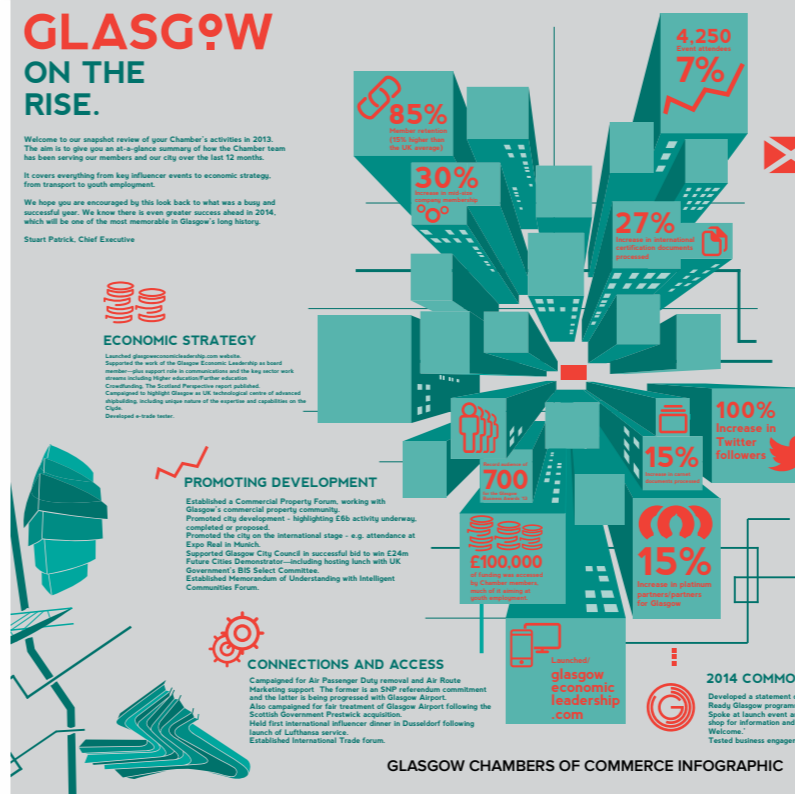
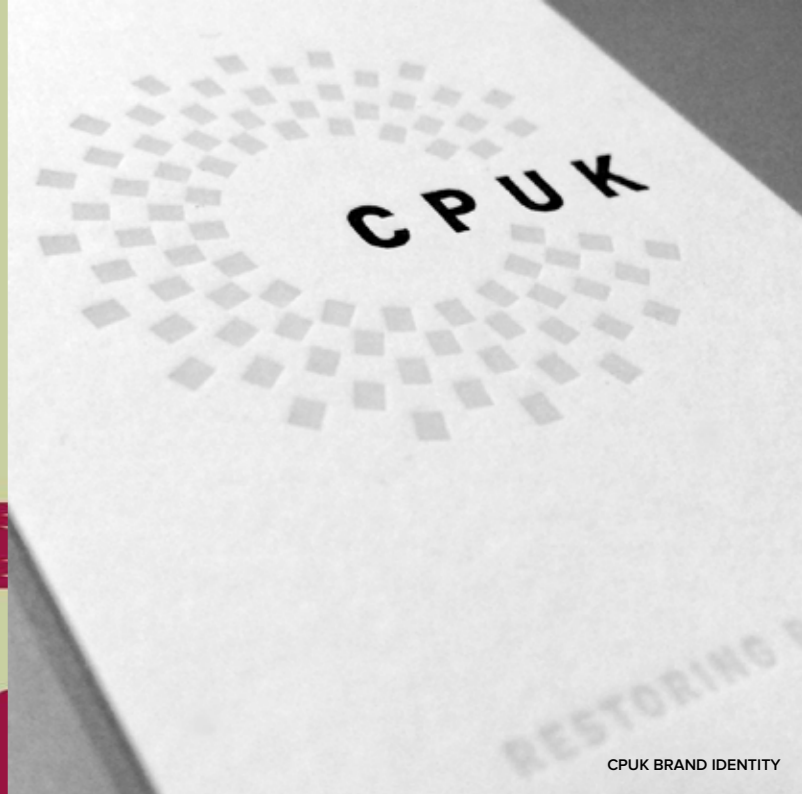
‘Design with Soul’ is not just a tag-line, it is a way of life.

We uncover the ‘big idea’ lying at the heart of your brand and then bring it to life in the most imaginative way possible.

We hope that you have enjoyed this book and the exercises.

Click on the link, if you would like to take part in one of our [Brand<sup>2</sup> Seminars >>>](#)

Or you can see more about what we do in the next pages or visit our [website >>>](#)



“It is good to literally ‘take a step back’ from your business and to examine how you engage with your market. At Young Enterprise Scotland we welcomed the chance to do this in an open and supportive way The Loft. It was great to come away with new ideas to develop as well as taking the time to evaluate what we already do – a highly worthwhile exercise!”


**Geoff Leask, CEO of Young Enterprise Scotland**


“Your Brand<sup>2</sup> is a wonderful tool that will help you explore your brand and give you insight like never before. We had worked extensively to redevelop our brand and how we communicate our proposition to the world, when we were first approached by the Loft to run a Your Brand<sup>2</sup> session. I saw it as an opportunity to review how far we had come. However the session provided much much more!

Refining our proposition, honing our activities, and further focusing the company was all achieved in a single session. We left with actionable outcomes and practice advice about how to effectively develop our brand and our relationship with our customers.”

**Dr Scott Sherwood, CEO of Dynamically Loaded**




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