

From survive to thrive.

Branding your way forward
in an uncertain economy.

brandwell.

— Welcome

Building or reimagining a brand that will succeed in a changing economy isn't luck - it's foresight. Global lockdowns have altered the way we live, communicate and consume. And it's the brands that know themselves well enough to roll with the punches and switch their thinking from survive to thrive that will be the ones to lead us through the uncertainty and into a new economy. At Brandwell we live and breathe great brands and know what it takes to build a voice and identity that stands the test of time. No matter what challenges come our way.

The last thing you want to do at times like this, is nothing. This is the moment to be getting in touch with your customers, letting them know that you'll be with them through these strange times and long into the future when the dust has settled. It's time to find new ways to attract business, create momentum and keep the conversation going. If there's ever been a time to clarify who you are and what you're about so you can stand out from the crowd, that time is now.

Think about the great brands you know. Without its identity, Nike is just another shoe company. Without its attitude, Butch is just another business making comfy undies. Brands with personality and purpose have the right foundations to be able to adapt and survive where others might be lost. The following six-step guide to branding in a changing economy offers all the questions you need to ask if you want to build these foundations. We'll help you find the right answers.

Let's get branding.

“The Bend in the road is not the end of the road unless you refuse to take the turn”

Audit your brand, then watch it thrive.

Sometimes the road ahead takes an unexpected turn. Some brands will come to a halt, while others will make the turn and come out firing on the other side. The first thing you need to do before changing your brand and speeding off towards the horizon, is figure out what you want to keep and what you'll leave on the side of the road.

A new market throws up new challenges, the same advertising methods won't always work in the same way. Finding creative ways to bring in new business and nurture existing relationships will ensure your business thrives in a new market. It may sound like a given, but you have to know your brand backwards, sideways and upside-down before taking it in a new direction. Many brands never reach this level of self-awareness, but we always remember the ones that do.

The following six-steps have been designed to help you gain an even deeper understanding of your brand, so that you can navigate any unexpected bends in the road with style.

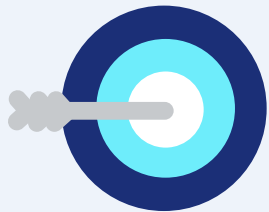
We'll look at:

1. Your Target Audience	03
2. Your Competitors	04
3. Your Perception	05
4. Your Attributes & Positioning	06
5. Your Brand Consistency	07
6. Your Communication	08

Are you talking to me?

Let's see how well you know your audience.

The most successful companies are invariably the best marketers, and the best marketers always know their target audience. They know how old they are, where they live, how they socialise, and how to re-enact their elaborate, 13-stage, secret handshakes. Well, maybe not that far, but you get the picture. Having the best product is only one part of the challenge. Being able to market what you do is far more profitable than just being able to do what you do. It all starts with knowing your customers. So, let's find out if you know yours.



Target Audience Checklist:

	Y	N
Do you know your target audience?	<input type="checkbox"/>	<input type="checkbox"/>
Have the current economic changes affected them?	<input type="checkbox"/>	<input type="checkbox"/>
Do you know their age and gender?	<input type="checkbox"/>	<input type="checkbox"/>
Do you know their interests?	<input type="checkbox"/>	<input type="checkbox"/>
Do you know how much they earn?	<input type="checkbox"/>	<input type="checkbox"/>
Have you researched their stereotypes?	<input type="checkbox"/>	<input type="checkbox"/>

Your notes go here:

Bring it on

Taking on the competition

Things are changing fast. The way we live and spend our money has suddenly been turned on its head, meaning it's never been more important to stay ahead of your competitors. Knowing their business well is the first step. Are they dominating the market? If so, why? Study up and make sure that when you communicate, you do it in a way that cuts through the chatter. You might need a new strategy, or a different creative approach. Understanding what your competitors are offering gives you something to separate yourself from. With less money to spend, people will be thinking much harder about what they buy. You need to be the brand that comes to mind first.



Competition Checklist:

	Y	N
Do you know your top five competitors?	<input type="checkbox"/>	<input type="checkbox"/>
Do you know what they're doing better than you?	<input type="checkbox"/>	<input type="checkbox"/>
Do you know what you're doing better than them?	<input type="checkbox"/>	<input type="checkbox"/>
Is there a global leader in your field setting the benchmark?	<input type="checkbox"/>	<input type="checkbox"/>

Your notes go here:

Take a selfie

Every brand should know how its audience sees them.

Why do you do what you do? It's a big question, but if you don't know the answer neither will your customers. Get a clear idea of your brand. Then find out if the world sees the same thing. Reach out to them. Talk to the people you're working with or have worked with in the past. Talk to the people you're working for and selling to. Ask them what you're doing well and what could be done better. They are your most valuable critics. As the old saying goes, 'if you want to know about water, don't ask the fish.'



Perception Checklist:

	Y	N
Do you know why you do what you do?	<input type="checkbox"/>	<input type="checkbox"/>
Do other people know this?	<input type="checkbox"/>	<input type="checkbox"/>
Do you know what the world thinks of your brand?	<input type="checkbox"/>	<input type="checkbox"/>
Is there anything you'd like to change about the way you're perceived?	<input type="checkbox"/>	<input type="checkbox"/>

Your notes go here:

Walking the walk

Act like the brand you want to be.

No one believes the guy who walks into the room telling everyone how funny he is. You have to actually be funny. You won't find an irreverent brand delivering manifesto-style monologues. Or a quirky brand with a monosyllabic footy player as their spokesperson. Everything from your social media approach, PR and advertising down to your in-store experience affects how your audience sees you.

What do you want people to see when they look at your product, or pass by your shop window? A big dreamer? A reliable old friend? A new fling? These are the questions you need to ask if you want to play a meaningful role in people's lives. Time to behave like the brand you want to be.



Attributes & Positioning Checklist:

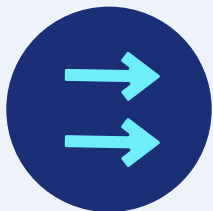
	Y	N
Have you decided what traits define your brand?	<input type="checkbox"/>	<input type="checkbox"/>
Do they align with your personal values?	<input type="checkbox"/>	<input type="checkbox"/>
Do these attributes define the way you communicate?	<input type="checkbox"/>	<input type="checkbox"/>
Have you noticed the current economy affecting the way you communicate?	<input type="checkbox"/>	<input type="checkbox"/>

Your notes go here:

The power of consistency

In strange times, people gravitate to the things they know.

When life gets chaotic, we turn to the things we know and trust. It might be a family sourdough recipe, our closest friends, or that old pair of sneakers we can't bear to throw out. The brands people love are the ones that bring a sense of normality to their lives. Whether it's a favourite soap, or brand-new tech toy, consistency is a powerful tool. Your audience needs to know that you're still here - and you're still you. Though you may have to change how you reach your customers, or how often, make sure that you're still speaking in your voice. They'll reward you for it.



Brand Consistency Checklist:

	Y	N
Have you defined your brand guidelines?	<input type="checkbox"/>	<input type="checkbox"/>
Is your tone of voice consistent?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a memorable visual identity (logos, typefaces, colour palette etc)?	<input type="checkbox"/>	<input type="checkbox"/>
Are the messages in your communications consistent?	<input type="checkbox"/>	<input type="checkbox"/>
Are you being clear when you communicate?	<input type="checkbox"/>	<input type="checkbox"/>
Have you refined your online presence?	<input type="checkbox"/>	<input type="checkbox"/>

Your notes go here:

When in doubt, stay in touch.

Show your customers you're thinking of them.

In challenging times empathy and solidarity are more important than ever. This is a time to face the crisis together, side by side with your customers. Keep speaking to them. Let them know you understand how they're feeling, give them something funny or entertaining to distract them from the constant stream of headlines, or ask them for their input. Your audience's lives have been turned upside down, so you might need to get creative and find new places to reach them.



Communication Checklist:

	Y	N
Have you adjusted your marketing plan?	<input type="checkbox"/>	<input type="checkbox"/>
Do you talk to your customer base via email?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a strong social media presence?	<input type="checkbox"/>	<input type="checkbox"/>
Have you considered writing blogs or offering content that could help customers?	<input type="checkbox"/>	<input type="checkbox"/>

Your notes go here:

— Turn challenges into triumphs

Submit your results for a free 30-minute consultation.

At Brandwell we know branding. And we know how crucial it can be in a crisis. But a hurdle is there to be hurdled. So, let's get together to chat about your business. We'll help clarify what you and only you can offer people right now. Together we'll make a plan that'll have you thriving through these challenging times and far into the future.

Submit

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“Planning is bringing the future into the present so that you can do something about it now”