

Introducing Brand Stories

▶ A logo is not a brand

A **logo is not a brand**. Rather, it is a memory hook – a reminder of a brand. For example, when people are asked to name the three biggest brands in the world, they generally have an idea what those companies would be. If they are then asked to describe those brands, they generally talk about the size of the company, what they do, what they stand for, perhaps even some negatives about those brands. They don't describe the logo.

▶ A brand has a narrative

A **brand is the narrative that surrounds an organisation**. It incorporates:

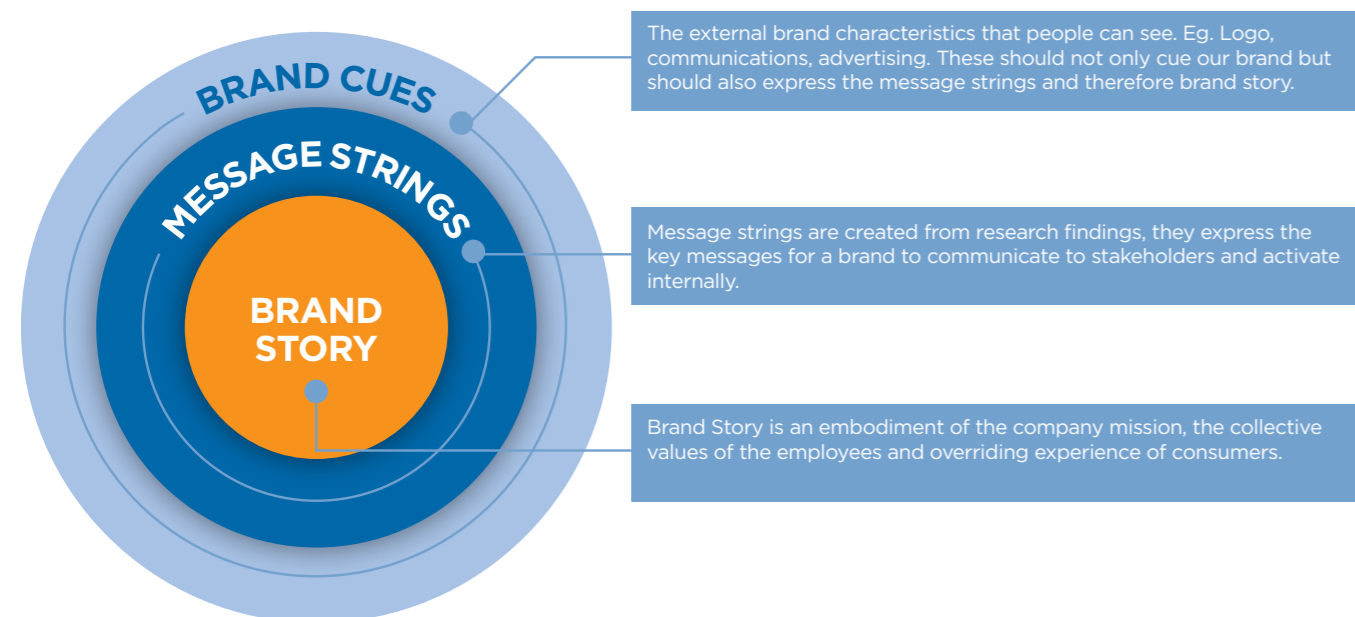
- mission
- culture (how the employees talk about the organisation)
- stories customers (or stakeholders) are telling about the company

▶ The Challenge

The challenge is to be able to **take control and develop a well-articulated narrative** around the organisation, who it is, what it stands for, what it does and why. **This is the organisation's Brand Story.**

▶ A Brand Story

Brand Story is an **embodiment of the company mission**, the collective **values of the employees** and overriding experience of **consumers**.



A Collaborative Approach

to the delivery of an evidence based Brand Strategy

The **newfocus** model is based on a collaborative approach to deliver an evidence based brand strategy, with **newfocus**, **Literally Brilliant** and **your organisation** working together.

newfocus believes that to create and implement a successful brand strategy the most effective and efficient method is to use a collaborative model with the client.

This would involve a partnership between:

- **Your management and brand team**
- **newfocus is the lead strategic researcher**
- **Literally Brilliant is the brand mentor/strategist**

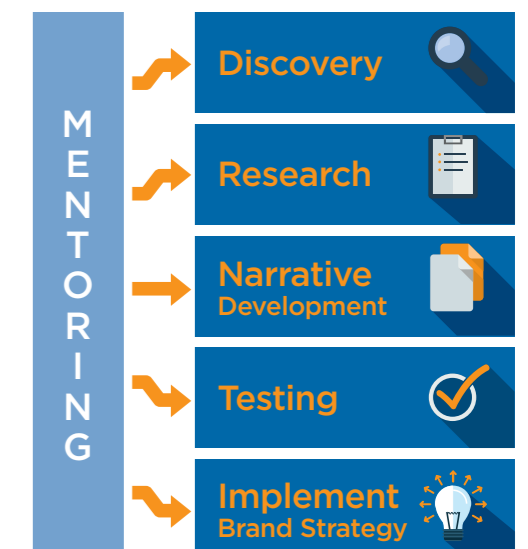


Brand Strategy Development

The brand strategy development methodology is underpinned by mentoring at each stage. Organisations have a wide range of expertise, experience and resources. They are all unique so our programs are designed to compliment and build on existing skill sets

The methodology has been developed to systematically take research findings, mine them for key customer insights and then reconcile those insights against leadership goals, mission and staff values to develop a well-articulated customer centric brand story, using message strings. This becomes the heart of the brand strategy.

We provide guidance to an internal team or external agency to help implement the new or enhanced brand strategy.





new**focus** has built an enviable reputation through its commitment to quality and strategic research that delivers clarity and insight. For over 23 years newfocus has been offering strategic market and social research and consulting services to commercial, government and not for profit organisations throughout Australia and overseas.

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Literally Brilliant provides high-level strategic marketing consultancy services. These services are based on broad industry experience and specific proficiency in transferring marketing experience between industries.

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Developing Brand Strategy

A collaborative approach to deliver an evidence based brand strategy

