



good
Branding
practices
by d'front

Level of Commitment

Branding has never been more important than it is today. In fact, the millennials generation sees their brand preferences as something intrinsic to their identity, just like religious beliefs.

This level of commitment and evaluation cannot be ignored.

The brand

A key factor for the success of a company.

So, how do we build a successful brand? Although there is no single approach, there are some universal practices that can be applied to any business area.

D'front brought together those that are most consistent and help obtain the best results.

level of
commitment

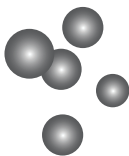
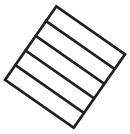


Define the target audience

Strong brands start with specificity. It is necessary to recognize who we are creating the brand for, even before creating it.

We have to formalize personas - a personality and lifestyle of a possible buyer. Our target audience will therefore be the set of all personas.

Then we can start building a brand with a personality for our consumer taste and thus form a deeper and lasting relationship.



How do we define the target audience?

The first step is to find the right two or three keywords or search phrases that orbit around the service or product. Then we start our detective work on the following platforms.



ANSWER THE PUBLIC

We can start with looking up [answerthepublic.com](https://www.answerthepublic.com).

Answer the Public is one of the best kept secrets of sales marketing. This tool provides a valuable insight into what our potential customers think.

On the website [answerthepublic.com](https://www.answerthepublic.com), we can write keywords and the tool will generate a diagram of results on that search. Depending on the term used, we will get hundreds of results that provide direct information about what our target audience searches for, the type of questions they ask and the doubts they have about a given topic.



INDUSTRY BLOGS

Searching our industry blogs is a great way to get inside our customer's heads. Is there a topic that raises questions? Are customers asking questions repeatedly? If so, there is surely a problem waiting to be solved - a good opportunity for your brand.



FACEBOOK GROUPS

If there are Facebook groups in the niche market we operate, we can also explore each group and see what kind of conversations there are. People tend to speak more openly on social media, with long outbursts of their problems and issues, which we can use to our advantage.



AMAZON REVIEWS

Using Amazon for online shopping or reading products similar to ours, is a quick and easy way to find out what customers need and how we can deliver. Read the five star reviews to see what people like, but more importantly - read the one and two star reviews, with comments on what people think is missing.



GOOGLE

When we type a keyword in the search bar, Google provides a preview of different searches, which means that we can see the exact questions that our potential customers ask during their search.

The result is a list of the exact words and phrases that potential customers are using for a search related to our product or service. Consequently, you end up getting valuable insight of their thinking process which will help us to identify the current problems they face.

2

Search for brands in the market niche

To get to know the apple, one must first know what an orange, a pear, a pineapple and a banana really are.

Analyzing and learning from competing brands is essential to create a brand that differentiates itself “on the shelves” and is relevant to the target audience. Not only, we must learn from what others do to stand out in the sector, but also, what not to do so that we can anticipate certain decisions that can negatively affect our brand.



It is important to know that this research is not limited to the initial stages of brand development. As your company evolves, the brand will have to adapt as it grows and the market changes.

We present an example of a competitor's research spreadsheet to help clarify the opportunities of the brand.

Competitor

Visuals and Messaging

Products and Services
Qualities

Reviews and Menções

Marketing Initiatives

01

02

03

Then ask these questions:

- Are the competitors consistent in their **message and visuals** across all platforms?
- What is the quality of competitor's **products or services**?
- What are the **reviews and mentions** on social networks about competitors?
- What are the competitor's online and offline **marketing initiatives**?

3

Define brand attributes, benefits and values

Although it may seem like a simple activity, it is actually an exceptional and useful tool to clarify ideas and identify how the brand can be relevant to the consumer.



ATTRIBUTES - What does the brand offer? Is it faster? Is it more sophisticated? Is it bigger? Is it safer? Is it healthier?

BENEFITS - What do I get with the brand? Does it provide technical knowledge? Or the safety of my family? Do I look more elegant?

VALUES - Why do I care? What is the result of the brand's benefits? Do I feel included? Do I create memories? Does it boost my self-esteem?

As bonus, this is an activity that helps build the team behind brand development.

Not only it will categorize the main qualities of the brand, creating a basis to build a set of positive elements to offer to customers, but it will also synchronize the most valuable brand asset: the team.

Product Target Audience Attributes Benefits Values

Head and Shoulders
fortifying
Shampoo

50 years old
men

Extra vitamins
for scalp
strengthening

Postponement of
loss of hair

Increase of
self esteem

Super Bock
Mini

Youth

Small bottles
that maintain the
freshness

Easy to take
and drink
with friends

Create good
ties of
friendship

Discovery
Routes
Travel
custom plan

Travelers

Tailor-made
travels

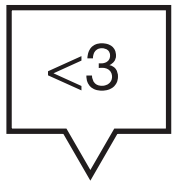
Travel according
to preferences

Memorable
experiences

4

Create an Identity and a message

36% of adults trust more in a well dressed person to do his job. The same goes for brands - the initial impact of the brand on a customer remains with him and influences his perception.



A defined and concise brand message ensures that potential customers retain the correct impression from the first contact. From colors, to patterns, to the tone of voice, each element influences the personality and different associations of each brand.

RED - Passion, Energy, Danger

GREEN - Growth, Hope, Health




YELLOW - Creativity, Optimism, Joy

BLUE - Trust, Flexibility, Empathy

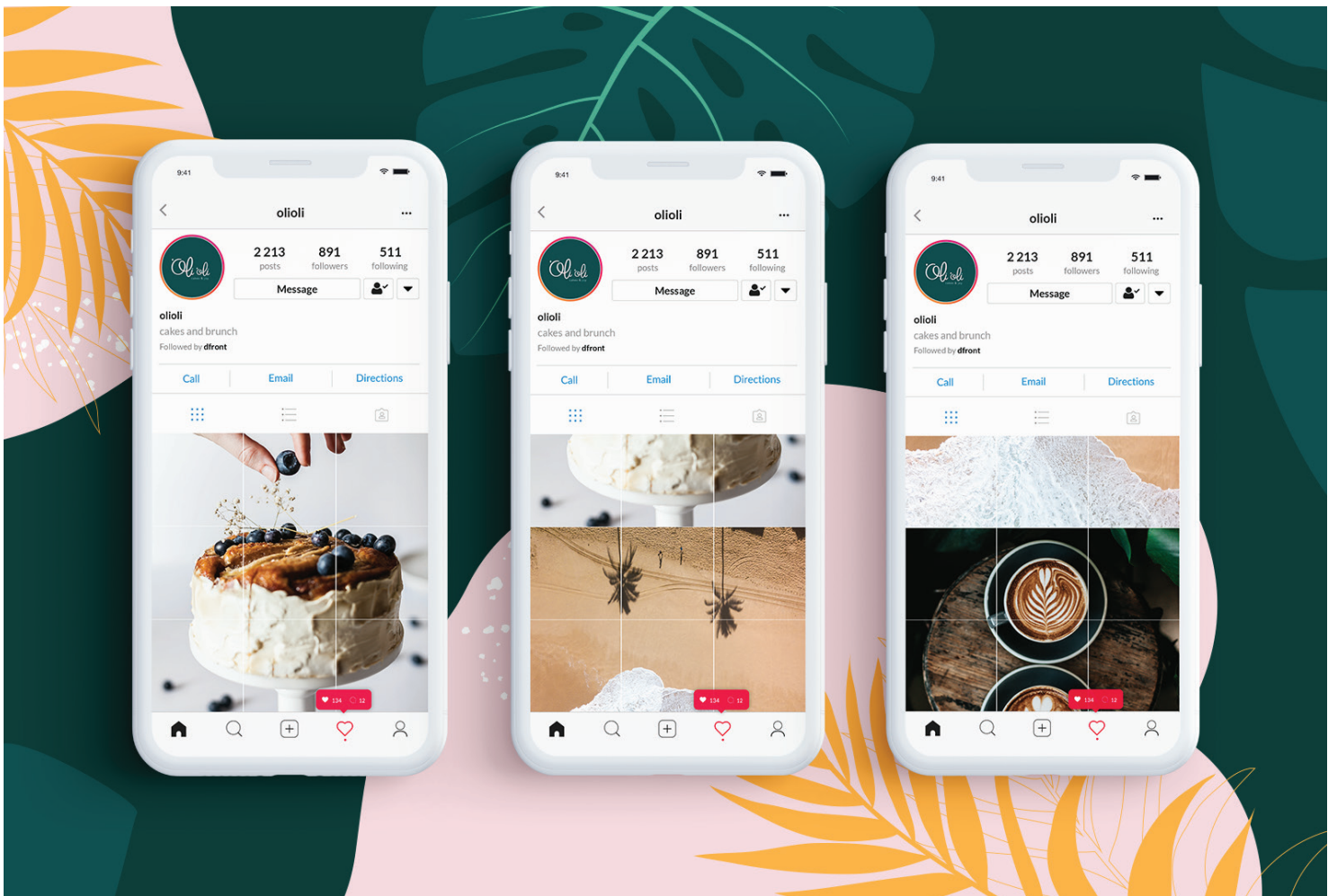
In a sustained way, the creation of an identity is therefore the translation and materialization of the brand's attributes, benefits and values. It is also what helps the target audience identify the brand among many in the industry.

Project created by d'front for
homemade cake brand **'Oli'oli**.

Awards:  

Mentions: **DIELINE**  Adobe  Mindsparkle Mag  **WORLD BRAND DESIGN SOCIETY**





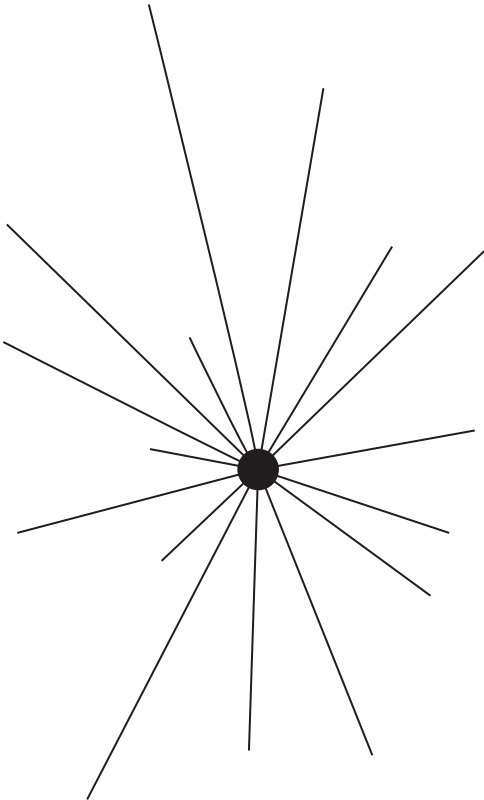
5.

Promote the brand

Brand awareness is a major contributor to success; therefore, it makes sense to prioritize its promotion.

There are several ways to do this. Whether online or offline, the important thing is to do it.

Combining strong visuals, a powerful storytelling and a production of excellence, we can create engaging and memorable brand experiences and thus retain our target audience.



It is important that when creating a website, packaging or copy for a campaign, we use the same visual principles to ensure a consistent brand experience.

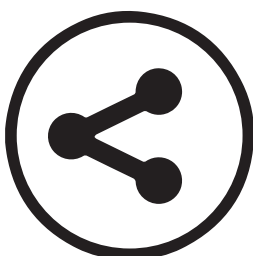
This is the stage where brands must shine on the right platform, at the right time.



WEBSITE

The creation of a website is vital to be found on digital platforms. Here, the consumer can find products or services and see detailed information about the company. It is a place where brands have space to express and differentiate themselves in the digital world.

From an information platform, a landing page, a booking platform, an e-commerce or even a photo upload contest, the important thing is to carefully develop comprehensive digital experiences that meet brand expectations.



SOCIAL MEDIA

Social networks are nowadays, certainly the most shared meeting point between brands and customers.

With a good strategic plan, a well designed campaign and the right copy defined according to the brand's values, you can get direct sales, website visits, insights/ feedback and increased awareness.

Digital is every day in every person's hand, being a top vehicle for conveying messages and offering content to our target audience.



SECTOR FAIRS

Attending and/or sponsoring trade fairs, festivals, seminars and congresses is a way to establish ourselves as an expert in our niche market. Taking part in moments dedicated to our expertise produce the effect of quality association.

This is also a great opportunity to share the extrinsic side of the brand.



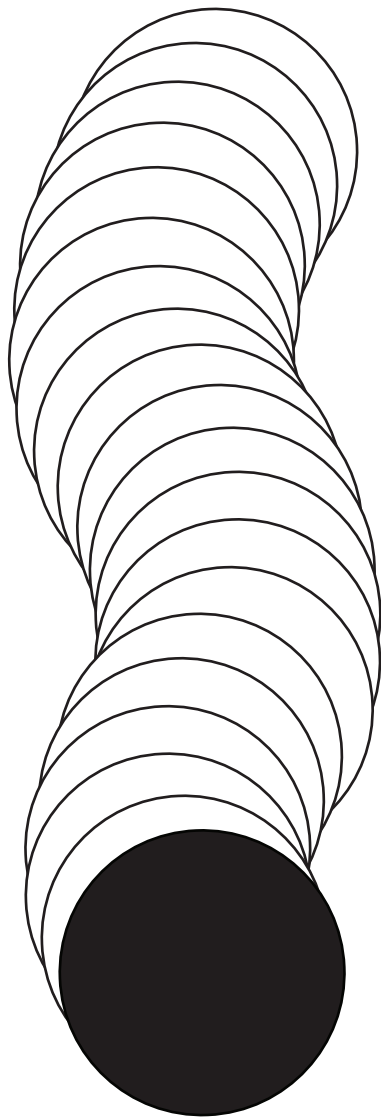
PACKAGING

In retail, the front line of competition is with packaging. At this stage, when making a purchase decision, the one who stands out best in the linear is the one with the most “well-dressed” packaging.

It is necessary a clear and engaging presentation to the client, which comes with pre-conceived ideas and little time available. We can achieve the proper prominence, creating packaging that is not only aesthetically beautiful, but that also defends the brand values in all its essence.



Integrate the brand in all areas



Being the company's DNA, the brand should be reflected in everything that the customer can see, read and hear.

If a customer enters the office or the store - the brand identity must be presented in the environment and in personal interactions. Everything that is tangible - from business cards, to advertisements, packaging and products - is stamped with the logo.

Using the *Brand Guide Lines*, which formalizes the instructions for the use of visual assets, such as colors, logo, fonts, photography, etc., together with our team we can create and maintain a stable and consistent communication across all digital and physical platforms.

The relationship with costumers should also be high-lighted. The integration of our brand values in management of this relationship has a direct impact on our costumers' behaviour/ loyalty towards the brand.





Keep brand loyalty

We need to look at brands as we look at people. When someone we know approaches us with different personalities and ways of dressing, that person seems fickle and inconsistent with regard to the way they are in life.

Bearing in mind that our perception of brands is based on a basis of intuition, one must also be careful with the presentation and be consistent in communication.

You have probably heard hundreds of times that consistency is key when it comes to branding. Staying faithful to the construction of the brand is essential to ensure that customers feel confident in the company, that the team knows exactly what the expectations are and that the company has a solid base to grow.

It is important not to confuse consistency with rigidity. Instead, consistency is defined as a well-defined set of principles and values. The brand can remain faithful to these basic characteristics, as a measure of expansion and evolution parallel to the constant changes of the world and the market.

Finally, it is important to solidify the characteristics to maintain integrity so the brand can always be recognized in any circumstance.

In short

A brand is not made overnight. It requires time, cooperation, responsibility and creativity.

Keeping this in mind and respecting these **7 good practices of Branding**, the brand has good pillars to grow successfully.

D'front offers these services. Find out how we can help to create a memorable and differentiated brand.

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