



**PARTY  
REMARKS**

# **BRANDING OVERVIEW**

CREATED BY: PHE MORGAN OF PHELOSOPHY.COM

# The 3 Phases of the Branding Process

The project's branding process can be broken into 3 phases. In this section we'll explore each phase, steps and timelines.

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## Phase 1. Brand Messaging

Behind every successful brand is thoughtful messaging and tone. Getting this phase right in the beginning is critical to the overall success of your brand.

### Identify Your Target Audiences

First we should identify all of your key **audiences**. You can approach audiences in different ways, so you will have to decide which angle makes the most sense for your firm:

- By consumer demographic (what's the consumer background?)
- By consumer interests (what kind of person is buying in?)
- By role & Industry

Don't forget non-consumer audiences, too, if they are important to your business success. These might include partners, influencers, referral sources, etc.

### Research Your Audiences

Identifying your target audiences is important. Why? Because our next step is to conduct research into them to attain an objective view into their needs, challenges and motivations.

- What their use of the product might be
- When they will use the product (events?)
- How visible they believe you are in the marketplace
- Why they would purchase such product

### Competitive Analysis

With this body of data we can begin identifying differentiators – characteristics that distinguish your product from similar competitors.

### Write Your Positioning Statement, Tagline, Voice.

Now we are ready to draft a positioning statement. A positioning statement is a compact, carefully worded expression of your brand. The best ones are both honest – accurately describing who you are today – and a little bit aspirational. This also includes a breakdown of the tagline and brand's overall voice.

## Tailor Your Message to Different Audiences

At this point, we'll apply our research and positioning to each of your audiences. For instance, you may need to say different things to different industries. This type of document is sometimes referred to as messaging architecture.

### Client Steps Happening at this Phase

1. **In Depth Questionnaire**
  - a. (Needs to happen **PRIOR** to Phase 1)
2. **Work on Pinterest Board to prepare for brand identity**
  - a. (Needs to happen **DURING** Phase 1)

### Timeline

Once all steps are complete and this phase is done we will connect, share findings and establish final Brand Messaging.

#### **Phase 1 can take [4 -8 Business Days]**

Timeline is dependent on when the questionnaire is submitted and Pinterest discovery is complete.

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## Phase 2. Brand Identity

In this phase, we turn your brand into something tangible. Your brand identity includes many of the most visible elements of a brand, including:

- Your name
- Your logo
- Tagline
- Color palette
- Imagery
- Business collateral
- Brand packaging
- Brand Style Guide

Brand identity is an opportunity to take the spirit of your positioning and turn it into something that people can see and experience — including a distinctive personality. It is a chance to add a point of differentiation to your brand and set you **apart visually from the competition.**

## Client Steps Happening at this Phase

1. **Complete on Pinterest Board to prepare for brand identity**
  - a. (Needs to happen DURING Phase 1)
2. **Explore Packaging options and ideas**

## Timeline

Once all steps are complete and this phase is done I will present design concepts and proceed with revisions. Following that portion, we will move forward with packaging design.

**Phase 2 can take [ 7-15 Business Days ]**

Timeline is dependent on when the Pinterest discovery is complete.

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## Phase 3. Brand Launch Strategy

### The External Launch

IN this phase we will discuss launch strategies and outline actionable steps. The biggest value of the external launch is its potential to generate concentrated attention—even if it's short lived. A new brand's introduction to the world is a chance to make a favorable first impression. It also provides a forum to explain what you stand for, how your firm has changed and why your firm matters to your audience.

We can approach an external launch in one of two ways: 1) announce your new brand with a big bang, with press releases, a big reveal. Or 2) you can roll out your brand slowly with little or no fanfare. In this scenario, pieces of your brand may be developed over a period of weeks or months, and over time your brand identity takes shape.

*Please keep in mind this is the development of a strategy for launch, not necessarily the process of execution.*

## Timeline

**Phase 2 can take [ 4-7 Business Days ]**

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## Conclusion: Offboarding, Next Steps & Suggestions

TBD following the completion of the project.