

Framework for:

Branding strategy

Date: _____

Company: _____

Brand: _____

Contact person: _____

Arranged by: _____

Marketing promises – branding keeps the promise

The word brand should not be confused with the Swedish expression “varumärke”. Varumärke is referred to as the physical form, i.e. typically a graphic symbol, a word or a figurative mark. It is also what we mean by “trademark”, commonly used by marketers and communicators. Brand, however, means something quite different.

Branding includes the whole process that controls the company’s actions and communications.

From the sender’s perspective, we can define it as all the promises it set out to market, and especially the way in which one lives up to them. For the recipient, it means a set of expectations on the seller’s business or product, and how these are fulfilled.

A strong and successful brand is the result of a long process, especially in business-to-business.

In retail, the buyer hardly ever meets the producer of the goods. A buyer of consumer goods is reached by the seller promises mechanically, through advertising, packaging, the product itself or by the dealer’s communications.

The professional buyer on the other hand often meet the manufacturer’s sales representatives and service engineers face to face. For him or her, branding is largely a personal matter. In many industries, the customer’s representative can even become a personalization of the brand. The whole organization’s understanding of what it takes to keep what marketers promise becomes a condition for survival.

A company can release a tremendous force if it succeeds in directing all resources, activities, employee initiatives and ideas in line with the branding strategy. There’s just one problem. Many companies in the B2B sector don’t have one.

Framework for ...

Pyramid has extensive experience in B2B branding, and we would like to share it with you.

This document summarizes the issues worthy of consideration in the development of a branding strategy. Don’t expect any fixed or general solutions. Successful solutions are the result of a concerted effort, based on the right assumptions and facts.

We use a customized version of this structure when we go through projects so feel free to use the material as a checklist or as a basis for discussion.

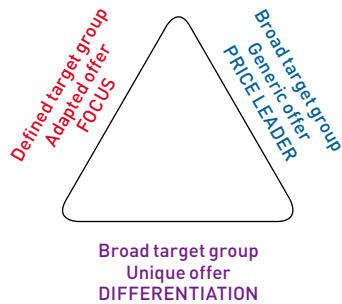
If this seems interesting and you want to discuss marketing strategy on a deeper level, you are always welcome to contact us at info@pyramid.se

Situation analysis

Business strategy →

Judge the company's primary business strategy according to Porter's three alternatives: Focus, Differentiation, or Price Leader.

Mark the company's position on the diagram.



Definitions:

Focus – Limit the offer to a specific part of the market, and adapt it to that segment's special requirements.

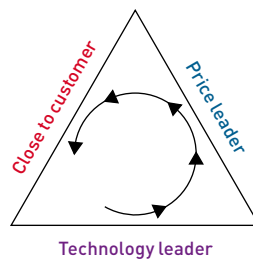
Differentiation – develop a unique offer that pleases a broad target group.

Price Leader – by maximizing internal efficiency, offer generic products or services at the lowest possible price for the purchaser.

Market position →

Mark the company's position on the diagram.

Compare this with the position above. They should be similar if you have judged accurately.



Definitions:

Technology leader – Innovative company with rationally steered development. Seeks markets for its solutions.

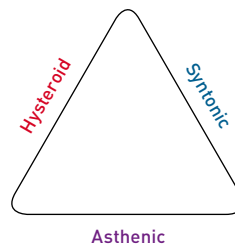
Price leader – Adapts proven solutions and aims to minimize production costs with optimal rationalization.

Close to customer – Identifies market needs and develops solutions that fulfill them.

Target group typology →

Target group typology is crucial to brand development. What kind of people dominate the target group? What are their frames of reference, preferences and values? What type of behavior characterizes them? Use the three extremes opposite to make a rough judgement.

Mark the diagram.



Definitions:

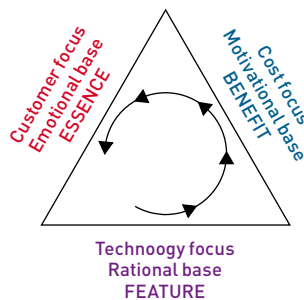
Hysteroid – Impulsive, expressive and creative character.

Syntonic – More balanced character, with great need for social relationships.

Asthenic – Rational, deliberate, well-organized, controlled, with great need for security.

Communication strategy →

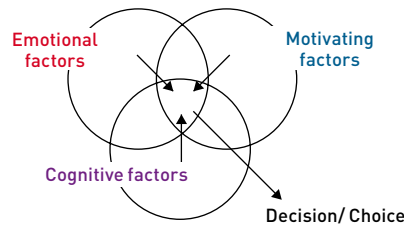
Use the FBE (Feature, Benefit, Essence) model to evaluate where the company should be placed in the diagram today.



→ Typical development curve for industrial companies.

Branding strategy →

Use this model to deduce the brand's communicative 'core' by identifying what the individual customer knows, wants and feels. In more scientific terms, we call these the cognitive, motivating and emotional factors that steer human behavior.



Definitions:

- Brand** – a promise to the market
- Trademark** – a word or symbol
- Brand Essence** – the distilled 'core' that is communicated
- Brand positioning statement** – a purchasing motivation that differentiates us from the competition

Buying motive →

Emotional factors	% wt.	Motivating factors	% wt.	Cognitive factors	% wt.

Brand values →

Start by entering the three strongest value factors in respective categories. Then identify or extract a word or phrase that can serve as the common denominator for all three areas. You may have to try several times, but your correct choice should provide a synthesis that represents all three areas equally. What you have now is potentially your brand essence – the communicative core of your brand offering.

Value factor	%*

Value factor	%*

Value factor	%*

Value factor	%*

A Venn diagram with three overlapping circles. The top-left circle is labeled 'Emotional aspects I feel...' in red. The top-right circle is labeled 'Motivating aspects I want...' in blue. The bottom circle is labeled 'Rational/cognitive aspects I know...' in black. Arrows from the central intersection of all three circles point towards the text 'Brand Essence' located to the right of the diagram.

* percent weight of category

Pyramid builds brands and creates remarkably profitable, cross-border communication for international companies with high ambitions and entrepreneurial spirit.

What should one do to stick out, to break through, and to do so with credibility intact? We have proven methodologies that lead to the answer.

Together we can:

- create cross-border communication beyond the expected
- attract a global market across national borders
- take advantage of all media, digital and analog, with an open mind
- bridge cultural barriers and reach professionals
- cross-fertilize knowledge and experience from different areas of industry
- integrate our skills across disciplines and coordinate the communication

In Pyramid, you have a partner who:

- spars with you on a business strategy level
- focuses on your organization
- market-adapts your offers
- positions your company
- differentiates your products and services
- builds strong brands
- stimulates your sales team
- attracts the right target groups
- gets your business to grow globally
- optimizes what you get from the Internet
i.e. boosts your growth and profitability.

