

Framework for:

# Image development

Part 1: Internal activities

Date: \_\_\_\_\_

Company: \_\_\_\_\_

Market 1: \_\_\_\_\_

Market 2: \_\_\_\_\_

Market 3: \_\_\_\_\_

Market 4: \_\_\_\_\_

Participants: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# The identity is created from the top

A company's identity is a reflection of its behavior. A positive identity is built up over a long period of time through consistent action and coordination of all the mechanized messages that reach the market.

The corporate identity's foundation should be the mission, marketing strategy, and the communicative core values that have been defined. The content and intentions of these will be reflected in all the messages conveyed to the market.

At the strategic level, they are mediated through institutional activities such as annual reports, corporate presentations, image advertising, etc. It is often relatively easy to preserve the intentions at this level, because the initiative is taken centrally, and the management is often driven.

The next organizational level, which has a tactical responsibility for product development, marketing and sales, increases the risk of misinterpretations and departures.

Concept and campaigns are developed by a large number of people, and to avoid losing focus, these executives need to possess what is considered basic and common values.

At the basic level, where basic product information is developed, the problems are even greater. Responsibility is often divided into a large number of people with different professional roles, nationalities and basic skills. This level requires proper support for these productions to reflect the agreed guidelines.

The biggest obstacle to long-term identity work is usually the lack of sustainability in the own organization. It's easy to think a message is trite and start looking for new, fresh ideas with help from a new advertising agency.

Unfortunately, this almost always happens when the market has just begun to understand what we mean, and our efforts are starting to create the type of long-term transformation of identity that is desirable.

## 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](mailto:info@pyramid.se)

Definitions →

**Business idea:** Simple, easily communicated distillation of the organization’s purpose (business mission or corporate mission).  
 Contains: The need that will be filled      The intended customer  
                   The offer being made                      Primary competitive advantage

**Identity:** A company’s “personality”– the sum of its qualities and characteristics.

**Image:** The surrounding world’s view of the company – a subjective interpretation of its identity. The result of the company’s profiling endeavors.

**Profile:** The combined effect of those characteristics that the company chooses to communicate to the surrounding world; i.e. its goals or desired image.

Business idea →

State our business idea.  
 Is it complete?  
 Is it clearly understandable, even to a stranger?

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Business goal →

What are the company’s strategic goals for the coming three years?  
 Specify quantitatively (turnover, profitability, etc.) and describe qualitatively.

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Identity parameters →

Identify factors that affect the surrounding world’s view of the company. Add to or delete from this list, based on relevance to the company’s situation.

- Growth
- Profitability
- Competence level
- Quality level
- Technology level
- Product portfolio
- Price/performance
- Service
- Accessibility
- R&D
- Future prospects

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**Image analysis** →

Using your current situation, identify the strengths and weaknesses in the surrounding world's view of the company. Where possible, examine the opinion held by each of the groups listed here of your identity parameters (add or delete parameters as relevant).

- 0 Average
- 1/+1 Somewhat better/worse than average
- 2/+2 Much better/worse than average

Join the points to create a vertical 'image curve'.

		-2	-1	0	+1	+2
Former customers	Growth					
-----	Profitability					
Current customers	Competence level					
-----	Quality level					
Potential customers	Technology level					
-----	Product portfolio					
Suppliers	Price/performance					
.....	Service					
Employees	Accessibility					
-----	R&D					
Shareholders	Future prospects					

**Competitor analysis** →

List your three strongest competitors and evaluate their 'image curves' based on the same set of parameters.

Company	Nationality	Turnover	Market share

**Positioning strategy** →

Select relevant sets of identity parameters (see example at right) and plot your current and desired positions, together with the current position of your most important competitors.

- Specialist – Generalist
- Innovative – Conservative
- High technology level – Low technology level
- High price – Low price
- High functionality – Low functionality
- High service level – Low service level

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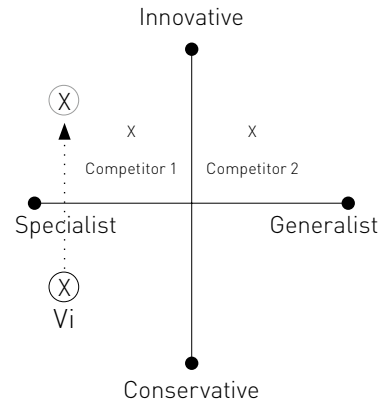
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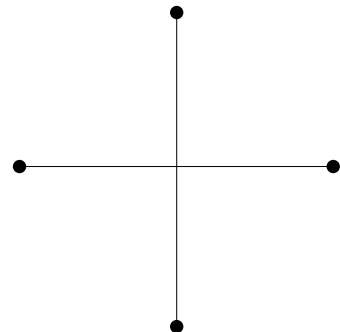


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**Company profile** →

Compare with your image analysis, and plot the desired movement of respective identity parameters. This is the target image that you should now strive towards.



## Control and reinforcement →

The following tools help to ensure that everyone works to reinforce the agreed company profile

### Marketing base

Clarifies agreed strategies, particularly for management. Includes:

- Business idea
- Targeted company profile
- Strategic marketing direction
- Communication strategy
- Creative strategies
- Target group definition

### Sales guide

Ensures that all employees who have customer contact, as well as agents and distributors, present the company and its products in an optimal manner. Contents include:

- Company facts
- Facts supporting the company's technology philosophy and general principles
- Key arguments
- How to meet objections
- Competitor comparisons
- Methods and calculation models

### Graphic guide/Identity manual

Steers the use of the company's name and brands, as well as symbols, graphic elements, colors and typography. Gives details of logotypes and color guides, plus templates for different types of communication units – printed, electronic, signage, etc.

### AD kit

The communicator's toolbox. Ensures that subsidiaries, distributors and agents all have the same correct graphical material, to accurately reinforce company identity. Includes graphics and templates for a wide range of communication units (in printed and digital format), as well as ordering instructions, etc.

## Time plan for implementation →

Week/date

	Week/date
Decision	
Start meeting with agency	
Image analysis	
Campaign development	
Establish consensus with subsidiaries	
Production of control and reinforcement material	
Presentation to subsidiaries	
Final delivery	

*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.

