Building your brand identity

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Introduction
Brand design and development: Philips
What is a brand?

A short introduction, video courtesy of the Norwich Business School
Key elements of a brand

- Brand promise
- Brand perceptions
- Brand expectations
- Brand persona
- Brand elements
Brand promise
Brand Perceptions
Brand expectations

EXPECTATION = REALITY = 😊
EXPECTATION ≠ REALITY = 😞
Brand persona
Brand elements
Brands: a summary

A brand = clear, reliable, and believable

Not built overnight:
- Research
- Understand competitors and audience
- Develop a brand that promises the right things to the right people.

Research should be first
Definition, strategy, and execution follow
Where does all this leave us?

The future public library – a 2010 video of the then future Helsinki library
Customers define your brand!

1. **Identity**
   - Who are you?

2. **Meaning**
   - What are you?

3. **Response**
   - What about you?

4. **Relationships**
   - What about you and me?
Employees are key!
Putting your customers first: research
Brand strategy

Short video on strategy – courtesy of Better Business Learning
Transforming your brand: the don’ts

LIFELONG LEARNING
Transforming your brand: the don’ts
Transforming your brand: the don’ts

Don’t make promises you can’t keep
Transforming your brand: the do’s
Transforming your brand: the do’s
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Transforming your brand: the do’s
Conclusion