

BRAND STRATEGY

IN  SECONDS



A great brand isn't just about how it looks. It's about what it stands for, how it communicates, and why customers should choose it over the competition.

Before investing in logos, websites, packaging or advertising, every business needs a clear brand strategy. Here are nine essential elements that help turn an ordinary business into a memorable brand.

1. Brand Purpose - Why You Exist

Your brand purpose is the reason your business exists beyond making money. It's the difference you want to make in your customers' lives or the world.

Ask yourself: Why does our brand matter?

2. Brand Vision - Where You're Going

Your vision describes what you want your brand to become in the future. It provides direction, ambition and something to work towards.

Ask yourself: Where do we want to be in five or ten years?

3. Brand Mission - What You Do

Your mission explains what your business does, who it serves and how it delivers value. While your vision looks towards the future, your mission focuses on what you do today.

Ask yourself: What do we deliver, and who do we deliver it for?

4. Brand Values - What You Believe

Brand values are the principles that guide your decisions, behavior and customer experience. Whether it's innovation, quality, honesty or creativity, your values should be reflected in everything you do.

Ask yourself: What will our brand never compromise on?

5. Brand Positioning - Where You Fit

Brand positioning determines how customers perceive you compared to competitors. Are you premium or affordable? Exclusive or accessible? Innovative or traditional?

Ask yourself: Why should customers choose us instead of someone else?

6. Brand Personality - Who You Are

If your brand were a person, what would it be like? Confident, playful, sophisticated, rebellious or trustworthy? Personality makes a brand relatable and recognisable.

Ask yourself: What three words best describe our brand?

7. Brand Voice - How You Speak

Your brand voice is the consistent style and tone used across your website, social media, advertising and customer communication. A luxury brand might sound refined and confident, while a streetwear brand might be bold and energetic.

Ask yourself: How should our brand sound to customers?

8. Brand Story - Where You Came From

People connect with stories, not just products. Your brand story explains your origins, the problem you set out to solve and what makes your journey different.

Ask yourself: What makes our story worth telling?

9. Tagline - What People Remember

A tagline captures your brand's promise or personality in a few memorable words. Think Nike's Just Do It or Apple's Think Different. A strong tagline reinforces your positioning and sticks in customers' minds.

Ask yourself: What do we want people to remember about us?

The Bottom Line

Brand strategy comes before brand design.

Your logo is not your brand. Your colours are not your brand. They're visual expressions of a much bigger strategy.

When your purpose, vision, mission, values, positioning, personality, voice, story and tagline work together, you create something far more valuable than a good-looking business.

You create a brand people recognise, trust and are willing to pay more for.

Build the strategy. Design the experience. Make your brand stand out.