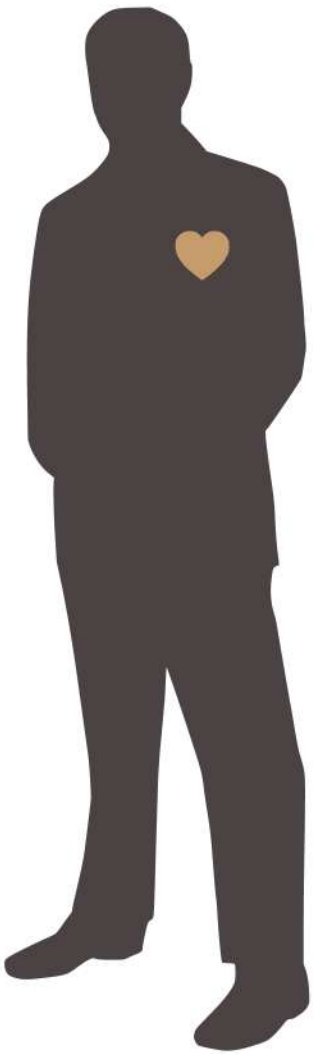
MADHURI GARG,
BRAND STRATEGIST

Identity

Personality

Voice/ Tone



Differentiating Factor

Behaviour (Values)

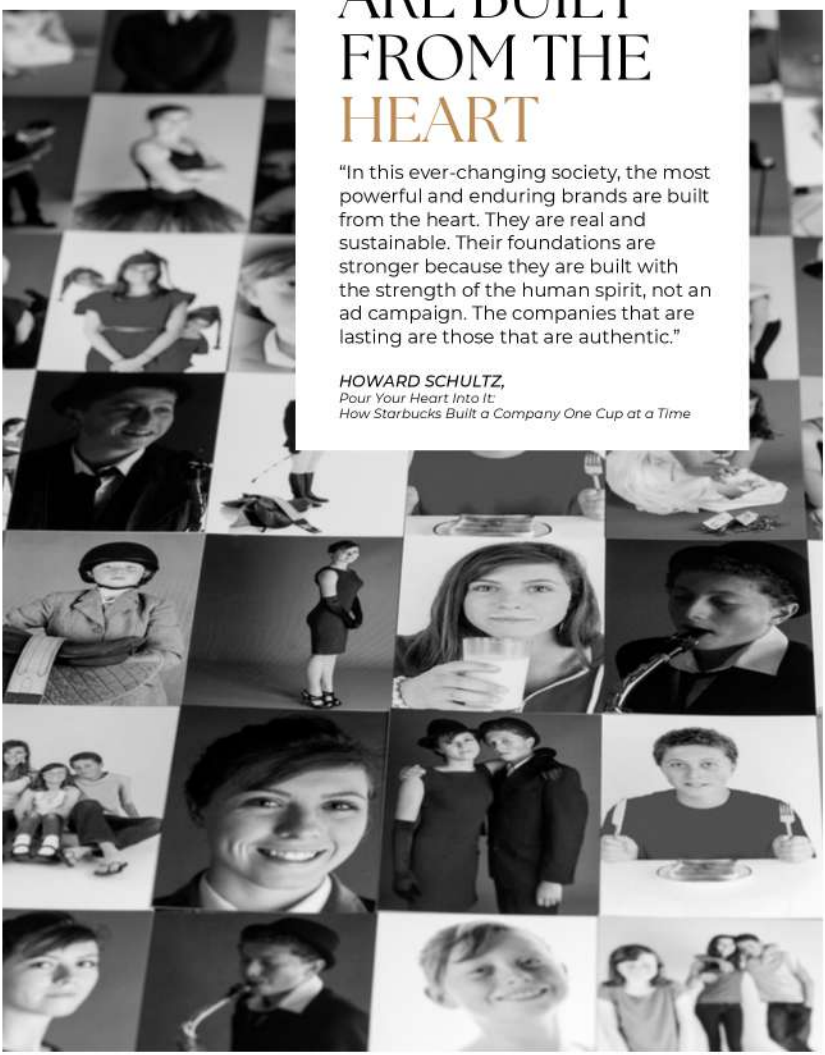
Story

Purpose

BRANDS ARE BUILT FROM THE HEART

"In this ever-changing society, the most powerful and enduring brands are built from the heart. They are real and sustainable. Their foundations are stronger because they are built with the strength of the human spirit, not an ad campaign. The companies that are lasting are those that are authentic."

HOWARD SCHULTZ,
Pour Your Heart Into It:
How Starbucks Built a Company One Cup at a Time



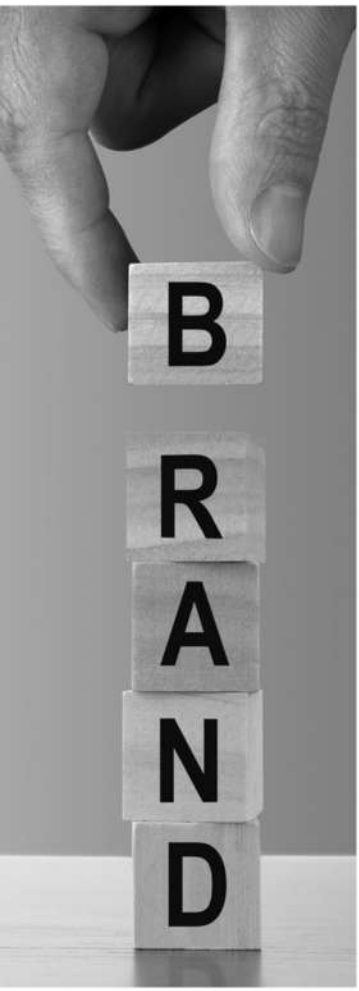


TABLE OF CONTENTS

In this book, we will explore the foundational elements of building a humanized brand, from defining your brand's purpose and values, crafting a compelling brand story, establishing a unique personality and differentiating factor, and finally, creating a visual brand identity that reflects your brand's essence.

INTRODUCTION

"Imagine a brand that feels like a trusted friend, speaks to you in a language that resonates, and shares values that align with your own. As a business owner, this is the type of brand you want to create - one that connects deeply with your target audience and builds a loyal following.

Welcome to the world of humanizing your brand, where you infuse your business with personality, purpose, and values to create a relatable and authentic brand identity.

> ***In this book, we will explore the foundational elements of building a humanized brand, from defining your brand's purpose and values, crafting a compelling brand story, establishing a unique personality and differentiating factor, and finally, creating a visual brand identity that reflects your brand's essence.***

By understanding the value of humanizing your brand, you can unlock the power of emotional connection and build a brand that resonates with your audience, fosters trust, and drives lasting brand loyalty."

WHAT'S INSIDE?

WHAT'S YOUR BRAND'S PURPOSE & VISION

When a business has a clear sense of purpose, a strong vision, and a compelling mission statement, it sets the foundation for building a brand that goes beyond products or services - it becomes a brand with a soul, a brand that connects with people on a meaningful level.

WHAT CORE VALUES DRIVE YOUR BUSINESS?

Defining the core values of a business is essential as it provides a guiding framework that outlines the fundamental beliefs and principles that drive the company's culture, decisions, and actions.

UNCOVER YOUR BRAND PERSONALITY.

A brands human like personality traits, values, emotions, voice & behaviour helps to create a relatable and emotional connection with consumers.

DO YOU HAVE A STORY THAT CONNECTS ?

A well-crafted brand story can help create a strong emotional connection with consumers, build brand loyalty, and differentiate the brand in a competitive market.

WHY DOES YOUR BUSINESS EXIST & WHAT IS YOUR VISION FOR THE FUTURE?

Building a brand is much like crafting a meaningful life.

Just as individuals with a clear purpose and vision are more likely to succeed, businesses aspiring to become brands need a strong inner core. Humanizing a brand goes beyond its external appearance – it's about defining its core purpose, values, and vision. Just like individuals who know their 'why' are more relatable and inspiring, brands with a well-defined purpose and vision are more authentic and resonate with their target audience.

When a business has a clear sense of purpose, a strong vision, and a compelling mission statement, it sets the foundation for building a brand that goes beyond products or services - it becomes a brand with a soul, a brand that connects with people on a meaningful level.
By starting from the inside out, businesses can establish a solid foundation for their brand, built on authentic values, meaningful purpose, and a clear direction, that not only inspires employees but also connects with customers at a deeper level.

Few examples of People who built powerful personal brands because of their well defined purpose and vision.

Oprah Winfrey

PURPOSE:
"To be a teacher. And to be known for inspiring my students to be more than they thought they could be."

VISION:
"To use my life as an offering, a gift from the divine, to use it up and give it back."

Elon Musk

PURPOSE:
"To enable the sustainable colonization of Mars and make life multi-planetary."

VISION:
"To accelerate the world's transition to sustainable energy and become an interplanetary species."

These examples illustrate how having a clear purpose and vision has helped these individuals build their personal brand and create a lasting impact in their respective fields. Their well-defined purpose and vision have guided their actions, decisions, and messaging, making them highly influential and successful brands in themselves.

Here are some examples of established brands with well-defined purpose and vision statements:

Google

PURPOSE:
"To organize the world's information and make it universally accessible and useful."

VISION:
"To provide access to the world's information in one click."

TESLA

PURPOSE:
"To accelerate the world's transition to sustainable energy."

VISION:
"To create the most compelling car company of the 21st century by driving the world's transition to electric vehicles."

STARBUCKS COFFEE

PURPOSE:
"To inspire and nurture the human spirit — one person, one cup and one neighbourhood at a time."

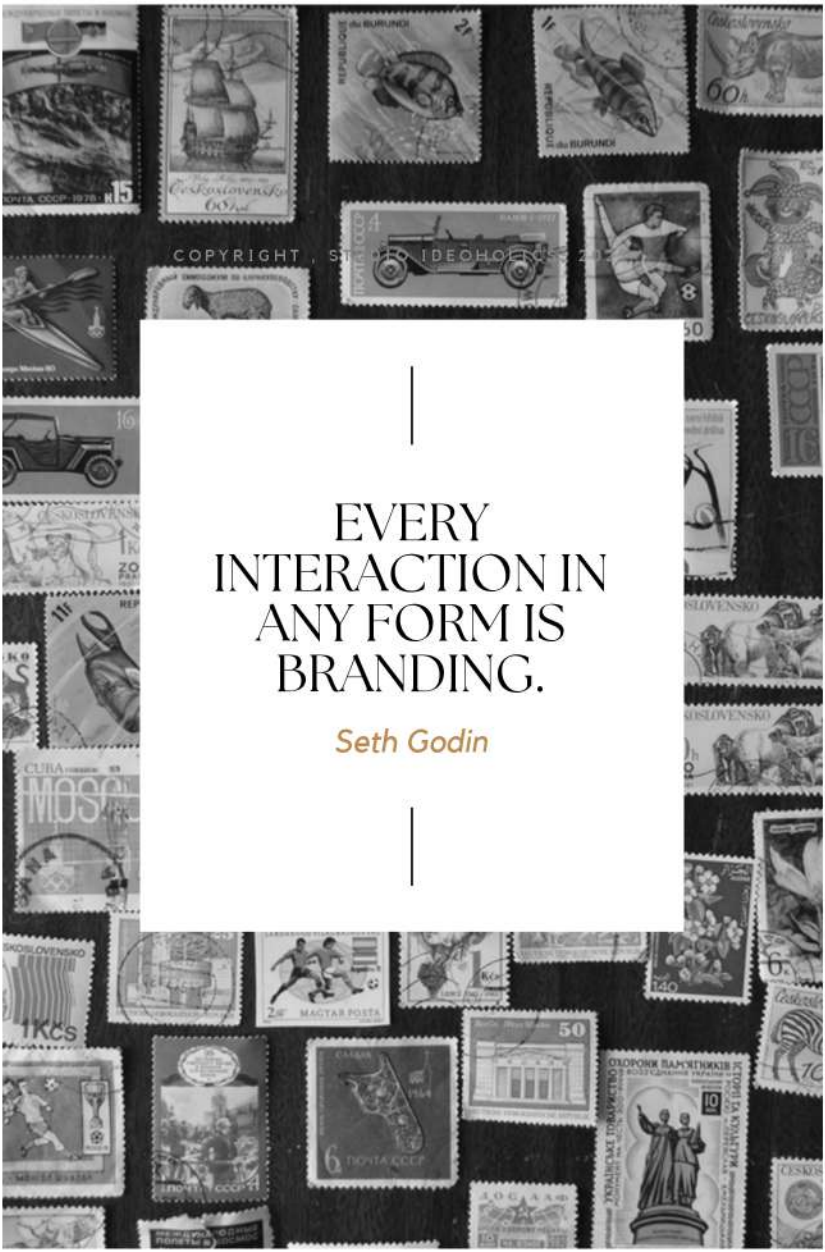
VISION:
"To establish Starbucks as the premier purveyor of the finest coffee in the world while maintaining our uncompromising principles."

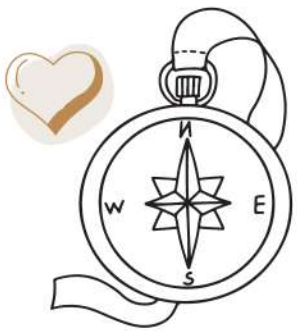
These examples showcase how well-defined purpose and vision statements can guide a brand's direction, communicate its values, and inspire both internal and external stakeholders.

WORKBOOK

DEFINE YOUR PURPOSE:

DEFINE YOUR VISION:





WHAT CORE VALUES DRIVE YOUR BUSINESS?

Defining the core values of a business is essential as it provides a guiding framework that outlines the fundamental beliefs and principles that drive the company's culture, decisions, and actions. Core values serve as a compass for the organization, influencing its overall behavior and helping it establish a unique identity in the market.

The similarity between core values of businesses and values of humans lies in the fact that both are guiding principles that shape behavior and decision-making. Just as humans have personal values that influence their actions and choices, businesses have core values that guide their culture, strategy, and operations. Both human values and core values of a business provide a sense of direction, purpose, and identity, and they are fundamental to shaping the overall character and success of individuals and organizations alike.

Defining the core values of a business can help in defining the target audience. When a business establishes its core values, it often reflects the beliefs and principles that align with the desired audience or customer base. This alignment can help in attracting and connecting with the right target audience.

Here are some reasons why defining core values is important for businesses:

1. Alignment with Customer Values
2. Differentiation from Competitors
3. Guides Decision-Making
4. Builds Trust and Loyalty
5. Attracts and Retains Talent
6. Drives Business Growth

Airbnb is a global online marketplace that connects travelers with local hosts who offer accommodations. One of the key values of Airbnb is its focus on creating a sense of belonging and community among its users. This value system has been consistently upheld by Airbnb through its platform features, community guidelines, and social impact initiatives, which have helped to build trust and loyalty among its users, resulting in substantial growth.

The Honest Company is a consumer goods company that focuses on providing safe, eco-friendly, and socially responsible products for families. The company's value system is centered around transparency, sustainability, and social impact. The Honest Company has been consistent in its commitment to using natural ingredients, reducing its environmental footprint, and advocating for consumer safety. This strong value system has resonated with health-conscious and environmentally-conscious consumers, resulting in significant growth and expansion into various product categories.

Tata Group is a conglomerate with a diverse portfolio of businesses, including Tata Motors, Tata Steel, Tata Consultancy Services, and more. The company's core values, known as the "Tata Code of Conduct," include integrity, excellence, responsibility, and pioneering. Tata Group's commitment to ethical business practices, corporate social responsibility, and community development has helped it build a reputation for trustworthiness and reliability. This strong value system has contributed to its growth and expansion across various industries.

FabIndia is a retail brand in India that specializes in handcrafted products made by traditional artisans, promoting sustainable livelihoods and preserving traditional Indian crafts. The company's value system is centered around promoting rural livelihoods, sustainable fashion, and supporting local artisans. FabIndia's commitment to social impact, ethical sourcing, and promoting traditional Indian craftsmanship has resonated with consumers who value sustainability and ethical consumption, contributing to its growth and brand loyalty.

WORKBOOK

DEFINE YOUR CORE VALUES:

Encircle which values your Brand aligns with, or add your own.

Accountability Adventurous. Belonging. Be Yourself. Care.

Collaboration. Creativity. Communication. Community.

Courage. Courtesy. Craftsmanship. Curiosity. Customer.

Deliver Wow. Diversity. Doing the Right Thing

Education. Embrace change. Empathetic. Excellence

Fairness. Honesty. Hospitality. Inclusion

Innovation/ invention. Integrity. Ingenuity. Inspiring

Kaizen. Leadership. Learning. Loyalty

Operational excellence. Passion. People First

Playfulness Professionalism. Quality. Respect

Responsibility. Safety. Scrappiness

Service. Stewardship. Stronger together

Sustainability. Transparency

Trust. Teamwork. Value.

UNCOVER YOUR BRAND PERSONALITY

Brand personality refers to the human-like characteristics and traits that a brand is attributed with, which helps shape its image and perception in the minds of consumers. It involves associating human personality traits, values, emotions, and behaviours with a brand to create a relatable and emotional connection with consumers.

To figure out which brand archetype a brand falls under, it's important to conduct a thorough analysis of the brand's values, characteristics, target audience, and market positioning. Here are some steps that can help in determining the brand archetype:

1. Define the brand's values: Identify the core values of the brand, which represent its guiding principles, beliefs, and ethics. Understanding the brand's values can help align it with a relevant archetype.

2. Know the target audience: Understand the characteristics, preferences, and behaviors of the brand's target audience. Consider what resonates with them and how the brand can connect emotionally with them through an archetype.

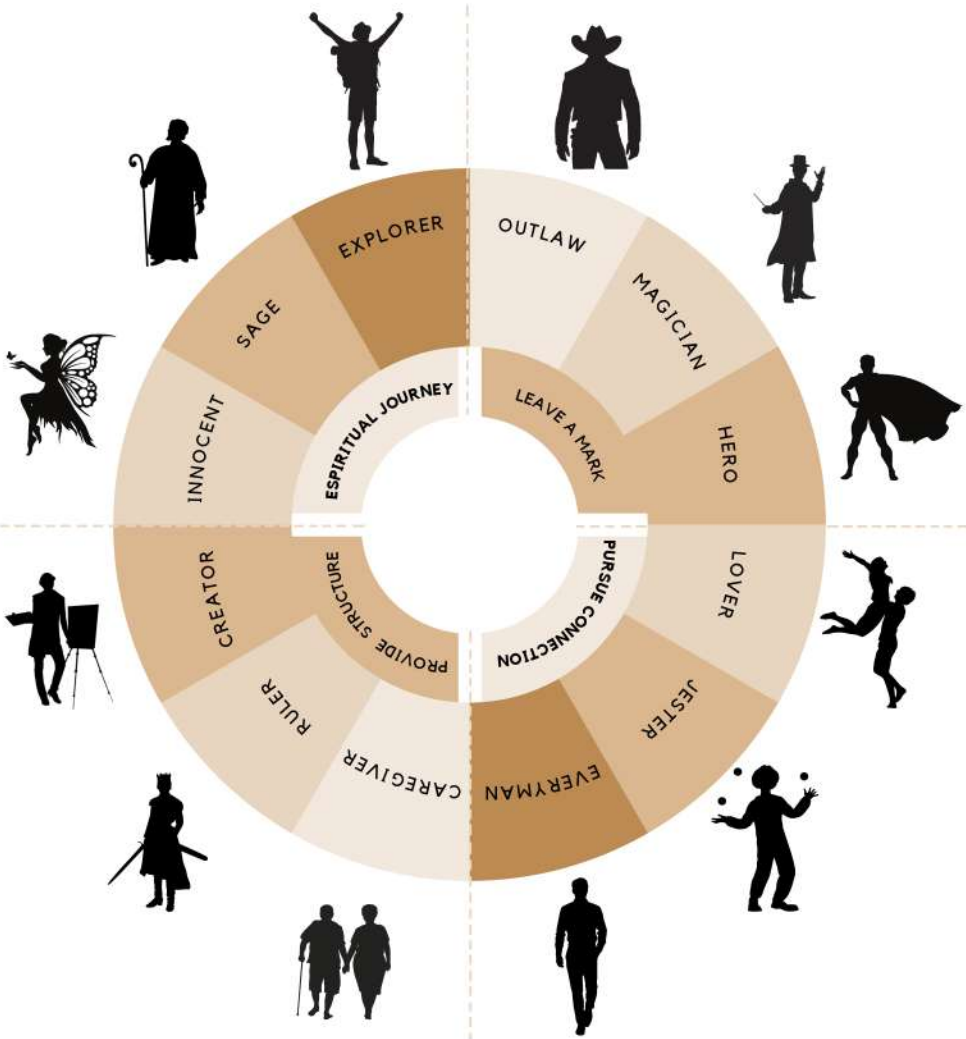
3. Evaluate brand characteristics: Analyze the brand's unique characteristics, traits, and attributes. Consider the brand's tone of voice, visual elements, and overall brand persona.

4. Research competitor brands: Research and analyze the archetypes of competitor brands in the market to identify gaps and opportunities for the brand to differentiate itself.

5. Consider brand positioning: Consider how the brand wants to be positioned in the market and how an archetype can align with that positioning.

6. Conduct consumer research: Conduct consumer research, surveys, and focus groups to gather feedback and insights on how consumers perceive the brand and its personality.

By considering these factors, a brand can identify the brand archetype that best represents its personality and aligns with its target audience and market positioning. It's important to remember that brand archetypes are not set in stone, and a brand may evolve and adapt its archetype over time based on changing market dynamics and brand strategies.



Brand Archetypes Framework

by Carl Jung

Archetypes are based on the concept of collective unconscious, as developed by psychologist Carl Jung, and they tap into deep-rooted human emotions, motivations, and behaviours. Brand archetypes provide a framework for understanding and creating brand personalities, which can help guide branding strategies, messaging, and visual elements.

There are several different models of brand archetypes, and different sources may categorize them in slightly different ways. However, some of the most common brand archetypes include:

The Hero :

Represents bravery, courage, and the desire to overcome challenges. Brands with this archetype often focus on empowerment, triumph, and making a difference in the world.

Examples include Nike, Superman, and FedEx.

Core value : Mastery

The Magician :

Represents transformation, innovation, and mystery. Brands with this archetype often focus on creating change, pushing boundaries, and providing unique and enchanting experiences.

Examples include Apple, Disney, and Tesla.

Core value : Power

The Outlaw :

Represents rebellion, non-conformity, and challenging the status quo. Brands with this archetype often focus on breaking rules, pushing boundaries, and creating disruption.

Examples include Harley-Davidson, Virgin, and Apple's "Think Different" campaign.

Core value : Liberation

LEAVE A MARK

The Innocent :

Represents simplicity, purity, and optimism. Brands with this archetype often focus on conveying innocence, nostalgia, and a sense of wonder.

Examples include Dove, and Volkswagen.

Core value : Safety

The Explorer :

Represents adventure, curiosity, and freedom. Brands with this archetype often focus on exploration, discovery, and pushing boundaries.

Examples include The North Face, Jeep, and National Geographic.

Core value : Freedom

The Sage :

Represents wisdom, knowledge, and expertise. Brands with this archetype often focus on providing information, guidance, and education.

Examples include Google, TED Talks, and Harvard.

Core value : Understanding

PROVIDE STRUCTURE

The Creator :

Represents innovation, imagination, and self-expression. Brands with this archetype often focus on originality, creativity, and pushing the boundaries of what is possible.

Examples include LEGO, Apple, and Adobe.
Core value : Innovation

The Ruler :

Represents authority, leadership, and control. Brands with this archetype often focus on power, status, and creating a sense of order.

Examples include Rolex, Mercedes-Benz, and Microsoft.
Core value : Control

The Caregiver :

Represents compassion, empathy, and support. Brands with this archetype often focus on caring, nurturing, and making a positive impact on people's lives.

Examples include Johnson & Johnson, UNICEF, and Tom's Shoes.

Core value : Service

PURSUE CONNECTION

Everyman :

Represents innovation, imagination, and self-expression. Brands with this archetype often focus on originality, creativity, and pushing the boundaries of what is possible.

Examples include LEGO, Apple, and Adobe.

Core value : Belonging

The Jester :

Represents authority, leadership, and control. Brands with this archetype often focus on power, status, and creating a sense of order.

Examples include Rolex, Mercedes-Benz, and Microsoft.

Core value : Enjoyment

The Lover :

Represents compassion, empathy, and support. Brands with this archetype often focus on caring, nurturing, and making a positive impact on people's lives.

Examples include Johnson & Johnson, UNICEF, and Tom's Shoes.

Core value : Intimacy

WORKBOOK

WHICH BRAND ARCHETYPE DOES YOUR BRAND ALIGN WITH ?

Tick the box you think your Brand traits match with.

	ARCHETYPE	BRAND VOICE
☐	Everyman *Belonging*	*Friendly, Humble, Authentic*
☐	Jester *Enjoyment*	*Fun loving, Playful, Optimistic*
☐	Lover *Intimacy*	*Sensual, Empathetic, Soothing*
☐	Creator *Innovation*	*Inspirational, Provocative, Daring*
☐	Ruler *Control*	*Commanding, Refined, Articulate*
☐	Caregiver *Service*	*Caring, Warm, Reassuring*
☐	Innocent *Safety*	*Optimistic, Honest, Humble*
☐	Explorer *Freedom*	*Exciting, Fearless, Daring*
☐	Sage *Understanding*	*Knowledgable, Assured, Guiding*
☐	Hero *Mastery*	*Honest, Candid, Brave*
☐	Magician *Power*	*Mystical, Informed, Reassuring*
☐	Outlaw *Liberation*	*Disruptive, Rebellious, Combative*

WHAT'S YOUR STORY?

What is brand storytelling?

Why is it important to have a brand story?

How can it help build the foundation for a strong brand?

Brand storytelling refers to the use of narratives and storytelling techniques to convey the essence, values, and personality of a brand to its target audience. It involves creating a compelling and authentic story around the brand, its history, purpose, and values, that resonates with consumers and builds an emotional connection with them.

Having a brand story is important for several reasons:

1

DIFFERENTIATION

In a crowded marketplace, a unique and compelling brand story can help a brand stand out from the competition.

2

EMOTIONAL CONNECTION

Brand stories create an emotional connection with consumers. When consumers can relate to a brand's story on a personal level, it evokes emotions such as trust, loyalty, and affinity, which can lead to stronger brand engagement and customer loyalty.

3

BRAND IDENTITY

A brand story serves as the foundation for a brand's identity. It helps shape the brand's personality, values, and positioning in the minds of consumers, creating a consistent and coherent brand image that resonates with the target audience.

4

AUTHENTICITY

Authenticity is a key factor in building consumer trust. A genuine and compelling brand story helps convey the authenticity of the brand, its history, and values, which can foster trust and credibility among consumers.

Building a strong brand foundation through brand storytelling involves understanding the target audience, identifying the brand's unique value proposition, and crafting a narrative that aligns with the brand's essence and values. The brand story should be authentic, consistent, and memorable, and should be reflected across all brand touchpoints, including brand messaging, visuals, and customer experiences. A well-crafted brand story can help create a strong emotional connection with consumers, build brand loyalty, and differentiate the brand in a competitive market.

Here are some inspiring examples of brand storytelling:

Nike - *"Just Do It"*

Nike's iconic slogan "Just Do It" is a powerful example of brand storytelling. It encapsulates the brand's message of empowerment and inspires customers to overcome challenges and achieve their goals, no matter how big or small. Nike's brand storytelling focuses on the stories of athletes who push their limits and overcome obstacles, encouraging customers to take action and pursue their passions.

Fevicol - "Ultimate Bonding"

Fevicol, a popular adhesive brand in India, is known for its humorous and creative ads that tell stories of how Fevicol's strong bond can solve everyday problems. Fevicol's brand story revolves around the idea of "ultimate bonding" and its campaigns often feature funny and relatable situations that highlight the strength and reliability of the brand's adhesives, making them memorable and entertaining.

Airbnb - "Belong Anywhere"

Airbnb's brand storytelling is centered around the idea of belonging. Their "Belong Anywhere" campaign highlights the unique experiences and connections that travelers can have when they stay in an Airbnb property, fostering a sense of inclusivity, diversity, and global community. Airbnb's brand storytelling focuses on creating meaningful travel experiences and building a sense of belonging among their customers.

Apple - *"Think Different"*

Apple's iconic "Think Different" campaign is a prime example of brand storytelling. The campaign features stories of famous individuals who have challenged the status quo and made a difference in the world, aligning with Apple's brand philosophy of innovation, creativity, and pushing boundaries. Apple's brand storytelling inspires customers to think differently, embrace their uniqueness, and strive for excellence.

Dove - "Real Beauty"

Dove's "Real Beauty" campaign challenges traditional beauty standards and promotes body positivity and self-esteem. The campaign features real women of diverse shapes, sizes, and ages, celebrating their natural beauty. Dove's brand storytelling focuses on empowering women and fostering self-confidence, encouraging customers to embrace their own unique beauty.

Successful brand storytelling can create a strong emotional bond between a brand and its customers, fostering brand loyalty and advocacy.

WORKBOOK

KEY IDEAS FOR BRAND STORY

1

A Character

2

with a problem

3

Meets Guide

4

That gives a plan

5

Calls them to action

6

Resulting Success

7

Avoiding Failure

ARE YOU READY TO UP-LEVEL YOUR BRANDING ?

To book a Brand Strategy Session.
Mail us at consult@ideoholics.com

THANK YOU FOR READING!

Hailing from a Creative background with specialisation in Applied Arts, I learned how to use visuals to communicate and connect with the target audience. After gaining experience working with Advertising Agencies, Animation Production house, Marketing Agency and web agencies, I gained insights and experience supporting various startups build brand identities that have lasted the test of time. Some of the brands for which I contributed to build include *Bonn Foods, Sportking, Czar Bath Fittings, Beer Cafe', Sanfort Play Schools, Paramount Cables, Prag industries, City Falcon, HireInfluence Inc., Audax Labs, Nexus Co-working, and many other startups.*

Over the years, I understood that before building a Brand Identity, there is a great need to understand what lies at the core of a Brand. Learning from the likes of Marty Neumeier, Ran Segall, Chris Do and *Stephen Houraghan, got into the depths of understanding how to first build the foundation for a successful brand.*

I hope this e-book brings value and insight for you and your envisioned Brand.

MADHURI GARG
BRAND *STRATEGIST*

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