



The Brand Pyramid



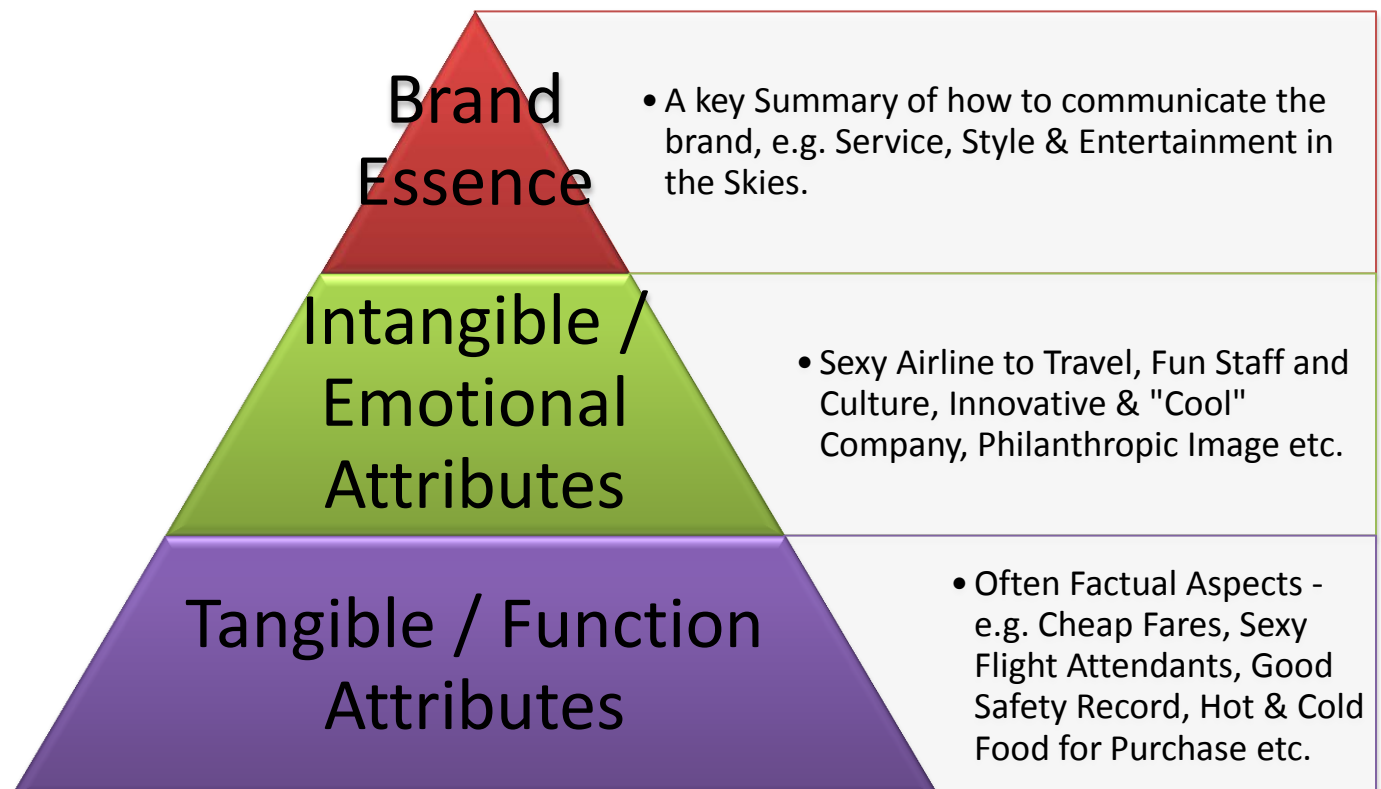
The Brand Pyramid – The Origins:

“Top” Advertising Agencies often work at a very high level for “Top” Companies in helping them create Powerhouse Brands in the Market. Be it Sporting Shoes, Airlines or even the Government - Millions can be often spent on anything from Powerful Designs right through to Market Research to work out the impact they are having on their desired customers.

One powerful tool often used by top agencies is the “Brand Pyramid”. Its purpose is to capture the “Tangible” and “Intangible” aspects of brand, derive a punchy “Brand Essence” and also document the different Aspects of a Brand. This is useful to help a wide range of people understand exactly how the Brand is structured and how to work with it (e.g. from a Newspaper Advertisement, right through to Web Design).

This is also very powerful in the case of Small and Medium Businesses when you are either establishing yourself, or repositioning yourself for future growth and success.

How the Pyramid Works:



Applying it to Your Brand / Company:

This process can really help you not only figure out the “Right Words” to Promote your company with, but can help to “Capture” your Strength. This can help from designing your image, right through to exact wording to train your sales staff. People pay a “Premium Dollar” or a “Premium Image” too so keep that in mind!

Apply this to your own situation - and remember, “Common Sense” always prevails:

What are the Physical & Tangible Aspects of your Company's Offering / Brand?

This is often the more “Factual” and “Obvious” aspects of what you do.

What are the Emotional & Intangible Aspects of your Company's Offering / Brand?

Remember, Humans decide with “Emotion” first then back up with Logic (Whether they admit it or not!).

How can you “Word Smith” it into a Powerful, Concise and Positive Statement?

This can be the “Tough Bit” - what are the “Killer Words” that sound great, which puts your best foot forward?

How do “Credible” people perceive what you are saying?

Just because “You Love it” doesn’t mean anyone else will. Do some Research and find out what “Credible” people think!

As Steve Job's RIP used to say to his Staff behind Closed Doors “It's Perfect or it's S#&T”.

Make yourself and your Brand Awesome!