

Building a Brand Telling Your Story

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Overview

1. What is a brand?
2. Brand as a Business Strategy
3. Brand Execution
 1. Brand Architecture
 2. Brand Trademark
 3. Voice of the Customer
4. Story Telling
 1. Start with your WHY
 2. Storyboarding
5. Applying the Case Study



Branding

What is Branding?

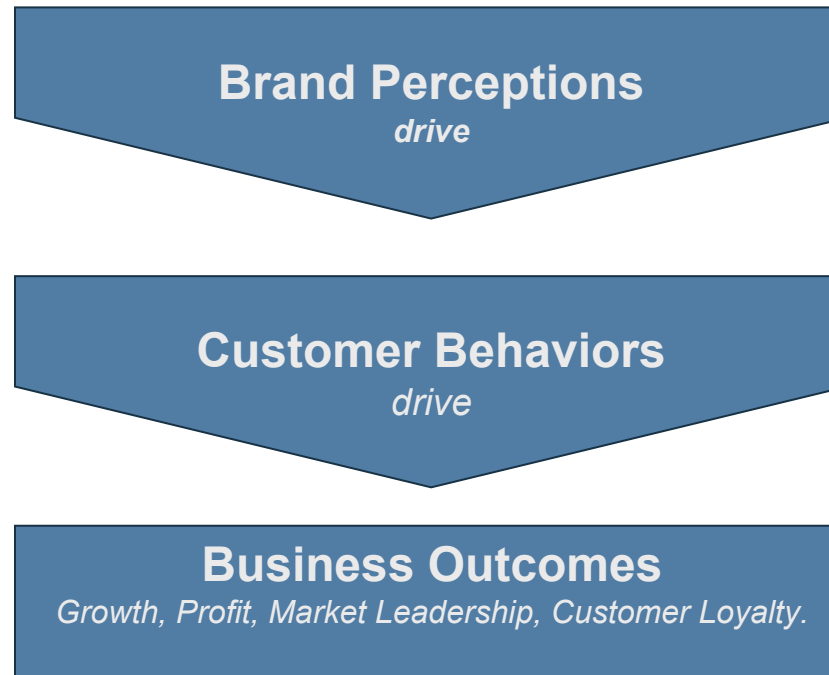
Brands are the sum of:

- Who you are.
- What you do.
- The promise and experience that you make and deliver to your customers.

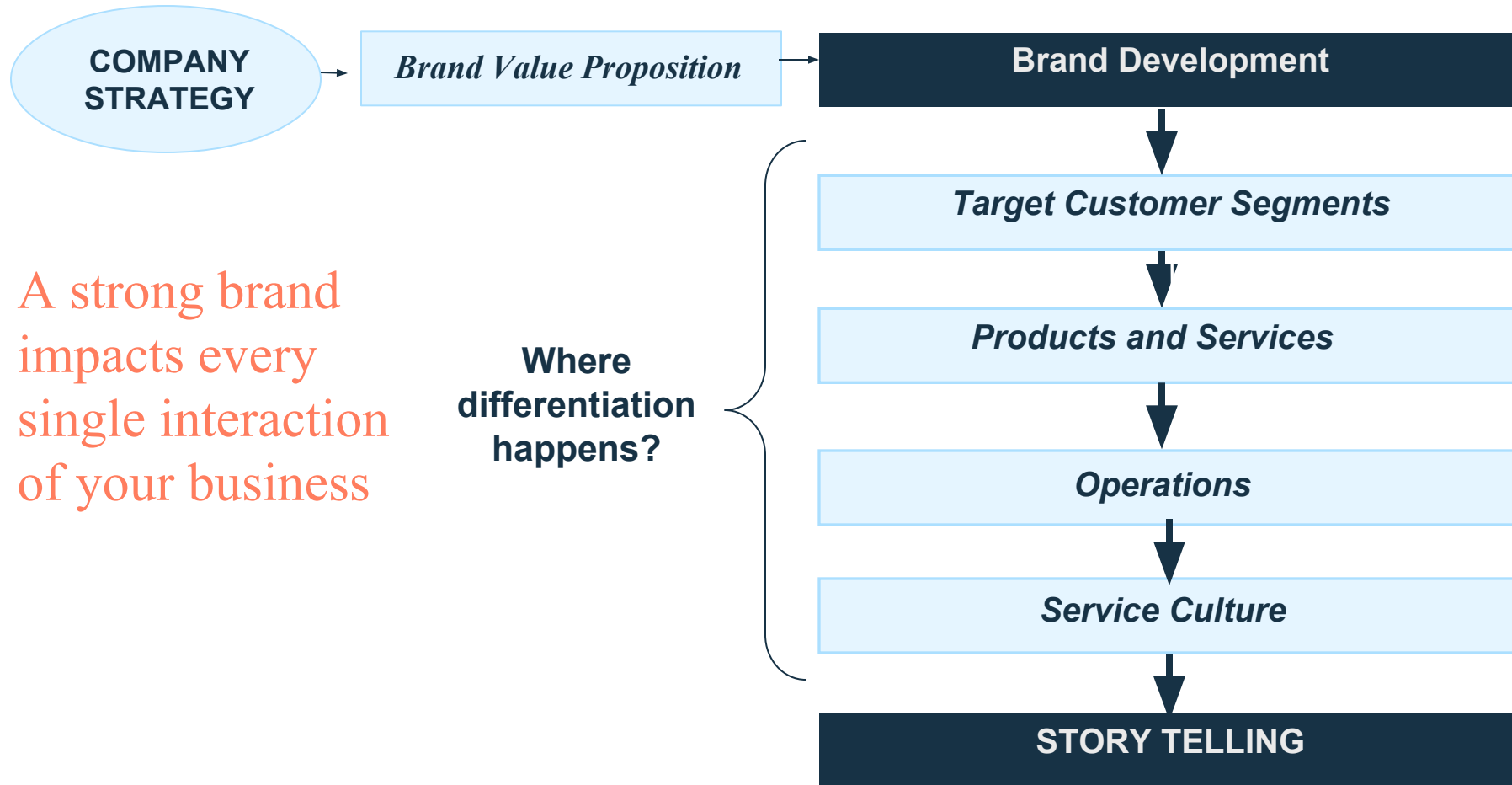


Why is Brand Important?

1. **Brands are central to customer value.**
2. **They help customers make choices.**
3. **They drive business success.**



Brand as a Business Strategy



Brand Architecture

Monolithic

McDonald's

Starbucks

Endorsement

Kellogg's

Marriott

House of Brands

Proctor & Gamble

Unilever

Brand Architecture Examples



Trademark: Categories of Distinctiveness

1. **Fanciful** – expressly created to serve as a trademark: *Kodak, Exxon*
2. **Arbitrary** - commonly used words, but do not have any relationship with product service: *Apple, Dove*
3. **Suggestive** – suggests a particular quality without describing it completely: *Netflix, Microsoft*
4. **Descriptive** – describes the purpose, nature or an attribute of product or service: *American Airlines, Best Buy*
5. **Generic** – actual names of the products or service they represent – *Band-aid, Kleenex*

Most
Protected



Least
Protected

Who are your Customers?



Let's Start with:
People/Buyers/Organizations?

Individual

- Age
- Gender
- Ethnicity
- Geographic location
- Generation
- Psychographics (lifestyle)

Voice of the Customer

How to Learn What We Don't Know

- Whether customers or enough customers will buy what we propose to offer...
- Whether they will pay the price we want/need...
- Which target market is the most promising one...
- What values drive their decisions....

Sample Interviews: How to Learn What We Don't Know

Intro

What's the correct spelling of your Name: _____

Where do you live?

How long have you lived in _____?

What do you like best about living in _____?

Where do you buy your produce?

Product

On a scale of 1-10, how important is fresh produce to you?

Can you tell me more about why you said _____?

Pricing

What price would you expect to pay for fresh produce?

Sweet Potatoes?

Can you name the Top 10 brands in 2022?

<https://interbrand.com/best-brands/>

Top Brands are:

- Clear about what they stand for
- Transparent
- Consistent Over Time

Reflective Questions:

1. What business are we in?
2. How are we shaping culture and the world on important topics?

Story Telling

Start with your Why

Why?

Our Mission
Why the company exists.

Why?

Vision
A compelling future point, a finish line. Time bound.

How?

Our Values/Strategy
Deeply-held beliefs and unbreakable principles
Focus

Who?

Our Customers
Wants/Needs

What?

Our Promise

Example of a Regional Health System in ENC

Mission, Vision and
Values are the
foundational building
blocks of your brand

Our mission To improve the health and well-being of
eastern North Carolina

Our vision To become the national model for rural
health and wellness by creating a
premier, trusted health care delivery and
education system

Our values

- Integrity
- Compassion
- Education
- Accountability
- Safety
- Teamwork

Our promise

Ours is a culture of health and healing

Partnering with one another

We believe in open environments where people can question and speak freely. We believe in engaging patients and activating them to be the strongest member in their health care team. Ultimately, greater partnerships with caregivers lead to improved patient and team engagement, safety, quality and teamwork.

Loving is the path forward

We believe in loving patients and their families. We're with them on their journeys — as trusted team members and compassionate health care partners.

Living our passion

We believe in delivering health care with energy and compassion. We are leaders and champions of good health, and effectively harnessing our passion has a direct effect on patient outcomes and infuses vitality in our communities.

Living our mission

We believe in making health care more accessible. Let's bridge the distance, forge stronger relationships and promote healthy lifestyles to improve well-being.

Bringing greater innovation to rural health

We believe that community-based health care and groundbreaking medicine go hand in hand. Every day we're working to make health care leading-edge and convenient.

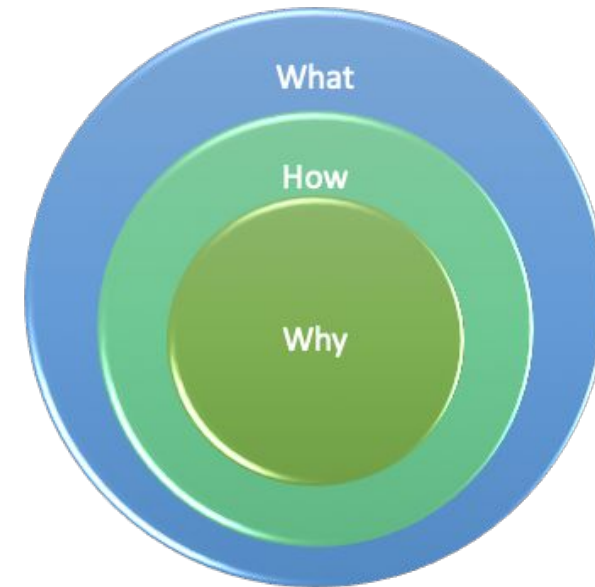
We are Vidant Health
and we are leading the
way in rural health care.



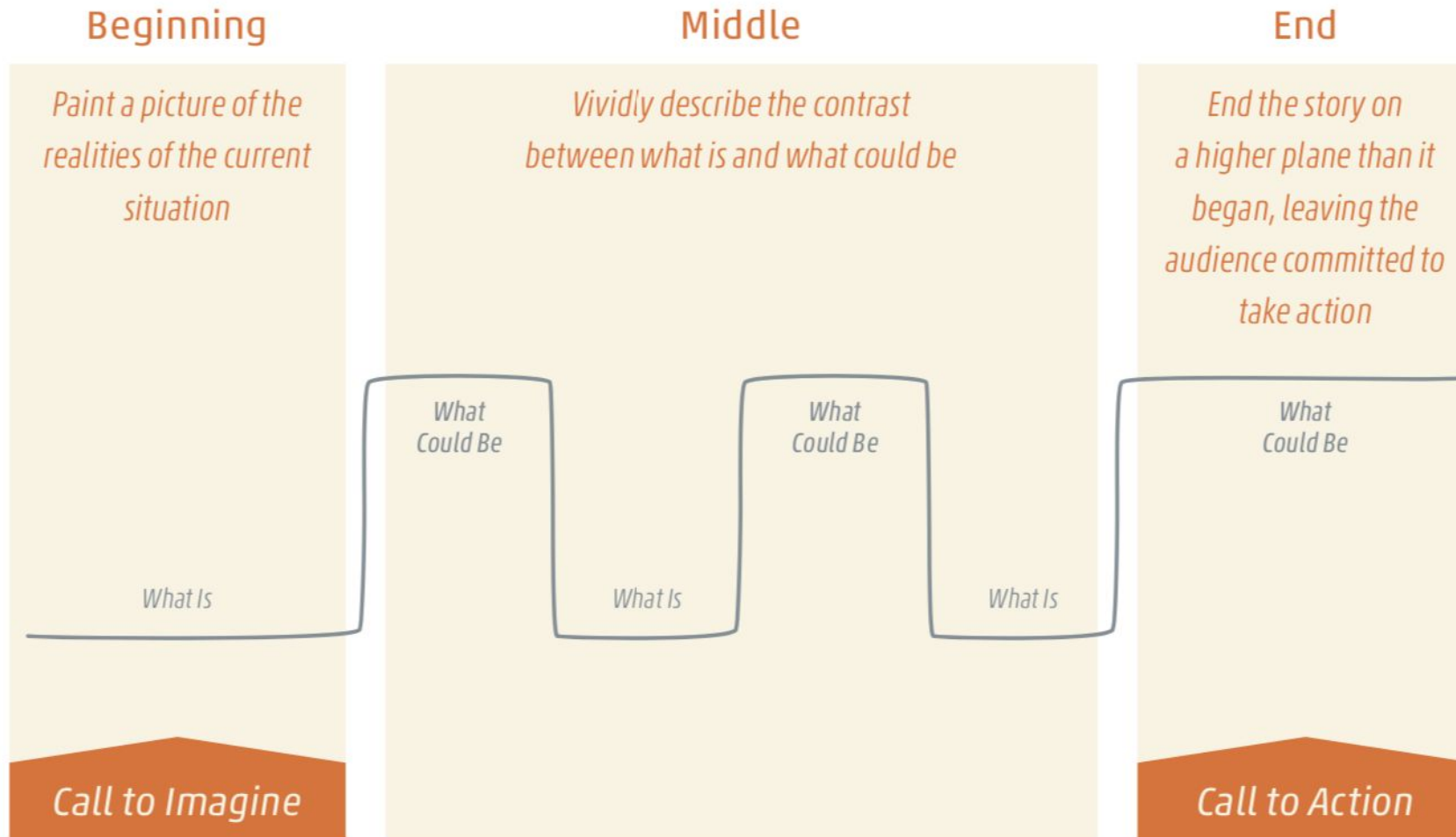
Creating Your Strategic Narrative

1. What business are you in? (Ex: Starbucks)
2. What do you stand for?
3. Who are your customers/stakeholders?
4. Do you have a social responsibility?
5. What are you good at?
6. What are you passionate about?
7. What can you promise?
8. What is your niche?
9. What differentiates you from your competitors?

Simon Sinek's Golden Circle



Storytelling Map



Source: The Innovation 90 Framework

Application

1. What is your Mission? (Why you exist)
2. What is your Vision? (What are you striving to become?)
3. What are your Values? (Behaviors that guide you)
4. What is Your Why? (Golden Circle)
5. Who are your Customers?
6. What is your Value Proposition for each customer?



Questions?



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