



Mini Guides:

BRAND MATTERS



Creating, Connecting & Nurturing Brands

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A really strong brand evokes a reaction and a response. People start speaking its language, reciting its values and even feeling a certain way about it when they picture it.

You want to be known for great quality, taste, and respect for the environment. But what does that look like? It needs parameters based around values otherwise it could be seen as an empty claim. To give substance to this vision you could say:

- We will only supply blueberries in the following tried and tested varieties: [insert yours here]
- They must be at least 10mm diameter to achieve optimal taste within the varieties we supply
- The sugar content must be at least [insert your answer here] to meet our taste standards
- They must fall within this colour range in order to be sold [illustrate yours here]
- Our fruit will travel a maximum of [insert your answer here] air miles
- We will only use recyclable packaging
- We will invest in water reduction measures
- We will pay a fair wage in all parts of the supply chain

It is also important to state what you will not do. Examples might include:

- We will never lie about the sourcing of our products
- We will not supply the fruit if the quality is not right
- We will not work with farms who do not respect and safeguard their employees

If we cannot achieve these parameters, **we will not sell our product.**



The last statement is the one that takes real courage. If you do not adhere to it, it will completely undermine your brand. If you are putting a logo on your product then it would simply be identifying a package of untruths. You cannot then hide this behind a supermarket brand because you have pinned your own name to it.

Where do I start?

Here are a few questions to consider when contemplating creating a brand.

- What do you care about? Why?
- What is important for this product, and why?
- What is the need, and why is it there?
- What are you, and what are you not?

Once you have answered these, you will have a focus from which to create your vision.

Action plan

- Start with your values (your 'why?') This might take the form of a staff workshop
- Build these into every touchpoint (everywhere your staff and customers encounter your brand). This will require some strategy work
- Create a visual system that identifies these, everywhere they occur. This will involve a branding exercise
- Consistency is absolutely critical to credibility and recognition, therefore internal branding is as important as external branding. You can address this through employee advocacy programmes, branding guidelines, and internal branding exercises
- Create a communication strategy and plan for your internal and external audiences and implement it

Your brand is the sum total of all the meanings that all your possible audiences carry around about you in their heads and in their hearts

- Simon Middleton, The Brand Strategy Guru



At Brandbloom our mission is:

To empower creative teams from the world's most innovative and ethical companies to adopt strong principles and fantastic results through outstanding design and creative thinking.

With our 'Brandscaping' service, we bring impact and cohesion to your visual identity in order to grow your business.

We are a leading voice in:

Creating

Brand conception, positioning, visual identity and visibility

Connecting

Brand futures, networking, strategy and reach

Nurturing

Brand building, excellence, development and ethics

To discuss how to make your brand bloom, get in touch with us today:

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