



Congratulations! You've decided to do what so many others are too scared to do...take action. Following on from our branding segment with SouthSouthWest, we're pleased to share with you a quick recap of their branding cycle and a 'brand on a page' template. It's designed to help you, or any brand owner or leader define a unique & engaging brand proposition.

Now jump in and make something amazing! You got this.

THE BRANDING CYCLE

Alrighty, so this might look a little technical at first, but trust me... with a strong coffee and a spare hour or two you can easily create an amazing brand just by following this road map. Re-watch Episode Two to hear SouthSouthWest explain how it all works ;)

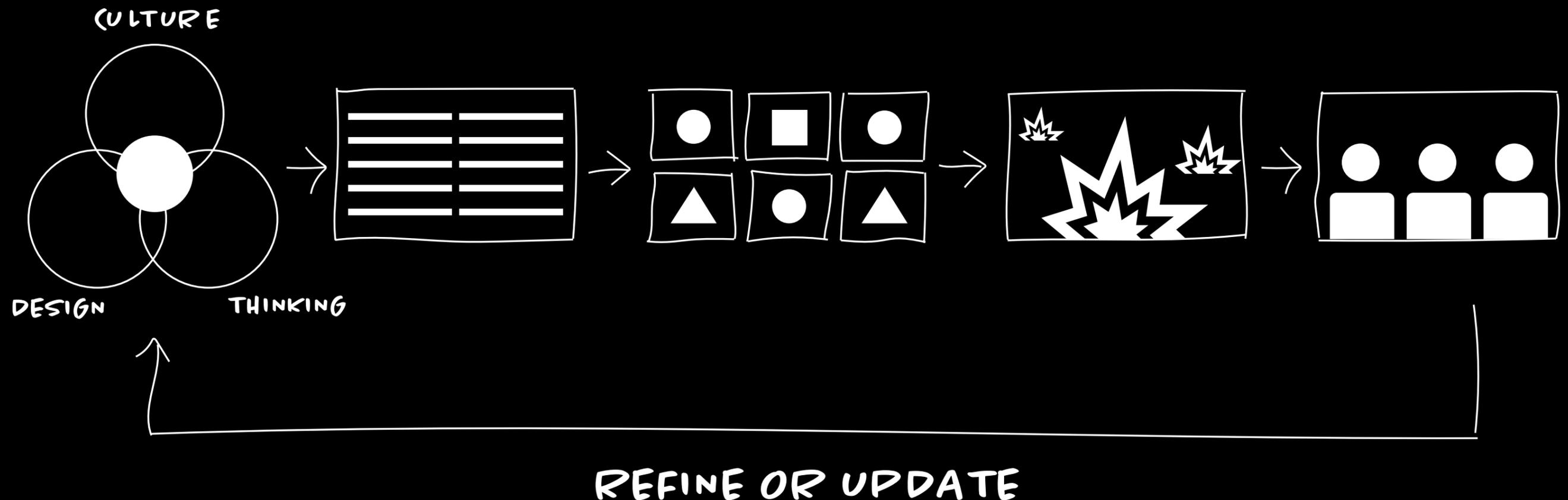
1. POWERFUL & UNIQUE POSITIONING

2. CLEAR STRATEGY ON A PAGE

3. EFFECTIVE BRAND IDENTITY TOOLKIT

4. CONSISTENT APPLICATION TO TOUCHPOINTS

5. CUSTOMER/AUDIENCE FEEDBACK



STRATEGY ON A PAGE

So if you are doing this right, it should do exactly what it says on the box; define the strategy of your brand on one page. So grab an A4 sheet of paper and a pen, relax and write down whatever comes to mind for each of these questions.

1. Brand Purpose

What is the single idea or quest your brand is being created to achieve? What drives you and your team? 5 words max.

3. Brand Goals

List the top 3 goals your business will achieve in year one if the brand does what you need it to do:

5. Your Cultural Niche

Where are your brands mega-fans going to come from? Describe in 10 words or less the people & cultural niche(s) that you see your brand connecting with.

7. Brand Utopia

How will your customers or audience describe your brand in 4 words or less, if it lives up to your wildest dreams?

2. Customer Promise

How would you describe the ultimate value that your product or service delivers your customer? Hint - it must be unique and ownable. Write it like a promise you will never break. 5 words max.

4. Product Experience

In the most evocative, real and raw language, describe how you want people to feel when they experience your product or service? 4 single words max.

6. The Design Challenge

Thinking about every aspect of your business, what are the top #3 most important things that need to be designed? They could be a logo, website, a building or an experience.

The Wrap Up

Now join the dots on your answers...Are there any conflicts or contradictions you need to resolve? Does everything line up? Does one idea sum it all up? Can you now boil down what your brand is all about in one clear sentence?

SouthSouthWest.

SouthSouthWest is a
global brand & design
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To see more of their work, or to
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