ONE PAGE SUMMARY

Creative Skills › Branding & Visual Identity › Brand Strategy

Overview

Mastering Brand Strategy for Lasting Impact

DEFINITION

> Brand strategy is a long-term plan for developing a successful brand. It defines how a brand wants to be perceived in the market.

KEY CONCEPTS

Brand Purpose

This is the reason a brand exists beyond making money, guiding its mission and values.

Target Audience

Identifying the specific group of consumers a brand aims to reach is crucial for effective messaging.

Brand Positioning

This defines how a brand differentiates itself from competitors in the minds of consumers.

Brand Voice

The consistent tone and style of communication a brand uses to connect with its audience.

Visual Identity

The visual elements of a brand, including logo, colors, and typography, that create recognition.

EXAMPLES

→ Nike's 'Just Do It' slogan embodies its brand purpose of motivation.

→ Coca-Cola's red and white colors are instantly recognizable and reinforce its visual identity.

→ Apple positions itself as a premium brand focused on innovation and design.

MEMORY TIPS

★ Remember 'PPTV' for Purpose, Positioning, Target audience, and Visual identity.

★ Use the acronym 'BVP' to recall Brand Voice and Purpose.

★ Visualize a brand as a person to remember its voice and purpose.

COMMON MISTAKES

✗ Neglecting to define a clear target audience.

✗ Inconsistent brand messaging across different platforms.

✗ Focusing too much on visuals without a solid strategy.

QUICK RECAP

Brand strategy is essential for defining how a brand is perceived in the market. It includes understanding brand purpose, target audience, and maintaining consistent messaging and visuals.