



Brand Glossary – Applied to a Company’s Strategy

MARCOM point.solutions transforms a standard brand glossary into a strategic plan – taking the elements of brand building and demonstrating to clients the importance of defining the brand and how the brand essence will be communicated through integrated marketing communications.

XXXX Brand Foundation

The brand foundation is the groundwork for powerful marketing that connects with an organization’s customers, spelling success for both the organization and the customers who benefit from the organization’s services. The brand foundation includes the elements listed below from *Brand Architecture* to *Value Proposition*, which are defined in general terms and then explicitly provide an XXXX solution.

Brand Architecture How an organization structures and names the brands within its portfolio. There are three main types of brand architecture systems: monolithic, where the corporate name is used on all products and services offered by the company; endorsed, where all sub-brands are linked to the corporate brand by means of either a verbal or visual endorsement; and freestanding, where the corporate brand operates merely as a holding company, and each product or service is individually branded for its target market.

XXXX Solution

Architecture Type: Monolithic

Brand: Company Name

Sub-brand: Product 1

Sub-brand: Product 2

Brand Essence The brand's promise expressed in the simplest, most single-minded terms. For example, Volvo = safety. The most powerful brand essences are rooted in a fundamental customer need.

XXXX Solution

XXXX = service

Brand Experience The means by which a brand is created in the mind of a stakeholder. Some experiences are controlled such as retail environments, advertising, products/services, websites, etc. Some are uncontrolled like journalistic comment and word of mouth. Strong brands arise from consistent experiences which combine to form a clear, differentiated overall brand experience.

XXXX Solution

Word-of-mouth

Client referrals

Website

Apparel (e.g., t-shirts)

Workshop

Testimonials

Brand Identity The outward expression of the brand, including its name and visual appearance as well as personality and essence. The brand's identity is its fundamental means of consumer recognition and symbolizes the brand's differentiation from competitors.

XXXX Solution

Company Name (the brand): XXXX

Logo: design under development

Corporate / Visual Identity: in progress

Tag Line: *Defines core of business*

Differentiators: Innovator, integrity of services, thought leadership, passion for quality and excellence

Brand Personality The attribution of human personality traits (seriousness, warmth, imagination, etc.) to a brand as a way to achieve differentiation. Usually done through long-term above-the-line advertising and appropriate packaging and graphics. These traits inform brand behavior through both prepared communication/packaging, etc., and through the people who represent the brand – its employees.

XXXX Solution

Bold

“A”-list

Truthful

Direct

Professional

Powerful

Brand Image The perception of a brand in the minds of consumers. The brand image should be a mirror reflection of the brand personality. It is what people believe about a brand – their thoughts, feelings, expectations.

XXXX Solution

World class

Exceptional

Innovative

Unique

Fun

Inspiring
Timeless
Symphonic
Sophisticated
Experienced
Insightful
Rewarding
Traditional

Brand Platform The Brand Platform consists of the following elements:

- **Brand Vision** The brand's guiding insight into its world.

XXXX Solution

To serve...

Brand Mission How the brand will act on its insight.

XXXX Solution

To offer groundbreaking...

- **Brand Values** The code by which the brand lives. The brand values act as a benchmark to measure behaviors and performance.

XXXX Solution

Real

Free

Sincere

Warm

Open

Professional

Service oriented

Leadership

Brand Positioning The distinctive position that a brand adopts in its competitive environment to ensure that individuals in its target market can tell the brand apart from others. Positioning involves the careful use of every element of the marketing mix.

XXXX Solution

Innovators

Unique Thought Leadership

Trustworthy

Brand Strategy A plan for the systematic development of a brand to enable it to meet its agreed objectives. The strategy should be rooted in the brand's vision and driven by the principles of differentiation and sustained consumer appeal. The brand strategy should influence the total operation of a business to ensure consistent brand behaviors and brand experiences.

XXXX Solution

Formulating as reflected in this document

Brand Tone of Voice How the brand speaks to its audiences. Tone of voice allows the brand to convey its values or qualities through the language it uses.

XXXX Solution

Professional

To the point

Sophistication

Ease

Personal

Non-dogmatic

Simplistic

Inclusive

Core Competencies Relates to a company's particular areas of skill and competence that best contribute to its ability to compete.

XXXX Solution

Consultative Services

Unique Thought Leadership

Corporate / Visual Identity At a minimum, is used to refer to the visual identity of a corporation What a brand looks like - including, among other things, its logo, typography, packaging and literature systems. But usually taken to mean an organization's presentation to its stakeholders and the means by which it differentiates itself from other organizations.

XXXX Solution

Company name: XXXX

Tag line: *Defines core of business*

Logo: in progress

Corporate Identity: in progress

Differentiator: passion for quality and excellence

Go-to-Market Strategy Encompasses the channels that a company uses to connect with its customers and the organizational processes it develops to guide customer interactions from initial contact through fulfillment. The right go-to-market strategy has a significant impact on a company's ability to cost-effectively deliver its value proposition to each of its target segments. Companies are becoming increasingly focused and sophisticated in the way in which they compete to create superior customer value.

- **XXXX Channels:**

Word-of-mouth

Website

Workshops

Articles

Marcom collateral

- **Organizational Processes:**
 - Focused business philosophy
 - Collaboration with talented individuals
 - Thorough strategic planning
 - Highly professional and effective communications (voice, email, etc.)

Message Platform Messages that the organization creates to describe itself or its fundamental enterprise should reflect key elements of the institution's identity. This is an articulation of key communication points that the company wishes to reinforce about itself. Text in all marketing communications materials should deliver a consistent message.

XXXX Solution
Concepts to Highlight
High quality
World class

Terms to Avoid
Vernacular

Positioning Statement A written description of the position that a company wishes itself, its product or its brand to occupy in the minds of a defined target audience.

XXXX Solution
XXXX is an innovative leader in the field of XXXX, etc.

Value Proposition A statement summarizing the customer targets, competitor targets and the core strategy for how one intends to differentiate one's product from the offerings of competitors.

XXXX Solution
Lead the way in this field with innovative products and services to...