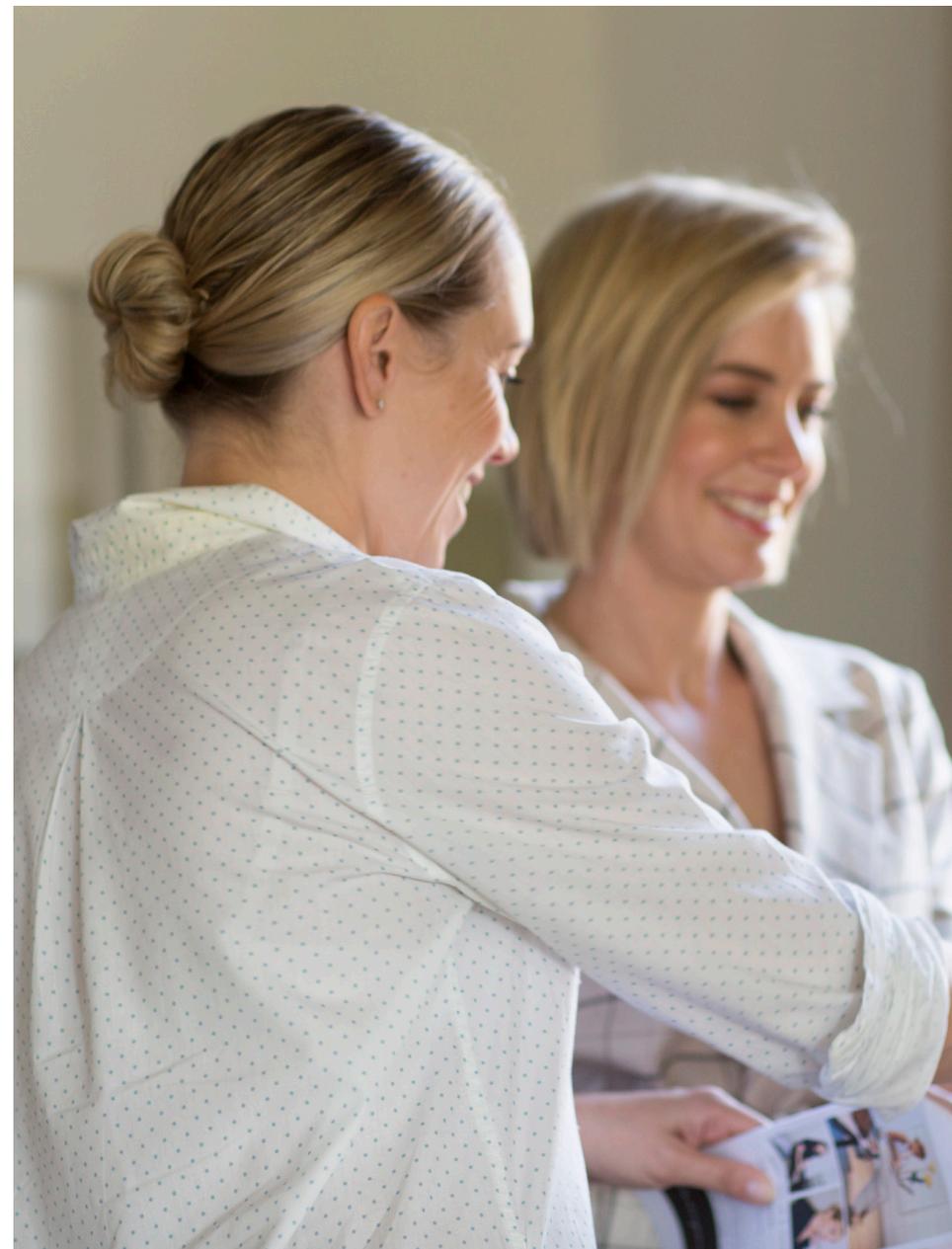


THE BLANCPACE

BRAND
BUILDING
Starter Kit.

By ERIN FRASER
founder of BLANCPACE CO.



“Building a *brand*
– not just a
business – is the
secret sauce to long
term *success.*”

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About this guide.

The Blancspace brand building starter kit is the the opportunity you've been looking for.

The moment you take your business and begin to position it as a brand. We explain why building a brand is the most important thing for your business and give you a 3-step system with worksheet exercises to follow for continued success.

About the author.

Erin Fraser founded Blancspace in 2016 with a passionate belief that every business has a “white space” opportunity – to build a brilliant brand. Having built a twenty year career with some of the world’s most acclaimed global brands including Estée Lauder, Tom Ford and L’Oreal, Erin now combines this corporate expertise with extensive small business experience into a personal, practical and professional Marketing and Communications service based in Adelaide. Erin also recently opened a luxury co-working and collaborative event space, Blancspace Maison, which has allowed her to bring the Blancspace brand to life, in real life.

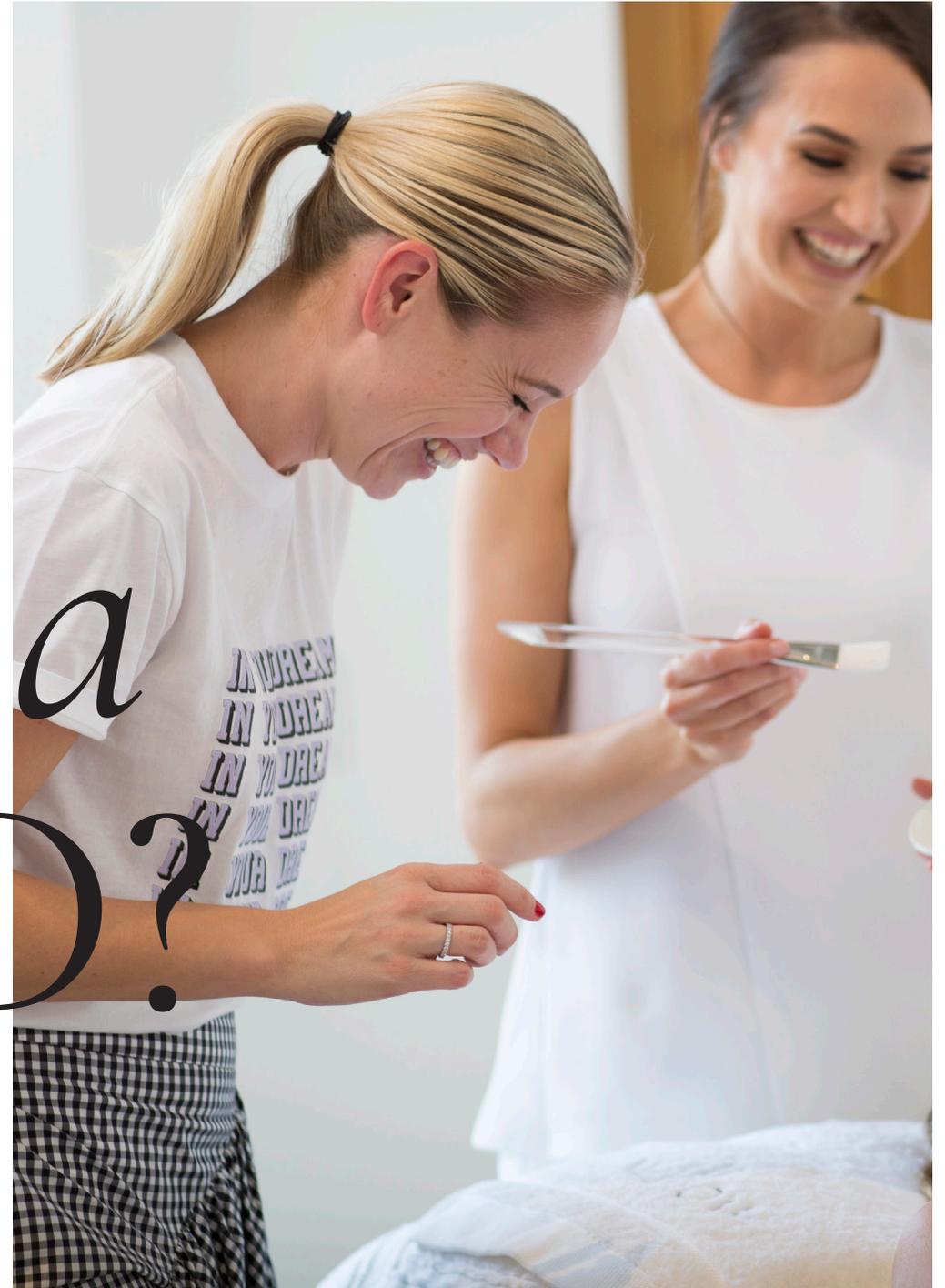
“Your *brand* is
what other people
say *about you*
when you’re not
in the *room*.”

JEFF BEZOS, AMAZON

IN THE KNOW

What is a **BRAND?**

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What is a brand?

Think about it for a minute... it's actually hard to articulate, isn't it?

That's because a brand is intangible; it's an experience.

A brand is a 'world' that you have the power to create. An opportunity to make someone FEEL something, and that's why brands are so powerful. A brand induces an emotion, a connection, an association. It makes you feel like you belong, or, don't belong if the brand isn't for you. And that's ok! It's actually the point. Because you want to create a brand that attracts the right people to you. Your kind of people. People like us. You want to create a world that warmly welcomes your ideal customer. You want to establish a benchmark for expectation, what it is that your ideal customers can expect from you each and every time they interact with you.

A brand is your story, your purpose and personality all rolled into one experience that is made up of many many different touch points. Yes the creative is a part of it, but these brand filters are purely a visual representation of something much bigger.

Think of your brand in terms of the human senses; what does it look like, sound like, smell like and taste like. Then using these cues, think about how you can give your customers a completely immersive experience.

The experience that engages all '6' senses is your brand personality and building it is the single most important thing you can do for your business today.

*Why should
you build a
brand?*

- / Creates recognition
- / Cultivates customer loyalty
- / Develops community
- / Creates leverage
- / Positions you as an expert
- / Drives business growth

“Building a brand is a long-term pursuit. A marathon, not a sprint. An investment piece, not an impulse buy.”

ERIN FRASER, BLANCSPACE





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How to build a brand

Step 1 – Position your business as a brand

In order to position your business as a brand, consider your;

1. Story
2. Signature
3. Offering
4. Customer
5. Communication
6. Experience

Story Signature Offering

Brand building considerations

1. STORY

Your background story is what makes your brand unique because there is simply no other story like it. Your story sets up your reason for being and provides a context for ongoing engagement with your audience. It is an opportunity to seamlessly connect fantasy with fact, and provenance to product.

4. CUSTOMER

A loyal customer is one of the most valuable assets your brand can ever have; a living, breathing, walking advertisement for your brand, a real life ambassador that will authentically influence their network by wearing, consuming or talking about your product. Identify who your ideal loyal customer is to inform all of your brand's communication.

2. SIGNATURE

A suite of signature visual filters through which to experience your brand provides a consistent identity across all the different places your audience might come into contact with your brand, both on and offline.

5. COMMUNICATION

Consistent and contextual communication about your offering to your ideal loyal customer is what will build your brand. Meet them where they are, where their attention is, and demonstrate how your offering can deliver them value to position your brand as contemporary and relevant.

3. OFFERING

You can have the greatest promotion in the world but if your product (or service) doesn't live up to its promise there is little point in building a brand around it. Champions do the basics brilliantly so get your product, packaging, pricing and distribution right.

6. EXPERIENCE

Customer experience develops reputation and reputation builds trust. If a customer has a fun, happy or exciting experience with you once, and then again, and again, they begin to trust that this is what they can expect when they interact with your brand. Put experience – on and offline – at the center of your business.

“The *strategic* will
inherit the *earth.*”



How do you build a brand?

Step 2 – Create a Brand Strategy

The Basics

What you need;

- / **Brand Identity** – your vision, mission, objectives, values, culture, personality and creative direction
- / **Brand System** – your logo, icon, typography library and colour palette
- / **Style Guide** – how to use your brand system across web, digital, social, packaging and print

The Benefits

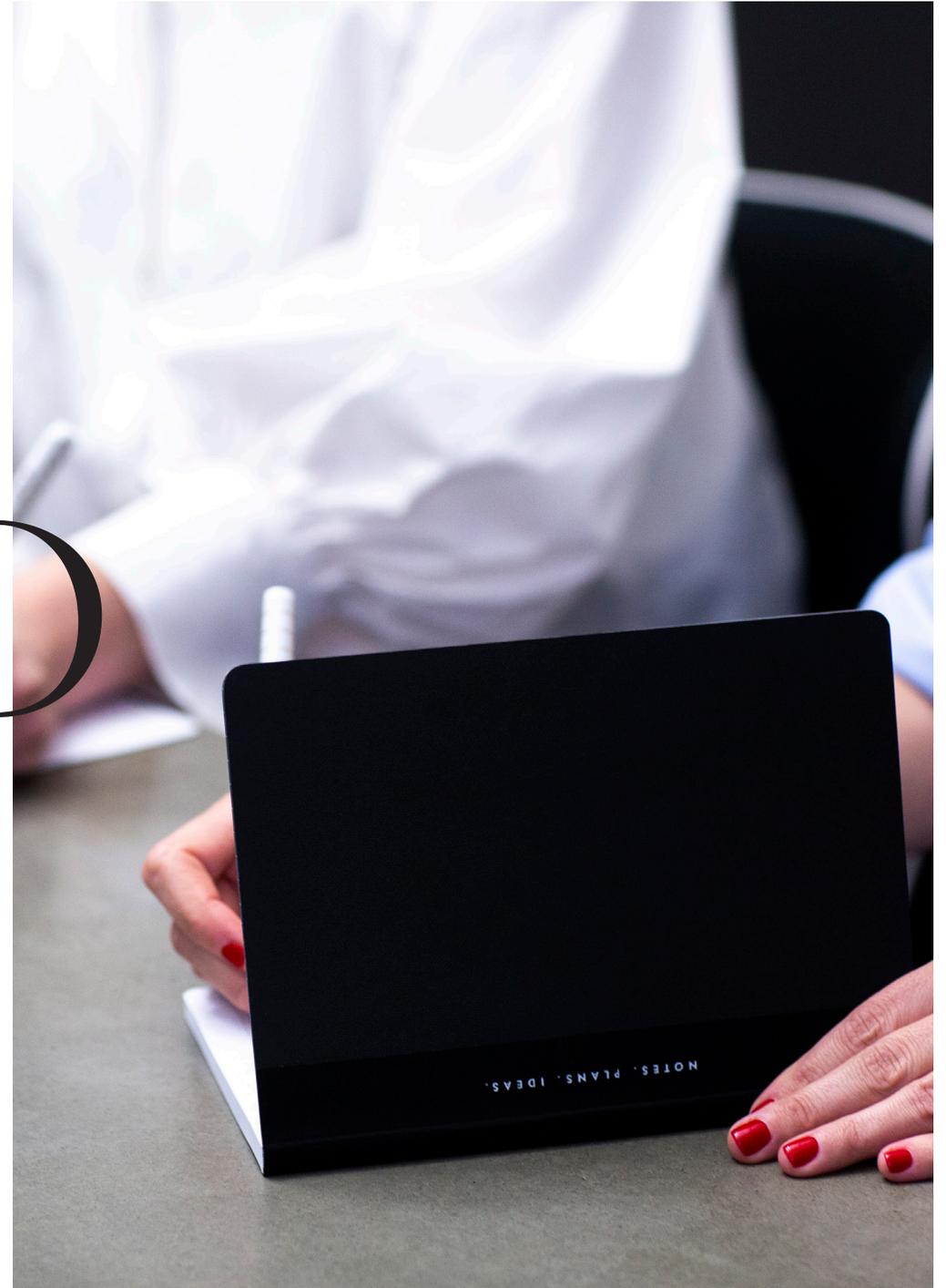
What is also good to have;

- / **Brand Positioning** – what your brand does best, what your brand is, what it is not, your offering and message
- / **Target Audience Profile** – a picture of the high value customers who would be most interested in your brand
- / **Keywords** – relevant key words that support your offering

GETTING TO KNOW YOUR BRAND

BRAND *Strategy*

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Start your Brand Strategy with these exercises.

Brand Objectives

Answer the below questions to create goals and give your brand direction.

What is it that you ultimately want to do?

What drives you to do what you do? (This is your WHY).

What do you believe?

Where is your brand now?

What is the potential/where do you want it to be?

Are you ready to take action now?

Start your Brand Strategy with these exercises.

Brand Essentials

Complete the below to define your brand instantly;

Our vision is (what are you ultimately trying to do?)

Our mission is (What do you do? How do you do it? Who do you do it for? What value do you provide?)

Our initial goal is

Our ideal customer is

They will buy our product or service because

Our USP (Unique Selling Proposition) is

Start your Brand Strategy with these exercises.

Brand Value Proposition

Complete the below for a quick brand snapshot;

Our brand is.....

For

Who

Our product/service is

That provides

Unlike



How do you build a brand?

Step 3 – Consistent, connected and contextual marketing and communications activity with a long-term horizon

Finally, consider how you will activate each of the below;

1. **Content creation** – blogs, on-brand images and video.
2. **Social media** – which platforms will serve your brand best? *Tip: choose 2 and go all in.
3. **Website** – this is your brand's digital home and needs to be consistent with your 'in real life' brand experience.
4. **PR** – media out reach, influencer campaigns and strategic partnerships.
5. **Events & experience** – visual merchandising, instore activations and collateral.
6. **Advertising** – digital, social, print and outdoor.

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Consistent Connect

“A brand is a *world*
that you have the
power to create.”

ERIN FRASER, BLANCSPACE

BLANCPACE ☪

The BLANCPACE *brand building* STARTER KIT

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