



The Pillars Approach.

By GEL Studios.

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Your brand needs to be strong, sustainable and long-lasting. We will work with you to create the Pillars of your brand.





What is a brand?

Quite simply - your brand is how your customer sees you. It identifies you, and distinguishes you from your competition.

If someone asks you to go to the shop to pick up the 'essentials' - are they the same for everyone? Everyone needs a common and agreed understanding of what the essentials (brand) are.

The product / service.

What are we selling?

- Key products / services?
- What's the bottom line benefit?
- What difference does it make to the audience?

To whom are we selling it?

- What's the demographic?
- What's their personality?

Why should they buy it?

- What key points support the bottom line benefit?
In order of priority...

The company.

Who are you?

- Summarise in a couple of sentences.

As a business, what are your strengths?

- List your top 3

As a business, what are your weaknesses?

- List your top 3

What is your purpose?

- Summarise in a few sentences.

What perception do you want to give clients?

- Summarise in a few sentences.

Individual answers.

Let's look at your individual answers to the questionnaire. If we compare your answers, how many differences will there be?



1. Position: the who.

We start with the “who”. Who are you, at your very core?

Your brand position is one statement, for **internal use only**. It helps guide the decisions of the business, and helps you make key decisions that affect your customer’s perception. It establishes the uniqueness, and is what differentiates you from competition.

Target customer:

What is a concise summary of the attitudinal and demographic description of your target group of customers?

The problem:

What problems are your customers facing?

Positive outcome:

What positive outcome are you giving your customers?

Brand USP / solution:

How do you solve the problems faced by your customers? How are you better from competition?



We help all **consumers** who want to **purchase products online** experience **quick delivery**. Unlike other online retailers, our solutions are **customer-centric with passion for innovation, and commitment to operational excellence**.



Nike helps **athletes in need of quality, fashionable athletic wear** source **high-performance shoes and athletic apparel** through its **commitment to innovation and the latest design and fabrication technology** so they can perform at the highest level instead of being **hampered by ill-fitting gear**.

Brand position.

Answer the following 4 questions. These will then combine to make your brand position.



2. Purpose: the why.

Why do you do what you do?

Your purpose should be inspirational, it should be felt. Inspire your team to do good work, expressing the impact your business has on your customers.

Take your individual answers and compare. Combine the strongest elements to create your Purpose.

3. Principles / values.

What are your principles? What do you stand for?

These should describe the desired culture and be at the heart of everything you do.





Principles / values.

Each write 3 brand values on a post it. Stick them all on a board, so you can see everyone's notes. Each person picks their favourite three, adding a tally to each post it note.

Choose the most popular 3-5 post it notes as your values. Each value also needs a mini description.

4. Perception.

How should you come across to customers? When they think of your business, what should spring to their mind?

Each list 3-5 traits. Then compare and choose the strongest 3-5.





5. Brand assets.

General feel:

- What's the design style? (e.g. Vibrant, elegant etc.)
- Font styles (serif / sans serif?)

Colours:

- Is there a colour palette? Light or dark?

Logo ideas:

- Any ideas or styles in mind?
- Should anything accompany the business name? E.g. an icon?
- Who are the competitors? Top 3.
- Where will the logo mostly be used?

