

Brand Print™

Brand Purpose

What is the difference the brand is looking to make ? Me, My world, The World

Physical Characteristics of the Brand

Why should I believe the promise / support?

- For the target, the most relevant and differentiating attributes or features associated with the brand

Rational Brand Benefits

What does the brand do for me?

- The most relevant and differentiating functional benefits

BRAND IDENTITY

(distinctive assets & symbols)

CORE ESSENCE: the short form of what the brand 'is.'
With just a few key words, the essence summarizes and links to the full brand promise or positioning. It combines its most important benefits (functional and emotional) with the desired brand personality.

BRAND PERSONALITY:

If the brand were A person, what would they be like?

The most relevant and differentiating personal characteristics that will help create and reinforce loyalty with the target.

Brand Image

What does the brand say about me to others?

- The badge value or association that the brand offers

Emotional Brand Benefits

How does the brand make me feel?

- The most relevant and differentiating emotional benefits

How to create your BrandPrint™ and put it into action

1. Identify your target consumer

- Consumer needs and wants differ based on who the consumer is.
 - Who will drive volume for your brand?
 - Can a core target consumer influence a broader group of consumers to respond to your brand?

2. Create your brand framework (e.g., BrandPrint™).

- Identify how your brand is, or might be, better or different for the target consumer group in terms of Physical Characteristics, Rational benefits, Emotional benefits, Brand Image, Brand Identity, Brand Personality, and Core Essence.
- Ensure it is *meaningful, believable, and ownable* for your brand with respect to your target consumer, customer, and the competitive set.
- Ensure it is *feasible*, and *affordable to execute*.
 - Is it consistent with the corporate objectives?
 - Is it sustainable given the infrastructure?
 - Are there insurmountable barriers?
- If appropriate, discuss extendibility and interaction with other corporate brands and masterbrands.

3. Develop strategies and tactics that deliver on your framework.

4. Evaluate Performance.

5. Adjust as necessary.

**We solve tough business challenges to
unlock growth and build stronger brands.**

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