

# The 5MetaCom approach to branding

Five steps to building a long-lasting, effective brand



**Y**our brand is not just a logo or a name. It's an idea that exists in the minds of your audience. 5MetaCom has a process to find, develop and nurture this idea, then replicate and deliver it into the marketplace.

## 1. Brand Discovery:

Understanding your current reality (where you are) and desired state (where you want to go).

Collect information from sources inside and outside your company.

Outcome: **Collective Understanding**

## 2. Brand Envisioning:

Developing the core elements and foundation of the brand.

Coalesce and refine the brand into a structure made up of several components which together give strength and durability to the brand. This step also includes tactical planning for use in Step 4.

Outcome: **Brand Structure and Tactical Plan**

## 3. Brand Expression:

Creating the tangible elements to represent the brand.

Develop the creative foundation of the brand including brand name, graphic style (colors, typography) and copy platform (message, tone, key copy points) based on the Brand Structure.

Outcome: **Creative Foundation**

## 4. Brand Mobilization:

Creating tools to deliver the brand message into the marketplace.

Communicate the brand message by evaluating, selecting and creating a system of tools and tactics (ads, websites, brochures and others) for use in sales and media channels.

Outcome: **Marketing Tools and Message Delivery**

## 5. Brand Stewardship:

Protecting the long-term value of the brand.

Ongoing monitoring, review and evaluation of brand communications to ensure consistency.

Outcome: **Brand Consistency**



## Building a Brand Structure

### Establishing the brand's foundation

The Brand Structure conceptualizes the brand as it will exist in the audience's minds. It consists of several components: Strategy, Value, Promise, Personality and Organization. Each of these components (described below) ultimately arrives at the Brand Nucleus: the essence or central force of the brand around which everything else revolves.

## Brand Structure Components

### Strategy

- Establishes where and how to compete.

### Value

- Identifies the qualities prospects and customers find attractive, appealing, beneficial, etc.
- Includes three categories of value: general, tablestakes and distinctive.
- Distinctive values include qualities targets believe they can only get from you.

### Promise

- Identifies your "reason for being" to target audiences.

### Brand Nucleus

**Defines the central, essential element of the brand.**

### Personality

- Describes, in human terms, the characteristics, traits and behavior of the brand.

### Organization

- Defines and charts relationships between multiple elements, divisions and products that fall within or near the scope of the brand.

