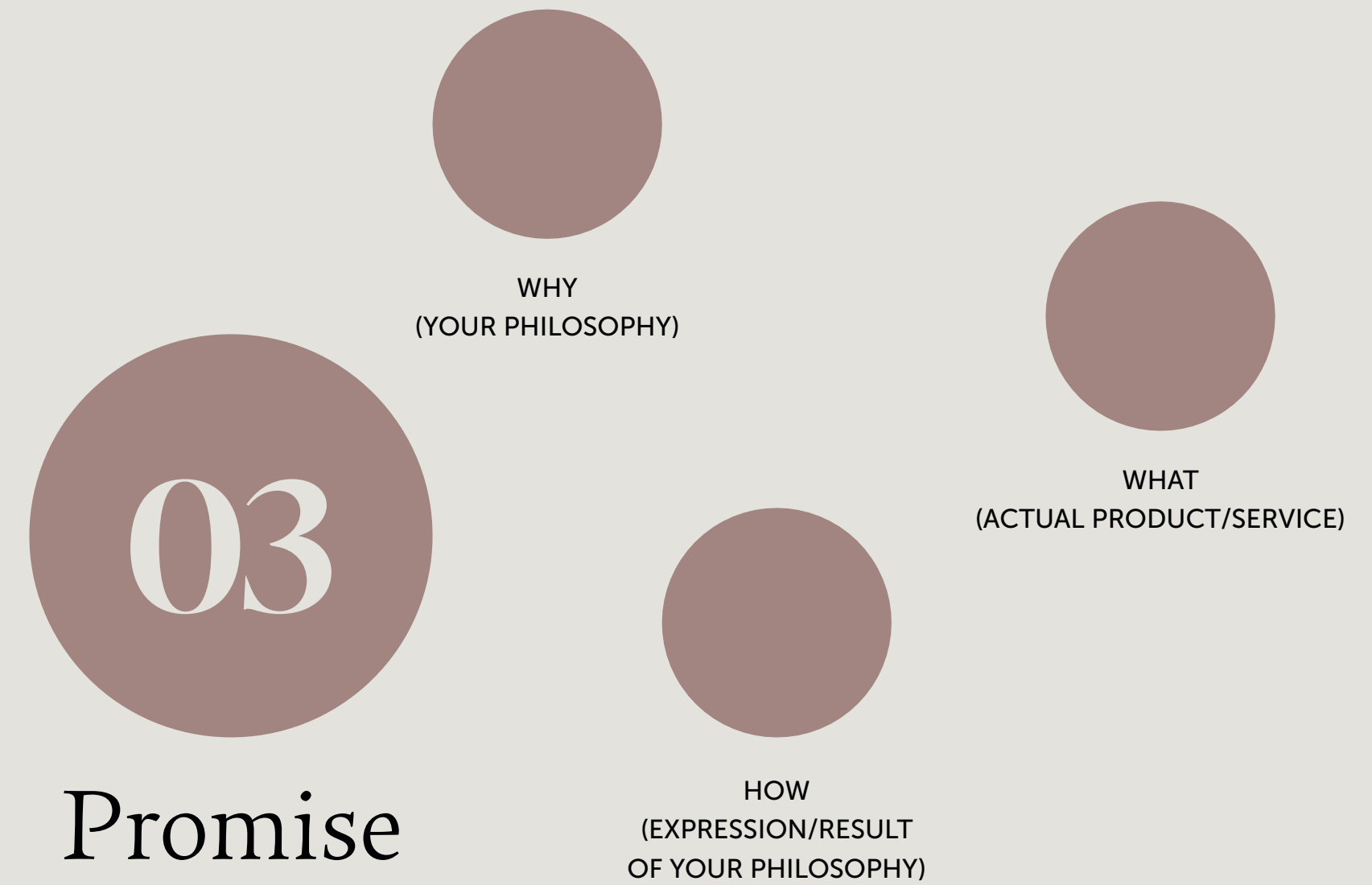
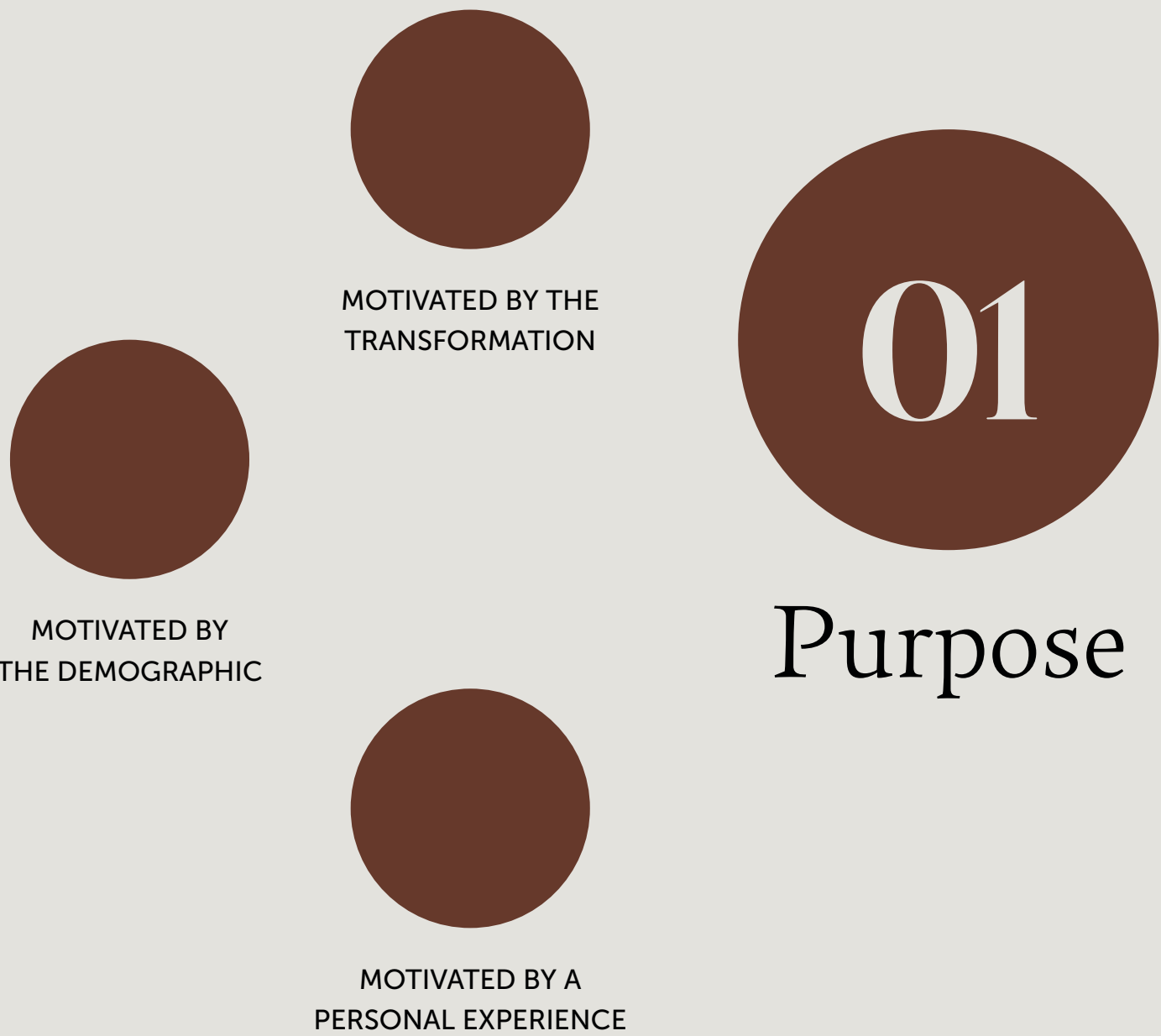


The 4 Ps Branding *Principle*

ELEVATING YOUR STRATEGIC
BRANDING TO EXPERT LEVEL

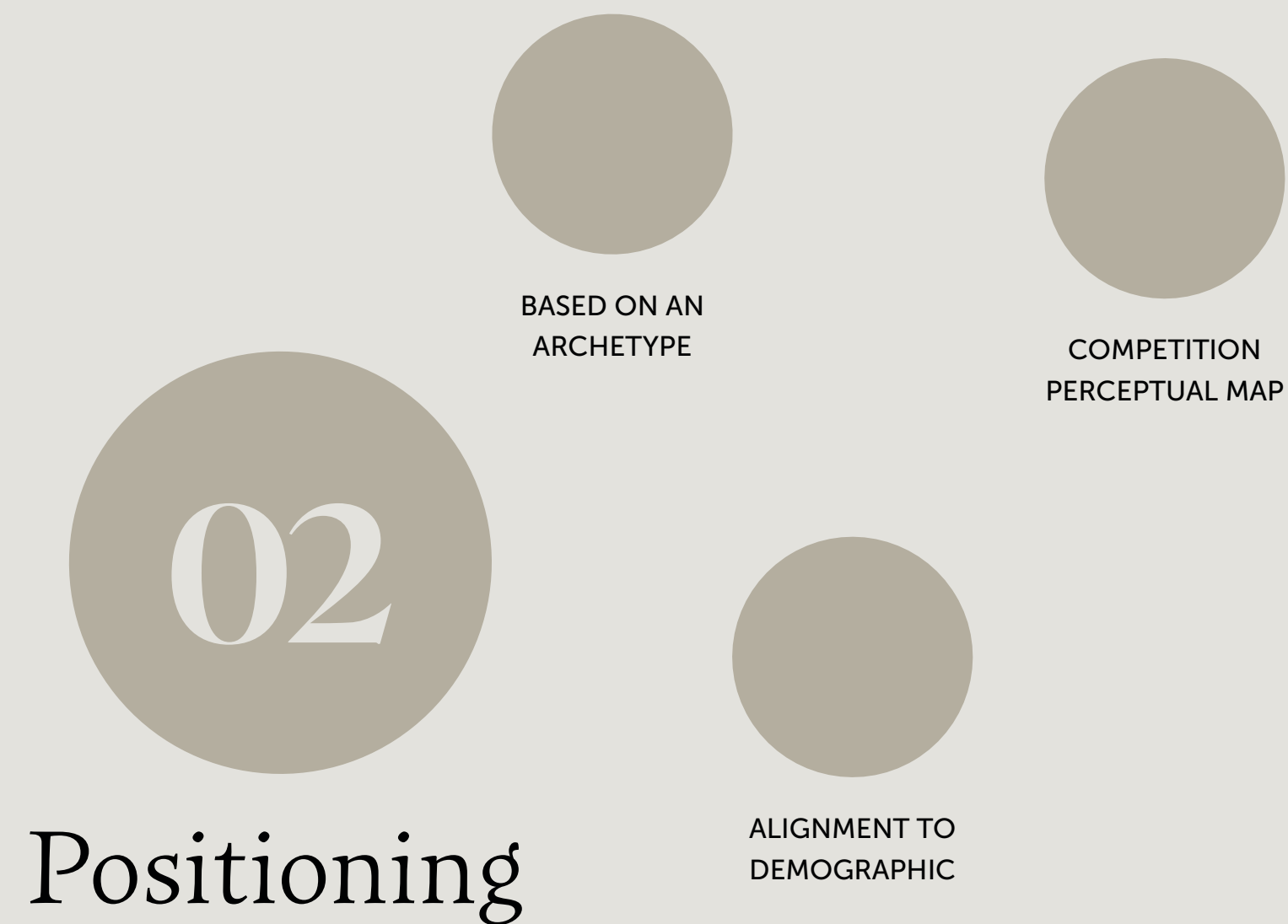
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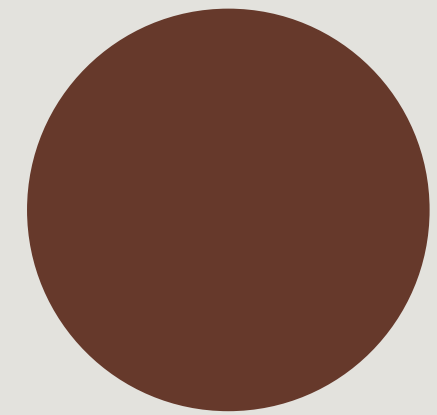


The 4 Ps

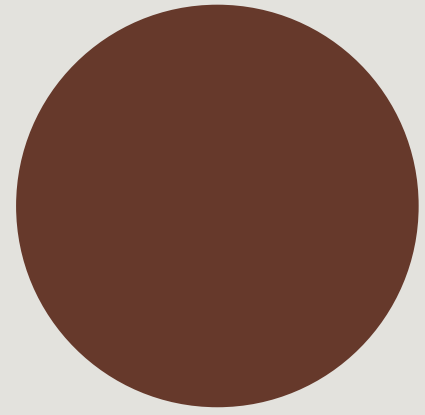
Branding Principle

ELEVATING YOUR STRATEGIC
BRANDING TO EXPERT LEVEL

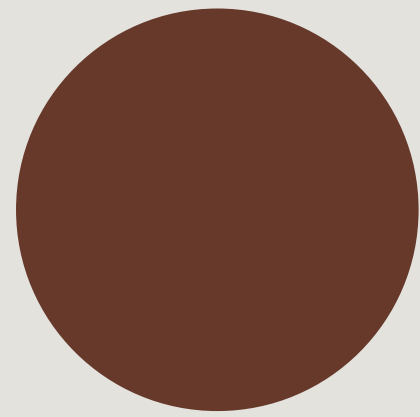




MOTIVATED BY THE
TRANSFORMATION



MOTIVATED BY
THE DEMOGRAPHIC



MOTIVATED BY A
PERSONAL EXPERIENCE



Purpose

“He who has a why to live for
can bear almost any how.”

– Friedrich Nietzsche

The first critical element of any impactful and fascinating strategic branding process is PURPOSE.

Purpose is inspiration and motivation. It is often referred to as ‘your why’.

Purpose can have at least one of three possible sources: you believe deeply in the transformation your product/ service creates, you have developed an affinity and/or interest for a particular demographic and compassion for their pain point(s), you have had a defining personal experience which you know will benefit others similarly if shared.

Positioning

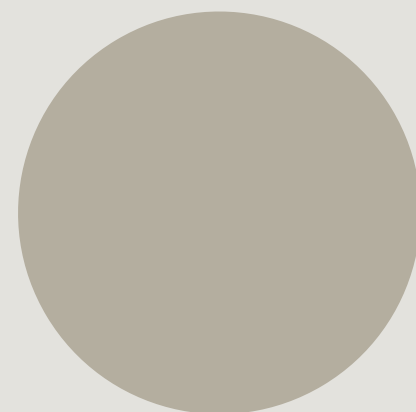
02



BASED ON AN
ARCHETYPE



COMPETITION
PERCEPTUAL MAP



ALIGNMENT TO
DEMOGRAPHIC

“Don't play semantic games with the prospect. Advertising is not a debate. It's a seduction.”

– Al Ries

Positioning is relational. You must define your brand's persona (potential tool - Jungian archetypes: Innocent, Everyman, Hero, Outlaw, Explorer, Creator, Ruler, Magician, Lover, Caregiver, Jester, and Sage) to enter into a relationship with your target demographic (*see: 4Ps R1*).

This persona/archetype will determine every aspects of the relationship - the alignment of the two protagonists (medium of interactions, lexicon, visuals communication, level of access, pricing, naming of services,...).

Positioning is also for expanding your awareness of who else is in, or has the potential to be in a similar relationship with your target audience - your competition. Becoming aware of the competition with a perceptual map (*i.e: 4Ps R2*).

“Don’t break your promise. Sweat the small stuff. Love your brand. Love your customers.”

– Ken Goldstein

The brand Promise is the trust bond in the relationship between your brand and your target demographic. A pledge to the desired happy ending in your shared story. It’s about their expectations and your response to those.

An effective brand Promise has three elements - they must all be present: WHY, HOW, and WHAT (presented in this specific order facilitates the thought process) (see: *4Ps R3 & R4*).

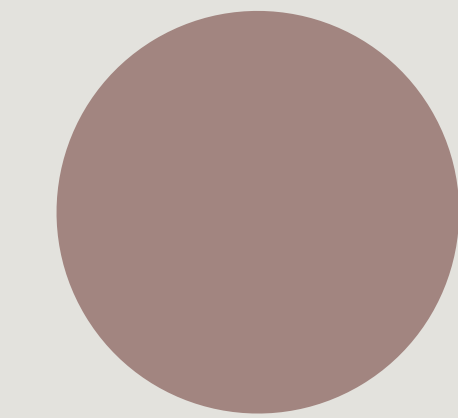
WHY? Your brand reason to be. Its philosophy, its grand mission - go back to your Purpose (your first P).

HOW? The direct expression your Purpose. How what you believe, what you’ve discovered or experienced causes you to respond/to innovate in relation to their needs/wants.

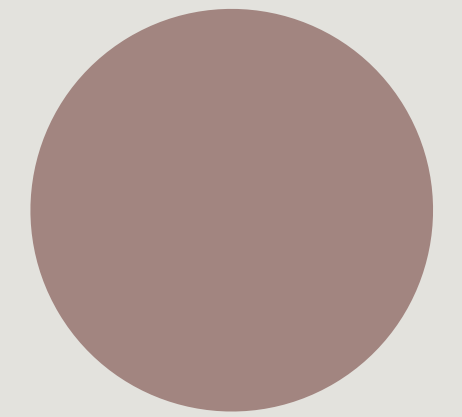
WHAT? the practical application of your Purpose. What you actually do, sell, what they can buy from you.



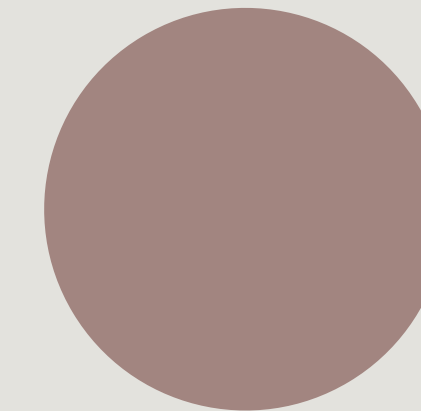
Promise



WHY
(YOUR PHILOSOPHY)



WHAT
(ACTUAL PRODUCT/SERVICE)



HOW
(EXPRESSION/RESULT
OF YOUR PHILOSOPHY)

“Every great design begins with an even better story.”

— Lorinda Mamo

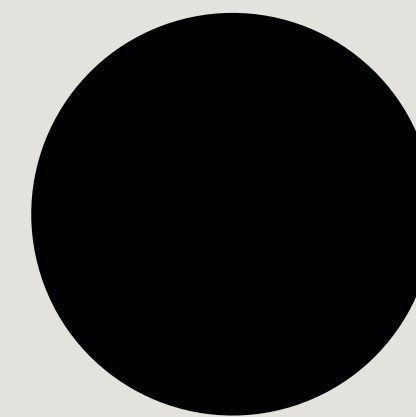
This last element, Placement is focused on application. Once you have done the defining work of determining your Purpose, your Positioning, and your Promise, Placement represents all the means by which those other elements will be communicated.

Communication is about appeal. It’s the start of the seduction game between your brand and your target demographic.

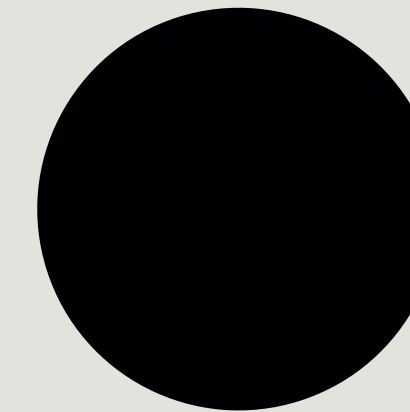
Visual allure comes through your brand’s aesthetics, your visual brand identity - the tip of the iceberg commonly mistaken as the whole branding work (logos, colors, fonts, patterns, icons...) (see: 4Ps R5).

Emotional connection is built through brand experience. The way your brand makes them feel at every touchpoint, before, during, and after they buy from you.

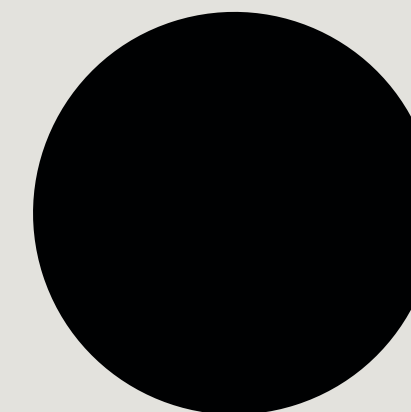
Lasting loyalty is sealed by a successful transformation, a positive outcome from buying your product/service.



BRAND
AESTHETICS



BRAND
EXPERIENCE



PRODUCT/
SERVICE



Placement