

DIY Brand Blueprint

How to package up your brand strategy
and make it accessible to your team



A Brand Blueprint is an actionable doc that defines your brand strategy and articulates ways to express it.

It's used to guide strategic decisions and to develop comms, programs, marketing materials, and sales tools.

It also helps get people on the same page and train new content creators.

Building your own Brand Blueprint?

This DIY guide covers:

- Who uses it
- What's in it
- How to make it
- How to make it stick
- Questions to ask



Who uses a Brand Blueprint?

Your brand makers and boosters: any person or team who creates content for your brand, or who communicates internally or externally.

COMMON INTERNAL USERS:

- Marketing and communications
- Digital content creators
- Sales associates
- HR and talent acquisition
- Leaders of internal programs/initiatives

COMMON EXTERNAL USERS:

- Advertising, marketing, PR agencies
- Strategic consultants
- Channel partners (e.g. co-marketers, distributors and 3rd party sellers)



What's covered in Brand Blueprint?

Streamlined doc or kitchen sink? Depends on the nature of your brand strategy, your intended audiences, and the purpose of the document.

BRAND BLUEPRINT MAY INCLUDE:

- Company mission/purpose, vision and values
- Target audience ID (or buyer personas)
- Brand architecture
- Positioning statement
- Brand persona and voice
- Brand promise or value proposition
- Messaging strategy
- Copy guide (with example copy)
- Creative expression (high level, not as detailed as brand/design guidelines)
- Additional research details, for users seeking to understand how you arrived at your strategy



WHAT'S IN A BLUEPRINT: COMMON ELEMENTS

BRAND POSITIONING & PERSONA

A brand's position is the space it occupies in the mind of the target audience, relative to competitors. It's the **one thing** you want associated with your brand.

"That brand is all about _____"

"They're the _____ one"

The True Liberty brand is positioned around:

VERSATILITY

Everything we do and say should reinforce how they have more uses than any other bag.

Positioning Statement

For CMOs at B2B tech and financial companies who want to stop putting out fires and work at a higher level, Bluegreen is a **trusted brand co-pilot** that helps shape their vision and bring bold ideas to life—so they can build a brand that they love.

Luther Stickell
TECH FROM MISSION IMPOSSIBLE



Practical Creative Partner

- Dependable** The one you count on, reliable, trustworthy partner
- Creative** Entrepreneurial, innovative, smart problem solver
- Practical** Gets it done, sensible, makes the complex simple
- Nimble** Hustles, scrappy, fast, flexible, adaptable
- Positive** "Yes we can" attitude, passionate, helpful, supportive

MESSAGE MAP

AUDIENCE	For Chicago CTOs tasked with critical and complex tech projects,		
PROMISE	XXXX is the tech partner you trust to XXXXX at the XXXX.		
PILLARS	Transformative outcomes	Solve for complexity	Experienced
BENEFITS	Get your products in your customers hands now Best performance: product performs great, fast Scalability/growth – go enterprise Customer delight and market impact	Extract vision, share ideas, shape strategy Manage complexity, make it simple/clear Chart path from vision to reality Navigate difficult industries smoothly	Peace of mind, comfort, confidence Autonomy: involved as you want: stay close/let go Collaborative, enjoyable working experience Help make hard decisions to best move forward
FEATURES	–Due to great code, done right first time –8+ out of 10 (Scrutinizer) –Speed of site/app (load) –Great on security –ability to handle traffic –connect to client KPIs	– Experience with complex industries (financial, etc) –Experience with business strategy, market strategy, technology strategy –Planning/Roadmap for clear project dev and rollout – [Strategy deliverables]	– Actually do Agile –Great comms, efficient, transparent, responsive –strongest diff we have if given chance to talk –Go do it, own it –report analysis –ability to course-correct, predict success
PROOF POINTS	Great talent (smart, experienced, trained, happy) Top-rated (Clutch, others) Chicago-based 20 years (experienced, stable) Right size (big capabilities, personal attention)		

COPY GUIDE (WITH EXAMPLE COPY)

Twilight Articulation

Boilerplate Paragraph / Elevator Pitches

[NEW BOILERPLATE]

Twilight works with businesses eager to create amazing spaces and ready to try something new. From inspiration to installation, we help them reimagine branded spaces in ways they never thought possible.

For almost 30 years, Twilight has created signage and environments that captivate customers and stand out in a competitive marketplace. Our proactive process makes life easy for our clients, and our deep expertise keeps them ahead of the curve.

[ELEVATOR PITCH 1 // DEFAULT PITCH // AIMED AT RETAILERS]

We work with retailers like you who want to create amazing spaces and are ready to try something new. We help you reimagine branded spaces in ways you never thought possible, and then we help you get there – everything from inspiration to installation. For 30 years we've created signage and environments that grab customers and help businesses stand out, which is more essential than ever in today's environment.

[ELEVATOR PITCH 2 // ALT PITCH // AIMED AT DESIGNERS]

Twilight works with designers who want to create amazing spaces, making sure the final

CREATIVE EXPRESSION (HIGH-LEVEL DESIGN PROTOTYPES, NOT AS DETAILED AS BRAND GUIDELINES)

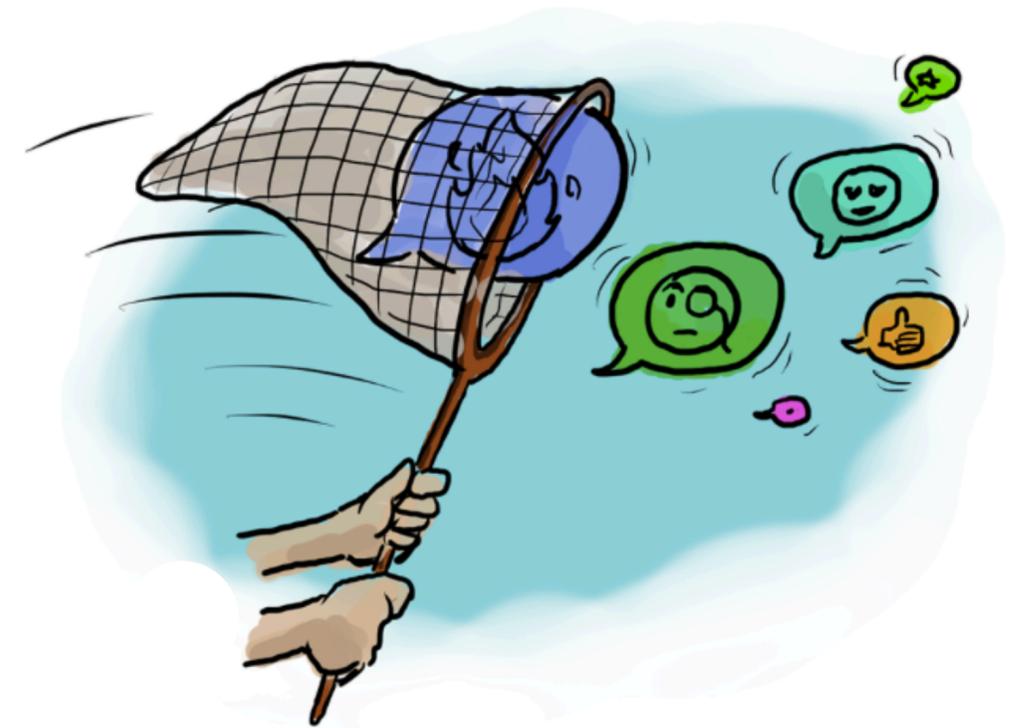


How do you build a Brand Blueprint?

Gather inputs and whittle it down. For starters, collect and synthesize info on your customers, company, offerings, competitors, and landscape.

THINGS LIKE:

- Voice of customer research (interviews, focus groups, online reviews, etc)
- Review of offerings/product portfolio
- Audit of marketing, sales and digital materials
- Employee surveys
- Market/industry reports
- Competitive assessment
- Benchmarking
- Outputs from strategy meetings and activities (e.g. positioning and messaging workshops)



BUILDING A BLUEPRINT: COMMON INPUTS

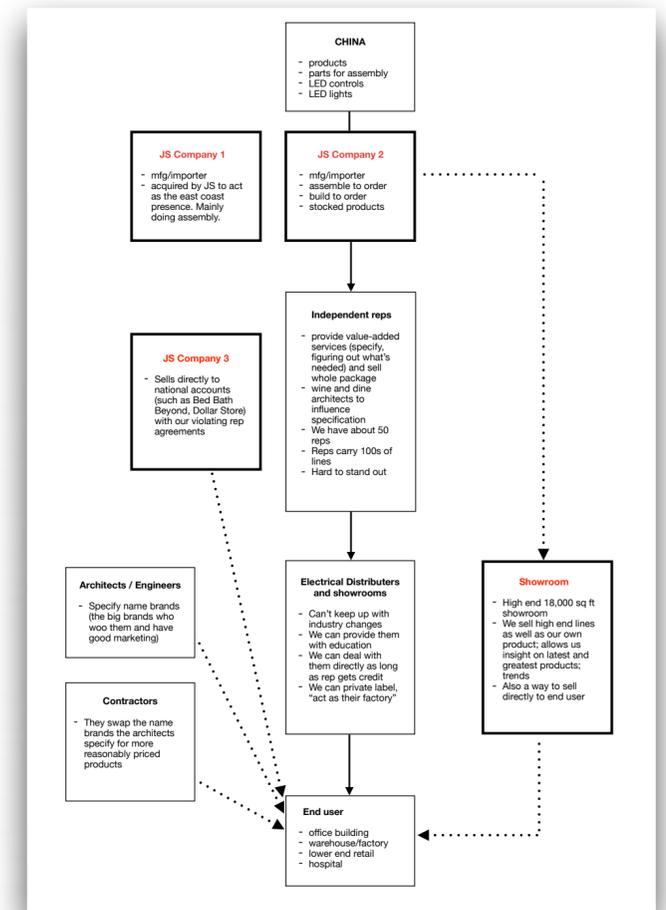
AUDIENCE RESEARCH – PRIMARY & SECONDARY

Experienced Buyer PRIMARY TARGET	Trusting Novice SECONDARY TARGET	In-demand Employee SECONDARY TARGET
<p>DEMOGRAPHICS</p> <ul style="list-style-type: none"> CTO of mid- to large company In financial-related field (bank, fintech, casino) B2B2C, growing company, in Chicago <p>PSYCHOGRAPHICS</p> <ul style="list-style-type: none"> Experienced tech buyer – knows what they're doing/looking for Company investing in tech, needs to outsource Has an idea, wants a strategic partner to solve how to bring to life Security is essential Agile advocate Value speed to market over cost Interested in current tech Understand it's a process 	<p>DEMOGRAPHICS</p> <ul style="list-style-type: none"> CIO (mid/large co) or CEO (startup) Financial-related, manufacturing or other non-tech field B2B2C Growing/changing company In Chicago <p>PSYCHOGRAPHICS</p> <ul style="list-style-type: none"> Knows what they need to achieve, maybe even a problem to fix, needs help from there A little outside their comfort zone Not experienced with Agile, but open to it Needs to be educated along the way, maybe a little hand holding Want perfection (not what we're best at) 	<p>DEMOGRAPHICS</p> <ul style="list-style-type: none"> Software developer or project manager Some professional experience in tech Generalized/flexible in tech capabilities <p>PSYCHOGRAPHICS</p> <ul style="list-style-type: none"> Wants a place to learn and grow Wants variety of work but also ability to focus deeply Want more experience, not yet set in ways Enjoys good coworkers, building relationships, collaborating Cares about quality Wants some stability Appreciates recognition

COLLABORATIVE WORKSHOPS



MARKET ECOSYSTEM OVERVIEW



Highlights from OIA segmentation study (enclosed in this folder).

Outdoor presents multiple audience segments (cont'd)

POPULATION OF OUTDOOR CONSUMERS
60%

SEGMENTS OF OUTDOOR CONSUMERS

- 14%
- 10%
- 12%
- 20%
- 14%

AVERAGE ANNUAL TOTAL SPEND \$465

PURCHASE ATTITUDES AMONG OUTDOOR CONSUMERS
The average outdoor consumer spends \$465 annually on apparel, footwear, equipment, and electronics for their activities. While price ranks high in importance, function and versatility are key purchase influences. Many outdoor consumers have a "good is good enough" mentality towards outdoor products, citing that they don't need the best gear or equipment on the market. Durability, quality, and comfort are product attributes that many consumers are willing to pay more for.

THE ASPIRATIONAL CORE | **THE ATHLETIC ENTHUSIAST** | **THE SIDELINER** | **THE COMPLACENT**

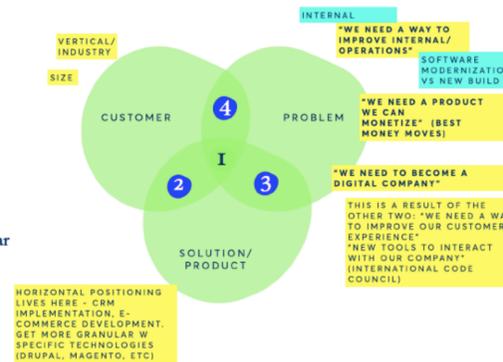
THE ACHIEVER | **THE OUTDOOR NATIVE** | **THE URBAN ATHLETE**

COMPETITIVE ANALYSIS

Direct competitors are companies that sell to the same customers and solve the same problem using the same or similar solution or technology.

CATEGORIZING THE COMPETITION

- Direct competition**
Same customer, problem and solution category
- Different problem**
Solving a different problem for the customer but in a similar way
- Different customer**
Solving the same problem in a similar way but for different customers
- Different product**
Solving the same problem for the same customer, but using a different approach



OUTPUTS FROM STRATEGY ACTIVITIES

MESSAGING (8:20 WORKSESSION)

Customer support
-100% guarantee
-free samples
-expected

Versatile—G
-Myriad uses
-freeze, cook, store, transport
-Variety of sizes
-microwave safe

Odor-free—G
-contains smells
-protects from smell
-keep animals away
-all home, more options (baking sodas, etc)

Versatile—O
-Myriad uses
-freeze, cook, store, transport
-Variety of sizes
-microwave safe
-lightweight, portable

Odor-free—O
-contains smells
-protects from smell
-keep animals away

Food safe—O
-BPA-free
-FDA approved
-prevent cross-contamination

Highly rated
-stars on Amazon, elsewhere?
-great testimonials

Made in USA
-good for jobs, economy

Dense—G
-small footprint, little shelf space

Easy—O
-simple/easy to use
-enclosure an issue for some people/uses (with outdoor, not too frequent)

Food safe—G
-FDA approved
-prevent cross-contamination

Keep food fresh
-decarbonylation

Easy—G
-simple/easy to use
-enclosure an issue for some people/uses (solve with education)

Proven—G
-company has track record of being in many stores, on-time shipment, consistent quality

Eco-friendly
-more than plastic, less than paper
-carbon-neutral recycled materials for packaging, etc

Accessible
-available in stores, online

Valuable info
-educational?
-give ideas?
-blog?

Versatile
-can go in many sections

Simple
-One SKU

Relationship
-know vendors personally
-part of same community
-go to same events

Support
-good communications?
-other kinds of support?

Multiuse

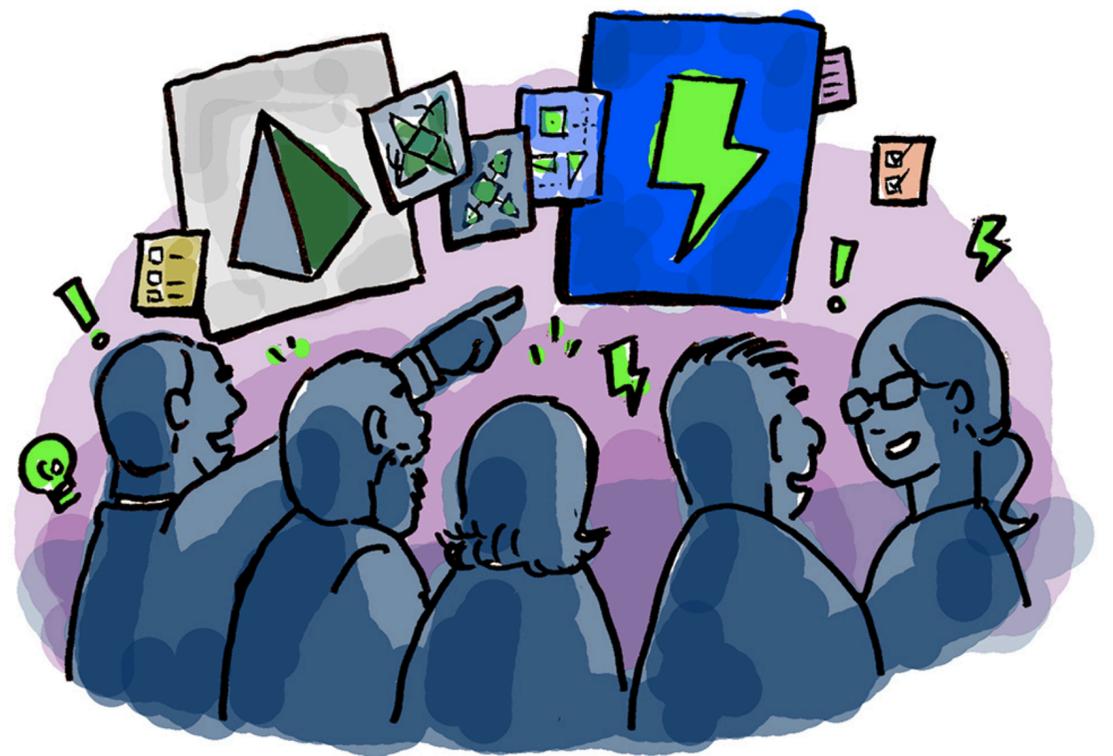
This exercise helped us prioritize and shape our positioning and messaging.

How to make your strategy stick?

Don't just drop a big PDF. To make your brand strategy accessible, provide the tools and training people need, and invite them into the process.

A FEW TIPS:

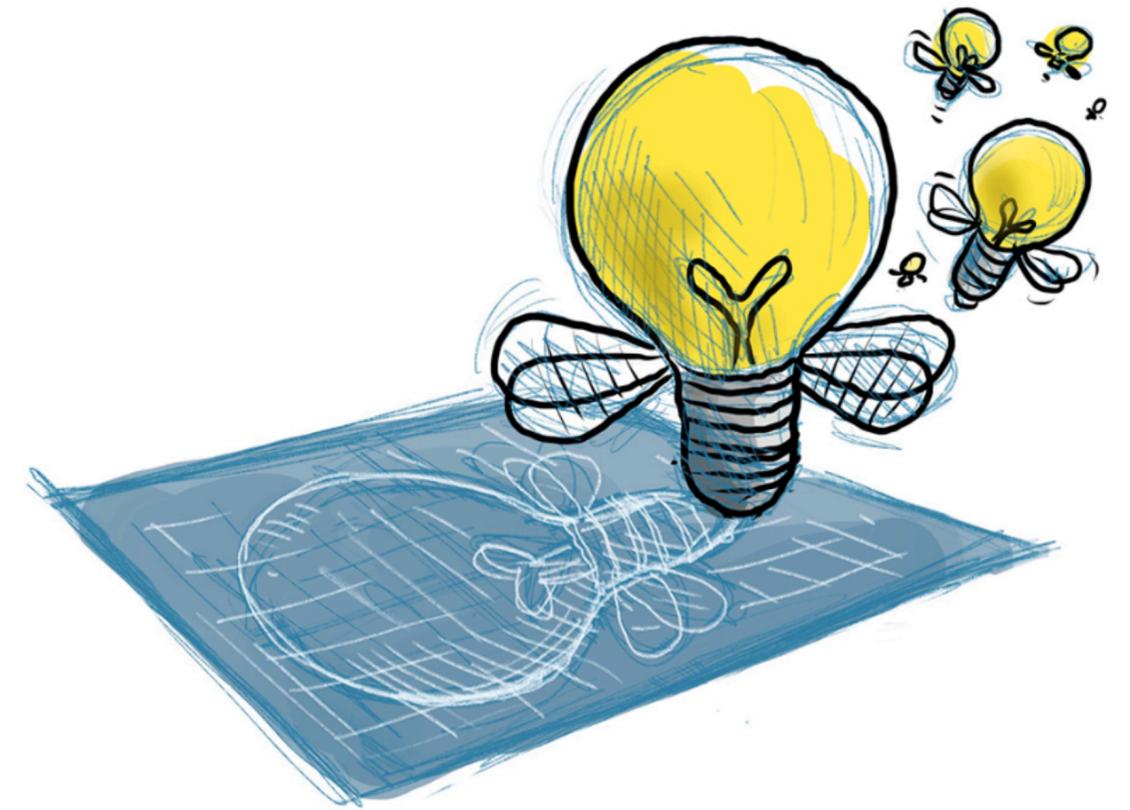
- Invite users to co-create
- Share examples and prototypes
- Tell interesting stories
- Train the users—and the trainers
- Hold the team accountable over time (not just one-and-done)
- Update (but not too often)



What else should you keep in mind?

Every Brand Blueprint is different. If you're building your own, here are some questions to consider as you get rolling.

- What do we need to accomplish with this? (e.g. team alignment, efficiency/consistency of comms)
- Are there different tiers of users (e.g. content creators vs sales team, internal vs external)?
- Who should we invite into this creation process?
- What resources already exist? (e.g. brand guidelines, customer surveys, core values)
- Is the brand well established, or recently rebranded?
- How should we roll this out? Do people need convincing, training, tools?



Need more help? We offer custom workshops and brand strategy engagements for ambitious marketing leaders. If that's you, drop us a line.

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