

PACK A PUNCH

CREATING A FOOD AND DRINK BRAND
THAT MEANS MORE TO PEOPLE



UPSHOT



WHAT DO YOU WANT TO BE KNOWN FOR?

Not every food and drink company has a brand – or at least they haven't articulated it and really made it work hard for them.

A brand isn't just a logo. It isn't just a font choice or set of colours. It's what you want to be known for – a set of associations in the minds of your audience – and it should guide those visual applications, as well as assisting you in your operational decision-making.



**A STRONG BRAND
INSPIRES TRUST,
AND TRUST INSPIRES
PURCHASES.**



BRANDING? OR MARKETING?

The two terms are not interchangeable.

If you'll forgive the metaphor, marketing is the way you describe yourself on your dating profile – your brand is why someone says 'yes'.

In other words, if you don't really know your brand well you can't possibly make the best of your marketing. Communicating consistent and compelling messaging that resonates with the right is difficult when you don't have the solid vfoundation of truth on which to base it.



**MARKETING
SERVES STRATEGY,
IT DOESN'T
SET STRATEGY.**

**STRATEGY
SERVES VISION,
IT DOESN'T
SET VISION.**



YOUR BRAND CHECKLISTS

The following pages give some questions to consider as you start evaluating your brand.

If you can answer them all and create a road map towards applying them – congratulations! You have the basics of a brand strategy and the foundation to build your visual brand and marketing materials.

For many, some external help is useful to help you see the wood for the trees. That's totally normal, and if we can be of any help we'd love to.

FOUR STEPS TOWARDS CREATING YOUR BRAND

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① PURPOSE, MISSION AND VISION

Of course, we all know WHAT we do and most of us know HOW we do it. But the most innovative and appealing brands start with WHY.

The foundation of your brand will be your purpose, your mission, and your vision. And by starting with your purpose, your WHY, you invite customers to engage with your brand on a more emotional level, encouraging loyalty and more engagement.



WATCH A TED TALK
ON 'STARTING
WITH WHY' HERE

PURPOSE, MISSION AND VISION CHECKLIST

- WRITE A PURPOSE STATEMENT THAT EXPLAINS WHY YOU'RE IN BUSINESS, BEYOND MAKING PROFIT.

- WRITE A MISSION STATEMENT THAT EXPLAINS WHAT PROBLEM YOU SOLVE AND HOW YOU WILL DO IT.

- WRITE A VISION STATEMENT THAT OUTLINES HOW THE FUTURE WILL LOOK WHEN YOU ACHIEVE YOUR MISSION.

REMEMBER TO MAKE SURE THESE ARE WELL CONSIDERED - SPECIFIC BUT PUNCHY! BUT DON'T FORGET, THEY MUST BE AUTHENTIC AND HONEST.



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PERSONALITY AND PRINCIPLES

Great marketing, packaging and design relies on distinctive and engaging personalities.

Think about your brand as if it were a person. What kind of person would they be? How do the key qualities or characteristics come together to form a picture of your brand that your ideal customers can relate to?

Forget about stuffy corporate values that don't mean anything to anyone – this is a chance to really express yourself!

PERSONALITY AND PRINCIPLES CHECKLIST

- USE A THESAURUS AND WRITE DOWN A LONG LIST OF WORDS THAT YOU'D ASSOCIATE WITH YOUR BRAND.

- NARROW DOWN AND GROUP THEM TOGETHER. WHEN YOU HAVE ABOUT 4 OR 5 DISTINCT GROUPS, PICK A WORD THAT REPRESENTS EACH GROUP.

- CONSIDER WHAT EACH WORD MEANS FOR YOUR AUDIENCE - HOW DOES EACH ONE AFFECT THE WAY YOU WORK?

THINK ABOUT WORDS TO REPRESENT CHARACTERISTICS YOU'RE KNOWN FOR, HOW YOU BEHAVE, YOUR TONE OF VOICE, FOR EXAMPLE.



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POSITIONING

Being clear about how your offering and audience differs from your competitors is really helpful. Is there a gap in the market for you to maximise?

Many people find it difficult to really define their own position in the market comparatively, beyond the old 'we're just better' argument.

By finding a niche and becoming the number one option there, it becomes much easier to communicate directly with the right audience, and make them notice you.

POSITIONING CHECKLIST

- JUMP ONTO GOOGLE AND MAKE A LIST OF YOUR COMPETITORS.
- DIVIDE A PAGE INTO FOUR QUARTERS, LABEL THE AXIS (E.G. MODERN - TRADITIONAL ONE WAY, PREMIUM - BUDGET THE OTHER - FIND LABELS THAT WORK FOR YOU).
- PLACE YOUR BRAND AND YOUR COMPETITORS INTO THE GRID, AND CONSIDER IF THERE'S A POSITION THAT COULD BE MORE ADVANTAGEOUS.

FINDING YOUR NICHE HELPS TARGET YOUR AUDIENCE MORE SUCCINCTLY. IS THERE A WAY OF POSITIONING YOURSELF TO REALLY STAND OUT?



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VISUAL AND VERBAL IDENTITY



**Here's where many businesses start
when it comes to their brand!**

But with the foundation work in place, logos, colours and font choices become more meaningful, more creative and more engaging, really helping your packaging, website, social media content and point of sale pack a punch.

Beautiful typography, vibrant imagery, a great use of space – all enhance the idea behind your brand and make it more appealing.

VISUAL AND VERBAL IDENTITY CHECKLIST

- RESEARCH THE KINDS OF STYLES IN YOUR MARKET - WHAT YOU LIKE, WHAT YOU DON'T, WHERE THE GAPS ARE.
- USE YOUR PURPOSE AND PERSONALITY TO INSPIRE MORE CREATIVE DESIGN IDEAS.
- DOES YOUR BRAND HAVE A DISTINCTIVE TONE OF VOICE FOR WHEN YOU WRITE? MAKE IT CONSISTENT AND AUTHENTIC.

DO YOU WANT YOUR BRAND TO FIT TO MARKET EXPECTATIONS OR DEFY THEM? CONSIDER THIS CAREFULLY, SOMETIMES IT'S A BALANCE OF THE TWO.



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CONTACT US

Whilst this guide will help point you in the right direction, you may like to have someone help walk you through the process and add insight.

We'd love to be that someone.

CAN WE MAKE A DIFFERENCE TOGETHER?

Why not drop us a line? We'd love to chat.

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