



zerochaos



Branding Against the Blamestorm

*John Cloonan
Marketing Director
ZeroChaos*

Why brand?

- * Stop the blamestorm
- * Create brand equity
- * Create credibility

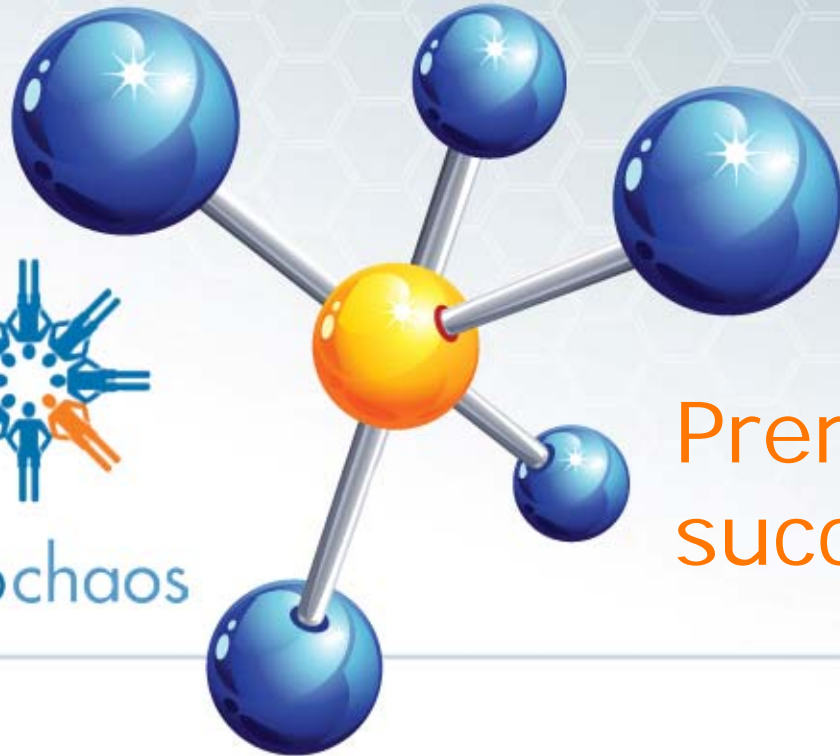


But our company has a brand!

brand

objectives





Prerequisites for
success

Be real



zerochaos

Aim at your target



- * Who is your customer?
 - ✘ Demographics
 - ✘ Psychographics
 - ✘ Technographics
 - ✘ Behavioral variables





zerochaos



Lay the foundation

What do I do next?

✱ Interview stakeholders

- ✧ Executives
- ✧ Customers
- ✧ Suppliers



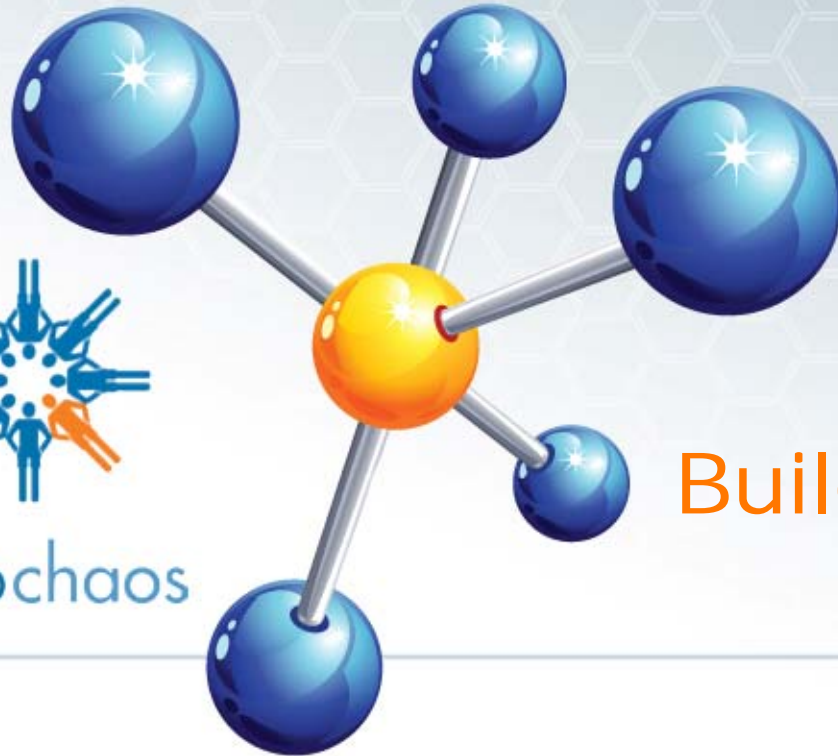
What do I ask?

- * What services does HR provide?
- * If HR went out of business today, what would you miss about them?
- * What does HR do very well?
- * What could HR do better?
- * If you only had 5 words to describe HR, what would they be?





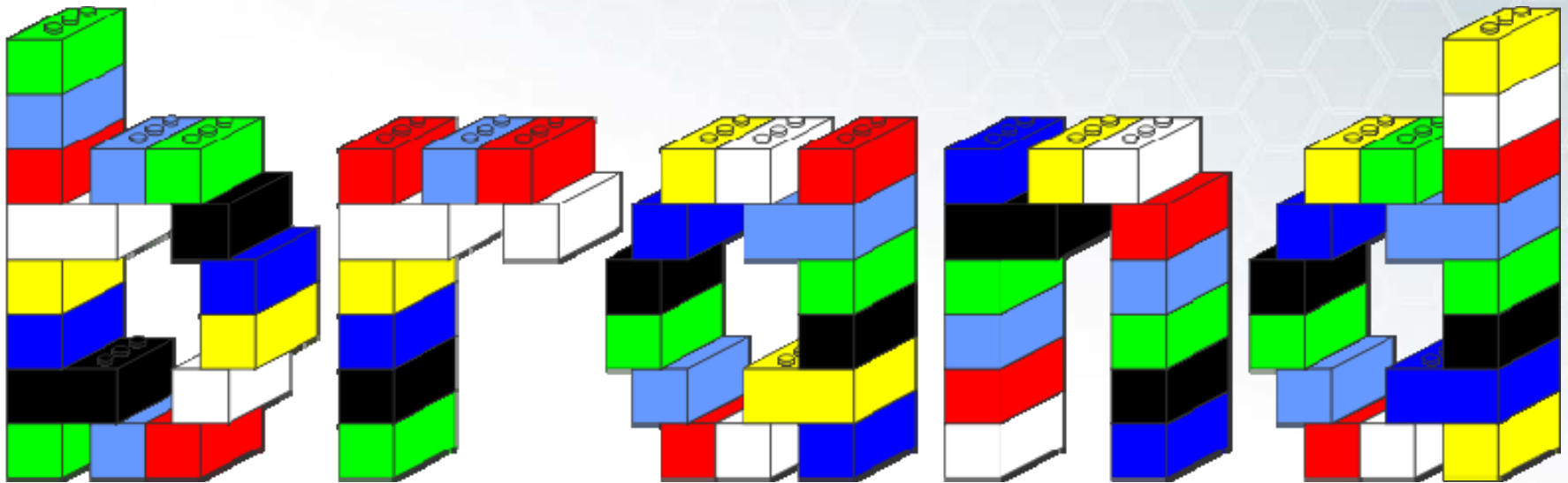
zerochaos



Build the brand

Components of a brand

- * Core brand values
- * Brand personality
- * Core brand message
- * Brand icons



Core brand values

- ✦ Define your existence
- ✦ Consistent adherence in face of challenges
- ✦ Inspire passion
- ✦ Valued by your customers



Core brand message

- * The key message that you will be communicating to all of your audiences
- * Merges perception and reality
- * Considerations:
 - ✧ Simplicity & clarity
 - ✧ Differentiation
 - ✧ Truth
 - ✧ Relevant
 - ✧ Consistent with values



Brand personality

- * The voice you use to communicate your message
- * Personalizes your brand
- * Considerations
 - ✦ Consistent across audiences
 - ✦ Applicable to collateral
 - ✦ Realistic
 - ✦ Substantive



Brand icons

- ✦ Logos
- ✦ Fonts
- ✦ Colors
- ✦ Layouts
- ✦ Clothing
- ✦ Music



The brand roadmap

- ✦ Easily updated
- ✦ Broadly distributed
- ✦ Update annually



What do I do with it?

- * Change perceptions
- * Create visibility
- * Demonstrate expertise



Future state

* Listen to your customers



Questions?

? Ask 'em now!

 john@johnncloonan.com

 johnncloonan.com

 facebook.com/john.f.cloonan

 linkedin.com/in/jcloonan

 [@johnncloonan](https://twitter.com/johnncloonan)





zerochaos



Branding Against the Blamestorm

*John Cloonan
Marketing Director
ZeroChaos*