



MENTORING PROGRAM

How to build a brand?

BRAND IDENTITY AND DNA

Brand Launch

Brand identity is “the visible elements of a brand (such as colors, design, logotype, name, symbol) that together identify and distinguish the brand in the consumers’ mind.

Brand DNA is “the words and perceptions of users contained in memory over time and it describes the interaction of fundamental elements (the combinations of the essential building blocks of a brand) that lead to the evolution of the brand as a living organism.

Branding is founded on perception (the way we interpret information). Therefore, brand identity (the message) sent out by a brand owner is translated by the audience or stakeholders through their own perceptual lens and biases, in order to form an opinion or brand image in their mind.

It can be challenging for a brand if its identity is not clear, misinterpreted or even missed by stakeholders, which is why going through the branding process is valuable.

Brand DNA Pillars

1. Brand purpose, vision and mission statement
2. Brand values
3. Brand differentiation and positioning
4. Brand personality
5. Brand tone of voice (look and feel)

The first two are the most fundamental elements for DTC (Direct - To - Consumer Brand) brand DNA. They should be unique, well-rounded and considered, as they are the brand’s essence.

The last three relate to how the DTC brand is viewed externally in the marketplace.

Purpose, Vision and Mission Statement

This outlines why a brand exists and its intentions to consumers.

A brand must have a clear purpose in order to convince and entice people to buy into it. That purpose can be functional, emotional or both.

A mission or vision statement is a formal written sentence outlining the brand's aim and how it intends to achieve it.

There are four main questions your mission statement must answer:

1. What do we do?
2. How do we do it?
3. Who do we do it for?
4. What value are we bringing?

Establishing Brand Values

A value is a point of reference that internal and external stakeholders can use to describe and identify the brand. A set of values is useful for differentiation.

Values should be clearly linked to the mission and vision, serving as the fundamental principles of the brand personality. Brand values can evolve over time but should not change entirely unless there is a complete conflict of interest or lawsuit.

It is generally the founders who determine brand values. The brand values can be in the form of a few words, sentences or even a lengthy, manifesto-style document.

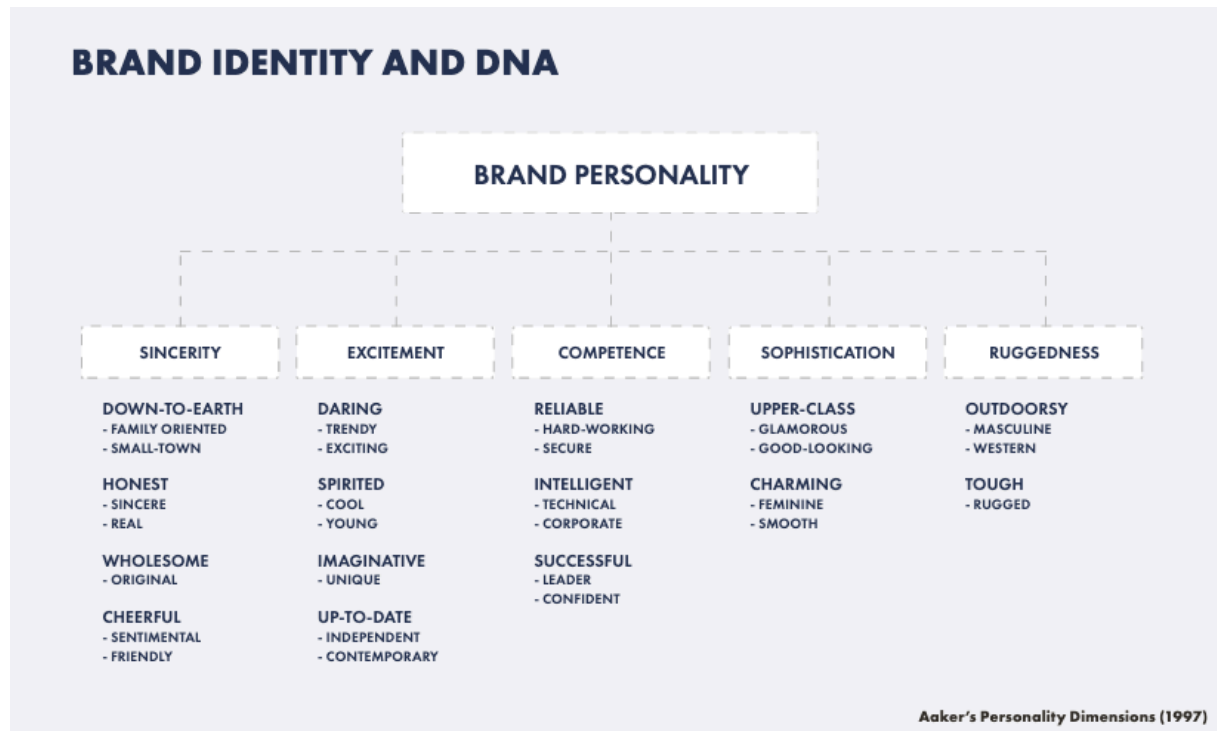
Brand/Product Positioning

This activity will help solidify brand identity and is useful in internal brand and team-building workshops.

You need to answer these 4 main questions:

- **Why:** The mission/vision of your brand
- **For whom:** The target consumer/persona of your brand
- **When:** The launch date and marketing of your brand
- **Against whom:** - Competitor benchmarking

Brand Personality



How to find your Tone of Voice?

To define TOV, ask: "If my brand were a person, what would they be like?"

The advantage here is that the "person" is you, so self-awareness can help identify the right qualities.

Decide on at least three main values that brand TOV can embody. Then, develop TOV style by choosing values aligned to these characteristics:

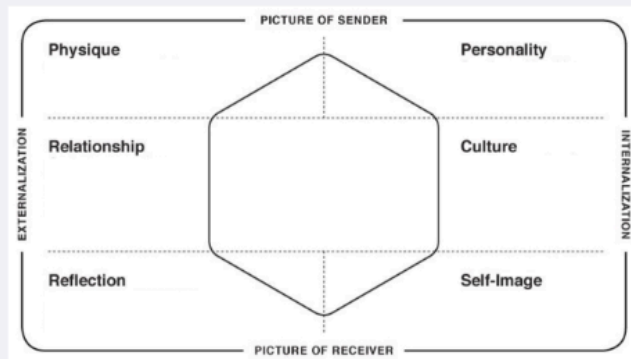
- Persona - for example: friendly, warm, playful, inspiring, professional
- Tone - for example: personal, humble, honest, clinical, direct
- Language - for example: complex, savvy, fun, serious, simple
- Purpose - for example: engage, educate, entertain, sell, enable

Learning Activity

LEARNING ACTIVITY 1 – BRAND IDENTITY PRISM

Create a **brand identity prism** for your DTC brand using Kapferer's framework:

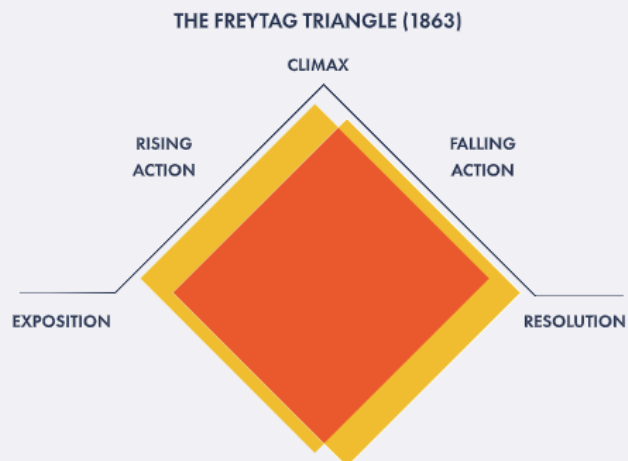
- Start on the right with the **internal aspects** – the personality, culture and self image
- Move to the left with the **external aspects** – physique, relationship and reflection (these should be informed by the answers for the internal aspects)



LEARNING ACTIVITY 2 – STORYBUILDING

Using Freytag's pyramid, create a storyboard for each of the following:

- Brand Value and DNA Video
- New Season Campaign Launch for Instagram Stories



Name of the brand

In order to find out a suitable name for your brand you should:

- focus on your target audience. Ask yourself a question to whom your collection is dedicated? What segment are you looking to appeal to – youthful, sophisticated, urban or edgy?
- it is very important to have the same name on all social media platforms.
- make two tests to determine the success of your brand name
SMILE and SCRATCH. The test to check **what qualities your brand name should have** is the SMILE Test. Essentially it stands for:

Simple – easy to understand

Meaningful – one which your customers easily relate

Imagery – creates a strong visual association

Legs – it should have the ability to stay relevant for a long time

Emotional – builds a bond, entertains, evoke a strong feeling.

The SCRATCH test is one to determine the qualities a brand name should not have.

It stands for:

Spelling – it should not be complicated to write or remember

Copypat – should not sound like or remind one of a similar brand

Random – one which has no association with the product

Annoying – evoking negativity

Tame – has very feeble associations

Curse of Knowledge – is understood only by insiders

Hard to Pronounce – If they can't say it, they can't remember it.

A good brand should be able to pass each of these tests, for it to be memorable.

Instagram - how to create a business account?

- when you use instagram you need to go to settings - account and select business account
- go next to option 'edit profile' and in the field 'Public business information' choose category 'brand' - this way your followers will know that this is not personal account but a business account and you are a fashion designers, which means they will be expecting to see photos of your collections with information where they can purchase them
- Instagram introduced also a new option - 'shop' - once you will have your website where your collection will be available to purchase, or when you will have collection ready to sell (even when you don't have a web) go to 'Settings' - 'Business' and select 'Set up Instagram Shopping' - in this way you will have an option to sell your clothes directly on Instagram and people would be able to find you in the tab 'Shop' by typing the name of your brand
- Instagram can be definitely one of the best platform where you can sell your products
- Advertisement on Instagram is totally worth it and it is a better platform to promote and sell your clothes than Facebook. Instagram has wider reach among young people also it is easier to find a brand when you use appropriate hashtags
- In order to run a successful paid campaign on Instagram you need to first define your target group:
- Who are the people to whom you want to sell your clothes? Are they only girls or also boys? What is their age? What is the style you offer? Is it elegant clothes, romantic, streetwear? Where can you find people who would be interested in your designs? In cool, hipster spots, or rather elegant restaurants? Are they nomads? Do they travel, do they love music? You need to answer all these questions, in order to find out who are the people you want to sell your clothes to.
- Once you answer that, in the Instagram campaign you need to select age,gender, location (you want to sell in V4 - or in Western Europe, or globally? You need to select primary countries where you would like to sell your clothes) you will need to provide some short description of your collection and add high quality photos the best from the advertorial campaign.

Collaboration with Influencers

It is worth collaborating with influencers but since you are a young designer and your brand is not known on the market I would choose to collaborate with micro - influencers which have from 5 to max 20K followers. It will be much easier to fix a deal with them, since big influencers maybe have much wider audience but also they don't do barter deals you would need to pay them a big amount of money and also they advertise many products at the same time, so there is a big chance that your product could disappear among the other ones.

You can reach out to some influencers from your country or another one who you follow and who match your brand. It is important to keep the same image - if your brand is more sporty or sporty-edgy try to select people who have this type of lifestyle. You can offer them one of your products in exchange for a so-called 'shout out' - an influencer would need to create an Instagram post where she/he would tag your account and also add Instagram stories with your product where she/he also tags you. It would be good if she/he would write a few words about the product and why she/he likes it.

How to spread the word about your brand among potential customers?

Start to follow on Instagram people who could be your potential clients. Like and comment on their photos, **make your brand visible on their accounts!**

Ask your friends to share your brand on their social media.

Create Insta stories where you show 'behind the scene' of your brand - how you design your collection, fabric etc. Use geo location tags and hashtags (up to 10, try to cover them by text so they won't be visible for your followers but they will help you to reach new ones), use Instagram gifs and stickers.

Distribution of product beside Instagram

If you don't have your webshop yet you can try to sell your products on platforms such as Etsy, Society6.

Create a business profile on Pinterest where you can add different boards, with inspirations and your own drawing and collections. Pinterest works as a google engine and can boost the traffic to your Instagram account when you will add a hyperlink.

<https://business.pinterest.com/>

Try to create a profile on <https://the-dots.com/>

It is a great platform for creators. You can connect with them, ask questions, find jobs or collaboration opportunities. It is also a great channel to spread the word about your brand

Do you have questions? Contact us: <https://www.eu-fa.eu/contact/> @efa_fashionaccelerator