

honey™



Is it Time to Reinvent Branding?

Why Brand Needs To Be On Every Boardroom Agenda

Those that invest in branding, rather than just advertising, will survive the next decade. Those that don't, won't.

Did you know that there are no LSE Top 30 (predecessor to the now FTSE 100) entities around in exactly the same guise as there were 50 years ago!

In my experience, many brand owners treat brand-building superficially, believing that it's more important to make brute-force impressions through large advertising campaigns. So passé. Sorry if I offend. But frankly, I only want to appeal to those who truly want to engage and invest in branding.

I'm not interested in executives who think the slap and a tickle of a brand marquee is branding. See you in the next decade...

...or probably not.

I love being part of a team of brand builders at Honey. It's what excites me. Ask anyone who has ever met me – I care deeply about seeing you and your brand for what you are uniquely brilliant at. Taking these insights and turning them into engagement with your true advocates - customers and consumers. It will lead to a strong loyal relationship, which ultimately leads to commercial growth.



“Consumers will only buy if they believe in what they are buying.”



So let's ask a few basic questions...

Can you define your brand position distinctively?

What does your brand mean to your consumers, to your employees?

Do your consumers believe that you really care what they think of your brand?

Do your employees represent the brand you intend to communicate to advocates or loyal consumers?

Consumers need to see your brand as “set apart”. Can you articulate your brand position in one simple, powerful statement? If you answer “no” to any of these questions, then you need to invest in your brand to ensure you can. Consumers will only buy if they believe in what they are buying.

Simple, yet so many of us forget this. Consumer engagement only comes with clarity, but clarity demands some sacrifice. What are you willing to stand for, and what are you willing to give up? How brave are you? How committed to delivering consistency? Brand distinctiveness is key to brand health.

Do you balance your investment in branding development with your investment in advertising and marketing? I would challenge anyone who does not.

Business owners are not investing enough in their brands.

“Of course she would say this”, I hear you think. But let me put it another way: Would you invest in an architect if you were building a house that you expect to last for more than 100 years? Branding is the same - investing in brand strategy is investing in your brand’s architecture to ensure it lasts for more than 100 years.

Who is the architect of your company’s market strategy? Who defines the brand promise?

Who defines customer-value propositions to support and reinforce the brand promise? Is branding being “off-shored” to your advertising agency?

Executives like to talk about strong brands as platforms for sustained growth. In the management literature, the link between brand equity and shareholder value is well accepted. So, why is the investment for brand building not more actively managed in the executive suite?



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Are branding agencies to blame?

In our work across a variety of sectors, we often see companies failing to “walk the walk” - unable to grasp the link between the investment in brand health and competitive performance. But are branding agencies, in part, to blame for this?

At Honey, we place great importance on the relationship between brand building and return on investment – so far we’ve won 11 DBA Awards for achieving commercial growth for our clients through our creative work. But perhaps the problem is that overall the creative sector is still seen solely as a source of creativity.

But this is confusing the tool with the objective. Building a brand’s commercial health should be a fundamental objective in any creative brief, and no work on a brand can start without this understanding. At Honey we call this ‘Immersion’. Our approach is to build commercial power through intelligent, well-informed innovation. This means that investment in research and analysis always informs the creative process, and never the other way around. As the Swiss say, “It’s all in the planning.”



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Introducing Straight Line Theory...

This is a new theory I'll be discussing in more detail over the coming months. Essentially, it's my process to help you better plan your vision, which in turn changes attitudes from 'what can I do' to 'how am I going to achieve this'.

Planning + Tactics + Implementation.

The idea is that this approach makes your objectives much more do-able, and sets out a clear vision for how to achieve them within a specified time frame and through effective collaboration. If you want to discuss this in more detail, get in touch...

Meanwhile, if you're currently discussing your overall direction as a business or planning future

commercial goals, then I would strongly suggest you refer to a brand consultancy at this stage rather than approaching them only for the creative work.

Partnering with a branding agency will help to define your brief correctly, assess your business goals in line with your brand vision, and most importantly will include all your key stakeholders who are responsible for the planning and delivery of ROI.

Now is a great time for business owners to invest in branding more cleverly, and to bring brand onto the agenda at board level as part of an investment for future vision, ensuring the long term health and commercial growth of the company - so we can see you in 50 years time.



Honey is a brand and communications agency.

We deliver brand and design solutions for some of the UK's best known companies. Our 11 Design Effectiveness Awards bear witness to the commercial effectiveness of what we do.

Honey is chosen by our clients because we are:

Collaborative

Working with our clients to achieve their aims; we are curious and challenging but supportive.

Commercial

11 Design Effectiveness Awards prove our commercial understanding and awareness of the reality of sales and marketing.

Creative

We create engagement for all, whether you are consumers, customers and or employees.

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