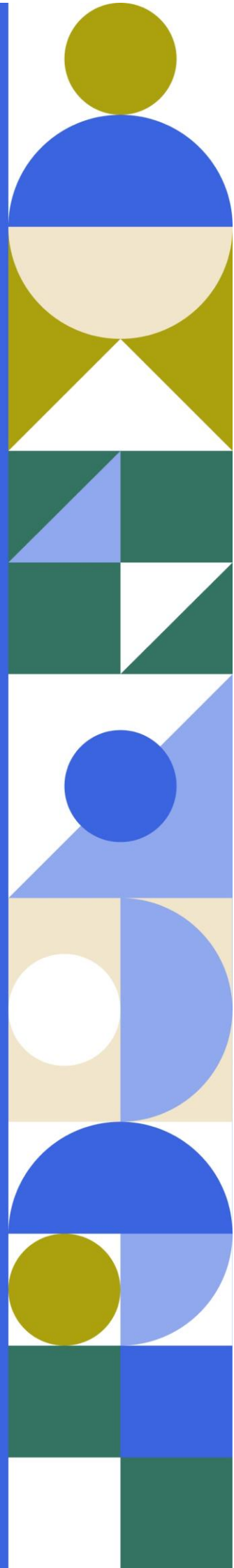




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How do we establish  
a strong brand identity  
and positioning??





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### What you are going to read:

1. [What is a strong brand identity and positioning and why is it important?](#)
2. [What you can do to establish a strong brand identity and positioning](#)
3. [Critical assumption & test](#)
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## The value of establishing a strong brand identity and positioning

Building a powerful brand identity and positioning not only helps in differentiating a business from its competitors but also plays an integral role in influencing consumer perceptions, loyalty, and purchase decisions. A coherent brand identity serves as the face of a company, fostering trust and credibility. Concurrently, effective positioning communicates the unique value and benefits that only this brand can offer, leading to enhanced customer retention and market share.

## Options to establish a strong brand identity and positioning

Based on a comprehensive review of the literature, the following are the evidence-based options that can be implemented to establish a strong brand identity and positioning:



## Embracing brand authenticity

- **Description:** Fostering genuine brand values and ethos.
- **Implementation plan:** Develop and promote a true brand story and vision.
- **Roles & responsibilities:** Leadership to instill authenticity; marketing team to communicate it.
- **KPI's:** Brand trust metrics and consumer authenticity perceptions.

## Defining a clear brand mission and vision

- **Description:** Establishing the overarching purpose and long-term goals of the brand.
- **Implementation plan:** Conduct leadership and stakeholder workshops to draft mission and vision statements.
- **Roles & responsibilities:** Leadership team, brand strategists.
- **KPI's:** Alignment with company objectives, staff and customer resonance.

## Establishing brand identity and values

- **Description:** Determining the brand's visual, verbal, and value-based pillars.
- **Implementation plan:** Collaborate with branding agencies or internal teams to establish identity and values.
- **Roles & responsibilities:** Branding team, leadership.
- **KPI's:** Consistency in brand representation, alignment with market perception.

## Positioning workshops

- **Description:** Collaborative sessions to fine-tune brand positioning.
- **Implementation plan:** Conduct regular workshops with cross-functional teams.
- **Roles & responsibilities:** Brand managers, external consultants.
- **KPI's:** Clarity and consensus on brand positioning, workshop feedback.



## Educating internal teams on brand identity

- **Description:** Ensuring every team member understands and embodies the brand.
- **Implementation plan:** Develop and deliver training programs and resources.
- **Roles & responsibilities:** HR, training departments, and brand teams.
- **KPI's:** Training completion rates, internal brand alignment metrics.

## Aligning internal and external brand values

- **Description:** Ensuring brand promises match company practices and culture.
- **Implementation plan:** Audit external communications against internal practices. Host alignment workshops. Adjust behaviors with change management.
- **Roles & responsibilities:** Leadership: Uphold and model brand values. Marketing: Ensure external messages are accurate. HR: Align employee behavior with brand values.
- **KPIs:** Employee-brand alignment (survey metrics). Customer trust metrics. Reduction in internal-external discrepancies.

## Effective storytelling techniques

- **Description:** Crafting compelling narratives around the brand.
- **Implementation plan:** Training sessions on brand storytelling and message crafting.
- **Roles & responsibilities:** Marketing and PR teams.
- **KPI's:** Brand recall rates, engagement metrics on brand campaigns.

## Deep-dive market research

- **Description:** Understanding market dynamics, competition, and customer preferences.
- **Implementation plan:** Periodic primary and secondary market research.
- **Roles & responsibilities:** Market research team, strategy department.
- **KPI's:** Insights generated, actionable strategies developed.



## Utilization of digital analytics

- **Description:** Tracking online metrics to gauge brand perception.
- **Implementation plan:** Set up digital analytics tools and dashboards.
- **Roles & responsibilities:** Digital marketing team.
- **KPI's:** Online sentiment, engagement rates, and feedback metrics.

## Adoption of competitive analysis tools

- **Description:** Tools to study competitors and adjust positioning accordingly.
- **Implementation plan:** Integrate competitive analysis tools into the strategy.
- **Roles & responsibilities:** Market research and strategy teams.
- **KPIs:** Insights gathered, differentiation from competitors.

## Leveraging feedback and review platforms

- **Description:** Monitor and utilize feedback for brand betterment.
- **Implementation plan:** Engage on review platforms and address feedback.
- **Roles & responsibilities:** Customer service, digital marketing teams.
- **KPI's:** Brand rating, feedback response time.

*Please note that the above options are crafted based on generalized situations, and the context and unique attributes of your organization should be considered for tailored solutions.*

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## Critical assumption and test

**Critical assumption:** The brand's target audience resonates with and perceives value in the newly established identity and positioning.

**Test:** Organize focus group sessions and A/B testing with varied brand messaging to gauge preference and resonance.

## Sources

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*Please note that while the sources listed provide substantial knowledge on the subjects, exact numbers, facts, or detailed insights should be extracted from the original publications for full context.*



## Implementation guidelines

Check out the implementation guidelines and unique GROWTH-canvas© to ensure you integrate your specific context and select the right options to overcome your business challenge. You can find more information [here](#).