

Building a brand is an intimidating prospect, and you may be tempted to plunge in without carefully considering and researching beforehand. That's a mistake.

Here's a handy guide that should help you (reasonably quickly) identify the three core aspects of your brand—your audience, your brand values, and your tone of voice. Working with a good brand studio will allow you to create a brand that speaks to and with your audience and create a brand that leaves a lasting first impression; however, whilst on a budget and whilst you need to bring your ideas to life, it's also essential to get the ball rolling.

So, following our workshop series at LDF, we have carefully put together a selection of exercises, resources and key takeaways designed to help you build a robust brand in your own time. Creating a clear and compelling brand and ensuring consistency across all touchpoints will allow your audience to feel more confident about your product or service. Let's dive in with a few key steps to begin with.

## 1. DEFINE YOUR DEMOGRAPHIC

A vital step in building your brand is finding your audience. Until you know who you're designing for, it's very difficult to create a brand that's really successful. You need to start by making sure your demographic is really specific. Once you've done that, you'll be able to do research into what that specific audience want: which products do they buy? Do they prefer colourful or minimal design? What sort of things do they find ugly, or clichéd?

Asking your demographic as many questions as possible at this stage is the best way to ensure you're moving onto the next stage with plenty of research in your pocket. The more you know about them and what they like, the more successful your brand will be.

## 2. DEFINE YOUR EMOTIONAL APPEAL

Lingerie designers make their customers feel sexy. High-street banks try to make their customers to feel safe. High-end automotive companies want their customers to feel powerful. Coca Cola have hijacked 'happiness'. Now you know who your audience consists of, what do you want them to feel when they interact with your brand? A designer will ask you questions to whittle the options down until you have a list of three emotions that feel like a good fit for your brand.

## FOR EXAMPLE

### PATAGONIA

*We want to help*  
[outdoor enthusiasts]  
*feel*  
[proud, caring, ethical]  
*when they interact with our*  
[environmentally-friendly products]

### SAVAGE X FENTY

*We want to help*  
[all genders, all body-types]  
*feel*  
[sexy, fun, fearless]  
*when they interact with our*  
[inclusive lingerie]

### IKEA

*We want to help*  
[people in their 20s–70's]  
*feel*  
[stylish, comfortable, prudent]  
*when they interact with*  
our [reasonably priced furniture]

## 3. DETERMINE YOUR PERSONALITY

Now you've established your demographic, and your brand values, now it's time to define your personality. Every brand has a personality, even if it's not immediately obvious. Brands like Innocent and Tesco Mobile have a sassy, cheeky personality which means they're allowed to make jokes and interact with their audience on social media in a playful way.

More serious brands, like Nike or The Financial Times have a lot more gravitas, and that comes across in the way they speak to their audience. Finding the right voice for your brand can be tricky, but a really great method is to try and identify public figures who align with your brand values, and imagine them writing your marketing copy for you.

If your brand spokesperson was Stephen Fry, for example, how would he sound? Warm, friendly, with an intelligent sense of humour.

If your spokesperson was RuPaul, would it sound different? What if it was Oprah instead? They actually have very similar speech patterns - they're both bright, reassuring and confident, but RuPaul uses more pop culture references and double-entendre than Oprah, who takes herself more seriously and never uses bawdy humour.

## 4. DEFINE YOUR PURPOSE

An exercise designed by [Sonder & Tell](#) is to create a short manifesto in your brand's tone of voice using these sentence starters:

We believe...

We are passionate in...

We obsess over...

We go after...

We are in the business of...

We are defined by...

Think about what is important to your team culture, what makes your offering unique, and what drives your story. [@Sonder & Tell](#)

## 5. CRAFT YOUR TONE OF VOICE

A consistent tone of voice across all communication channels reinforces a brand's identity, ensuring that every interaction, whether written or spoken, is unmistakably tied to your brand. A carefully cultivated tone of voice has the power to evoke feelings, building a genuine connection with your audience.

Ask yourself: Which three key words would I use to describe my brand? This will help not only with defining your tone of voice piece; it will also help you when creating your brand identity and guide a direction for your printed and social media marketing.

For further tips on how to stand out on social media and crafting your perfect message, [read our interview](#) with Kim Darragon from Kim Does Marketing.

## 6. BRAND CONSISTENCY

When choosing colour, type & image, always put yourself in the shoes of your customer and imagine what they would respond well to. One audience may need signposting with infographics yet another could find that patronising. Identifying these key elements is best done with a strategist or design studio who are seasoned at understanding what makes different audiences tick through undertaking careful primary and secondary research. Choose up to three fonts for your primary, secondary & tertiary typefaces. Choose up to five colours max that compliment each other. Always stick to these.

## 7. GETTING FEATURED WITHIN THE PRESS

Come along to a panel discussion on 19th October 2023 at 18:30, which will cover the do's and don'ts of approaching the press at Home Grown Club where a financial journalist will give you lots of food for thought on whether—and when—using a PR agency might be right for you and how media-savvy entrepreneurs can sometimes be the best people to run their press operations. In the meantime, follow the [Lightbulb Press and PR Facebook Group](#), [#JournoRequest](#) and [PR for the People](#).

## WORK WITH US

At Alexandra Lunn Studio, we recognise that every brand has a unique character and story. We help you tell your story and translate it into a bold and vibrant brand identity, setting you apart and making you feel like the rock star you are.

If you'd like to do a deep-dive and cover key themes of your choice such as how to craft your brand narrative, stand out on social media as well as get featured within the press, [book a one-and-a-half-hour strategy session](#) with Alexandra at a time that suits you. These sessions are available at a special price of £500 (normally £1'000). However, this limited time offer expires on September 30th. Here, Alexandra will carefully prepare for a tailored one-to-one focussed workshop with you which will help you to reach your goals, in any area that you choose from strategy, to defining your audience to coming up with the best social media strategy and plan for your business. [Book here](#).

## FURTHER READING

[Fitting in or Standing Out?](#)

[Five Steps to a Brand Personality](#)

[How Illustrations can Enhance Your Brand](#)

[AI and the Art of Authenticity](#)

[What's in a Name?](#)