

The background of the entire page is a night landscape. A dark, winding road curves through a valley, illuminated by a soft light source. The sky is filled with numerous stars, creating a starry night effect. The overall mood is serene and expansive.

Healthy Brand 101

BRANDING GLOSSARY
& TERMINOLOGY

BRANDING TERMS *ARE* ~~CAN BE~~ CONFUSING

They are often explained in a multitude of ways, take for example "brand positioning" and "brand promise":



Brand positioning is the extension of the brand promise to an audience through its offerings.¹



A brand promise is an extension of a company's positioning, it is a brand's fruit –it's the tangible benefit that makes a product or service desirable.²

So which statement is true?
Could both be true?

Take another example of "brand positioning" and "product positioning":



The key difference between product positioning and brand positioning is that product positioning is the process used to determine how to communicate product attributes to the target customers based on customer needs whereas brand positioning refers to the rank the company's brand possess in relation to the competition in customers' mind.³

So is a product not a brand? And don't we have to consider the competition for product positioning?

Confusing indeed...

The more you dig into the web to find answers, the more questions you will probably have. My goal is not to turn you into a branding dictionary or glossary, it's to leave you with a practical approach when building any brand

Are you ready to gain some clarity?

Enjoy going through this guide and don't hesitate to reach out to me if you have questions. I will do my best to answer them.

Howie



Sources

1. Fox, G. (n.d.). What is a brand promise? 12 Powerful examples. Accessed October 13 2021 through <https://www.garyfox.co/what-is-a-brand-promise/>
2. Frederiksen, L. (2020). Elements of a successful brand 4: brand promise. Accessed October 13 2021 through <https://hingemarketing.com/blog/story/elements-of-a-successful-brand-4-brand-promise1>
3. Dili (2017). Difference between product positioning and brand positioning. Accessed October 10 2021 through <https://www.differencebetween.com/difference-between-product-positioning-and-vs-brand-positioning/>

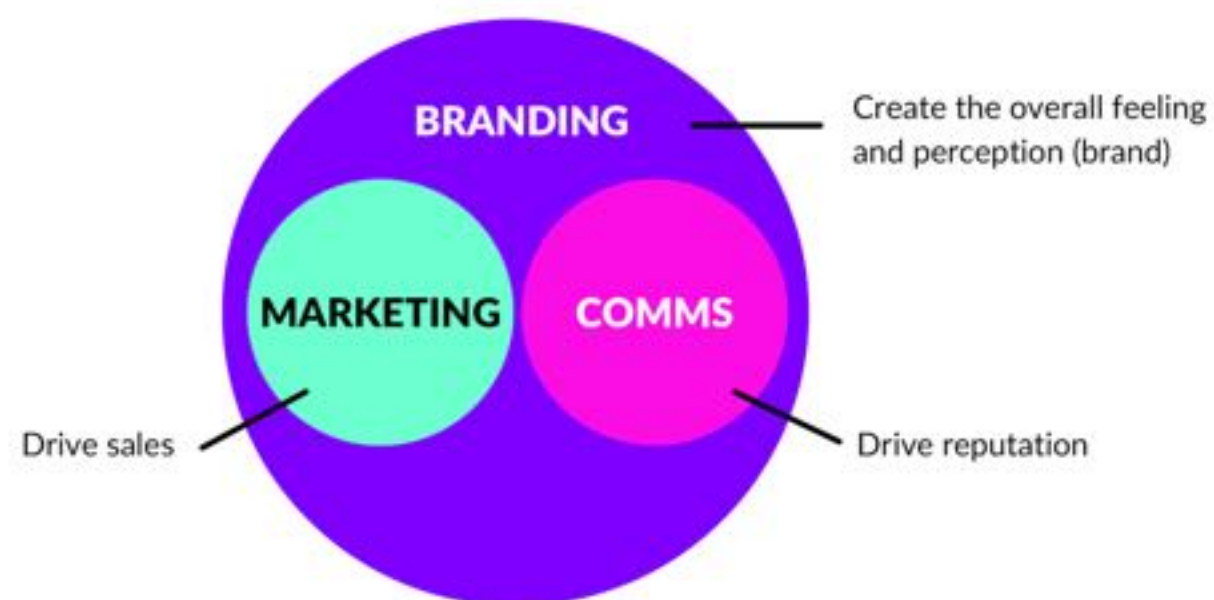
CLARITY BEGINS WITH A COMMON VIEW

What is a brand?

A brand is the way a company, a product, a service or a person is perceived by those who experience it. And so everything and everyone has a brand (some loved, some hated, but most in the middle. HINT: you don't want to be in the middle). Your brand's success depends only on whether you are loved by those you seek to serve, not everyone.

What is branding?

Branding is the intentional and ongoing process of creating that perception, consisting of every interaction and touchpoint. It's research, strategy, creative, activation, and optimization. Branding is everything, so naturally marketing and communications are part of branding, where marketing seeks to drive sales and communications seek to drive reputation.



Terminology Principles

Branding involves both the rational and the emotional, so it's not entirely black and white.

- 1** While brand terms are there for a reason, they might not be **YOUR** reason. Marketers and brand strategists have coined new terms for decades. Sometimes it doesn't really add anything, except to their personal brand!
- 2** Brand terms are not mutually exclusive—there is overlap, so we don't need to address all of them for your branding efforts. I'll cover what's essential in the last section.
- 3** Some terms are used internally and some externally and it is easy to mistake one for the other. The internal examples we find online are typically external manifestations of the internal statements, which makes it confusing.

HOW TO USE THIS GUIDE

Use this guide as a reference, but it'll be good to go through it once as it's laid out. Here are the sections and what they for:

1

Definitions: I've grouped the most common terms into six categories and defined them so you have a baseline of what they are and what they are intended to do.

2

Visual thesaurus: I've plotted the terms onto a map, so you can see how they relate with one another and understand how they are used. It's a great one pager that summarizes all the terms.



1

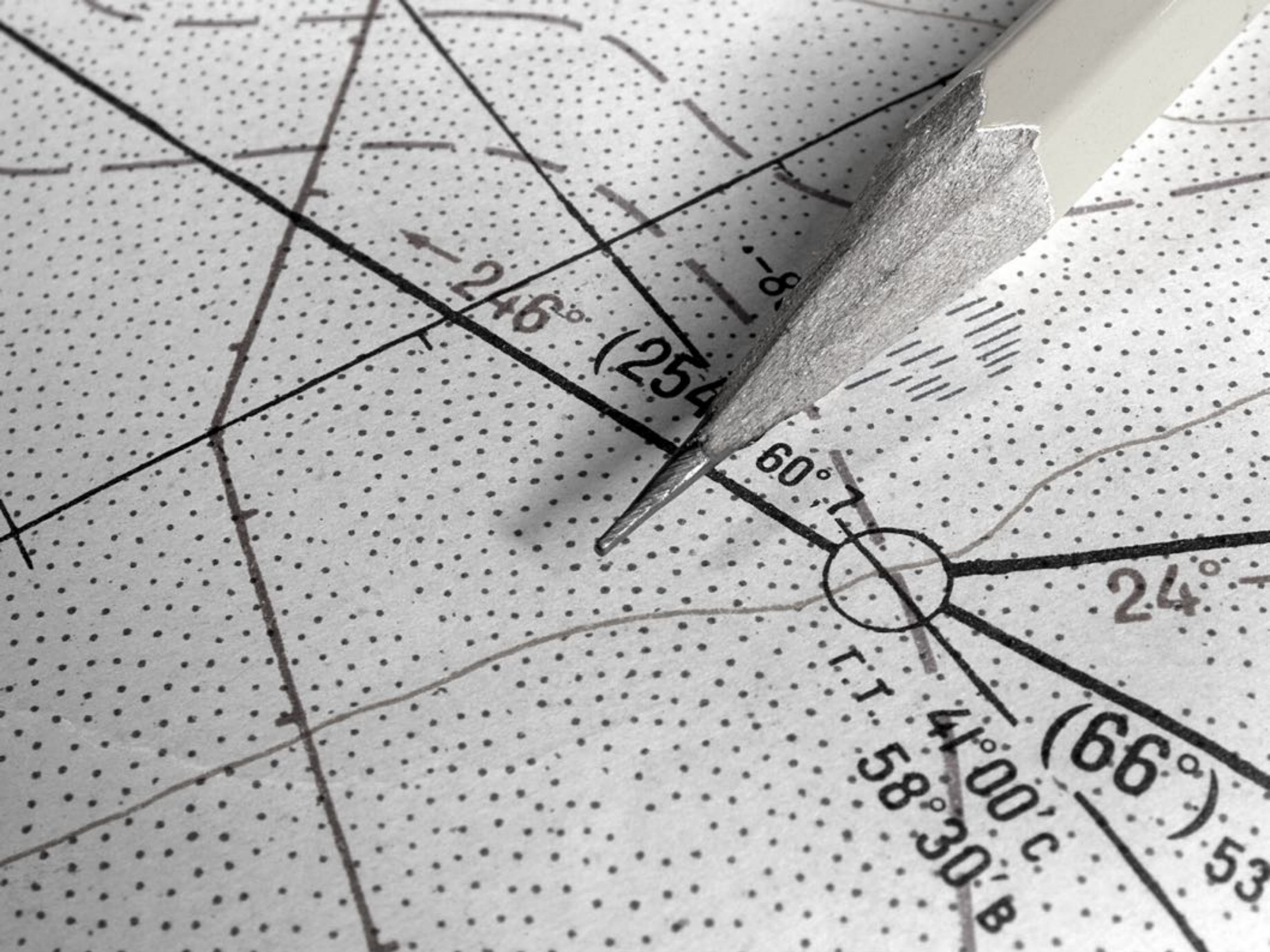
DEFINITIONS



”

Products are created in the factory, but brands are created in the mind.

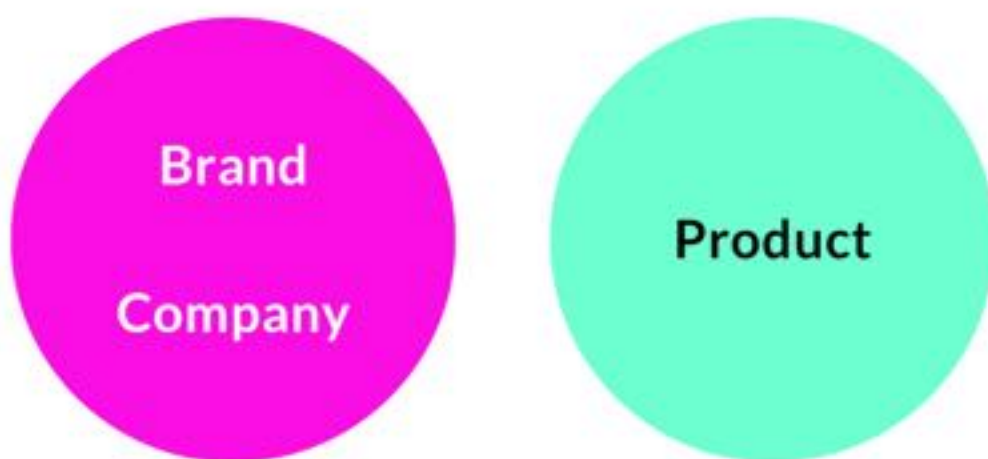
Walter Landor



TERM MODIFIERS

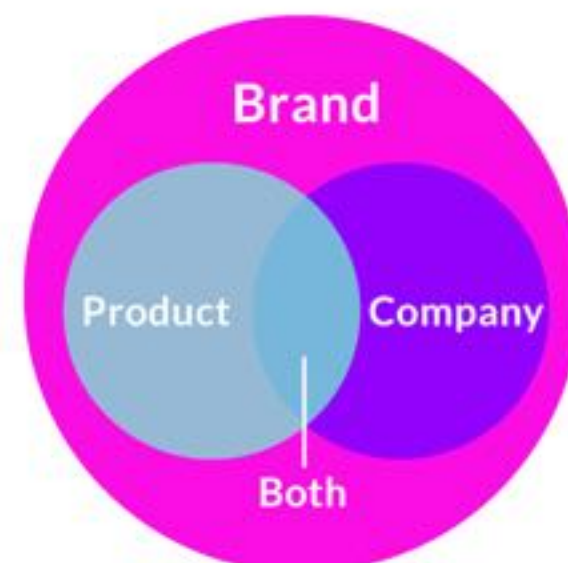
When you look up these terms online, you may come across modifiers such as "brand", "company" and "product". For example, "brand positioning vs. product positioning". It is important that we align on these modifiers so we have a common language to look at them right off the bat.

What you might find online



"Brand" is used interchangeably with "Company", referring to a portfolio or a higher-level branding exercise.

Per our definition of brand



"Brand" can be for a product, a company or both.

I will tease out differences between "company" and "product" specific nuances for each of the terms where appropriate. When a brand is both a company and a product, branding efforts typically need a combination of both types of strategy.

DEFINITIONS

1 BRAND-AUDIENCE FIT

The terms in this first category are strategic and internal in nature. They seek to help the brand focus on the most important reasons why audiences should choose the brand.

a. Value Proposition

This can be an internal facing or external statement that describes the most impactful value your customer will get. It shows how the brand is solving the problem of its customers, and sets an expectation of what the brand will deliver. The value proposition can be used at the company level or product level. Company value propositions can be for employee/ future employees, in which case, it's referred to an Employer Value Proposition (EVP). If it's for customers, the company value proposition could refer to its portfolio of products vs. just one. There are several ways to write a value proposition statement and some statements defines its target segment and how it's different, bringing it closer to a positioning statement if used as an internal statement.

Here is a value proposition example for a brand as company and product:

Helping you capture ideas and find them fast (Evernote)

Here is an example of an employer value proposition:

The freedom and support to create your own path and deliver on your definition of impact (Shopify)

b. Unique Selling Point/ Unique Selling Proposition (USP) / Unique Value Proposition (UVP)

This is an internal facing statement that defines why your customers should choose you over the competition. It is the distillation of any differentiation strategy into a unique benefit. The USP is typically more for products, but at the company level, it's the same intent—what is the most unique thing about the company as an employer or broadly across its products?

Here is an example of a USP:

Everything it takes to help you find your fit (ThirdLove)

c. Positioning/ Brand Positioning

Positioning is an internal statement that defines where the target audience should place the brand in their minds. The concept of positioning continues to evolve and while the original intent was for products, it's expanded to company positioning, building reputation and competitive standing rather than just for sales. Market positioning is also out there, typically referring to a target "market" instead of a target "customer segment", which practically could be the same thing. Regardless of these specific types of positioning, the key elements of positioning are: 1) the target audience segment, 2) the most important and unique benefit/ value for that segment, and 3) the key reasons why only your brand can provide those benefits.

Here is an example of a product positioning:

For women, Old Spice is the deodorant that could make your man smell irresistible because it reminds you of what a man should smell like.

Here is an example of a company positioning for customers:

For do-it-yourselfers, Home depot offers the best prices and most relevant selection because we are the largest building supply company

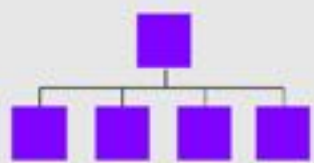
You might be asking yourself, do you need them all? Is there overlap? And the answer is there is certainly overlap and you only need what you will use. Start with positioning and in the process you will need to figure out what is the unique selling point (USP). And if you want to write a value proposition or a USP as stand alone statements to be either used externally or make the positioning crystal clear, go for it. Remember, simpler is better.

DEFINITIONS

d. Brand Architecture

This is a framework and model for how all the brands in the organization are expressed externally. How do the brands relate with one another? Is the corporate brand dominant or non-existent? These are some of the questions that will lead to arriving at a framework that is scalable and relevant.

Branded House

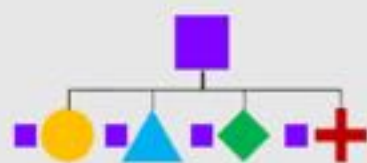


One brand that rules them all. The corporate brand is the product brand, with descriptors that distinguish between one product from the other.

Example



Sub-Brands

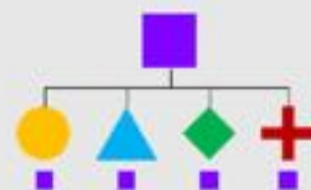


The corporate brand is attached to the product brand, introducing the product brand into the market place, lending credibility and cache.

Example



Endorsed Brand



The product brands are now in the lead, with the corporate brand endorsing it and lending it credibility. Product brand "by" corporate brand.

Example



House of Brands



The product brands are completely distinct from the company brand. Each brand stands alone and require its own investment and resources.

Example



DEFINITIONS













2 PERSONIFICATION

The terms in this second category are internal facing as well, establishing key facets of the brand as if it was a person. By looking at the brand as a person and picking certain strategies, it guides how the brand forms relationships with its target audience segments.

a. Brand Archetype

Archetypes are characters defined by generic traits that explain what they stand for and what motivates their actions. There are 12 archetypes from the work of Carl Jung and marketers Margaret Mark and Carol S. Pearson, who wrote "The Hero and the Outlaw" about applying archetypes to brands. For each archetype, it describes the core desire, goal, fear, strategy, gift and trap. The archetype of a brand should reflect the audiences it wish to attract.

Here are the 12 archetypes and examples of brands that leans heavily into each archetype:

Leave a mark	Provide structure	Seek paradise	Connect with others
HERO mastery 	CAREGIVER service 	INNOCENT safety 	EVERYMAN belonging 
MAGICIAN transformation 	RULER control 	SAGE knowledge 	JESTER enjoyment 
OUTLAW liberating 	CREATOR imagination 	EXPLORER freedom 	LOVER intimacy 

b. Brand Traits/ Brand Personality/ Brand Attributes

When a brand is personified, you can better define how it shows up visually, verbally and experientially. A set of traits will help to setup guidelines and guardrails for all creative expressions of the brand. Brand attributes are sometimes described interchangeably with traits or values, but the definition of attributes is "a quality or feature regarded as a characteristic". Because it points to the idea of characterization, I've bundled it with brand traits and personality. Values, on the other hand fits better in a different category.

Here is an example of traits for a couple of brands:

- Exciting, courageous, out-going, hyper-energetic (RedBull)
- Sincere, well-liked, warm, like a respected family member (Hallmark)

You can see how these traits can be used to describe a person.

DEFINITIONS

3 AT THE CORE

The terms in this third category are internal as well. It's really the distillation of the brand in a few words, sometimes even just one word that becomes the north star of the brand. We are really starting to split hairs here as most people will probably say a brand essence is the same as a brand mantra.

a. Brand Essence

The essence is sometimes also referred to as the soul of brand. It is the singular purpose of the brand and the ultimate association and expression it constantly delivers on.

Here are some examples of brand essences

- **Magical (Disney)**
- **Safety (Volvo)**
- **Sharing happiness (Coca-Cola)**

See how the essence is very broad, it doesn't tell you how the brand delivers on it, but it's very succinct and unmistakable what the brand needs to stand for.

b. Brand Mantra

A brand mantra is typically described very similarly to a brand essence but the key difference is that a brand mantra is about stating the core belief and positioning of the brand. It's more than one word and gives more context beyond what a brand essence might.

Here are some examples of brand mantras

- **Fun family entertainment (Disney)**
- **Authentic athletic performance (Nike)**
- **Ultimate driving machine (BMW)**

The unique way in which the brand delivers on the essence is captured in the brand mantra. In the case of Disney, if they wanted to just have a brand mantra, it can perhaps be restated as "Magical family entertainment" to capture the brand archetype of the magician in the mantra.

DEFINITIONS

4 REASON FOR BEING

The terms here are more for company brands than product brands. They are often used externally so investors, employees and customers have a sense of who this company is and what are their beliefs.

a. Purpose

Purpose is essentially the why of the brand. Why does it exist beyond making money? It's written through the value the brand brings with its products and services, not just through their social responsibility efforts.

Here are some examples of brand purposes:

- **To unleash the originality in every child (Crayola)**
- **To help women everywhere develop a positive relationship with the way they look, helping them realize their full potential (Dove)**
- **We are in the business to save our home planet (Patagonia)**

b. Mission

The company mission is the how. How is the company going to act on its purpose everyday, making progress towards its vision? It reflects the business strategy and positioning of the company.

Here are some examples of mission statements:

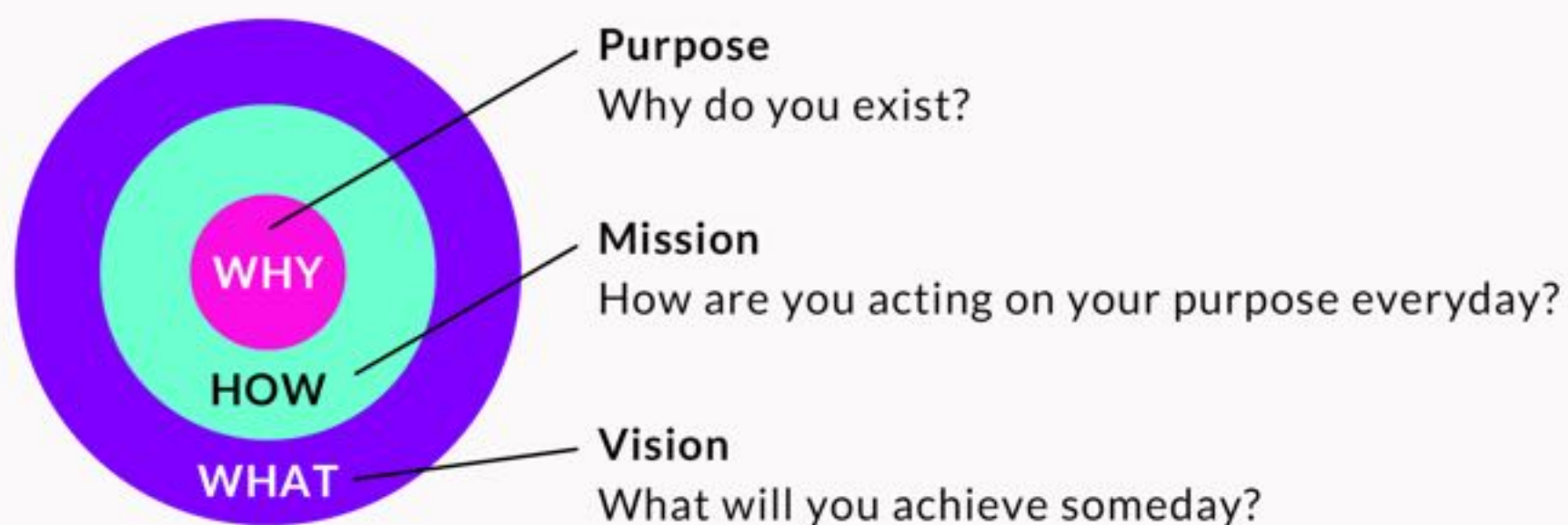
- **To inspire and nurture the human spirit—one person, one cup and one neighborhood at a time (Starbucks)**
- **Bring inspiration and innovation to every athlete* in the world *If you have a body, you are an athlete (Nike)**
- **Build the best product. Cause no unnecessary harm. Use business to inspire and implement solutions to the environmental crisis. (Patagonia)**

c. Vision

A company's vision is the what. If the company acts on its mission daily, what is the ultimate achievement and state of the world? Another way vision statements show up is what has the company achieved in the most ideal future state?

Here are some examples of vision statements:

- **A world without Alzheimer's disease (Alzheimer's Association)**
- **To be earth's most customer-centric company, where customers can find and discover anything they might want to buy online (Amazon)**
- **To nourish people and the planet (Whole Foods)**



DEFINITIONS

d. Brand Values/ Core Values/ Company Values

Values can be written for a brand as a product/ service or a brand as a company. Values guide the actions and behaviors for a product/ service or the employees of a company. They are there to help the brand reach its goals and live its mission everyday.

Here are some examples of values:

Dove (Product brand values)

- The real you is beautiful
- Confidence
- Age has no relation to beauty
- Diversity

Adobe (Company values)

- Genuine
- Exceptional
- Innovative
- Involved

Zappos (Company values, written as behaviors, which are more action oriented)

- Deliver WOW Through Service
- Embrace and Drive Change
- Create Fun and A Little Weirdness
- Be Adventurous, Creative, and Open-Minded
- Pursue Growth and Learning
- Build Open and Honest Relationships With Communication
- Build a Positive Team and Family Spirit
- Do More With Less
- Be Passionate and Determined
- Be Humble

See how values are different from traits. They are not descriptive of a person, rather principles to abide by.

e. Brand Promise

The brand promise is a value or experience the customer can expect to receive every time they interact with the brand. It is sometimes explicitly stated, but sometimes manifested more subtly in the delivery of the brand experience. Whether a brand puts out their brand promise in the form of an ad or their values, every brand should understand and align on what that is so it can be built into an operating system that delivers on it again and again.

Here are some examples of externally facing brand promises

- 15 min can save you 15% or more on care insurance (Geico)
- Consistent low prices (Wegmans)



*Fulfilling on your brand promise
should be intentional, not accidental.*



DEFINITIONS

5 CREATIVE EXPRESSION

The terms here are the external expression of the brand strategy.

a. Tagline/ Strapline

A line that sums up the brand, helping the audience remember and then associate the brand with its differentiation and value. It plays a key role in reflecting the brand's position. It is sometimes part of the brand's logo so it is displayed next to the brand consistently.

Here are some examples of taglines/ straplines:

- **Belong Anywhere (Airbnb)**
- **A diamond is forever (De Beers)**
- **Taste the feeling (Coca Cola)**

b. Slogan

A slogan is a short memorable phrase for an ad campaign. It is similar to a tagline, but it only spans the duration of the campaign. When a slogan becomes very successful, brands may actually use them as the tagline (see example in next page). The term slogan started when there were competitions asking people to submit catchy phrases to companies describing their products and it's now mixed up in branding nomenclature.

Here are some examples of campaign slogans:

- **Everybody In (GM electric vehicle campaign 2021)**
- **We Try Harder (Avis challenger ad campaign 1960s)**
- **For All You Love (Johnson & Johnson brand campaign 2013)**

c. Headline

A headline is a line that appears at the very top of an ad, an article or page. It's something that catches the attention of the reader and pulls them into the rest of the content beneath it. Its job is to hook the audience, and not for memorability, which is the job of the tagline and slogan.

Here are some examples of ad headlines:

- **Somewhere on an airplane a man is trying to rip open a bag of peanuts (Harley Davidson)**
- **"We're (cough) having a baby"/ "She's (cough) just a friend" (Ricola cough drops)**
- **They don't write songs about Volvos (Chevrolet Corvette)**

d. Brand Identity/ Visual Identity

It is the collection of all the elements used to portray a brand to its customers and audiences. It includes the logo, the color palette, the graphical elements, really everything that is seen. Brand identity is sometimes used interchangeably with branding, but we've already covered branding, which is a far broader term, referring to every activity and touch point that builds the brand.

EXAMPLE: A version of Nike's "Just Do It" campaign

The "Just Do It" slogan was such a success, it became the company's tagline.

**THE SHOE
WORKS IF
YOU DO.**

HEADLINE



The Nike Sweet Classic High is comfortable while still remaining in style. With great quality and a wide variety of colour options, these sneakers are perfect for casual use. Stay fly, stay fresh and get yourself a pair.

SLOGAN

JUST DO IT.



nike.com

Source

1. (n.a/n.d.). Nike's print advertising that boosted the brands popularity. Accessed November 1 2021 through <https://www.designyourway.net/blog/inspiration/35-nike-print-advertisements-that-boosted-the-companys-income/attachment/nike-print-ads-11/>



2

V I S U A L
T H E S A U R U S



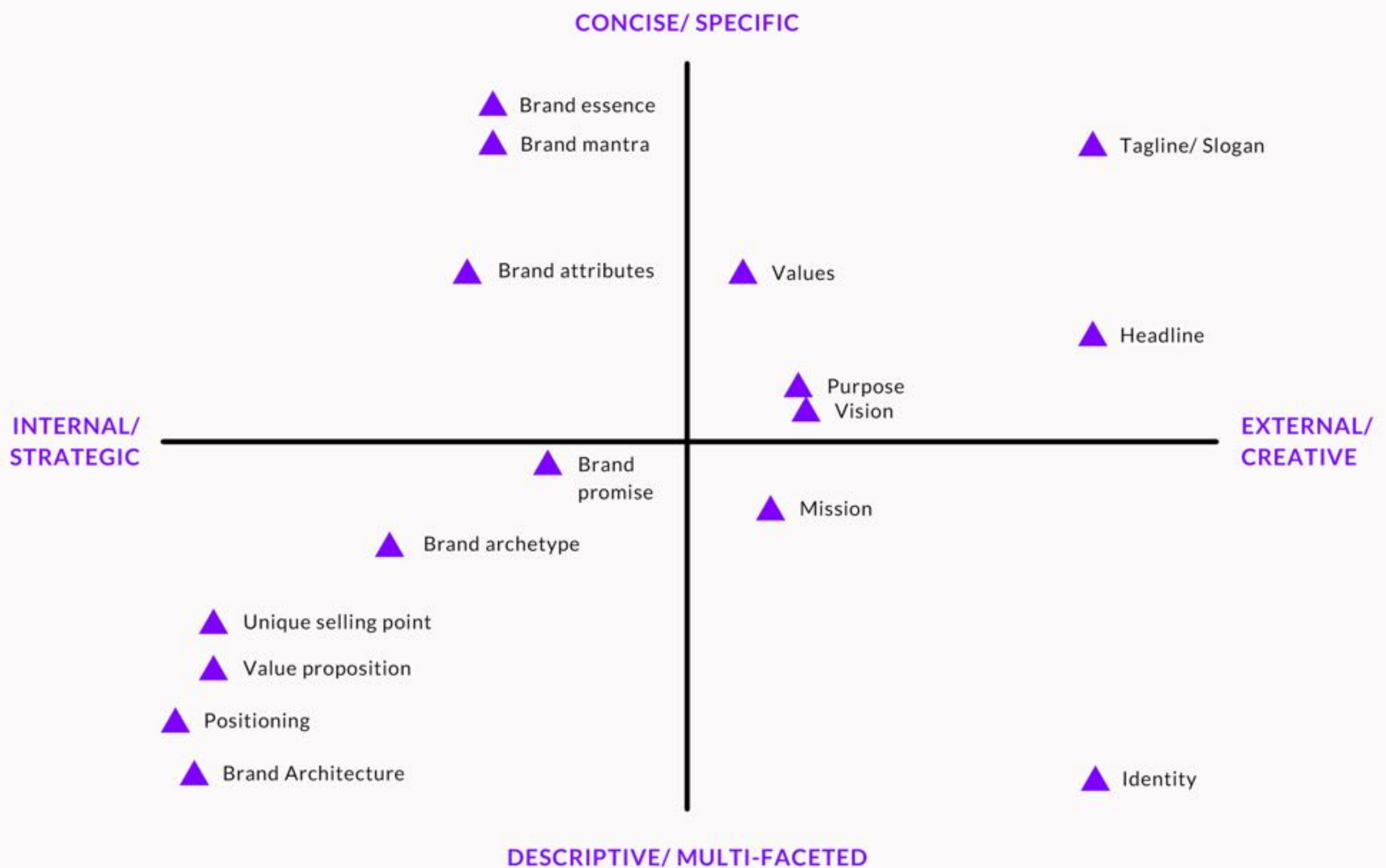
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It's easier to
love a brand
when a brand
loves you
back

Seth Godin

2. VISUAL THESAURUS

In this map, brand terms are plotted relatively to each other along how these terms are used (internal/ strategic to external/ creative) and what they entail (concise/ specific to descriptive/ multi-faceted). Where they are on the map shows their intent, and the terms around them that achieve a similar goal.



INTERNAL

1. **Positioning:** what is the problem you solve for a specific type of customer, your key point of difference and proof?
2. **Brand architecture:** what is the framework for all the brands?
3. **Value proposition:** what will cause your customer to "buy"?
4. **Unique selling point:** what is the key point of difference from competitors?
5. **Brand archetype:** If your brand was personified, which archetype reflects both the brand and the target audience?
6. **Brand attributes:** What are the traits that define the brand?
7. **Brand mantra:** What are a few words that describe the positioning of the brand?
8. **Brand essence:** What ultimately does the brand stand for in one to three words?
9. **Brand promise:** In this portrayal, brand promise is an internal statement of the expectations that need to be fulfilled consistently.

EXTERNAL

1. **Values:** what are the guiding principles the brand will adhere to everyday?
2. **Mission:** how is the brand going to act everyday on its purpose and achieve its vision?
3. **Purpose:** why does the brand exist beyond making money?
4. **Vision:** what is the brand aiming to make happen someday?
5. **Tagline:** What are a few words that is memorable and help the audience recall the positioning of the brand?
6. **Slogan:** What are a few words that is memorable and help the audience recall the ad campaign?
7. **Headline:** What is the first thing the audience reads on an ad to hook them in?
8. **Identity:** All the visual and verbal components of the brand expressed in accordance with its brand strategy.



3

FUNDAMENTALS



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The chance to
make a
memory is the
essence of
brand
marketing.

Steve Jobs

3. FUNDAMENTALS

Do we need all these terms to build the foundation of a brand? The answer is: not necessarily. Could you put pen to paper and create all of them? Sure. But only if it serves you. There is a difference between going through the process and actually crafting every statement. Establishing the key components of the brand should drive clarity and make it as simple and specific as possible so there is the highest probability of your audience placing you in their mind in the position you intended. If we wanted to focus on the musts, these are the items I would typically develop. You should see these terms as tools in your branding toolkit and it depends on the complexity of your audiences and customer segments which tools you need. There is no right or wrong, but here is a place to start:

Product brands

1. **Positioning:** By working towards a positioning statement, you need to figure out the product-customer fit. What are the unique attributes, benefits and value of the product that helps to solve a specific problem for a particular target segment? If the product addresses multiple segments, find the common denominator between them. That unique value is the promise of your product brand.
2. **Purpose:** An internal alignment about why this product brand exists serves as a powerful guide for what the brand should be doing and how it shows up. Think Dove and how the product brand leverages its purpose to go beyond features and benefits.
3. **Personality:** Whether you pick an archetype or not, you need to define how the brand is going to show up. What are the beliefs, motivations and key personality traits of the brand? The personality of the brand should reflect who your customers want to be. When they use your product, they should see themselves becoming that person.
4. **Brand Mantra:** Ultimately what do we want the product brand to be known for? A few words that captures the positioning of the brand points everyone at one thing.
5. **Creative expression:** From the logo to the color palette to any graphic elements, a visual brand language should be created. Aside from the brand identity, what is the campaign (headline, slogan etc.) that's going to (re)introduce the brand to the target segments and start to establish that positioning?

Company brands

1. **Positioning:** Similar to a product positioning statement, you need to figure out how the value from the company fits with the target audience. What are the unique benefits and value of everything the company offers? What is the commonality between all your audiences? We use audience here because not everyone a company reaches is a customer.
2. **Personality:** Same as above, you will need to personify your company brand.
3. **Brand Mantra:** Same as above, what is the one thing your company brand should be known for?
4. **Purpose statement:** I'm a strong believer in less is more. One outward statement is sufficient and a succinct purpose statement will help audiences understand the why behind everything you are delivering.
5. **Behaviors:** Action oriented values will help employees quickly understand and put into daily practice behaviors to establish the desired culture and manifestation of the company brand.
6. **Creative expression:** Same as above, a company brand will need all the visual, verbal and experiential elements to market and communicate both internally and externally the positioning of the brand.

What happens when a brand is both a company and a product? Like Coca-Cola? You will need to address the foundational elements looking through both those lenses and when you express them outwardly, the intended audience and goal will help you determine the emphasis and focus of the creative campaign-product branding vs. company branding.

CONCLUSION

The terms used in branding might be confusing, but it doesn't have to be if you understand the intended use of each term. There is no right or wrong in my opinion, rather what's the most efficient way to get to the intended outcome—a brand loved by those you serve. So use these terms as tools and create a foundation that represents the truth of the brand and your target audience and customer segments.

Here are some principles for building a brand, any brand.

- 1 Start with who**
Brand is what your audience perceive, so get clear about exactly who you serve and view everything through their eyes.
- 2 Be known for one thing**
It is very tempting to tell your audience everything, but when you do, you become known for nothing. Fight constantly to focus on one thing.
- 3 Make a promise and then fulfill it**
Set the right expectations with your audience, and then do everything possible to meet them again and again and again.
- 4 Think rational and emotional**
Let data and strategy guide you but use creativity to bring it to life. Branding is both art and science, use both to your advantage.
- 5 Stand out by being authentic**
When a brand leans in fully into its DNA, what's perceived to be courageous is just a brand living out its purpose.

I hope you found the guide useful. I look forward to hearing from you as you build your brands. No matter what they are, let's make them matter!

**LET'S BUILD
THE
HEALTHIEST
BRANDS
ON THE
PLANET**

