

CMO-OnLoan™

Strategic Marketing Playbook

Brand Strategy

Personality

Building Blocks

BRAND STRATEGY

Defines what you want to stand for.
Evaluate ~5 years.

DELIVERABLES:

- Why Your Brand Exists
- Promise & Secret Sauce
- Key Messages
- Ideal Target & Audiences
- Brand Architecture
- Naming Strategy
- **Personality & Tone-of-Voice**

COMMUNICATION STRATEGY

How you will communicate.
Changes annually.

DELIVERABLES:

- Hero's Story
- One Liner vs Competition
- Journey Map
- Journey Map Calendar View
- Channel Strategy
- Style Guide

MARKETING PLAN

How you will deliver results.
Changes based on priorities.

DELIVERABLES:

- Marketing Plan Overview
- Priorities, Tactics & KPI's
- Calendar Overview
- Budget Priorities
- KPI Tracker
- Results Dashboard

MARKETING LEADERSHIP

How you will lead & guide the team.

DELIVERABLES:

- Marketing "Quarterback"
- Resource Plan
- Development Plans
- Training
- Coaching
- Resourcing & Hiring
- Onboarding

Personality

How your brand looks, sounds and feels, as if the brand was a person.

- Makes the brand more human and unique
- Best ones are instantly recognizable and relatable

How It Helps

- Differentiates you versus competitors
- Human characteristics build brand awareness
- Human relatedness increases brand loyalty

How It's Used

- Inspiration and guidelines for anyone who creates messages, visuals, videos, experiences, etc. for the brand
- Helps the brand stay consistent



Brand Personality Framework

5 dimensions with personality attributes

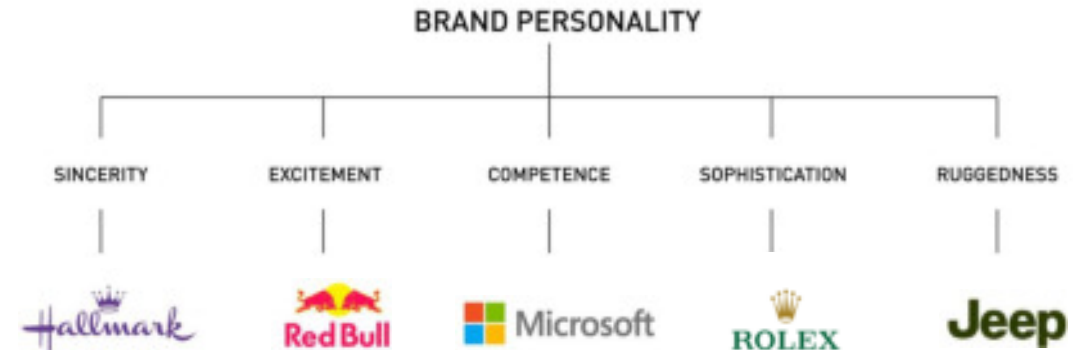
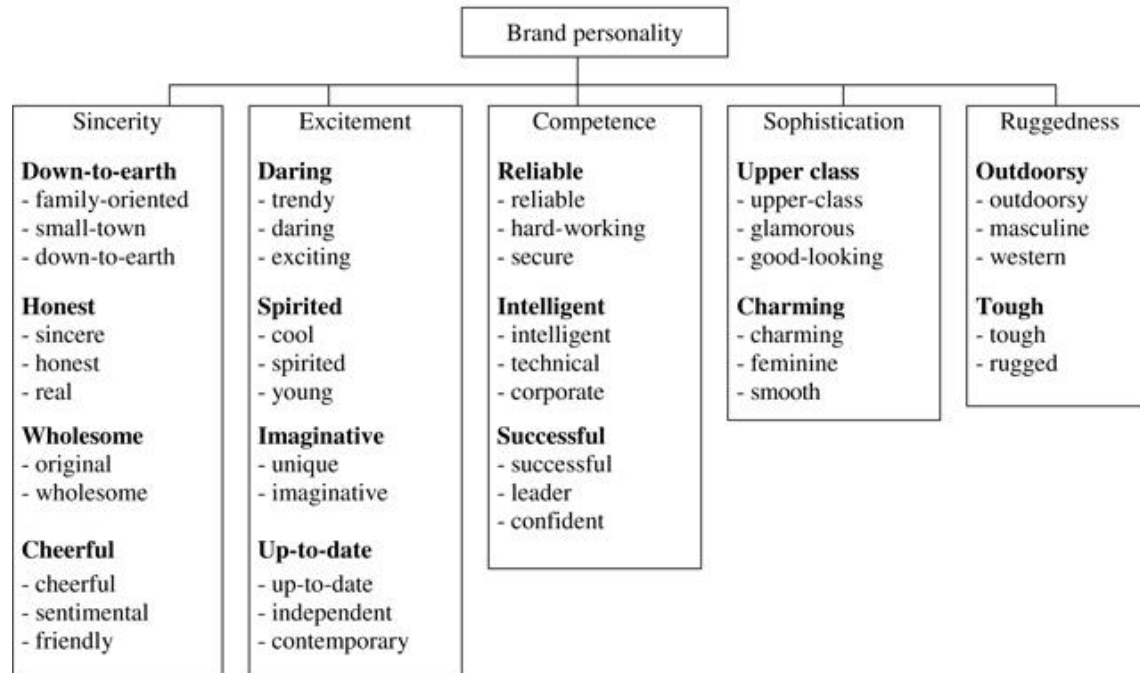
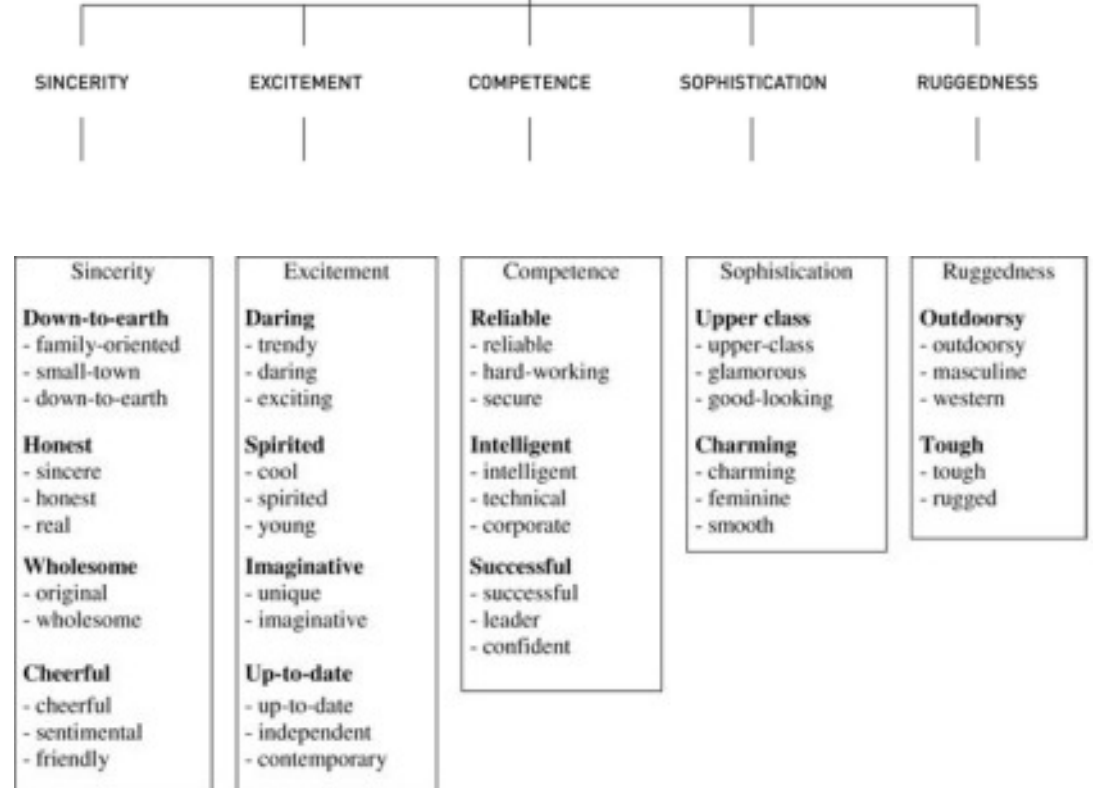


Figure 1. Brand Personality Scale.

Source: Aaker, J. (1997). Dimensions of brand personality (p. 352). *Journal of Marketing Research*, 34(3), 347-356. doi: 10.2307/3151897

Defining Your Brand's Personality

- Choose one primary dimension
 - Choose a secondary if needed
- Select attributes from the dimensions
 - ~4 characteristics and behaviors
- Write a statement with the attributes



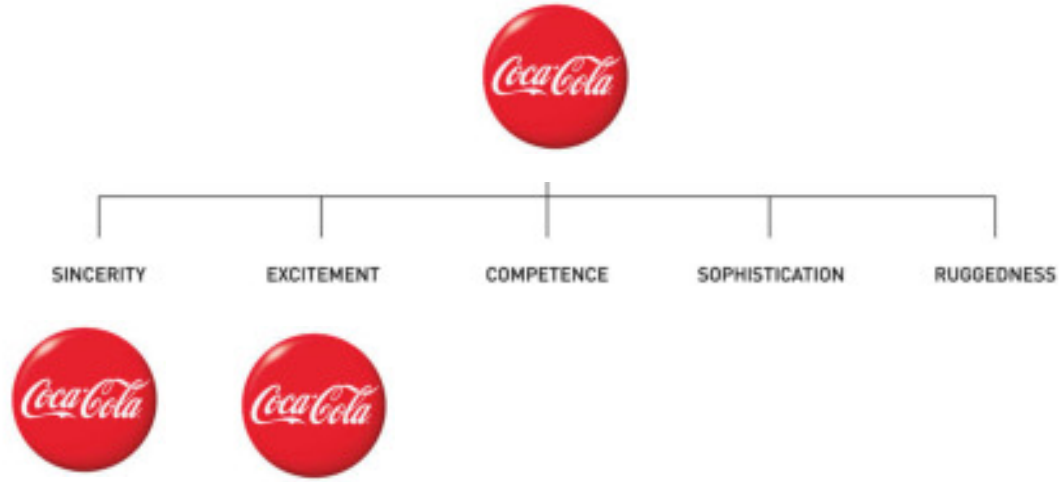
Example: Apple has a non-corporate, artistic, sophisticated, creative personality

Add Brand Personality Markers

- Once the personality is defined, brands choose “markers” that can become tied to the brand
 - Look – logo, colors, fonts, photography, etc.
 - Sound – voice, music, etc.
 - Scent - aroma
 - Touch & feel – shape, design
 - Actions – movements, behaviors



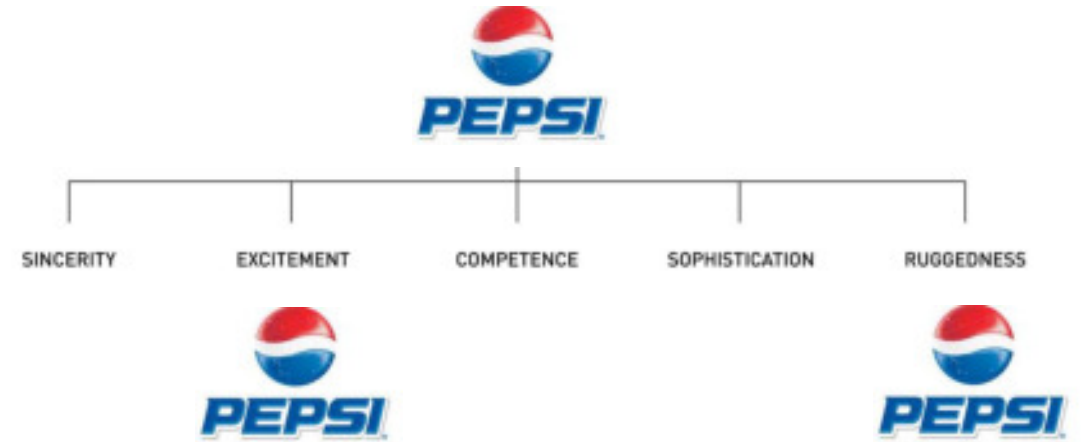
Example – Coke & Pepsi



Joyful, Happy, Sharing, Excitement



“Timeless”



Smart, Youthful, Fun



“Timely”

Recap – Personality

- A deliverable within the Brand Strategy Building Block
- How your brand looks, sounds and feels, as if the brand was a person
- Choose one dimension as the primary, and a secondary if needed
- Select attributes from the dimensions (~4 characteristics and behaviors)
- Write a statement with the attributes
- Add “markers” to show how the brand will look and feel