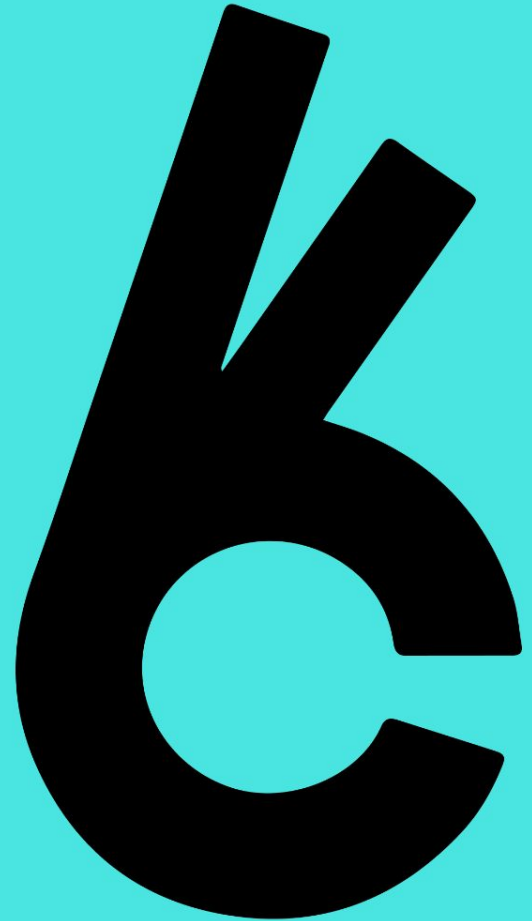


Brand and Messaging House Template for Scale Ups.

Become clear, consistent and unique in your
messaging and content creation.

contentoo



Scale ups aim to move fast, grow exponentially and require to reinvent themselves every year. If you are just starting your scale up journey you might not have had the time, resources and people to properly set the brand pillars.

But as your company grows fast, you need to put your company in the position to tell and display a consistent story. There's a saying in marketing that goes: "without repetition, no marketing".

With this brand template we give scale ups a tool to craft their brand story that will last and aligns everyone within the company and who comes into contact with your company with your why, what and how.

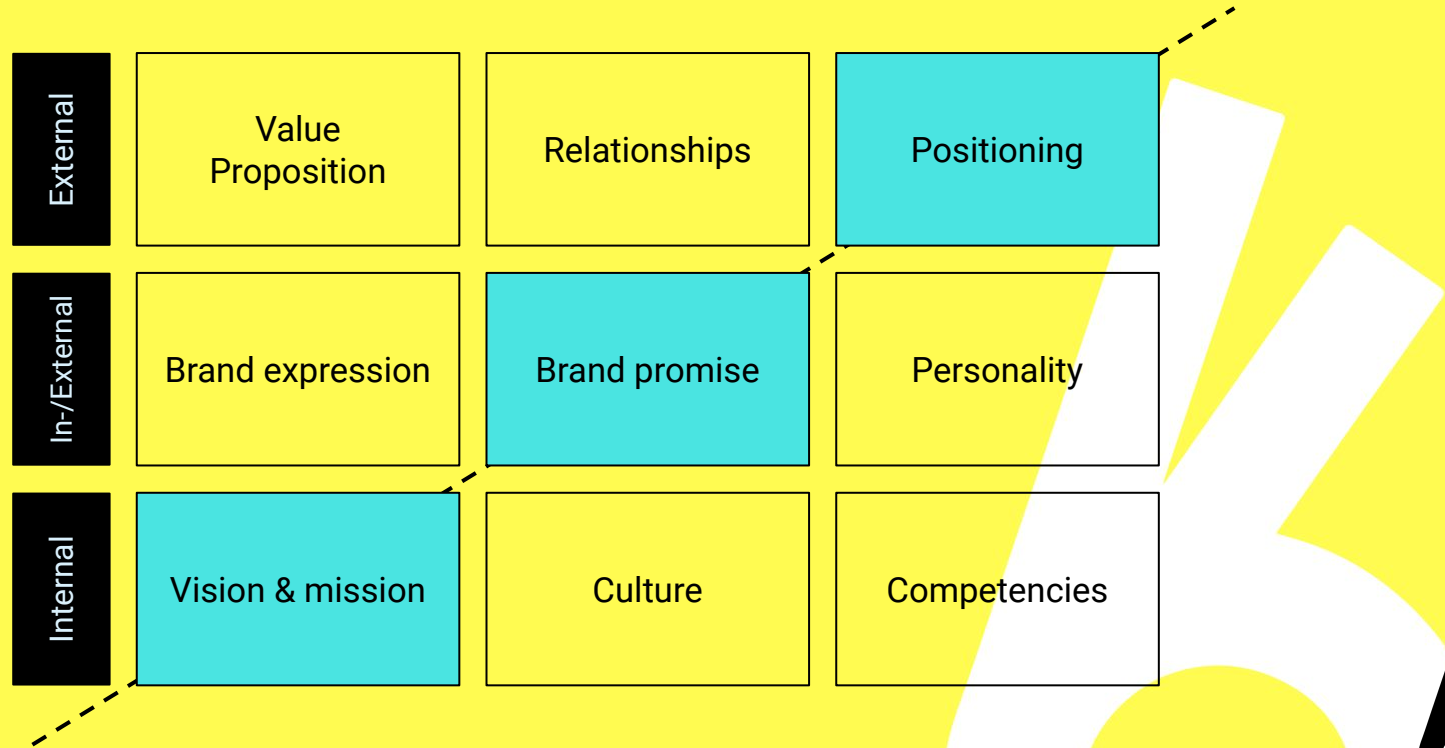


Brand Identity

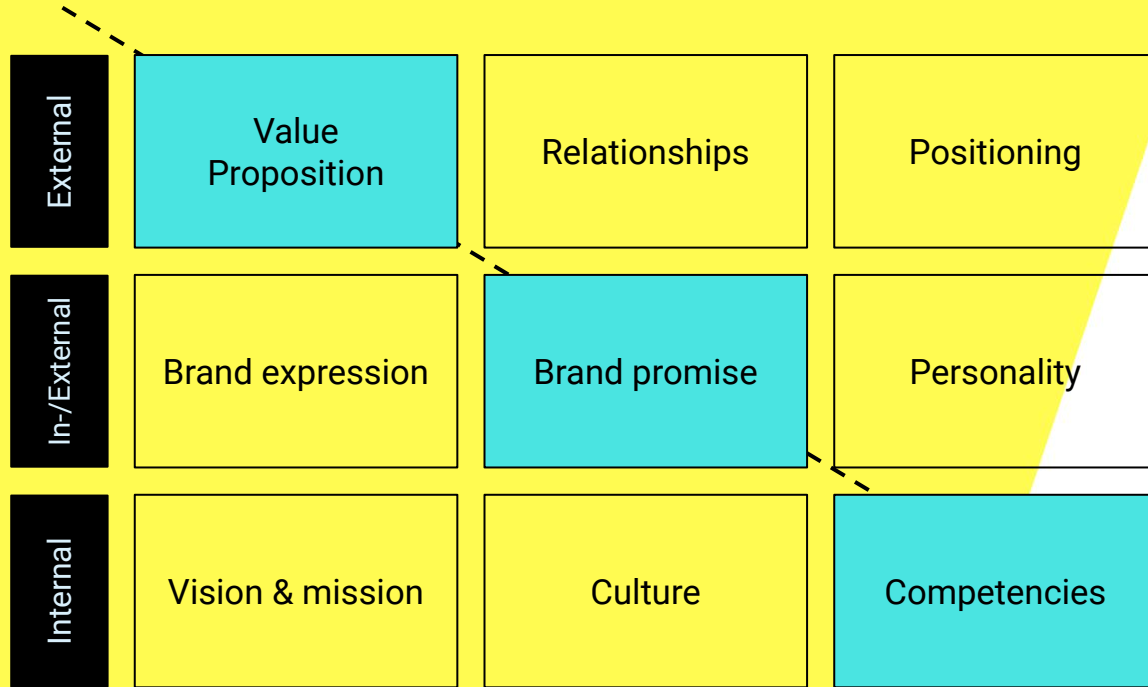
External	Value Proposition	Relationships	Positioning
In-/External	Brand expression	Brand promise	Personality
Internal	Vision & mission	Culture	Competencies



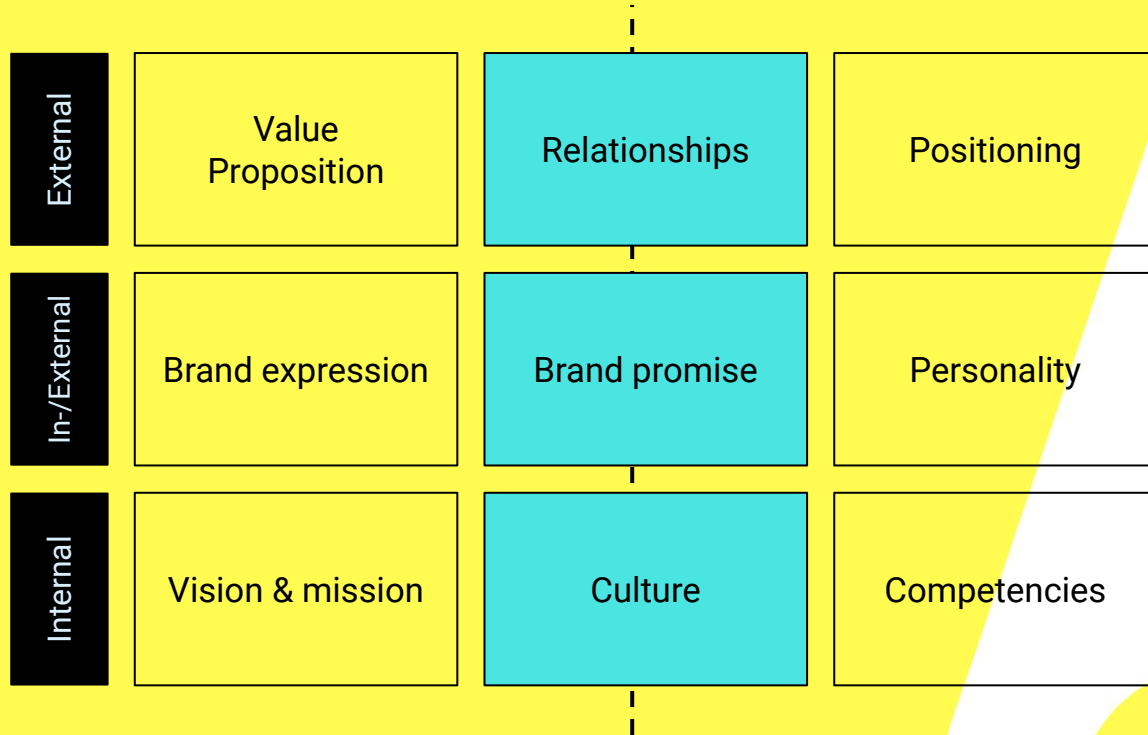
Strategic axis



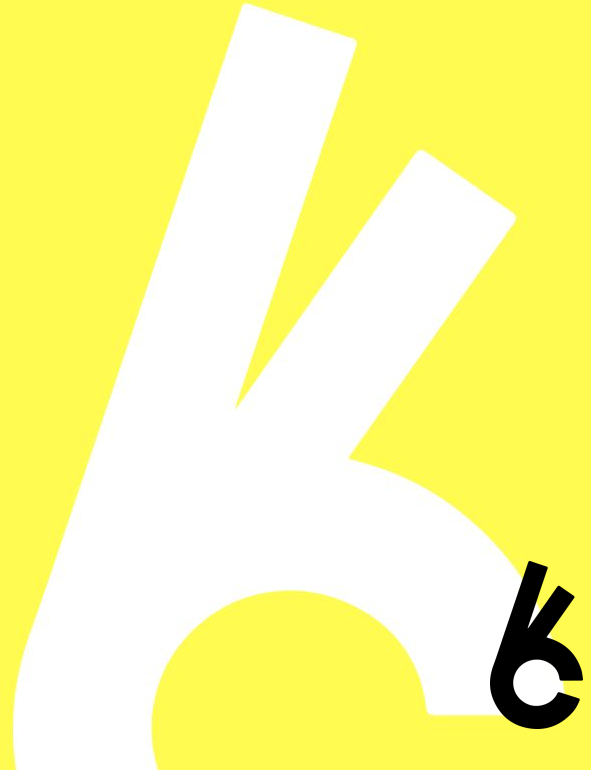
Competitive axis



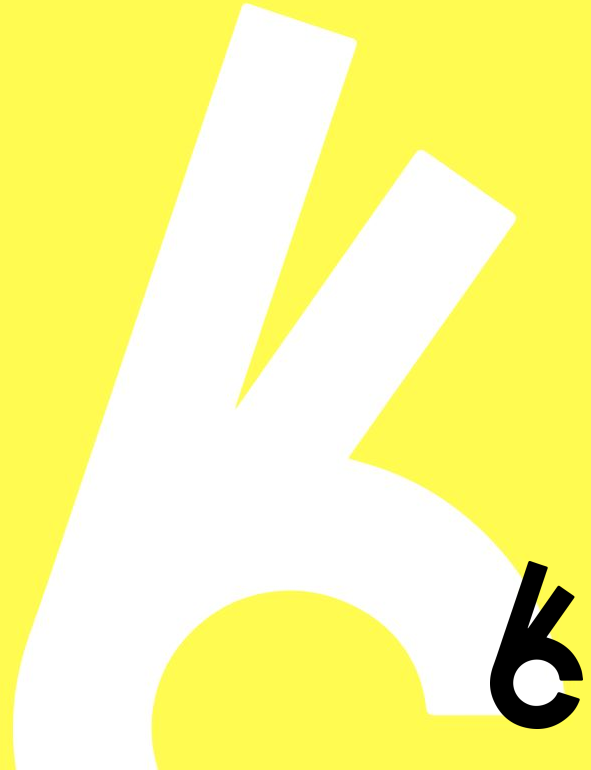
Interaction Axis



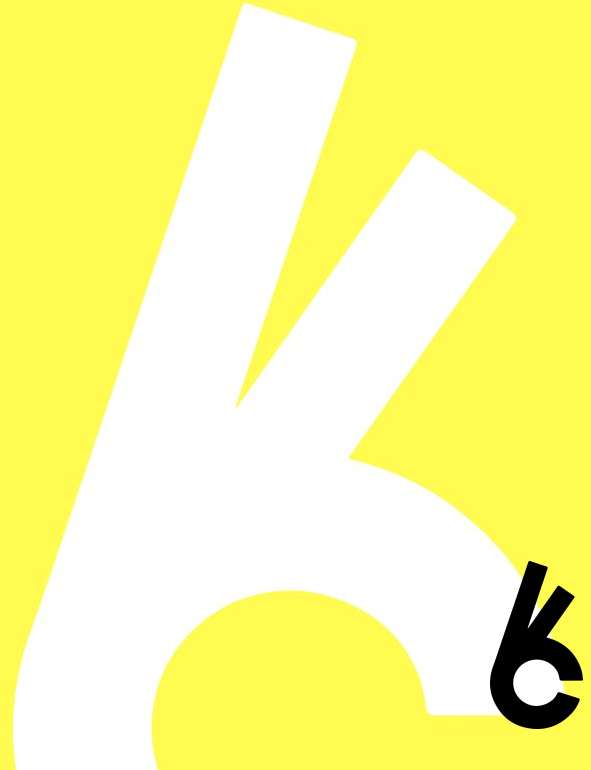
Vision - How do we look towards our profession?



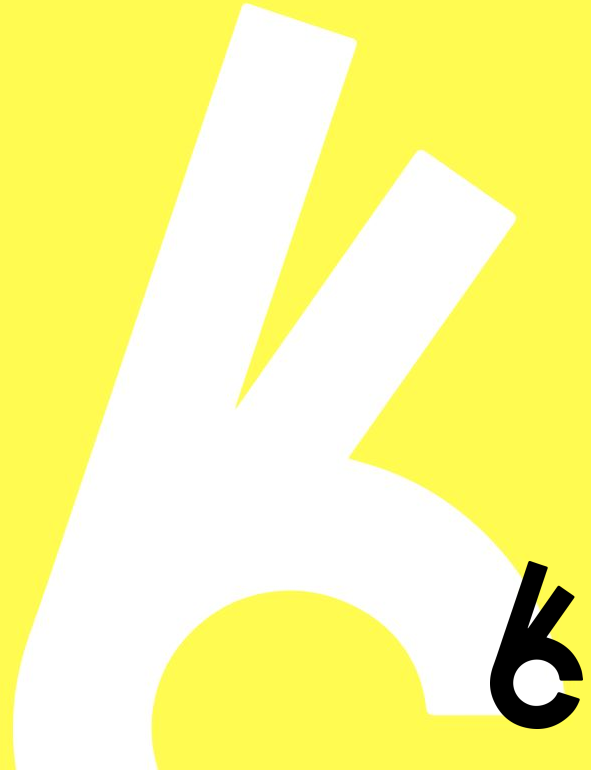
Mission - What is it that we want to accomplish?



Culture - How do we treat each other? And what do we expect from each other?



Competencies - What do we do very well?



Value Proposition – What do we offer?

A great way to craft your value proposition is to first use the method conceived by Geoffrey Moore, in his book “Crossing the Chasm”.

For _____ (target customer) who _____ (statement of the need or opportunity),
our (product/service name) is _____ (product category) that (statement of benefit)
_____ .

After you are aligned on this template, it makes sense to re-write your value proposition in a more human way. Max three sentences.



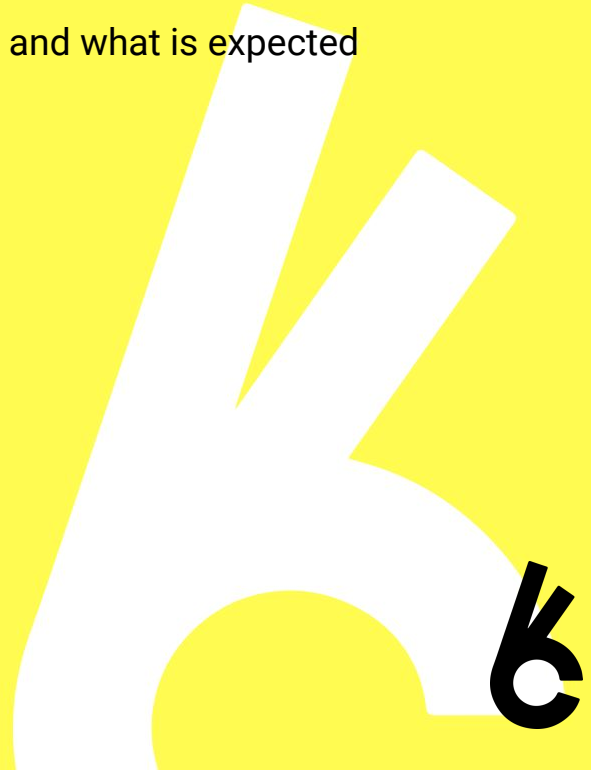
Relationships – What relationships do we need to build and maintain?

Break down the relationships that your company needs in order to thrive and what is expected from both ends.

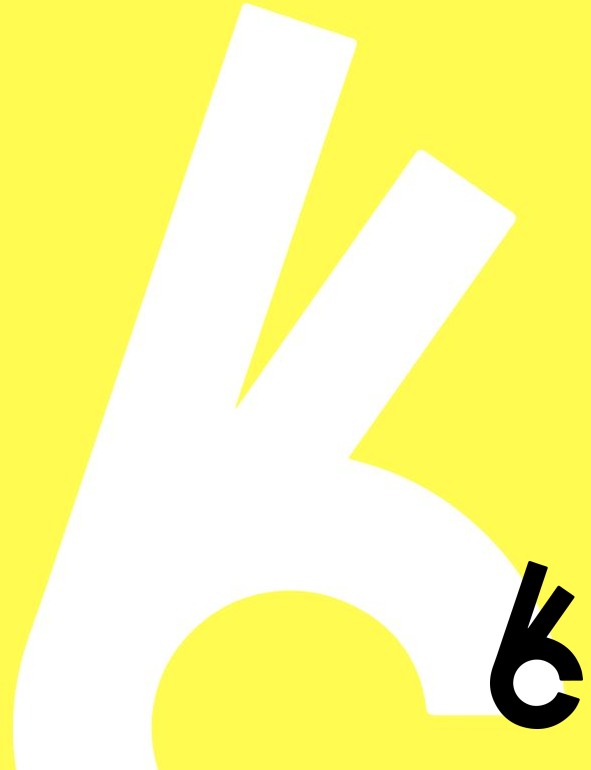
For example:
Your company

Vs

Customers
Freelancers
Partners
Employees
Clients
Investors



Market positioning – What do we strive to be?



Brand personality – Who are we?

The most widely-used brand personality model used in marketing was developed by Jennifer Aaker. Jennifer published a classic paper at the Journal of Marketing Research in 1997. She proposed, tested and validated what later became the most popular brand personality scale in management literature.

Every company you know falls into one the categories and dimensions Jennifer Aaker has described.

On the next slide you will find the overview of all the brand personalities: pick one and describe why that dimension fits your best.

Now you have a great tool to assess if certain content, the subject, the tone of voice are aligned with your brand personality.



Brand personality – Who are we?

Sincerity	Excitement	Competence	Sophistication	Ruggedness
Down to earth Family oriented Small town	Daring Trendy Exciting	Reliable Hardworking Secure	Upper-class Glamorous Goodlooking	Outdoorsy Masculine Western
Honest Sincere Real	Spirited Cool Young	Intelligent Technical Corporate	Charming Feminin Smooth	Tough Rugged
Wholesome Original	Imaginative Unique	Successful Leader Confident		
Cheerful Sentimental Friendly	Up-to-date Independent Contemporary			



Brand expression - Expressie

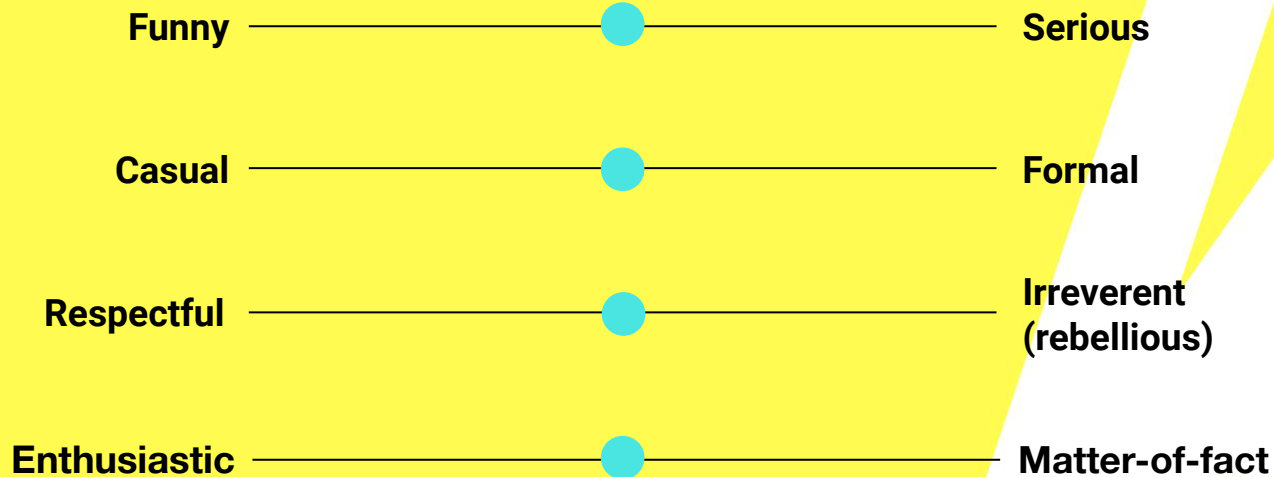
Now that you have your brand personality, you are able to narrow down how you want to express yourself in your marketing. The next slide contains a few slides that will help you form your tone of voice.

These are based on the 4 dimensions of tone description formed by the [NN institute](#).



Brand expression - Tone of voice

Slide the dots on the axis, based on your preference and your brand personality



Brand promise

State here what your brand promises to deliver, no matter what.

