

# a branded world

PODCAST

with  
**Luiza Campos**



005 | THE 5 ESSENTIAL ELEMENTS OF A  
BRAND

**EPISODE TRANSCRIPT**

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## A BRANDED WORLD PODCAST - 005 | THE 5 ESSENTIAL ELEMENTS OF A BRAND

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Luiza Campos: You're listening to A Branded World Podcast, episode number five.

Announcer: Welcome to A Branded World Podcast, where we explore great brands and give you tips, tools, hacks, and guides, to create brands that captivate clients, and drive growth and revenue. Now your host, Luiza Campos.

Luiza Campos: Hello everyone and welcome to episode five of A Branded World Podcast. This episode is going to be just you and me, and I want to talk to you about brands. What is a brand and why bother building one. It's not like you don't have enough on your plates, so why dedicate the time and the resources to focusing on finding your brand purpose, and building all the processes, aligning everything to that brand purpose.

Let's talk about brands. What is a brand? I think Jeff Bezos from Amazon puts it perfectly. "A brand is what people say about you when you're not in the room," he said. That's exactly it. You're going to have a brand, or you have a brand, whether you like it or not. Everyone has a brand. If you are an individual, or if you are a nonprofit, or a for profit, you will have a brand. In other words, people have perceptions about you, they have ideas, and concepts, about your organizations. The best you can do is try to manage those perceptions so what people think about you matches what you would like them to think about you. You have a brand, everybody does, so are you going to focus and try to manage that brand, those perceptions, or not? Of course, the reasons to dedicate the time and the resources to manage that brand, as you can imagine, is because the better brand you have, the better brand perceptions you have, in other words, the better reputation you have, the better results you will have as a nonprofit, or as a business. That's why we dedicate the time to focus on the brand.

Of course, the brand is built, or the sum of this perceptions is built, and Terry O'Reilly had a great analogy on this. "People build brand perceptions in their heads like birds build nests," he said. One little twig at a time. People build these perceptions, the reputation that you have, the image that people have about you, and the concept that they have about you, is because of everything that they hear about you, that they read about you, or that they experience with you. Sometimes they don't even interact with you directly. Sometimes the perception that they have about you I just through what they've heard about it, or things that they've seen, or read, about you.

It's really important to keep that in mind because every single point of contact, every single detail, counts. A lot of people miss on that. They focus on the major interactions that someone have with being on your website, on your physical space, or when a transaction is happening, but everything counts. From what your business card looks like, what the phone message sounds like when somebody calls and it's put on hold, every single point of contact, and every detail counts to either build that reputation or take away from it. This is really key.

There's five major elements for every brand. These are your five Ps, they are your principles, which are really your values, things you believe in, things that you want to live by. Your purpose, which is really your mission, it's really your reason for being your why statement, your why you exist. Your personality, which is if you have a set of values, and if you have a purpose, how do you know you are living, and acting, and behaving, in a way that expresses those values. That you're living by those value and that you are working towards that purpose, right? Are you really on a mission or are you just saying you are? Are you really living those values or are you just saying that you have them? That's a big difference. Your personality is your culture, which really needs to be aligned, and you really need to ensure that you're living by those purposes and principles.

Your fourth P is the people, which is both your internal staff, which is extremely important to bring along, and make part of that culture, have that right personality, and your customer, your audience. You have to keep them in mind. They have to be your focus. Everything you do needs to serve them, needs to help them, needs to align with their needs, their desires, their dreams. The fifth and last one, of course, your product, or your service, which also needs to align, and be relevant, and compelling, to the people you serve. Most people tend to focus first on the product or service that you have, but really, it's about how you make people feel. It's about what you stand for, why you exist, more than your product or service. There's a lot of competition out there. There's a lot of choice for your audience, or your customers, so what is going to stand apart, what is going to differentiate you is that why, is the reason you exist.

As Simon Sinek says, "People don't buy what you sell, people buy why you sell it." They don't your product and service, they buy how you make them feel. They buy the values that you stand for, because they see those reflected in themselves, in what they stand for. Let's talk about this five Ps in a little bit more detail, and those five elements of your brand, in more detail.

Your principles, your values, this is the foundation for everything. These are really the most essential elements of your brand. It is what you stand for and what you believe in. You need to make sure that you have those very clear, because everything you do needs to align with these values. It's really important to identify what these values are and make sure that you have them very clear.

Now, once you have those values, you want to make sure that you create your why statement, or your purpose. That's your second P. Your purpose, of course, needs to align with your values, and come out of that. It needs to be something that is bigger than yourself. Your purpose, it shouldn't be focused on what you do. It really needs to answer the question of why you exist, why you at the end of the day if there's one thing, and one thing alone, that you're trying to accomplish, what would it be? This has to be something bigger than yourself, something bigger, as I said, than just your product and service.

Some examples of great why statements are, of course, Nike. Everybody knows Nike, everybody is familiar with Nike, and if you see all of their promotions, all their advertising, it really reflects this. Their purpose is to bring inspiration to every athlete in the world and they continue by saying, "If you have a body, by the way, you are an athlete." It's not just about ... They're not just talking about elite athletes, but really every human being. Now this, it says nothing about running shoes, or sports, or anything like that, it is about bringing inspiration. Their slogan, which everybody, I'm sure, is familiar with, the, "Just do it," is a great way to express this purpose. It really clearly instills, or try to instill, this inspiration. Every advertising campaign that you see of Nike, you will see this reflected in it. Again, much bigger than their products.

Another great example is TED, I'm sure many of you would be familiar with the TED.com. Their purpose is to spread ideas, which they obviously do, and they do it not only through their events, but online as well. They really look for ways beyond their initial event, which is initially the service, or the product, so to speak, that they offered on how to make this purpose, how to really accomplish it. Of course, the online world, and creating then what they call TEDx, which are events that people can create in their own communities to continue the spread of ideas. You can really see how they follow and they really try to accomplish this purpose.

The Mayo Clinic, for instance everyone, I think, is also very aware or familiar with them May Clinic, which is a nonprofit as well, is to inspire home, and contribute to health. It doesn't talk about the areas they specialize in, or it doesn't really talk about the high caliber of their services, or the doctors, or the nurses, or equipment, any of that, or the research that they do.

Their purpose is to inspire hope and contribute to health, much bigger than the services that they offer. You can see how if the doctors, the nurses, all the staff, and the leadership team in an organization, understands purpose, how would they create then different things beyond the normal offerings that they do to really be able to achieve this purpose.

Coke, of course, their purpose is to inspire moments of optimism and happiness. Again, just like Nike, if you see Coke advertisements, and I'm using examples that everybody would most likely will be familiar, because they're really well-known brands, or very well-known nonprofit, or organizations. You can go back online and check some of the ways that they bring these statements, that they bring this purpose, why statements, to life. Again, with Coke, just like Nike, if you look at their advertisements it doesn't talk about the taste, or it doesn't talk about what goes into making the Coke, it is much bigger than that. Inspire moments of optimism and happiness.

These are some examples of great why statements, or purpose statements.

Now, once you have your principles, or your values, and you have your why statement, or your purpose, very clear, how do you make sure that everyone within your organization knows the role they play into bringing this brand to life, in living those values, and in contributing to achieve that why statement. To really drive towards that why statement, that purpose. Everybody plays a role. I see many organizations, nonprofit, or for profit, that really fail in this step because it is really difficult to make sure to align everything, all your processes, all your products, and create a culture, an internal culture, that aligns with your purpose and with your values.

I had an interview with ATB Financial, that was episode number four, actually, just the previous episode. Where we talk about how ATB has done this. They have done an amazing job at this, which is not easy to do. People are not familiar with brands, they have their own roles, they have their own job descriptions, they're busy doing their tasks, so how do you align them with your brand? How do you make them understand how they need to do, or what they need to do differently, to enhance their brand, to strengthen your brand, to live by those values, and to help the organization drive and achieve that purpose? Zappos is a great example as ATB Financial is as well, on how they've achieved this. They really focus on building that culture, and making sure that everyone that is part of the organization, and that every new hire, is filtered through this set of values, and the purpose that they're trying to achieve. They have, in other words, not just to be technically skilled, and qualified, for the position, but their personalities have to align with the values and the purpose of the organization.

This is extremely important. I really want to reinforce the fact that if you don't have a culture, if everyone, and I mean everyone, from the receptionist, to the CEO, and everyone else in between, or the janitor to the CEO, and everyone else in between, they have to be aligned with your values, and they have to help drive the organization, entire organization, towards your purpose. People need to understand, you have to really build that internally first. People need to understand what is it exactly that they need to do. How can they contribute? How can they live by those values? If, internally, your staff don't understand what you stand for, and how to achieve this purpose, you cannot hope that anyone outside will. Just like ripples in the water, it has to come from within, and then you can grow outside of that.

It's very important for your core staff to understand this, the leadership to understand it, and make sure that all staff understands as well what role they need to play, and how their performance will be evaluated by. Staff performance needs to be evaluated based on these values and your purpose, as well as other elements, but this need to be part of it. Otherwise, you will not create a culture that is in sync, and that is consistent with these values and purpose. The same goes for nonprofits, your staff, and your leadership team, your board, needs to understand this so then your volunteers can understand it, and people, your stakeholders, can understand it, and people outside of the organizations can understand it. It's extremely important to make sure that everyone knows what role to play.

Of course, your fourth P is your people, or your customer and audience. Those include, as well, your staff, volunteers, but also, of course, the external audience that you are catering for, or the people you serve, or the people who help you serve them. You have to keep these people in mind. I have seen a lot of times people building very strong brands, but then not really expressing them in a clear way, or a relevant way, for their audience. A lot of times organizations, and people within the organizations, they're so knowledgeable, or they're so in to what they do, the product or service that they do, that the language they use, or the way they talk to the external audience, is not really compelling and it doesn't match what, or how, people talk about the need that they have.

You may think this more common in industries such as law, or medicine, or engineering, academics even, so groups of people who have a very structured, specific set of language and jargon that they use. I have seen this happen in many different industries, or types of organizations, regardless of what they focus on, or the service that they provide. You have to be very careful in how you talk about your organization and express the difference you make, the value you have, to the external audience.

You have to make sure that you understand this audience as best as you can, that you know what they're looking for, what their dreams are, what their goals are, what their needs are, and that you talk to them in that language. That you reflect your why statement, your purpose, your values, your mission, through that lens in a way that is compelling and relevant to your audience.

Of course, we have the final P, which is your product or your service. Of course, your product and service needs to be relevant to your audience. It needs to solve a problem. It needs to be a solution that your audience is looking for. One important thing to keep in mind is that it's not about your product and service. It's about the solution, what you will bring, the difference that you will make, in people's lives. What I mean by that is that even though people are looking for a product or service, specifically, really what they want at the end of the day is what is the difference, the value, that you will bring to their lives. As Theodore Levitt once said, "People don't want to buy a quarter inch drill, they want a quarter inch hole." I even go beyond that, I don't think they want a drill or a hole in the walls, they want their painting hanging. They want the beautiful painting hanging on their walls.

It's not about your product and service, it's not about the features, and benefits, and listing them, but it's about how your product and service makes your audience feel, makes the person who uses the product and service feel. It's not about you, it's about them. The same goes for everything. It's not so much the features or benefits of your product and service, it's not so much how you are different from your competitors, what it is about is the difference that you make in people's lives. Again, it's not how you are different, but rather the difference that you make in people's lives.

When you talk to people, when you think about your product and service, it's very hard, I think sometimes, for people to not include the details about your product and service, to not talk about them, or how they are better, or have more features, or more benefits than others. You have to think about what is it really at the end of the day that people are looking for? How will this product and service make them feel? How will it benefit their lives? What is the difference and the true value beyond just the physical product, or the actual service? The true value that you are bringing these people's lives. That's what you need to talk about.

Again, going back to what Simon Sinek says, "People don't buy what you do, they buy why you do it, they buy the difference that you make in their lives." That's the true value of your product and service. It can be very difficult to resist talking about the products, and features, and benefits, but at the end of the day, talking about the true difference, and value, that you bring to people's lives, that's what really attracts people to your product. People don't want to be sold something, they want to belong

to something. They want something that will make their lives better. That's what they're looking for. That's what you need to talk about. That's what you really need to reinforce.

Go back, most organizations have a set of values already created. Go back and make sure that those set of values are still the values that you stand for, that you believe in, and that you're prepared to live by, because this is very important. Come up with your why statement. Really look at what is the value you bring. Why do you exist? Why do you get out of bed every morning? That's what you need to answer in your why statement. Do not include what you do and how you do it, your why statement should only answer the question why you exist.

Make sure then, once you have those two elements prepared, your principles, or your values, and your purpose, or your why statement, that you go back and look at the personality that everyone within your organization needs to demonstrate, or the set of behaviors that you need to demonstrate consistently. In other words, your culture, so you know you are living by those values, and you are all driving and striving towards that purpose, towards that why statement. Again, the personality is extremely important. You have to make sure that everyone inside your organization understands the role they play, and what are the behaviors that they need to have, and how their performance will be evaluated based on this culture, based on this personality traits. If you don't have everyone in your organization in sync, and being consistently striving towards this why purpose, and living by your values, you will not have a clear brand, and you will likely not be able to achieve your why statement, or your purpose.

Then think about the people. The people you serve, your customer, your audience, and how are you talking to them. Are you being relevant? Have you asked them, have you heard the language they use to express what they really looking for? How they describe their needs, their hopes, their dreams, their desires? It's important for you to get to know your customer, your audience, as best as you possibly can, because that's the only way to communicate with them in a way that is relevant and is compelling to them. Most organizations have some sort of idea, or concept, of what that audience looks like, or that customer looks like, but more often than not, they don't speak to them in the way that they speak, or in the way that is relevant, or compelling, to them.

Most organizations talk about themselves in a way that is jargon filled, that even has acronyms, or has program names, that make sense internally for them, but makes no sense externally for the audience. This is a really important step to take to make sure you understand, and you pay attention, to how people talk, or express, their needs, their goals, and their desires, and then match the language.

Of course, that brings us to our last P which is the product. You also have to match your product, or your services, to those needs, to those desires, to those dreams, that your audience has. Keep in mind that what they're really after is not your product, is not your service, it's how your product or service makes them feel. It's the value that your product and service truly brings to their lives. The difference that you will make in your lives. Talk about your product or service from that perspective, not from features, and benefits, and more jargon, and things that can be true about a product, or make it different from other products, but it's not really what people are looking for. It's not really what they are desiring for. If someone is talking about a product or services that matches the language, and the needs, and the hopes, and the dreams, of your audience, then they will go with. It's really important that you focus not on the product's features and benefits, but in the difference that you make into people's lives.

Here you have the five Ps that form the elements of your brand and why it's so important to focus on these. Once you have these five Ps, or these five elements, in place, you will see a big difference. The reason to focus on this, again, is because it will help you achieve your organizational goals. It will help your bottom line. It will help the number of people you attract, the number of customers, or the audience members that become part of your brand, that want to belong to your brand, and want not only to have a transaction, but want to have the relationship, want to be part, as I said, of this bigger purpose, of those values that you stand for, and that they believe in as well. Take the time to establish these five Ps, because they will make a difference.

I will have these five Ps, and the main points that we talked about in this episode, in a downloadable PDF. Make sure you go to [ABrandedWorldPodcast.com](http://ABrandedWorldPodcast.com), and check out the show notes, and download that PDF for this episode. Please go to iTunes, it would be very helpful if you can go to iTunes, and subscribe to the podcast, and rate the podcast. The ratings, I will read them all, and you'll be very helpful for me to hear from you as well. Thank you so much and I'll see you next time.

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