

FIND AND COMMUNICATE YOUR
BRAND'S POTENTIAL

10

KEY AREAS OF POTENTIAL

GROWTH

This document covers ten key areas relating to finding and communicating your brand's potential.

These are by no means an exhaustive list, but rather a starting point for you to begin the process of evaluating whether you are truly harnessing all your organisation can be.

And more importantly, how are you communicating this with the world?

If you are not taking action to communicate your brand effectively, understanding that potential is meaningless.

To help you with this the final 6 pages of this document are worksheets you can print out and fill in. Hopefully bringing you some clarity and action points to engage with.

Turbine Creative are passionate about helping businesses find and communicate their full potential. We delivering clear and engaging brand messages through video, print and digital media. Find out more at www.turbinecreative.co.uk

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PART I

FIND

YOUR BRAND'S POTENTIAL

① WHAT YOU SAY vs WHAT YOUR CUSTOMERS SAY

A great place to start if you want to harness untapped potential is by asking those who know you best - your customers...

Having attended many briefing sessions in which CEOs, Marketing Directors and Senior Management figures have spoken about their brand's strengths, key products, customer demographics and historical business wins and challenges.

A picture is painted of their agreed-upon brand strengths and values – and for the most part everyone around the table acquiesces to this established vision. But then occasionally someone from the sales team or customer services will be brave enough to pipe up and explain *"With all due respect, I'm not sure that is actually how our customers see us..."*

Often new areas of potential can be seen better from those outside of the organisation.

The Marty Neumeier definition of brand being 'a customer's gut feeling about a product, service or company*' means in this age of continual, world-wide communication you don't get the final say in what you do well. Your customer does.

“

BE BRAVE ENOUGH TO FACE HONEST FEEDBACK FROM YOUR CUSTOMER'S. HARNESS THE POSITIVITY AND LOOK FOR AREAS OF POTENTIAL GROWTH WITHIN THE MORE UNEXPECTED COMMENTS.

”

① WHAT YOU SAY vs WHAT YOUR **CUSTOMERS** SAY

BITE-SIZED CASE STUDY EXAMPLE

THE POWER OF PARTNERSHIP

Checking in with your end customers is critical to understanding what makes your business so attractive to them.

Having previously worked for a large, global, life science organisation the general consensus amongst their marketing team was that large-spending pharmaceutical clients were drawn to them because of their vast array of sub-brands and products.

However, as part of our design process we asked for clarification from their key customers.

Subsequently it transpired that another more critical reason for their success was the personal relationships these clients could have with the experts from whom they bought.

This life science company had a peerless reputation for working on some of the most significant scientific advancements of the past three decades.

It wasn't just the products people were buying, it was their unrivalled insights and experience.

Partnership then became the successful sales message within our campaign, rather than simply their vast array of innovative products.

ACTION POINTS

How do you customer's see you?

- ✓ Ask your customers, sales team and customer services teams where they see your strengths.
- ✓ This could be as simple as an incentivised online questionnaire. SurveyMonkey or Google Forms provide this service free of charge.
- ✓ Why do your customer's say they choose you over over similar organisations?
- ✓ Use the worksheet at the end of this document to help you.
- ✓ Use this information to bolster the existing strengths and proven areas of potential growth or re-align your marketing message to your client's real attraction to your brand.





② INVESTING IN YOUR BRAND'S SUPERPOWER

You may have a gut feeling about this one. Out of everything your brand brings to the world, what is the one thing that goes beyond product, data sheets and key USPs?

It's the difference between promoting:

'Cloud data storage to the NHS that has a 99.9% no-fail rate' vs

'Providing a truly dependable technology solution that helps save lives everyday' (Node4)

Or **'Manufacturing quality, outdoor clothing and gear that is sustainably manufactured'** vs

'The creation of a global movement of adventuring environmental activists' (Patagonia)

Brands that want to harness their own superpower must go beyond their product use cases or value proposition in order to discover the unique thing that they alone bring to the world.

What is the result of your brand's contribution to the world? Do you bring more financial security and peace of mind to your clients?

Do you facilitate a greater sense of freedom and self-fulfilment? Do you help individuals express their true self or families feel more connected?

You do not just sell widgets or provide a service where there is a need. Your brand has a superpower that contributes something more significant to your customer base. You meet a deeper need:

Peace of mind, Belonging, Security, Hope, Empowerment, Freedom, Choice, Joy, Resilience and Safety, to name a few.

Define what your superpower is and that will reveal a huge area of potential you can drill into and expand upon.

By investing in your brand's superpower and communicating it both internally to your team and externally to your clients, you uncover another powerful area of brand potential.

Which in turn can lead to the creation of new products, service areas and an enhanced tone of voice.

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② INVESTING IN YOUR BRAND'S **SUPERPOWER**

BITE-SIZED CASE STUDY EXAMPLE

IT'S NOT WHAT YOU KNOW, IT'S WHO...

I was involved in a pitch for one of the world's largest entertainment groups. They wanted to create a new live experience through which children in particular could connect with the brand.

We talked a lot about their IP and the characters they wanted to be involved, the size of the experience and ideal footfall they needed to get through the experience per hour, and the kind of physical structures they did and didn't like.

It was only when we challenged them on what drew children to the characters and their TV shows in the first place that we highlighted the importance of this brand's superpowers – the ability to tell stories and create a unique, personal connection.

All of our team's efforts then went into centring our pitch on these key points: storytelling and making personal and emotional connections.

We covered the technical side of the pitch of course, and ticked the boxes with regard to budgets, footfall and maintaining brand integrity.

However, the key to the success of our pitch was our focus on connecting visitors with these timeless stories. Using innovative digital technology, we empowered children to take control and take part in these stories.

We presented clear themes and made the user journey an emotional and uplifting experience.

By harnessing this brand's superpower we were ultimately able to communicate their full potential at those live events.

ACTION POINTS

What is your superpower?

- ✓ Do you know what your brand's superpower is? If not, ask yourself what it is that you bring to the world beyond selling a particular widget or delivering a particular service.
- ✓ What is the one (or more) thing that you give to the world that makes it a better place and attracts people to your brand?
- ✓ Once you have identified these things consider how you might create other services or products that support this superpower.
- ✓ Also, ask yourself whether your brand's tone of voice or visual messaging support this cause.
- ✓ Use the worksheet at the end of this document to help you.

③ POTENTIAL IN RELATIONSHIPS

Successful businesses can be summed up in the way they approach four key things: People, Innovation, Finances and Effective Marketing.

However, without the **right people**, or connection to the right people, the other three elements will never get off the ground. So how do relationships enhance the potential of your brand?

i - Mentors and inspiring leaders
(inspiration and enlightenment)

ii - Staff and trusted suppliers
(enablers and production)

iii - Existing and potential customers
(income and community)

In order to reveal greater potential in your brand, having a great mentor who can speak into your particular situation is crucial. Those who have gone before you and achieved similar goals to your own can be invaluable and potentially save you years of trial and error.

Obviously having the right staff and trusted suppliers is critical to harnessing all your

business can be. Seeing the potential in your staff and investing in that can exponentially drive your business forward with new energy, staff loyalty and a willingness to go the extra mile when required.

Also consider the potential you may have in partnering with your trusted suppliers on projects. The sum of both of your expertise may present a whole new range of possibilities and potential when united as a team.

Existing customers can provide a wealth of insight into where your potential for growth and brand strengthening lies. They already use your service and trust you to deliver – so how else could you help them and what additional services would they value?

The final relationship to invest in is with potential customers. Be generous with your time and expertise.

Where appropriate, support networking events. Be a guest speaker, write blog posts and white papers. Be active on social media and be part of the online conversations. I appreciate it's not always possible to be generous with your time; we all have a finite amount, and as a business leader you will have many priorities, not to mention commitments outside of work.

Just remember: opportunities flow through people. Potential is frequently manifested through the right conversations at the right time – often when we least expect it. We need to be ready to seize that opportunity and make the most of it as soon as we are able.

“ **THROUGH GENUINE AND AUTHENTIC RELATIONSHIPS WE CAN ENERGISE, ENABLE AND SUPPORT ONE ANOTHER ON TO GREATER SUCCESS.** ”



③ POTENTIAL IN **RELATIONSHIPS**

BITE-SIZED CASE STUDY EXAMPLE

BE UNITED IN PURPOSE

Working in partnership with other organisations is a great way to harness both of your potential into something even greater.

I once worked for an agency with a long-standing relationship with a blue-chip global travel and events provider. We created marketing assets for them and were frequently invited to speak about event marketing and design at various events they hosted.

As the relationship they had with our agency deepened, they subsequently invited us to pitch alongside them as they presented event concepts to other major global brands.

We were given free rein with the event creative while they took care of the logistics, production and management of projects. Having defined lanes to work within enabled each organisation to realise the value they could bring, which in turn brought about a highly profitable and interesting collaboration for both parties. The key was in understanding where the potential lay for each organisation and how best to harness this.

ACTION POINTS

Review your relationships.



MENTORS

Do you have a mentor? Are you taking enough time to learn and be inspired by someone who has already achieved what you want to attain?



Are you putting in time everyday for your personal growth. Experienced mentors can recognise great areas of potential for you to invest in - or conversely - question you when they disagree.



STAFF

Are you investing enough in your staff? Do they feel valued? Can you identify the potential they each have within your organisation.



What are you doing to help them harness their potential for themselves and your company?



CUSTOMERS AND POTENTIAL CUSTOMERS

How are you over-delivering and bringing more delight and satisfaction to your existing customers? How are you giving out to your business community and reaching out to potential customers in a genuine collaborative way.



How are you part of the conversation they are having on social media and through networking events? You need to invest to find out where the potential may lie in new and existing relationships

④ POTENTIAL IN TIME AND PLACE

No business exists outside of the reality of time and location. Except perhaps one within the 'The Matrix'. But to access the team that put that together you'd need to take the red pill and as far as I can tell Morpheus stopped offering that particular service long ago.*

Slight tangent aside, all businesses' solutions are affected by the time in which they operate and the location in which they exist. New business solutions are created out of the crucible of urgent need, customers willing to pay, and the right team to deliver a unique solution.

As I write this we're in an unprecedented time of global insecurity following the effects of the COVID-19 pandemic. We're undoubtedly heading into a very tough financial time. And yet in the words of Tony Robbins "the top 65% of businesses in the Fortune 1000 were created in times of financial depression or recession".**

Challenging times can foster a new breed of business and a new kind of resilience. Challenging times or limits on your physical location can force a new way of thinking. Rather than looking at your location or the time in which you are living as challenges, why not try to see them as your opportunity to create something new.

“ TRY TO LOOK BEYOND ANYTHING YOU PERCEIVE AS A RESTRICTION – WHAT ARE THE POTENTIAL OPPORTUNITIES OF YOUR PRESENT TIME AND PLACE? ”

* The Matrix (1999) Warner Bros.

** The Tony Robbins Podcast - The Small Business Resiliency Kit

④ POTENTIAL IN **TIME AND PLACE**

BITE-SIZED CASE STUDY EXAMPLE

IDEAS FOR GROWTH

A friend of mine runs a very successful online flower delivery company. It was started by his father-in-law Erik over 30 years ago.

When Erik first began the company, he was just selling flowers out of a trolley in a shopping centre. He only had so much footfall and could only stock so many flowers in that location. Erik had bigger ambitions and wanted to reach a wider audience but did not want to take on the liability of setting up multiple shops in various locations.

One day he noticed the speed and reliability with which the Post Office could get packages from one part of the UK to another, and so he approached them with a vision for partnering to deliver flowers nationwide – something at that time which no-one was currently doing. The Post Office agreed and Erik's mail order flower service began.

With this timely innovation the company truly flourished. Over 30 years later and still innovating, they remain one of the UK's premium online flower providers.

ACTION POINTS

Review your current situation

- ✓ What is unique about your time and place right now?
- ✓ Are there restrictions and challenges you can find opportunity in? Do you have a support network who can help you manage and overcome these challenges to then see the opportunities ahead?
- ✓ Is your customer base looking for a particular kind of service or support to help them at this particular time?
- ✓ Are there any opportunities in your location right now? Are you engaged with your local business community?
- ✓ Use the worksheet at the end of this document to help you.



Red Bull created an incredibly successful sponsorship opportunity within multiple extreme sports. In those early days they were only seen as fledgling subsections of other sports. But Red Bull had the vision to help make it what it is today. In 2014 Forbes magazine estimated the extreme sports industry to be worth \$6bn.

⑤ BECOME A REAL OPPORTUNITY MAKER

Our primitive brains hate risk. All our primal instincts are clearly wired for self-preservation and the preservation of our loved ones. The motivation of pain avoidance will often trump the promise of potential pleasure.

So what motivates certain highly successful people to continually put themselves in a position of great potential discomfort (business failure, social shame, physical injury, emotional trauma) because of the razor thin promise of success? I think it's because of three key factors:

- **The overwhelming desire to maximise new opportunities**
- **Self belief**
- **A strong support team**

The most powerful of these is the desire to maximise opportunities.

Some people are hungry to make the most out of every situation. And where an opportunity doesn't currently exist, they make one.

“

AND WHERE AN OPPORTUNITY DOESN'T CURRENTLY EXIST, SUCCESSFUL PEOPLE WILL DO THEIR BEST TO MAKE ONE. ”

To fully harness your brand's potential you need to not only make the most of opportunities that already exist – but also be willing to take a risk in creating your own.

That might be in the creation of a radical new product or service, a new business partnership, a bold new marketing strategy, or something else entirely.

What opportunity would you love to be given to you?

Why not work out how to make that happen? Create your own opportunities and fulfil your potential.

⑤ BECOME A REAL **OPPORTUNITY MAKER**

BITE-SIZED CASE STUDY EXAMPLE

INTERNATIONAL CHOCOLATE ADVENTURES

I call my cousin Tsiry the 'Willy Wonka of Madagascar'! He was born and raised on the beautiful island of Madagascar.

In his teens he moved to the UK with his sister to study. For many years Tsiry would return to visit his parents in Madagascar, until more recently he bought some land there and began learning more about its agriculture – in particular, the unique nature of the Malagasy coca beans.

Ever passionate about supporting the Malagasy economy and creating sustainable business for the local farmers, he saw a great (yet risky) business opportunity for all.

Working with local farmers, chocolate manufacturers and a UK business team they created an 'Equitrade' brand of chocolate.

Their exceptionally high quality product caused a stir in the chocolate connoisseurs' world, winning amazing reviews and significant praise from food critics and chocolate fans alike.

Following this exceptional reception, major high street brands across the UK agreed to stock this product – and the additional Malagasy chocolate lines that followed.

Tsiry saw the potential for Malagasy chocolate where no opportunity yet existed. And through hard work and vision he forged his own opportunity and created a brand new market.

ACTION POINTS

Find your opportunities

- ✓ What opportunity would you like for your brand and what would the stages be to make that a reality?
- ✓ How risk averse are you and is this preventing necessary progress?
- ✓ Do you have someone you trust to talk through potential opportunities and risks with?
- ✓ Use the worksheet at the end of this document to help you.



PART II

COMMUNICATE

YOUR BRAND'S POTENTIAL

⑥ STAND UP AND **SPEAK OUT**

CLIENT: “We want to really stand out from our competition. We want to look like a fresh, innovative, disruptive and sector-leading brand.”

After much consideration and creative development...

CREATIVE AGENCY: “Here’s your campaign delivered to your exciting and bold brief!”

CLIENT: “Hmmm, that’s a little too much. We don’t want to stand out that much. Make it look and sound a little more like our competition. I think we’d prefer something a little more conservative.”

So the scenario may be exaggerated for effect, but not by much! Of course standing out, being bold and making a big statement comes with inherent risks and for many brands being too radical or unpredictable would not be appealing for their target audience. However, being remarkable and differentiated would.

The effect of assimilating your brand with the most successful market leader (driven by the forces of ‘social proof’) only result in a weaker ‘me-too’ brand with a diluted identity and lack of a true voice within your target demographic.

There is also something refreshingly honest, authentic and truthful about a brand that owns its own voice and isn’t afraid to speak up.

Think about the brands that you know that speak in a new way – both visually and through copy. They are the ones that have the greatest impact, the highest recall factor, and often promote the most sincere brand loyalty.

Nike, innocent, Ronseal, Apple, Virgin Media, Dove, DollarShave and the Economist, to name a few.

Brands that find a new angle to a common problem and speak their mind, in their own tone of voice, are more likely to promote discussion and be recognised.

At the point of creating marketing materials, you should have already identified your brand strengths, values and differentiating factors. Communicating your potential requires you to stay true to these values. If you are a bold and innovative pioneer, create marketing materials that reflect this.

“**BRANDS THAT ARE WILLING TO STAND OUT FROM A VISUAL POINT OF VIEW ARE LESS LIKELY TO BE LOST IN A SEA OF SOCIAL MEDIA CONTENT.**”



⑥ STAND UP AND **SPEAK OUT**

BITE-SIZED CASE STUDY EXAMPLE

ENABLE YOUR GREATNESS

Having developed a strong working relationship with a successful HR software company, they tasked a design team I was leading at the time with creating a truly stand-out campaign.

Rather than just being based on the usual HR themes of communication, process efficiency, and happy staff members, they wanted the campaign to show what their software enabled in staff members' lives outside of the office.

The fact that their software could empower a strong work/life balance was critical to this campaign.

So working in partnership with this brand we created a video-centric campaign based on the unusual but joyful things staff members could now do in their own time because of the time and peace of mind this HR software brought to their lives.

We created social media and video campaigns based on middle-aged synchronised swimmers, heavy metal grandmas, costumed wrestling managers and real-life super hero mums – complete with flying abilities, super strength and a final battle with her arch-nemesis. All of whom were able to enable their greatness because of our client's software!

The campaign was a huge success both commercially and within the marketing world, being nominated for multiple 'Drum Awards' and receiving a 'Highly Commended' status for its marketing strategy.

ACTION POINTS

Review your marketing materials

- ✓ How are you standing out? What differentiates you from your competition?
- ✓ Consider your brand message, tone of voice and imagery used. Being a counter-cultural, bold, extreme, 'different-for-difference-sake' type brand may not be appropriate for you, but being distinctive should be.
- ✓ How could you be more distinctive?
- ✓ Which of your brand values need to be promoted more clearly, and what insights could you give that none of your competitors seem to be talking about?

⑦ SPEAK THE RIGHT LANGUAGE WITH THE **RIGHT TONE**

This section is about both the written word (copy) and how you communicate through visual media (graphics, photography, illustrations, moving image and interactive digital media).

Each target audience will have their own terminology, attitudes, tastes, familiar experiences and well-known challenges. A true sub-culture. And like discovering an unknown tribe within the Amazon, if you don't already know (or learn quickly) these unspoken ways of communicating, your message will fall on deaf ears. Or worse, you will be labelled as an irrelevant outsider and promptly disregarded. So that's how it is with your marketing materials.

If your audience generally uses a much more simplified, clear and everyday language, why confuse them with a thesaurus-worth of complex words?

By contrast, if your audience is highly educated and prefers a deeper level of understanding, give them access to more information but in bite-sized, strategically-delivered chunks.

Similarly, with your visual styling remember who it is you are speaking to. If your target audience prefers to cut to the chase and not have their communication clouded with large amounts of creative, contemporary design styling, then perhaps a more down-to-earth, pared-back campaign would be appropriate.

Conversely, if you're trying to communicate to a highly fashionable, design-literate younger market, make sure you do your homework and speak to them in their language, authentically and from a point of experience.

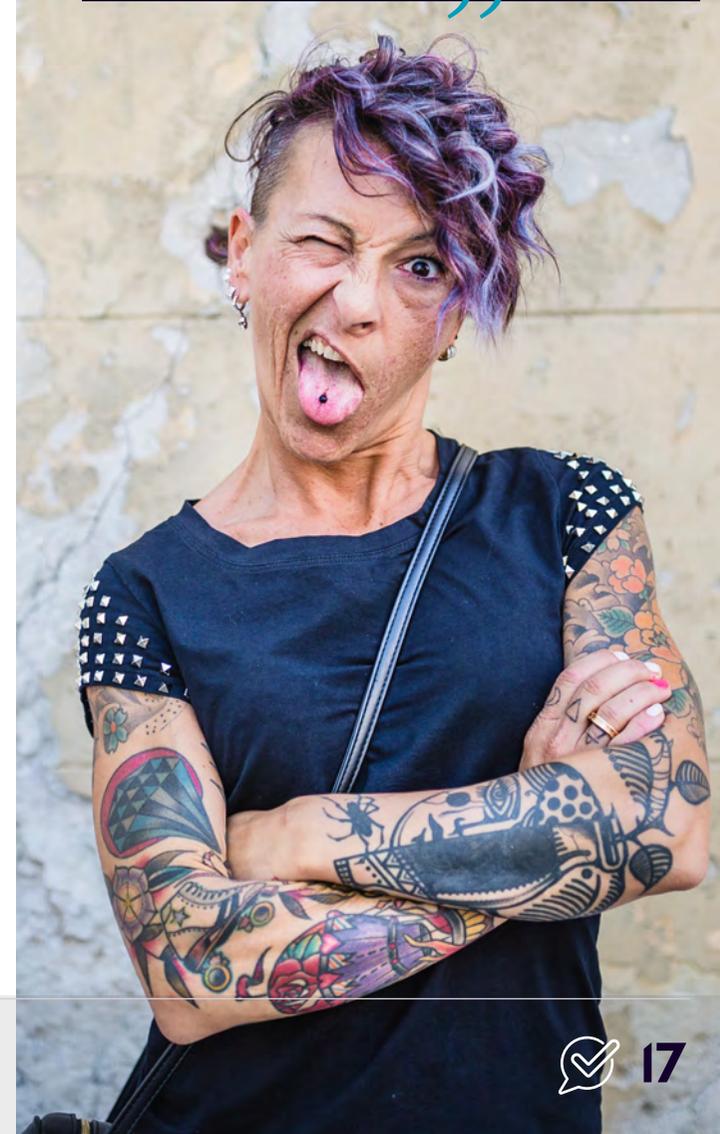
It may fly in the face of your creative team to make something look 'less cool' or be asked to reduce the design content further. But some of the less graphic design-heavy or even plain looking adverts can often have the biggest impact.

Think about the brilliantly simple 'Pret A Manger' images made from food, or the classic Ronseal 'Does exactly what it says on the tin' campaign, compared to the more cerebral Guinness or Economist adverts that ask you to spend time working out their more sophisticated visuals.

“

UNDERSTAND YOUR TARGET AUDIENCE'S CULTURAL NUANCES AND TAILOR YOUR COMMUNICATION TO VISUAL LANGUAGE THAT SUITS THE AUDIENCE.

”



⑦ SPEAK THE RIGHT LANGUAGE WITH THE **RIGHT TONE**

BITE-SIZED CASE STUDY EXAMPLE

PRODUCT PACKAGING PUNS

Having previously worked with the Wilko high-street chain on a national marketing campaign, I'm familiar with the family-owned, no-nonsense, practical approach they have to their brand.

One of their brand values is that they 'exist to free up hard-working families to be the best they can be'. Their recent own-brand evolution is a great example of knowing your audience and speaking their language with a hint of fun.

Instead of making their products feel as sophisticated, image-led and luxurious as the leading brands, they have opted for a more down-to-earth approach with clear photography, everyday language and a hint of humour.

Product packaging often leads with a cheeky, everyday catchphrase before the sales points are displayed.

They now sell "Bye bye bugs" bleach, "Dish of the day" dishwasher tablets, "Cheeky" toilet tissues, "Wheely Clean" alloy wheel cleaner and "Time to shine" microfibre cloths, to name a few.

The packaging and contents may be simpler and presented in a more down-to-earth manner but for the customers of Wilko supermarkets this is exactly the friendly, no-frills approach they want.

ACTION POINTS

Review your marketing materials

- ✓ Do your brand's tone of voice, visual styling and use of video reflect your level of competency, the audience you are trying to attract and their language?
- ✓ Do you have an independent subject matter expert for each sector you work within to ensure your communications are onpoint, up-to-date and using the right language?
- ✓ Ask an impartial colleague to give feedback on your marketing materials.
- ✓ What impression do they get of your company and your values and character?
- ✓ Do these align with your intended marketing message?

⑧ EMOTION VS INTELLIGENCE

It may be self-evident (knowing your own emotional relationships with particular brands) but our emotional connection to a company will often outweigh our factual knowledge of them when it comes to making any kind of financial commitment.

Numerous bullet points of benefits, cost savings, product data and carefully compiled statistics are no match for one incredibly compelling and emotive, real-life case study or emotive advert from a rival brand.

Psychology Today author Peter Noel Murray*** put it very succinctly when he stated:

“WHEN WE ARE CONFRONTED WITH A DECISION, EMOTIONS FROM PREVIOUS, RELATED EXPERIENCES AFFIX VALUES TO THE OPTIONS WE ARE CONSIDERING. THESE EMOTIONS CREATE PREFERENCES, WHICH LEAD TO OUR DECISION”

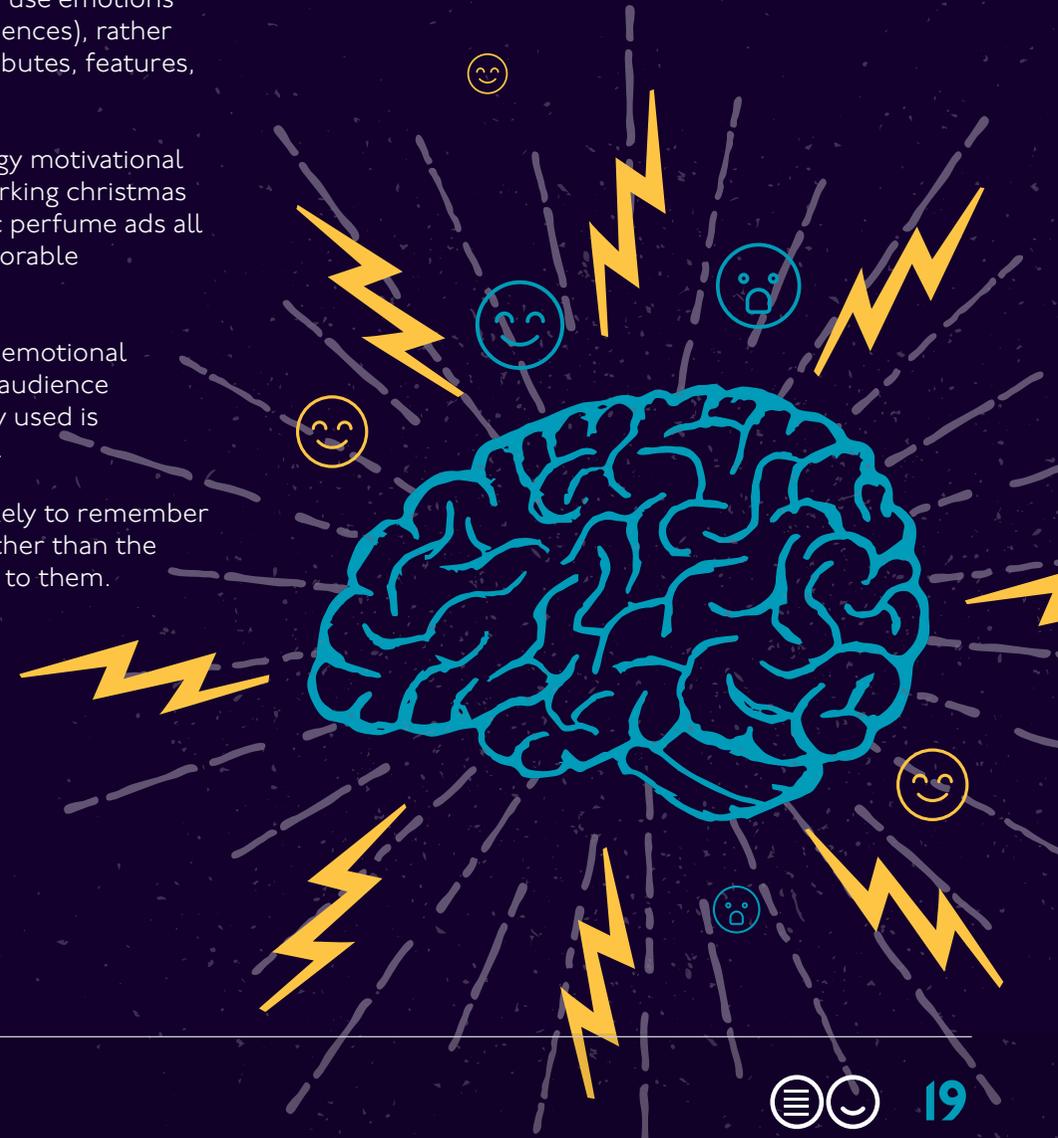
***Murray, P.N. (2013) 'How Emotions Influence What We Buy', Psychology Today

He continues: “Functional magnetic resonance imaging (fMRI) shows that when evaluating brands, consumers primarily use emotions (personal feelings and experiences), rather than information (brand attributes, features, and facts).”

Think about those high-energy motivational sports brand ads, the tear-jerking christmas campaigns and the cinematic perfume ads all prompting visceral and memorable emotive responses.

It's fair to say that making an emotional connection with your target audience though the imagery and copy used is critical to marketing success.

After all, people are more likely to remember how you made them feel, rather than the product facts you presented to them.



⑧ EMOTIONS VS **INTELLECT**

BITE-SIZED CASE STUDY EXAMPLE

RECOGNISING THE REAL BEAUTY

A much-heralded marketing campaign by Dove – ‘Real Beauty Sketches’ – explored the gap between how others perceive us and how we perceive ourselves.

In these videos each woman was the subject of two portraits drawn by FBI-trained forensic artist Gil Zamora: one based on her own description, and the other using a stranger’s observations.

The results created an emotional and poignant punchline to this powerful campaign.

In all instances the stranger’s description yielded a more beautiful portrait, thereby underlying Dove’s brand message that we are more beautiful than we think.

This highly emotive campaign didn’t dwell on the contents of Dove’s products or sustainable practices. Rather it tapped into the insecurity most of us have about our appearance, and brought affirmation, positivity and reassurance.

These uplifting emotive values then become part of our decision making (whether consciously or otherwise) when it comes to making a purchase.

ACTION POINTS

Time to get all emotional...

- ✓ Take a look at your marketing materials. Through your imagery, videos and copy how are you making your customers feel?
- ✓ Are you making them feel anything?
- ✓ How can you employ a more empathetic approach to your marketing, harnessing your brand’s understanding of the struggles and challenges your customers face?
- ✓ Are you uplifting customers with solutions and benefits-led messaging or bringing fear, insecurity and confusion?
- ✓ Consider your brand superpower again (section 2) and what emotions does this invoke – peace of mind? Joy? Empowerment?
- ✓ How can your marketing highlight these feelings in the language you use and the imagery you present?



THE SUPREMACY OF

STORYTELLING

Very closely linked to the importance of engaging the emotions is the incredible power of storytelling.

Since the cognitive revolution of our early ancestors, storytelling is how we learnt to pass on key information – whether it was warnings about raiding enemies, fearful tales of wild animals or unifying and reassuring stories of love and union between tribes.

Stories are part of the DNA that makes us human. They are memorable, they are engaging and most of all they immerse the audience:

“We know this much: People want to be immersed. They want to get involved in a story, to carve out a role for themselves, to make it their own.”

(Frank Rose, Wired Magazine)

Consider your own brand's story. How are you placing your customer at the heart of your narrative? How are you inviting them along on the journey of solving their problem?



THE CUSTOMER IS THE HERO, NOT YOUR BRAND. WHEN WE POSITION OUR CUSTOMER AS THE HERO AND OURSELVES AS THE GUIDE, WE WILL BE RECOGNIZED AS A TRUSTED RESOURCE TO HELP THEM OVERCOME THEIR CHALLENGES. POSITIONING THE CUSTOMER AS THE HERO IN THE STORY IS MORE THAN JUST GOOD MANNERS; IT'S ALSO GOOD BUSINESS. ”

(Donald Miller, Building a StoryBrand)

Donald Miller is the king of storytelling within marketing. He talks extensively about how we will successfully engage our customers as we take them on a journey.

Rather than re-hash his proven approach I would highly recommend reading his books 'Building a StoryBrand'. And checking out his various online tools.



⑨ THE SUPREMACY OF **STORYTELLING**

BITE-SIZED CASE STUDY EXAMPLE

ADVERTS THAT MAKE YOU CRY...

One of the greatest examples of the supremacy of storytelling within marketing has to be the annual John Lewis Christmas adverts.

Which other brand gets as much attention for the emotionally driven, story-based marketing campaigns they create year after year?

Their adverts have begun to mark the start of the Christmas season for many!

John Lewis successfully set up a tension within these adverts that must be resolved by the end – almost always with a product or gift-based solution.

Whilst there have been a few bum notes (old man on the moon spying on children anyone!), the vast majority have tapped into everyone's susceptibility to emotionally-driven Christmas moments.

These stories are then shared, re-told, parodied and accompanied by merchandise.

These adverts clearly have a significant budget, but the marketing reach they have through both paid adverts, press, social media and word of mouth is quite unparalleled.

ACTION POINTS

What is your story?

- ✓ How are you bringing your customers along on your brand's journey?
- ✓ Who is the adversary in your customer's business practice and how are you helping them to conquer this villain?
- ✓ Is your brand still the hero or are you rightfully positioned as your customer's helper and guide?
- ✓ What is it about your brand that invites others to join your story, and what makes your story memorable?
- ✓ For more information about the importance of storytelling in marketing, read 'Building a StoryBrand' by Donald Miller or subscribe to one of his podcasts.

⑦ WORLD-CLASS BRIEFS ENABLE WORLD-CLASS DESIGN

If you want to communicate your brand's potential in the most effective manner you'll need to first explain what you want to designing to get this message across.

In my experience there is a fairly continual tension between a designer's preference to get the most detailed brief they can, and the client's desire to verbally drop a thin sketch of a brief and rely on the design team's experience to fill in all the gaps.

Of course, busy marketing professionals need to rely on the instincts and professional abilities of their supporting design team.

For many, this is why they choose certain agencies. These agencies just 'get' them and their brand. This established shorthand between client and design agency saves time, money and gets to the end result the fastest. What's not to love?

Missed opportunity for one. Without understanding the full picture of a campaign and its intended KPIs or the thorough background of a product there are hundreds of untapped details that cannot be harnessed within the marketing arsenal.

Client peace of mind, mutual understanding, and a common reference point are the other downsides to a minimal briefing process. Everything is fine until a key detail is omitted or the design team go off-track and deliver a pitch that totally misses the mark.

By investing in a thorough brief at the start of each project, both parties have a point of reference. It is clear what is within the scope of the project and what is not. When the brief is firmly established the goals are clear and the opportunities to create great work are most accessible.

You can start off this process by downloading **Turbine Creative's Pro Briefing Questionnaires**. A sample of those (Promotional Video Brief) can be found [here](#).

Once completed these easy to use briefing templates will give your design team all they need to know before creating these key marketing materials. They'll also provide you with a handy reference point to check that what you are getting back, other than sophisticated pitches and design treatments, actually meets your original criteria for the project's success.

“

“IF YOU DON'T KNOW WHERE YOU'RE GOING YOU'LL NEVER GET THERE”

David Bassford (My Dad)

”



⑦ WORLD-CLASS BRIEFS ENABLE **WORLD-CLASS DESIGN**

BITE-SIZED CASE STUDY EXAMPLE

80 MILLION STEPS IN THE RIGHT DIRECTION

Turbine Creative were contacted by a Sport Relief liaison team working with Blue Peter (one of the longest running and most admired children's TV shows on the BBC).

They required new branding and video elements for a special feature they were running to raise money and awareness for the Sport Relief charity.

The Mega Mileathon was a UK-wide road trip where the two Blue Peter presenters would run a combined marathon, encouraging children to get active and increase their steps every day whilst raising money for Sport Relief.

As both Sport Relief and the BBC are well-established organisations, their briefing process was thorough, in-depth and provided multiple reference documents to help in the design of this particular project.

Thanks to the clear briefing process and the availability of the marketing team to run through any queries, there were no miscommunications, the project was completed on time, on budget, and the clients were delighted with the end results.

Turbine Creative produced multiple video elements for broadcast as well as branding design for merchandise and signage.

We were even involved in helping create a huge TV 'totalometer' displaying the number of steps children of the UK had completed in raising money for this worthy cause.

The campaign was a huge success and had a great impact on social media and TV viewing figures. Well over 80 million sponsored steps were counted – all adding towards the millions of pounds raised by Sport Relief that year.

ACTION POINTS

Review your briefing process

- ✔ Review some of the briefs you have recently delivered. Have you given enough detail?
- ✔ Do you rely too heavily on a design team's knowledge of you and your brand?
- ✔ Do you feel sufficiently reassured that you're both aiming for the same goal?
- ✔ Try completing one of the Turbine Creative Pro Briefing documents and see if it reveals any new revelations about your current briefing process.

PART III

NOW TAKE

ACTION!





LET'S GET MOVING!

There's a great deal of strategising and theory in the world of branding and marketing. And rightly so, this is your client's hard earned money you'll be spending and formulating an intelligent and well thought through rationale is critical.

However, in the end, the proof is very much 'in the pudding'. Regardless of the latest marketing trends and recent book releases, to reach the positive end results of your campaign - at some point you need to take action.

Case studies, testimonials and positive social media comments that follow your successful campaigns speak much louder than all the rationale that came before.

So think now about the key actions you are going to take to find and communicate your brand's potential..

We hope you have found this short document inspiring, challenging and that it has given you food for thought.

The final few pages of this document provide you with six key worksheets you can fill in to help you define the actions you are going to take.



At Turbine Creative we are driven by our desire to release potential in organisations through intelligent marketing videos, print and digital media.

You can find out more about how and why we do this at www.turbinecreative.co.uk

If you have any questions about the topics raised in this document or would like help with the creation of brand and marketing materials, or the development of initial ideas we'd love to support you with that.

Call Tim on

+44 (0)7825 410275 or +44 (0) 115 841 5869

alternatively email us at hello@turbinecreative.co.uk

“
**WELL DONE IS
BETTER THAN
WELL SAID.**”

Benjamin Franklin (one of the Founding Fathers of the USA)

WORKSHEET 1: WHAT DO WE DO WELL?

1. Without using corporate taglines, promotional brochures or an approved list of bullet points, describe in your own words why customers choose your company above others. How can you push into these strengths further?



2. What practical methods can you use to get **honest** feedback from your customers? Who will take this forward?

3. What questions should you ask your customers to get the honest insights you need?

WORKSHEET 2 **WHAT IS OUR SUPERPOWER?**

Services we offer

eg. Secure Cloud Storage

Results of service

No downtime, secure file storage, remotely accessible, future-proof

Superpower(s) used

Create peace of mind
Provide business security

How can you harness your main superpowers and emphasise them in your marketing message?

Are there other services and solutions that could come out of your primary superpowers?

WORKSHEET 3: RELATIONSHIP MATERIAL

In each area mark the strength of your relationships out of 10. Then describe what the perfect relationship (in this area) would look like for you. Also consider what are you looking for and what you are willing to put into these relationships?

 Mentors and Advisors /10	 Staff and Trusted Suppliers /10	 Existing and Potential Customers /10
Ideal relationship and how I might find this:		
What are you looking for and what are you willing to give?		

WORKSHEET 4: OPPORTUNITY MAKER

Specify 4 key opportunities you would like for your brand. What are the steps to making this happen? It may help to discuss this with your mentor or business networking group.

DESIRED OPPORTUNITY				
Step 1				
Step 2				
Step 3				
Step 4				
SUCCESS!!				

WORKSHEET 5: THE STORY WE FIND OURSELVES IN

Who is the hero of your story?

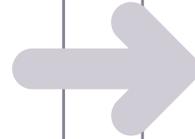
Describe your target customer

What are the stakes?

What are they trying to achieve? What is their mission?

What is bringing about disruption?

What factors are stopping them completing their mission?



What kind of a mentor do they meet?

Describe your brand's characteristics that make you a perfect mentor.

How do you help them achieve victory?

What insight, products, service or special 'superpower' do you offer?

What is the moral?

What lesson can be learnt from this story you find yourself in? How can you pass this wisdom on to your customers?



WORKSHEET 6: HOW WELL DO WE BRIEF SUPPLIERS?

1. What are the positive points in your current briefing process?

2. What are the risks in how you currently brief suppliers?

3. What new processes or workflows can you put in place to ensure your briefing process is efficient, thorough and accessible to all stakeholders?

ABOUT THE AUTHOR



Tim Bassford is the Founder of Turbine Creative, a purpose-driven, super-friendly, ego-free design agency based in Nottingham, UK.

Having worked for other successful design agencies on projects for The Walt Disney Company, Thermo Fisher Scientific, BBC, Jaguar Land Rover Group and BP, to name a few, Tim decided to launch his own creative agency. One that is supremely customer-centric and fuelled by a desire to partner with clients in communicating their **full potential** through video, print and digital media.

In addition to marketing and design, Tim is also passionate about making films.

Having had several of his films shown in festivals around the world, he won 'The Pitch' film competition, resulting in a £30,000 grant to make a short film, take it to Hollywood and receive mentoring from senior Hollywood film professionals. Find out more [here](#).

Tim's passion for moving image is a fundamental part of Turbine Creative's video production service.

Tim is equally keen on sport and physical exercise, (running, cycling, swimming) and to this end has worked as a contributor for the Adidas GamePlan A initiative.

GamePlan A combines the strategy and motivation of leading sports coaches and translates these into career insights and positive mindset tools. Read more [here](#).

Tim has a Diploma in Modern Greek, a Degree in Fine Art, his cycling proficiency badge, and lives in Nottingham, UK with his wife, three kids and four lively chickens.



 **turbinecreative**

HELPING PEOPLE HARNESS THE POWER OF THEIR BRAND