

- Strategic Advisory
- Culture and Organizational Development
- Brand Positioning



BRAND STRATEGY



Be Magnetic: Our Best Tips to Build your Organization's Brand

We can't say it enough: brand is more than a logo. Brand is how an organization lives in the minds of its target audiences. Brands can exist by default or by design. Taking control of your brand, and strategically deploying it to those that matter most, is key to sustainable growth and competitive advantage.

Contact Us:

 think@macphie.ca

 www.macphie.ca

Our Philosophy

At MacPhie, we believe that a well-designed brand can do more than tell your story - it can make your organization magnetic. According to our Magnetism Philosophy, all organizations function like magnetics, attracting and repelling everyone from internal team members to external partners.

Strategically designing the right brand can change the charge of your magnetism, ensuring you attract and repel the people that will help you to grow and succeed.



Our Process

We approach brand in the same way that we approach strategy - through the lens of extensive consultation, strategic decision-making, and co-creation. To define the right brand for your organization, it's important to consider your authentic strengths and differentiators, your positioning in the competitive landscape, your audience's psychographics and demographics, and trends on the horizon. With those insights in hand, we facilitate co-creative workshops, with cross-functional leaders and team members, to create artifacts including brand pyramids, key messages, takeaways, and comprehensive brand strategies.

Tips for Leaders

Here are four key tips for leaders looking to build a magnetic brand:

- ✔ **Don't be afraid to be bold.** When defining your brand, remember that you can't be all things to all people. Co-creation isn't the same thing as decision by consensus – the brands that stick with people are the brands that have an angle, an edge, and a personality. Don't feel that you need to jam every part of your organization's strengths into your brand – choose the elements that make you different and that are likeliest to resonate with your target audiences.
- ✔ **Narrow your target audience.** A brand designed for “the general public” is a brand designed to fail. Who are you really trying to attract? Take the time to define a meaningful target audience, and to understand their unique motivators, to design a brand that helps you win.
- ✔ **Say it in your own words.** Often, the best language for brand artifacts and key messages comes from within: talk to people who know your organization well, and ask them to describe what makes your organization unique. Sometimes, the answer to your brand questions has been right in front of you all along.
- ✔ **Emphasize the emotional.** While we like to think we are logical beings, most people make decisions with their hearts, and not their heads. In designing a brand, it's usually more effective to amp up the emotional benefits of your organization or product, as opposed to the purely functional benefits.

Final Thoughts

Ultimately, building the right brand is only half of the battle - you have to use it! Your brand should show up in everything from how you communicate internally and externally, to your business strategy, to your office decor. A true brand is lived authentically, from the inside out, working to make your organization more magnetic to those who matter most.





Thank you for thinking with us.

Want to learn more about brand building?

Check out our blog on [Storytelling for Strong Brands](#), or send us an [email](#) - we're always happy to chat.

