



BUILDING A BRAND

READY FOR SOMETHING **BRAND** NEW?

Whether you are starting a new brand or re-imagining one, branding is a vital part of any business strategy.

Our brand building process is broken down into 4 phases:

1 Discovery **2** Development **3** Design **4** Deployment

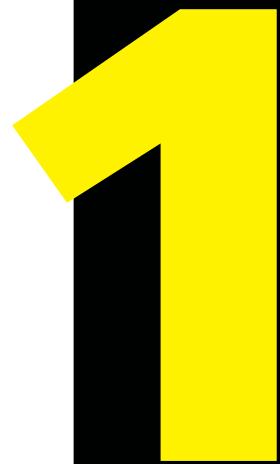
What is **BRANDING**?

Your brand is **not your logo**. It's not your clever tagline.
It's not even what **YOU say it is**.

It's what **THEY say it is**. Your audience.

So how do you make sure what **YOU are thinking**
and **THEY are saying** line up?

DISCOVERY: BRAND ALIGNMENT



THE SINGLE MOST IMPORTANT STEP

in this process is the excavation of research and data about you and your brand. This initial step reveals key insights that provide a tangible ladder for building your brand.

This stage includes:

- **Key Management Interviews**

Interviewing all of the key members of your management team is crucial to the success of your brand. The agency meets one-on-one with your team with a set of questions designed to reveal their understanding and thoughts on the brand. This report is prepared anonymously and is provided to the entire management team upon completion so that team members may speak honestly and candidly.

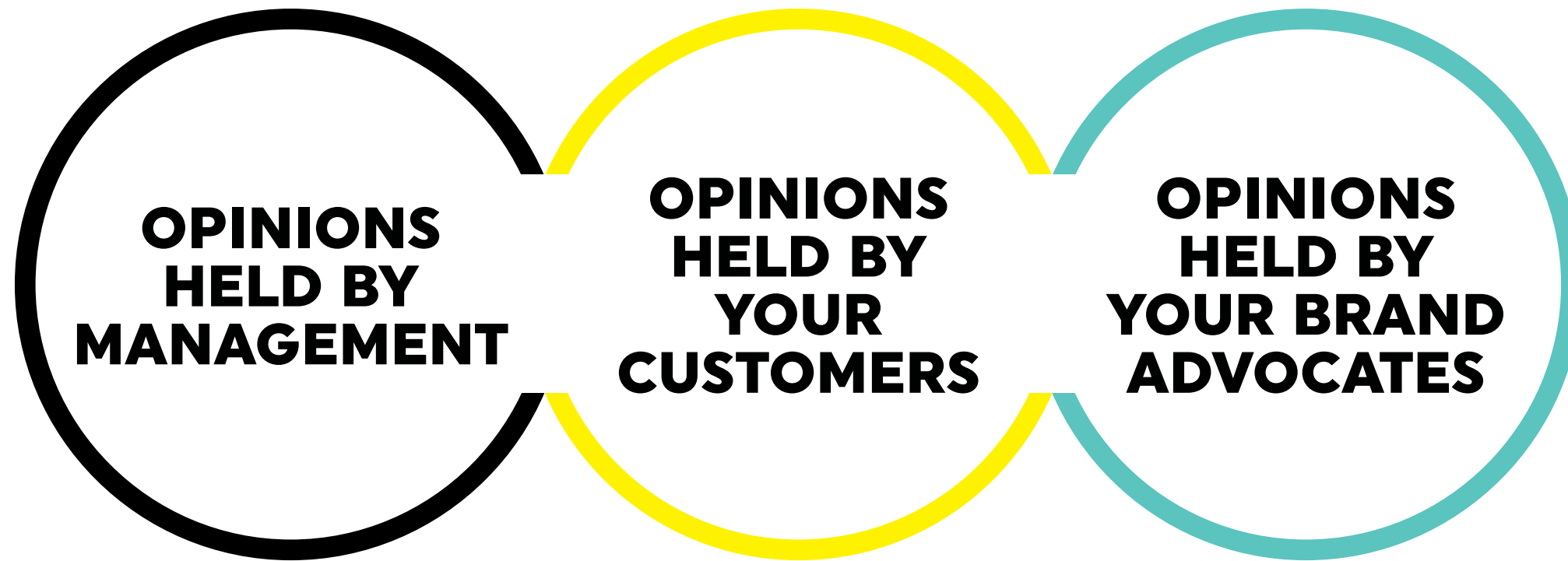
- **Customer Perception Study**

Existing research is analyzed along with mountains of thoughts and opinions about your brand collected through social media, blogs and surveys. This report tells you what your customers really think about your brand.

- **Brand Advocate Report**

This study hones in on your brand advocates – your best customer. It tells you why they love you, why they buy your products and services and what makes you better than the competition.

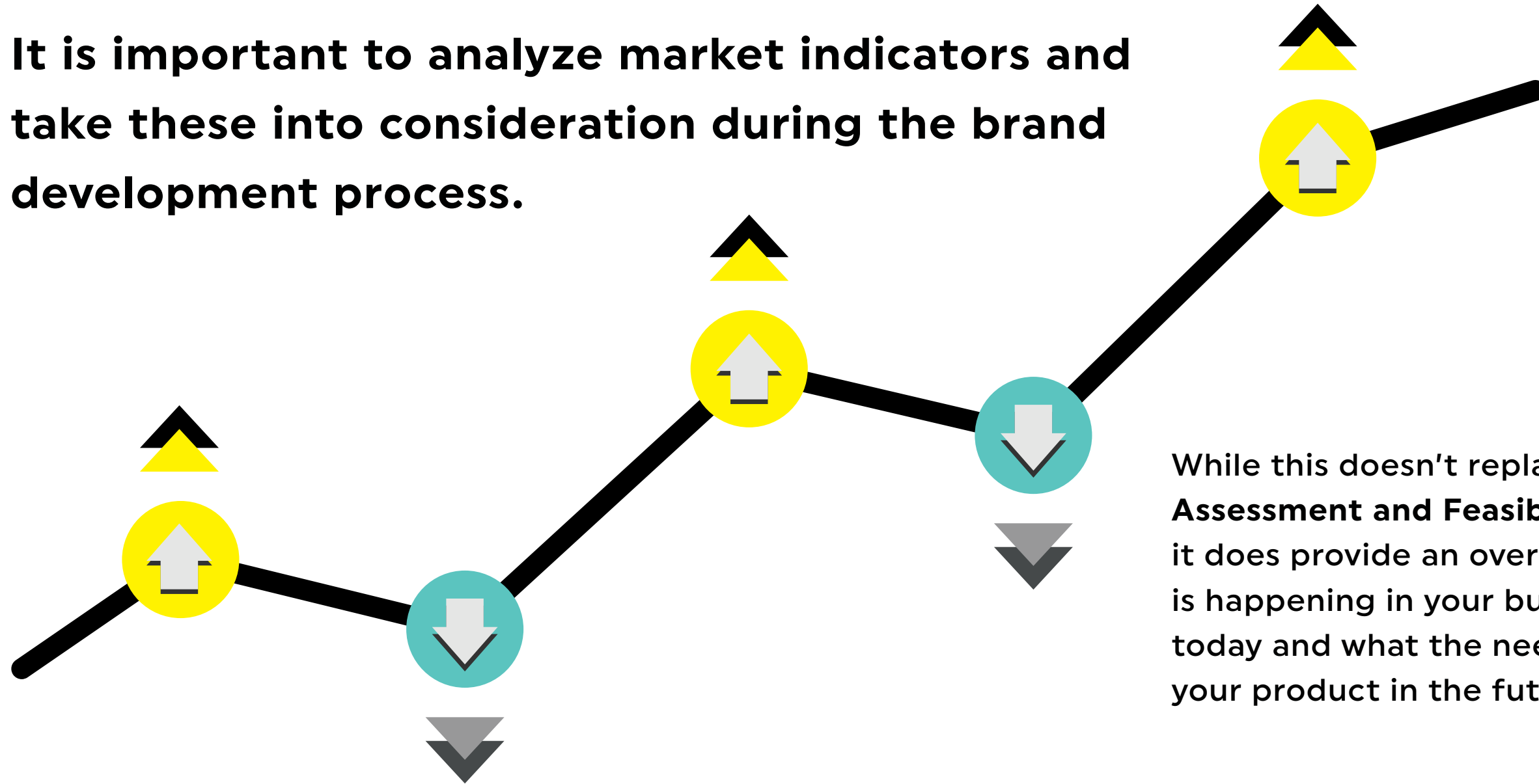
DISCOVERY: BUILD THE BRIDGE



Once you understand these three key components, alignment begins between internal opinion plus customer opinion, while interjecting your brand advocates' thoughts to capitalize on your brand assets to design your brand architecture moving forward.

DISCOVERY: MARKET INDICATORS

It is important to analyze market indicators and take these into consideration during the brand development process.

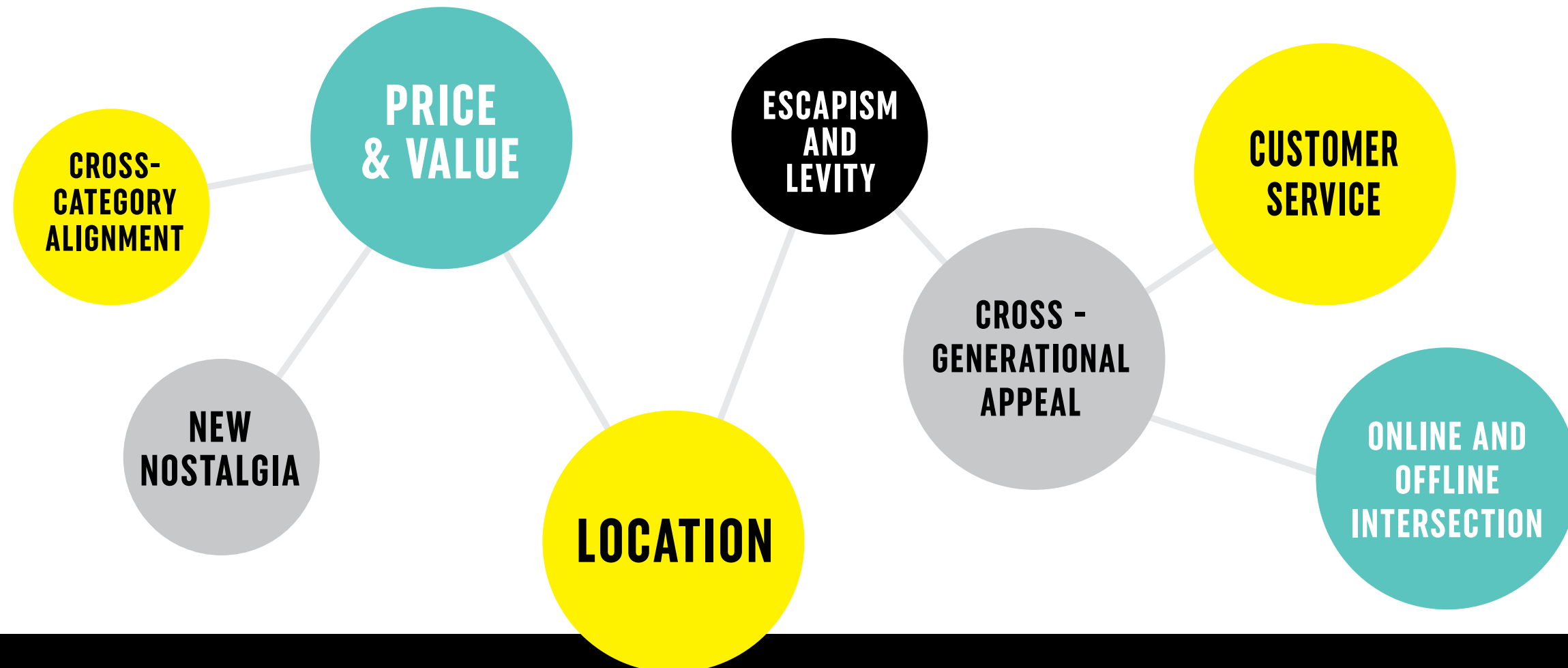


While this doesn't replace **Needs Assessment and Feasibility Studies**, it does provide an overview of what is happening in your business sector today and what the needs will be for your product in the future.

DISCOVERY: MARKET MOTIVATORS

WHAT ARE THE KEY ELEMENTS THAT ARE DRIVING YOUR CUSTOMERS TO PURCHASE?

These constantly change with the economy, social attitudes, political drivers, etc. It becomes apparent that many of the market drivers are indeed your own brand drivers. Some samples include:



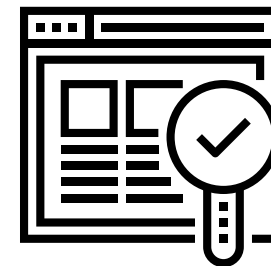
DISCOVERY: COMPETITIVE ANALYSIS

Have your key competitors been identified?

WHAT ARE THEY DOING?

Are there startups on the horizon?

All of these things are taken into consideration as your brand position is being identified and developed.



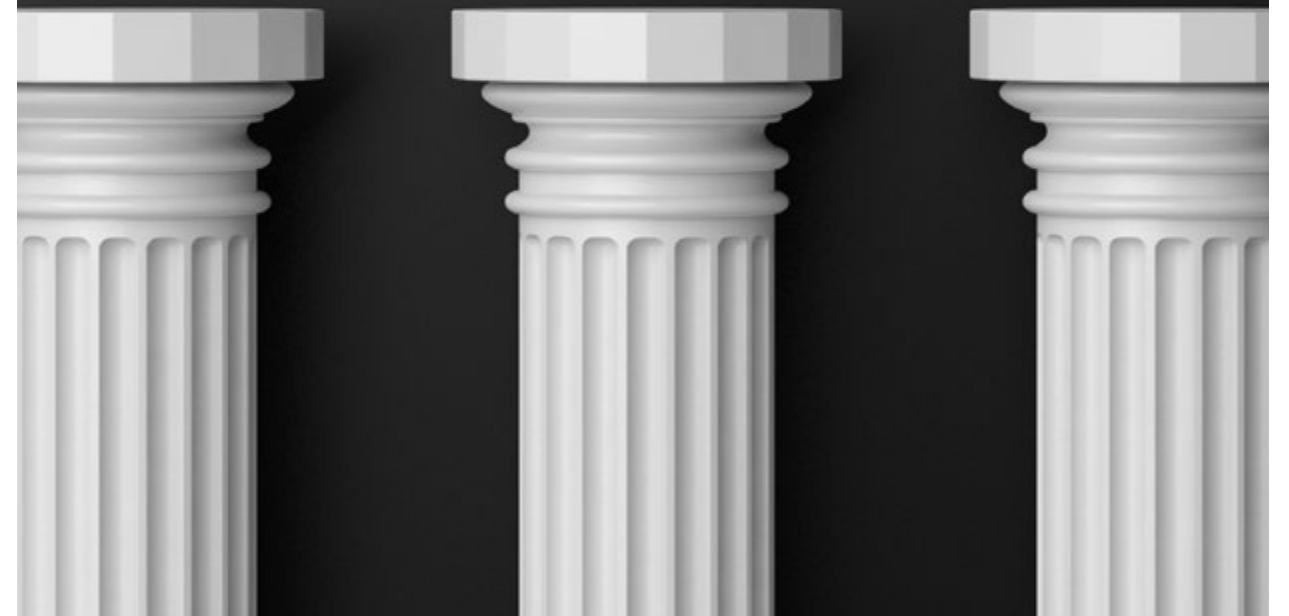
DEVELOPMENT: BRAND PILLARS

PILLARS OF SUCCESS

Brands are emotional. They plug into the consumer mindset to make him think of you before anyone else. As you build your brand, you need to identify these important brand attributes as they play a key role in your brand's "look and feel."

Think about AFLAC. Or Mercedes Benz. Or Disney. These brands have spent millions to make you think of them in a certain way; it's no accident. Once we identify your brand pillars, they permeate absolutely everything your company does, from your external messaging to your employee communications.

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DEVELOPMENT: BRAND PILLARS

There are **FOUR SIMPLE QUESTIONS** used to test the validity of your brand pillars. If the majority of your brand pillars meet this criteria, you have a solid base for your communications. They are:

- 1** — Are you valued and mentioned by customers?
- 2** — Are you seen as part of the fabric of the company?
- 3** — Have you been proven over time?
- 4** — Are you impenetrable by the competition?

DEVELOPMENT: UNIQUE SELLING PROPOSITION

YOU DOWN WITH USP? DO YOU KNOW ME?

Once you have done all the homework,
it's time to create your USP.

This is the one statement that establishes
**who you are, what is important to you
and what makes you better** than anyone
in your market segment.

The USP contains the **"one thing"** that says
who you are, what you do, why you do it and
how you do it.

QUICK CASE:

LUXOR HOTEL & CASINO USP

// Luxor is an iconic Las Vegas landmark, peppered
with an Egyptian theme and filled with an eclectic
mix of venues that provide a non-stop fun and
entertaining experience to our guests at a value
that's nearly unmatched in the Las Vegas market. //

[VIEW CASE STUDY](#)

DEVELOPMENT: PERSONALITY

CULT OF (BRAND) PERSONALITY

This is the culmination of all of the ground work.
This key one-sheet takes all the research and
information and outlines the personality of your brand.

Is it intelligent? Fun?
Serious? Spontaneous?

Your brand personality is who you are to your customers
and a key ingredient in developing your brand.



DEVELOPMENT: STYLE

START SPREADING THE MOOD



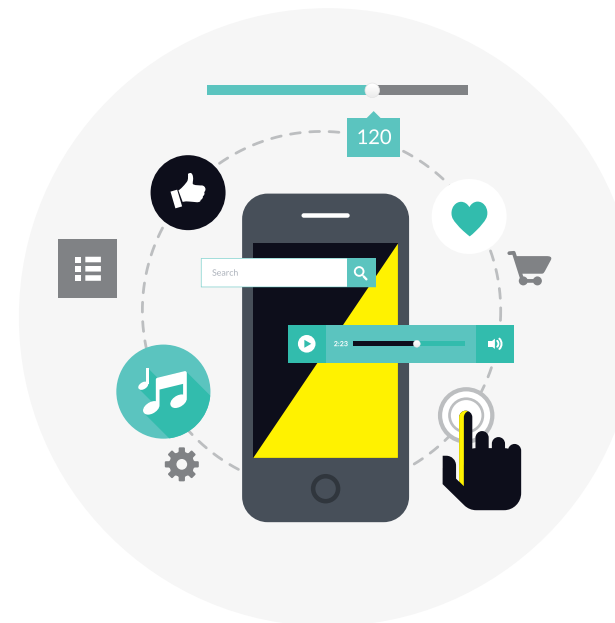
The mood board is the singular page or art board that takes the brand personality and turns it into a visual representation of your brand. Photo styles, brand pillars and color options are included. The mood board goes a long way in visually communicating your brand and is developed into a one sheet that is given to all of your vendor partners before they begin any job assignment. This ensures they will immediately understand your brand personality.

DESIGN: BRAND SPACES

In a perfect world before any creative work begins, all of the brand discovery is completed and the results are communicated to all team members.

From there, the creative team begins work on the brand creative, identifying the unique aspect of the market you intend to own through art and copy.

This is not a matter of like and dislike, but a carefully crafted plan emphasizing all of the brand information that has been collected.



DESIGN: BRAND IDENTITY

ALL **SYSTEMS** GO

You don't only need a logo. A logo and a color palette alone do not make a brand identity. In today's world, you need a comprehensive visual system that can be applied to all your online and printed collateral.

Delivering messages and campaigns in the same look, feel and tone throughout relevant media and channels is imperative if you are going to be remembered by your potential customers. A basic brand identity system includes the following:

- Logo
- Colors
- Typography
- Design System
- Photography
- Illustration
- Iconography
- Data visualization
- Interactive elements
- Video and motion
- Web design

QUICK CASE:

GoLIVE SMS SALES DECK PRESENTATION



SHOW ME MORE

DEPLOYMENT: 3 C's

The identity system is created with these in mind to allow the brand to connect seamlessly to all consumer touchpoints.



CONSISTENCY

Deliver messages and campaigns aligned with your core values in the same tone, same look and feel through relevant media and channels



COMMUNITY

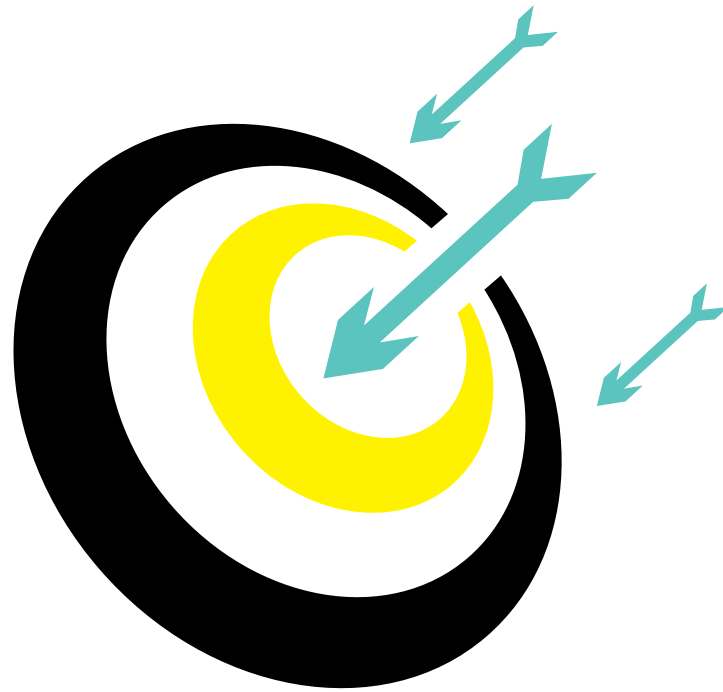
Ability to target physical and online communities to build a group that acknowledges, believes, and supports your organizations and objectives



CONTENT

Ability to create and curate media that educates, informs, and entertains your audience to make them want to be a part of your community

DEPLOYMENT: THE RESULT



- Your brand sits exactly where you need it to be in the marketplace
- You speak to your customer the way they want to be spoken to
- Your creative work is informed, intelligent, and consistent across all media and channels
- Management have all been brought together and are on the same page
- You have a brand architecture plan in place that keeps all messaging on point
- You have the greatest chance for success and the highest ROI

QUICK CASE:

EGS

ECLIPSE GAMING SYSTEMS



SEE THE RESULT

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T 702.616.0624 **F** 702.616.0644

2470 St. Rose Pkwy, Suite 308 Henderson, NV 89074