

START YOUR BRAND
BrandCrafting
IN 10 DAYS

**NEUROBRANDING
GUIDEBOOK**



**"A BRAND IS A VOICE AND A PRODUCT IS A SOUVENIR."
- LISA GANSKY**

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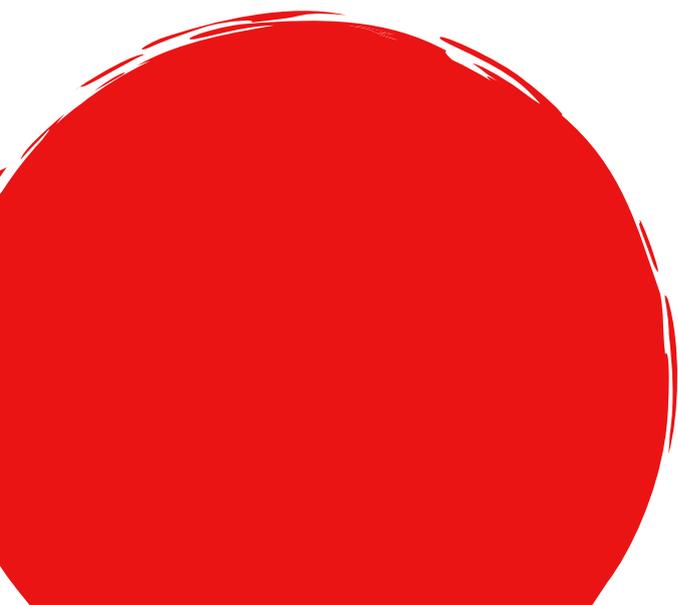
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BEHIND THE BRAND

THE HIDDEN MESSAGE...

It's estimated that everyday our brain is exposed to over 5000 branded messages a day.

From the brand of alarm clock, shampoo, coffee, toothpaste or deodorant we use to the clutter of marketing on our phones, in the media, on billboards, on TV and radio, we are bombarded with brands.

Just how many of those 5000 messages do we really see?

Subconsciously, we see all of them.

Our brain filters this information so we do not suffer from overload every time we open our eyes, but the simple shapes, colours and even sounds and smells that identify a brand seep through and become part of our brand awareness.

This is why it is so important to ensure your brand has meaning and engages with your ideal prospect's brain.

The brain 'sees' brands with memory and emotion, there is a physiological reaction to the colour of a brand and, depending on the culture in which you grew up, symbols and shapes have particular meaning to your brain.

You don't even need to see words.

For example, if you saw a red octagonal sign your first reaction would be 'that's a stop sign', even if the word STOP didn't appear on the sign.

If you have kids, how often do they beg to stop when they see just a hint of the 'golden arches'?

If you have a confusing brand that does not immediately communicate a clear message, you will be lost in the chaos. Instead of instantly connecting, you will be ignored.

The brain uses memory to recall brands so it prefers what it knows to what is new.

This explains the importance of brand loyalty and why it is so hard to compete against the 'big boys' who have plenty of marketing budget to promote their brands.

Understanding how your prospect's brain 'sees' your brand gives you an opportunity to create a brand that cuts through and is seen and remembered.

Think about the brands you know and can easily recall. Are they cluttered, complex, messy or complicated or are they clean, simple, bold and easy to read and recognise?

So let's get inside some well known brands to find the hidden message...



BEHIND THE BRAND

LESS IS MORE...

The Apple Mac had not even been invented when I began working in the advertising industry. Brands were developed with 'squeaky marker' drawings and hand crafted as 'line art' on clean white art board. Ah, those were the days of true craftsmanship.

Today it is possible to develop a 'brand' in a few minutes on your laptop for free. Search Google for some clip art, download a cool font, clear cut and manipulate an image and voila! Your brand is born.

But is it good? Is it unique? Is it clear and easy to engage with?

I'm not suggesting that technology is a bad thing, after all I love my Apple Mac and have been using this amazing technology for years. I am however suggesting that there are some rudimentary basics that have been lost along the way which have dealt a blow to brand effectiveness.

Almost anyone can create a brand, but not many have real skill to ensure it engages and connects.

- What story does your brand tell?
- Is it uniquely clear and instantly recognisable?
- Does it communicate the right message?
- Does it elicit an emotional response from the right target audience?

When I began work at one of the worlds most awarded advertising agencies, my first job was to clean out the small room that would become my office. It was stacked to the ceiling with brands that had been developed by incredibly talented creatives over the years. I got to see all the designs generated during the development of some of the most iconic brands known to the country.

The most compelling thing I noticed, was the quality of the rejects. This was incredible work that never made it through the branding process. It was totally fascinating to experience and it reminded me of the story of another brand guru, Gus Van De Roer, who would go through his design agency after the doors had closed at night, retrieving creative ideas his team had thrown in the trash.

He carefully smoothed out the creases of the rejected concepts and filed them away, because he knew that some day the ideas they generated that didn't make the cut, might be perfect for another client. It indicated to me that no idea was worth throwing away and that not all ideas were perfect.

The saying "less is more" and not always throwing away great ideas, often rings true with branding.

Pablo Picasso was the true genius at creating images from the barest of lines. His simple line sketches always amazed me with their simplicity. That's where great branding really stands out. It's the smallest of shapes, lines or colours that convey something so clearly.

It's the white space that becomes something out of nothing.



The problem with technology making it easy for anyone to create a brand for themselves, is that the simple message is overshadowed by what the technology can do. Apple Mac after all was loved because of all the different fonts you could choose from!

Many 'homegrown' brands are confusing, cluttered and complex because the art of branding has been lost. Online there are so many poorly created or confusing brands because the basics of branding are missing. It's a catch 22. Not understanding brand + technology = no connection or engagement = no sales

BEHIND THE BRAND



In small business, there are so many poorly created or confusing brands. Worse, there are the brands that give totally the wrong message, misleading prospects who either can't identify what the brand stands for or get confused entirely.

Small businesses don't have big budgets to employ a creative agency to help them, yet there is so much more competition online now, that having a meaningful, stand-out brand is vital. So how do you do it?

The #1 way to develop a stand out brand, is to avoid the biggest mistake most make when they don't have access to the expertise of an agency - to only consider what you like and what you want.

The first step in generating an instantly recognisable brand is to create it with your prospect in mind. You are not your ideal client, so take yourself completely out of the picture and put yourself in the clients shoes.

As production manager in advertising agencies it was my job to manage brands from creative through to reality, ensuring they were consistent across all media.

As I progressed through the ranks and eventually owned my own agency, I learned the art of creating the perfect brief, a skill I continue to develop and improve on constantly. A skill I believe can be learned. You too can learn how to create a brief. To ensure you get what's best for your business, with a brand that truly identifies you to the world.

It's a skill worth having, because even if you have just the basics of it right, you will save time and money and get what works in the real world, where your ideal prospects turn into your raving fans because they instantly fall in love with your brand.

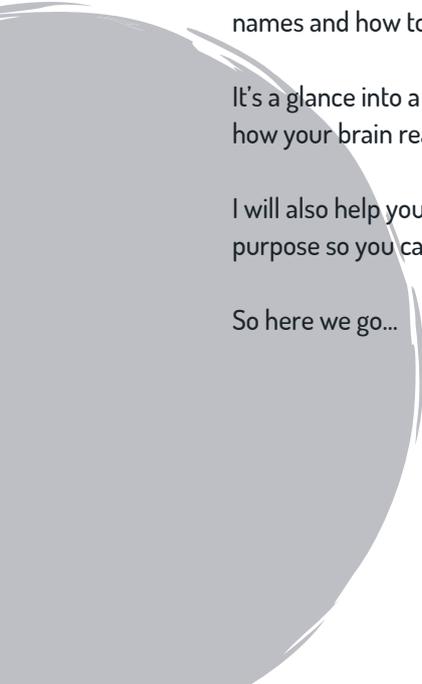
The reason I believe in the power of a brand is that so many recognised brands are worth more than the company they belong to. Nike for example, one of the simplest and most recognised brands on Earth, traded for over a decade in debt, but it gave birth to a phenomenal brand that became their most valuable asset.

In this book I will expose some of the hidden messages in brands you know and give you insight into how colour and form help the brain to place meaning on the messages it receives. I will also delve into brand names and how to create one that makes sense to you and enables you to tell your brand story.

It's a glance into a new science called Neurobranding. I think it's fun and incredibly interesting to discover how your brain really does absorb the branded messages you see and feel.

I will also help you learn the basics of briefing and at the end you will have a template to use for this purpose so you can ensure you convey the right message with your brand.

So here we go...



WHY SHOULD I CARE?

**"IF PEOPLE BELIEVE THEY SHARE
VALUES WITH A COMPANY, THEY WILL
STAY LOYAL TO THE BRAND." HOWARD
SCHULTZ, STARBUCKS CEO**

Not only does a brand create a recognition factor, for online products it creates a stand out quality, differentiating it from the competition and adding value perception.

A crafted online product brand tells a story. It engages and captivates buyers.

A brand incorporates EVERYTHING about an online product from its name to its colour, the communication style and even the creation and manufacture of the product itself.

Having a clearly defined brand enables the seller of the product to make decisions about how it is produced, packaged and promoted.

When you have a brand, you have EVERYTHING you need to make the right decisions on how to launch and maintain a successful online product.

NEUROBRANDING



Some of the worlds most recognised brands have hidden messages that you may have never noticed before.

I'm going to share a few of them with you and once you see them, you will never be able to 'un-see' them. This is a phenomenon with the brain and the subject of a fascinating science called Neurobranding. The study of how your brain 'sees' branding messages it comes into contact with.

The brain 'sees' brands with emotion, which is why shape, colour and that instant reaction to a brand is so important. How do you want your brand to make people feel?

In a highly competitive and overcrowded World of selling, social media and internet marketing, it's easy for your brain to become confused.

If you noticed every one of the brands you saw, you'd go a little bit crazy, so the brain has this exceptional filter called the Amygdala, that blocks out stuff you are not interested in and only highlights what you want to see.

For example, remember a time you wanted a particular make or model of car? Once you decided you were interested in this car, you suddenly saw them everywhere! Maybe you even started noticing the commercials or saw the brand in advertising and marketing?

Guess what? They were always there, your Amygdala had just not let these images through because , until then, you hadn't deemed the brand interesting enough.

It's called Reticular Activation and it assists brand awareness and recognition, a vital ingredient in this ever increasingly overwhelming world.

When you see the following Neurobranding examples you will be amazed that you didn't notice them before.

Once you see them you might even start to see the hidden messages there are in your brand...

- Is your brand identity telling the whole story?
- What feeling or emotion does your brand convey?
- Are you creating meaning for your ideal clients brain?

Let's take a look at some hidden messages in brands and how you can use Neurobranding to naturally connect and engage...

NEUROBRANDING



FedEx is a global brand and its logo is seen all over the world on millions of packages.

What do you know about FedEx?

What do you think this brand stands for?

Most people think 'reliability' when they see this brand and that's exactly what FedEx want you to feel. Even if you have never used their service, FedEx want consumers to believe that whatever you ship with them, is going to get to the right place, fast.

After all FedEx is short for Federal Express - a secure, speedy service, highlighted by the purple (service) and the orange (energy) colours which we'll discuss later.

BUT...

Did you notice the large white arrow in the logo?

There it is in between the E and x of Ex...now can you see it?

Take another look...

It's giving your brain a clear message of speed and direction.

Your brain is seeing a hidden message in the brand, forming a feeling about FedEx even before you use their services, giving you a reason to choose them.

Now you see the arrow in the FedEx logo you will never, not see it.

NEUROBRANDING



The Amazon logo tells quite a story, even though it looks very simple.

What do you know about Amazon?

What do you think this brand stands for?

Most people use to think 'books' when they saw this brand but of course we now know that Amazon sell hundreds of thousands of different products and even services.

They are the worlds largest online retail brand, with global delivery services that are renowned and respected for their ease and accuracy.

Amazon are an authority in logistics, which is reflected in the black typeface, black = authority.

Amazon ship anything from A to Z. Just look again at the logo and notice there is a yellow arrow pointing from the A to the Z of the logo!

They also pride themselves in the joy it is to shop, send and gift items with Amazon, and how you can spontaneously add other products to your order, hence the yellow (friendly) smile that the arrow shape conveys.

Are you seeing the hidden messages in brands?

Interesting isn't it!

NEUROBRANDING



OK, so now you should be getting more clear on Neurobranding...let's try this one...

Baskin Robbins is another recognised brand. As a well known ice-cream company it has franchises stretching around the globe.

What do you know about Baskin Robbins?
What do you think this brand stands for?

Some ice-cream brands focus on creaminess or chunks of fillings.

Baskin Robbins brand focuses on choice and a vast variety of flavours.

Do you know how many flavours of Baskin Robbins Ice-cream there are to choose from?

Yes, that's right, there are 31.

How do you know that?

It's right there in the brand.

The candy floss colours also convey a sense of fairground attraction/milk-bar/dairy parlour as well, something very attractive to young children and mothers alike.

How does this brand make you feel?

What is unique about your brand that you could convey in such a simple way?

How do you want your brand to make people feel?

NEUROBRANDING



Brands can also tell a story and do it very simply, creating authenticity and trust.

I love the Toblerone brand story, would you like me to tell it to you?

What do you know about Toblerone?

The inventor of this confectionery was Mr Tobler. He lived in a town in Switzerland called Berne.

The Swiss word for Nougat, all the crunchy bits in a bar of Toblerone, is Rone.

Now put all of that information together and you have the inventors name, the Swiss word for nougat and the name of the town is was made in...

TOBLER-RONE...

Mr Tobler's Nougat, and look the city of BERNE is in there too!

Very clever, but there is one more hidden message to find...

The icon of the mountainside town of Berne is a bear.

Can you see the bear in the image of the mountain?

This confectionery is not made in Berne anymore, but it still feels like authentic, Swiss chocolate.

What story could your brand tell?





THE EYE OF THE BEHOLDER

"A BRAND IS THE SET OF EXPECTATIONS, MEMORIES, STORIES AND RELATIONSHIPS THAT, TAKEN TOGETHER, ACCOUNT FOR A CONSUMER'S DECISION TO CHOOSE ONE PRODUCT OR SERVICE OVER ANOTHER." - SETH GODIN

The brain makes decisions based on feelings and emotions.
We buy on instinct and justify purchases with facts.

Brands can make us feel a certain way, simply by using colour, to create an emotional and also a physiological reaction.

In Western culture, colours represents many things; pure white, calming green, magical purple and sophisticated silver...

If you know how you want your brand to make people feel, you can choose the right colours for your identity, marketing, packaging, online presence and logo, so your ideal client feels something when they interact with your brand.

Time to understand the colour of neurobranding...

NEUROBRANDING

Although the eye is one of the most complex structures in the body, and it's this organ that sees colour, it's your brain that interprets it.

We see colour in three bands, red, green & blue, same as a TV or computer screen and our brains synapses interpret what we see, sending messages to our nervous system that evoke an emotional response.

Often these responses are instantaneous, creating a desire or repulsion well before any rational decision is processed. Blue chocolate or purple tomato sauce would cause most consumers to turn their nose up. Whereas a white yoghurt or a brown burgers are highly acceptable.

Brighter colours have been tested to have a more positive response than pastel or muddy hues. Medical research has shown that the brain can be affected by colour to cause consumers to take action, increase concentration or become more spontaneous or creative.

There are even physical reactions to colour with heart rate, metabolism, appetite and even your mood all reactive to colour.

Studies have shown that individual colour preference effects brand purchase decisions and it's well known that cultural factors place different meanings on colours.

For example white in most western cultures indicates purity and faith, whereas Asian cultures treat white as the colour of death and suspicion.

The following information is based on western cultural society and the deeply rooted emotional response to colour that occurs in Australasian, European and American cultures.



YELLOW



Yellow is the colour of sunshine - happiness, joy, warmth and optimism.

Yellow stimulates mental activity and is often associated with food brands, it is also the colour of spontaneity and impulsive behaviour and is often used with cheaper priced products which require less of a decision making process.

It is a bright, attention getting colour, especially when put alongside another strong colour. Research has shown that if yellow is overused it can cause a nauseating effect and a disturbing influence, for example babies sleep less and cry more in yellow painted bedrooms.

Yellow can also be the colour of warning. Black & yellow is often used on danger signs and in nature it is the colour of the bumble bee, a warning that a sting is in the tail and to take caution.

Dull Yellow indicates decay, sickness, cowardice and should be avoided.

The gold spectrum of yellow can indicate prestige and wealth. Bling! If you have a high quality product, you might want to add gold highlights as Harrods and John Deere do.

Yellow is also a difficult colour to reproduce and fades fast in sunlight. As a brand manager it was always the yellow brands that were the most difficult to keep consistent across all media.

Yellow will disappear into a white background, making it hard for your prospects to notice it.

A yellow brand will need a dark colour to highlight it.

Yellow: Happiness, Spontaneity, Fun, Joy, Warmth



ORANGE



Orange brands are energetic, enthusiastic, active and creative.

Orange is a hot colour conveying warmth, excitement and energy, in fact often used by energy or power companies.

The colour orange increases oxygen supply to the brain and stimulates appetite, often used with confectionary and soft drinks.

Orange is also used for entertainment, sports and toy brands because it is highly accepted by a younger audience and conveys excitement.

Orange represents frivolity and abundance and shouldn't be used for brands that wish to convey seriousness, stability or calmness.

Dark orange can mean deceit and distrust.

Red-orange corresponds to desire, sexual passion, pleasure, domination, aggression, and thirst for action.

Gold evokes the feeling of prestige. The meaning of gold is illumination, wisdom, and wealth. It symbolises high quality.

Thanks to Fanta, orange is often associated with high-energy, sugaryness.

Orange: Energy, Excitement, Entertainment



RED



Red is an emotionally intense colour. It can enhance human metabolism, increase respiration rate and raise blood pressure.

Red grabs attention and gives you the impression that time is passing faster than it actually is, creating urgency.

It is the colour of fire and blood, power, determination, stimulation, desire, strength and love. It is a high octane and action colour, often used with energy drinks, game, sports and car brands.

It asks for attention and is used with stop signs, traffic lights and fire services and equipment to ensure it stands out. Red stimulates people to make emotional decisions and is the perfect colour for 'Buy Now' or 'Click Here' buttons on websites.

It is also the colour of courage and is often used in nations flags.

Red is often used in advertising to evoke erotic feelings (red lips, red nails, red dress). It is a bright, attention getting colour, especially when put alongside another strong colour.

Light red represents joy, passion, sensitivity and love.

Pink conveys romance and friendship with feminine emotions and passiveness.

Dark red is associated with willpower, rage, anger, leadership, courage and vigour.

Brown suggests stability and indicates masculine qualities.

Reddish-brown is earthy and supportive, often associated with harvest or Autumn.

Red: Passion, Drive, Strength, Power



BROWN



Brown is the colour of the earth, it is honest and genuine.

Brown inspires stability and comfort, depth and neutrality, it is a very practical colour.

It can communicate a natural roughness although when mixed with cream or gold, it can inspire elegant sophistication.

It has a richness often used for chocolate, wine or coffee brands.

When used for legal logos it indicates simplicity and frugal moderation.

Brown creates a feeling of warmth and can indicate a safe haven, often associated with wholesome or comfort foods.

Being such a practical, down-to-earth, sensible colour it can also be seen as dull, boring, lacking sophistication or humour.

Brown suppresses emotions and is attractive to men, often used for earthmoving, landscaping or construction brands because it indicates hardworking durability and sustainability.

Brown is non emotive and calm, often used for comfort foods and products that create warmth and homeliness.

Brown product brands appear more durable and wholesome so use brown to indicate simplicity, seriousness and practicality.

Brown is organised and orderly, ideal for systems focused brands.

Brown is not the life of the party, it is a reliable, safe refuge.



PURPLE



Purple is a colour associated with royalty, because it is incredibly difficult to make purple dye and any cloth that was made this colour, was put aside for special purposes only.

Purple conveys luxury, extravagance, glamour, wealth, service and ambition.

It is a good colour for brands that wish to convey quality, luxury, superior service or exclusivity and attainment. Silk Cut Cigarettes famously used simple purple images with little else in their advertising.

Research shows that purple is a favourite colour for the youth market with almost 75 percent of children preferring purple to all the other colours. This might explain why chocolate and toy packaging often has purple colouring.

Purple is a very rare colour in nature, some consumers may even consider it to be artificial, so although it might work for chocolate brands you may hesitate to associate it with fresh or organic/natural food products.

Purple is also associated with wisdom, dignity, independence, healing, mystery and magic.

Light purple is often chosen for feminine products and services because of romantic and nostalgic emotions (women's gym brands).

Bright purple is regularly used for children's products and packaging (even Barney the dinosaur is purple).

Dark purple evokes gloom and sad emotions and can cause impatience and frustration.

Purple: luxury, service, protection, mystery



GREEN



JOHN DEERE



Green is the colour of nature. It inspires emotions of growth, harmony, freshness, renewal and restoration.

Green is also a safe colour - a green light, a green tick or environmentally friendly.

Often it is used to advertise medical products and services and is a favourite for ecological, conservation, agricultural as well as spa/retreat and natural food brands.

Green can be associated with money and wealth but can also indicate ambition, greed and jealousy. It can also indicate youth, inexperience or naivety (green ski routes are the easiest).

It is a restful colour for human eyes - many media companies will use a 'green room' for guests to relax in before they are interviewed. The walls are actually green!

Green also suggests endurance, perseverance and steadiness.

Bright green is often used with a black background to stand out (Xbox)

Dull or dark green is commonly associated with money, the financial world, banking, and Wall Street. Yellow-green can indicate sickness.

Aqua green is associated with emotional healing and protection.

Olive green is the traditional colour of peace.

Green: Nourish, Nature, Fresh, Clean, Environmentally Friendly



BLUE



This is the colour of the sky and the sea, it is always there, reliable and trustworthy.

Blue is a very masculine colour with research showing this colour is highly preferred by males.

It indicates stability and is often used by finance and health brands (Xero, Visa) because it indicates trust, loyalty, confidence, intelligence, logic, success and security.

Blue physically slows the human metabolism and produces tranquility and calmness and is often used for products and services related to reliability such as banking and communication.

Avoid using blue for food, hospitality and cuisine brands because the colour blue can suppress the appetite.

Blue products and services are related to cleanliness (water purification filters, cleaning liquids, vodka), air and sky (airlines, airports, air conditioners), water and sea (sea voyages, mineral water).

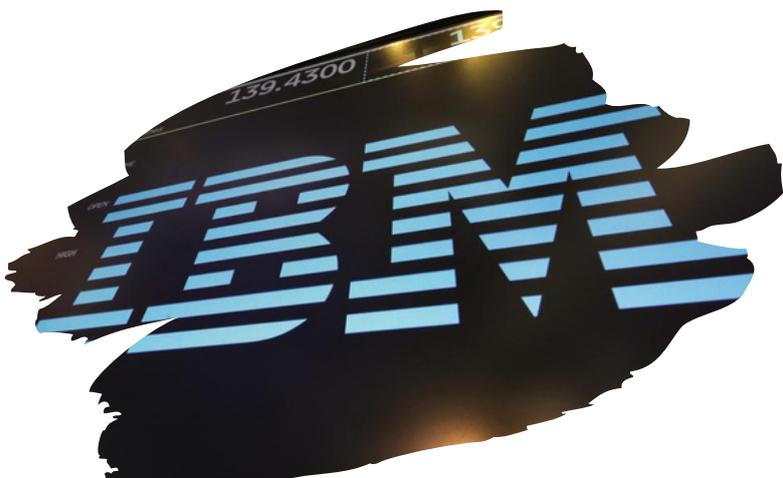
Blue is more about intellect and sincerity compared to the spontaneous colours like yellow and red.

Blue is ideal for high-tech products and services because it conveys accuracy and reliability.

Dark blue is associated with depth, expertise and steadiness; it is a preferred colour of corporate brands.

Light blue is associated with health, healing, tranquility, guidance and trust.

Dark blue represents knowledge, mastery, integrity and authority.



WHITE, BLACK, SILVER



White is the colour of perfection, honesty and simplicity. Pure as the snow...

It opposes black and has a positive impact. White space is often used in brands to cleverly indicate a shape where there is none, creating an optical illusion.

White is used for low weight, low-fat and dairy products and services.

White also suggests simplicity and honesty in high-tech brands & charitable or health organisations.

Black is a very powerful colour, indicating fear, death and evil as well as strength, seriousness and authority.

It is a prestigious colour (black tie, black Mercedes, little black dress, 007).

Black can be used to give perspective and depth and is often used to make other brand colours stand out because it creates contrast.

Grey is a very conservative colour, subdued, understated, controlled, mature and responsible.

Silver grey indicates elegance, glamour and sophistication, often used for brands perceived to be of high quality without being overly glitzy.

It is an ideal secondary colour for brands who want to be seen as quality without overstating it.



BRAND PERSONALITY

**“YOUR BRAND IS A STORY UNFOLDING
ACROSS ALL CUSTOMER TOUCH
POINTS.” – JONAH SACHS**

What would your brand be like if it were a person?

What would it look like, how would it behave?

How would it dress, where would it go, what food would it love?

Take some time to personify your brand so you can learn qualities about your brand that you might never have noticed before.

This helps you tell and share your brand story with the world. It helps you decide what sort of image it has and how it behaves in the marketplace.

Neurobranding is about how the brain 'sees' brands, but there are other senses too - touch, smell, taste...

You can create a unique, stand-out brand by defining exactly what sort of personality your brand has...

NEUROBRANDING

Funny how you instantly know when someone has an apple Mac by the sound it makes when it turns on, or that 'dum-doom' when Netflix is loaded...Stephen Hawking had one of the most recognisable brand voices in the World, and it wasn't even his!

Our senses provide information for our brain to create a perception. Is it light or dark, noisy or quiet, does something taste bitter or sweet, feel soft or hard.

Sound is one of our vital senses. One we often take for granted and it can be used to create a hidden message in your brand. Sound is all about vibration, detected by tiny hairs and bones within our ears. Is your brand giving off good vibrations?

Sound feeds the brain information about our surroundings that can cause a psychological reaction. A loud bang can make us jump, the sound of a mosquito causes almost immediate panic, or the calming effect of a mothers lullaby to soothe her baby to sleep.

The amygdala in your brain uses sound to embed memory of an experience. Just consider the advertising jingles you still hum as an adult that you heard years ago as a kid listening to the radio or watching TV. How often do you have nostalgic memories when you hear a particular song from your youth?

Sound can also create an emotional state of desire as well as increasing the speed of decision making. A brands purpose is to create meaning and elicit an emotion, to make the client to feel a specific way, assisting in purchase behaviour - because we buy based on emotion and justify our decision with fact.

So sound can be a vital element of branding, especially if you want it to be remembered and loved.

Schweppes took their brand sound to a whole new level by coining the "schwepperverscence" phrase to describe the sound their product makes when you break a cap on a bottle. Of course, every soda fizzes, but the schwepperverscence is something else. It's become more than a sound, it's a state of being that only their brand can deliver.

A few years ago we were asked to brand a motor-racing circuit, so we listened to the sound of Formula 1 cars and the instantly recognisable commentary by the effervescent Murray Walker, who could make even the most boring of races sound exciting.

When he commented to a journalist that the sound of a formula 1 car 'goes right through you, disturbing the very rhythm of your heart' we knew we had the essence for the new motor circuit brand.

The sound of the brand became the main theme on the jingle... Feel your heart racing. It became the brand tagline too, and appeared on all their merchandise and on billboards. It wasn't surprising when the jingle had people singing to themselves.

So how can you use sound to define and promote your brand?

Of course, creating a sound track or jingle is obvious.

But also consider the music you use on your website, or in the background of your videos.

How do you want to make people feel when they watch them? Calm, excited, happy, safe, hyped, relaxed, entertained, alert...

When you create a video intro/outro, what sound can you use that communicates your brand?

What sort of tune would you like to have your ideal customers humming?

Our brains use all senses to absorb and make sense of the World we live in, so there is possibly nothing worse for a brand, than the sound of silence.

SENSES

When you think about how you want your brand to make people feel, you need to consider the other senses, and how they also create an instant message for your prospect's brain.

In terms of touch, many 'purple' brands create a sense of smoothness. Silk Cut, Cadburys Chocolate. Others convey toughness, like rugged automotive brands "Built Ford Tough" and the famous 'Levi's' with rivets and double stitching.

Our brain uses the sense of touch or feeling to understand our environment and therefore, also recognising and forming feelings about brands.

Remember something that made your skin crawl, gave you goosebumps or made the hairs on the back of your neck stand up. Feelings create powerful memories.

Taste can lead to individual preference, do you love Pepsi or Coke? Chocolate brands spend billions trying to create a specific flavour, wine makers take years to create a specific blend, and often happening on it by chance rather than design.

If you've had a poor experience you might say a brand 'left a bad taste in your mouth', or you might respect a tasteful brand. Offering a sample of your product is to give a 'taster'. What flavour is your brand? Sweet, crunchy, savoury, strong, fun, light, exciting, fresh...

Smell is another sense that can elicit an emotional response, perfumes are 100% invested in the sense of smell, often matching the fragrance personality to the celebrity who endorses it. Real estate agents suggest baking a cake or making coffee in your house before an open home viewing to put people at ease and make them feel comfortable. Fast-food brands have been accused of 'pumping' aromatic smells outside of their stores to increase hunger pangs. Consider the 'new car' smell of a showroom, or the fresh, clean smell of a luxury hotel room, or relaxing aroma of a day spa. What's your brand's smell?

Once you desired how you want your brand to make your customer feel, you can choose the texture of your brand.

You can choose the fabric or material for your product or packaging. The luxury lingerie brand Victorias Secret extends their brand 'feel' to their see-through shopping bags.

Apple invested heavily in the product packaging to draw out the feeling of 'un-boxing' your new device, delaying the purchase gratification by designing boxes that hold a release factor, slowing down the dopamine response to lengthen the enjoyment factor.

These senses can create an instant emotion, using Neurobranding to embed a memory about your brand experience, deep into the subconscious brain of your ideal client.

Even something as simple as choosing gloss or matt stock texture for your inserts, brochures and collateral makes customers feel a certain way about your brand.

Now you know more about Neurobranding and how the brain will 'see' your brand, you can make better decisions that enable your brand to have more meaning and purpose in a highly competitive and overcrowded World.

Remember to build your brand personality into your brand brief - it will help you make decisions on just about every area of your brand and product development.

WHAT'S IN A NAME?

**"WHEN PEOPLE USE YOUR BRAND NAME
AS A VERB, THAT IS REMARKABLE." -
MEG WHITMAN**

Your brand name serves many purposes, both to you and your audience and needs to be considered and developed with the end result in mind.

Especially when you are leveraging someone else's platform, like eBay or Amazon, your brand name is a vital element that connects your business, products and buyers to your mission and vision.

This guide does not include advice on trademarking and registering business names, however, you need to be aware of future-proofing your brand and selecting brand names that 'work', that you can protect and add to them without having to rebrand.

Lets keep it simple and go through the formats for brand names and how to create and select them so you can get started.

BRAND NAME FORMATS

Choosing your brand name is a challenge and it does take focused effort to get it right, which is why branding agencies charge so much for this service.

Before you decide you have found the right brand name, first check it is available with your countries company registration office (in Australia this is ASIC and they have a quick brand name search available at <https://businessname.com.au/>).

You may also want to check the domain name is available, although having a .com is not as vital in the digital world, having a name which is similar to your competitors makes it harder to stand out, online and in the real World.

From an online business point of view, you can have a business brand name and a product brand name, and you can have product names. This is called developing an "umbrella" brand name - so that whatever products you create, their names make sense.

An example of this is car manufacturers. Toyota, Mazda, Ford...they are all business brands - The Ford Motor Company has Ford branded vehicles, and they in turn have product brands - Mustang, Falcon, Focus, Mondeo... all very different products, with different audiences and budgets.

Many brands you are familiar with all come from the same company - Nestle and Unilever own hundreds of brands. And many of those brands compete against each other in the same market - coffee, chocolate, pet-care, cosmetics, cereals, household goods etc

You may of course consider that a simple way to select a brand name is by using your own name, or blending names together from your household. This most certainly can work, Adolf Dassler edited his name together to form Adidas, and there are many product brands named after their creators - Coco Channel, Hasbro, Disney, John West, Kellog's, Heinz, Mcdonald's!

It certainly is an easy way to generate something unique, but as you will see from the following pages, sometimes, even though it may take longer, finding something that is meaningful may take more effort, but it's worth it. You can even create a brand name for an entire segment of the market.

Most importantly, the name you select to brand yourself with is actually not about you.

Branding is about engaging and connecting with your ideal prospects and enabling them to connect, resonate and recall your brand, from a simple interaction.

Your brand name can do that for you, if you are prepared to understand your target audience and build the subconscious triggers into your brand identity which 'speak' directly to their brain.

So lets make this easy for you...

There are really only 3 formats for a successful brand name - Descriptive, Creative or Abstract

DESCRIPTIVE

Possibly the easiest way to create a brand name is to use words that describe what the product does.

In fact many people say they prefer a brand that describes it, but there is no evidence that a descriptive brand name increases purchases.

The idea of choosing descriptive brand name over the other options is because we often feel we need to explain things. But if you consider some of the best known product brands, few are descriptive.

Descriptive brands include the likes of; Baby Einstein and Playmobil, ColdPower, Earth Choice, Vaseline Intensive Care, Kentucky Fried Chicken... you can get clever and spell descriptive brand names unusually to stand out a bit more - Kleenex, Quick-Eze...

Of course, when it comes to explaining things to the brain, using words is not really necessary.

You see the brain thinks in pictures, not in words and I can prove it to you.

I want you to read the following words, then close your eyes and let your brain work...

Bacon & Eggs...

What did you see?

I assure you no-one I've met has ever seen the words.

They have sometimes seen a pig and a chicken, but mostly they see a plate with nice poached or scrambled eggs and some rashers of bacon.

I didn't tell you anything about those words. I didn't even tell you they were cooked. Your brain made it a picture in seconds, in order to explain it to you.

Brands like Vitafoam or Bag Co, Playstation are all OK brand names, but they leave nothing to the imagination and by spelling it out, you may have lost the opportunity to share your brand story to connect and engage with ideal prospects.

Easy is not always best. Why not be more creative...



**Kentucky
Fried
Chicken**



CREATIVE

A created brand name can be totally unique and it can give you the ideal opportunity to share your brand story.

Coca-Cola is possibly the most recognised product brand in the world and its completely made up. John Pemberton originally made an alcoholic drink called French Wine Coca. It was registered 1885, but prohibition laws prevented him from selling it, so he created a non-alcoholic version. When it came to naming his partner and bookkeeper, Frank Robinson, suggested the name Coca-Cola for the syrup formula. Coca, from the Coca leaves and Cola from kola nuts - changing the K to a C so it looked better.

Another example is Lego, one of the most famous product brands on the planet. Lego is derived from the Danish words "leg godt", meaning "play well" and it is easily recognised and recalled.

Isn't that interesting - you have a brand story...something to create an interest and for people to learn about and understand.

Having a meaningful name is more than having a descriptive name, it's about weaving intrigue, storytelling and insight into the purpose behind the brand, into the name.

Created names can easily become Eponyms, words that are used in everyday language, like Frisbee and Hoover. Very powerful brands that own an entire category and take on a powerful place in our vernacular and have become verbs - hang on while I fill the Thermos!

Created brands also tend to be short, sharp and easy to recall, many with unusual spelling.

OMO, XEROX, VISA, IKEA...

So go ahead and have some fun, think about how your product was developed, what it means to you, what it's made of, what it does, how it works...then create a brand name that you can tell a story about.

You can also use online tools like wordoid.com or run a contest at www.squadhelp.com - just make sure you write a clear and full brief (more on that at the end of this book).



ABSTRACT

Despite the almost desperate determination to have a brand name that explains what your product does, or at least have a name that is created specifically for the brand there are so many incredibly well recognised and respected brands that have names with zero association to their product.

In fact most of the best brand names are those you would never relate to the company at all.

Dove - a bird or a range of cosmetics and body care products?

Apple - a fruit or a phone, computer or watch?

Dominoes - a game or a pizza?

Puma - a ferocious beast or a sports shoe?

The coolest part about an abstract brand name is that people are almost compelled to want to know your brand story. An abstract name creates intrigue.

Nike is a great example of an abstract brand name that creates meaning once you know it's origin story.

According to Greek mythology Nike is the winged goddess of victory and success. Nike were initially track running shoes, hence the meaning behind the 'Nike Swoosh' for speed and victory.

When the creator of Nike, Phil Knight saw the image of Nike on the greek temple, doing up her sandal, he knew he had an iconic brand name.

The brand has now taken on a life of its own, and the brand identity can be communicated in one simple tick shape.

These incredibly well known brands are easy to identify, even though their brand name is unrelated, because they are simple, short, catchy and easy to pronounce so the brain loves them even though they theoretically used out of context.

Abstract names are ideal brand names if you want to weave a brand story (like Nike) into your product marketing, listing, website, collateral and social media.

Dove



JUST DO IT.®



Domino's®



PUMA

LET'S MAKE IT BRIEF

"THERE ISN'T ANY SIGNIFICANT DIFFERENCE BETWEEN THE VARIOUS BRANDS OF WHISKEY, OR CIGARETTES OR BEER. THEY ARE ALL ABOUT THE SAME. AND SO ARE THE CAKE MIXES AND THE DETERGENTS, AND THE MARGARINES... THE MANUFACTURER WHO DEDICATES HIS ADVERTISING TO BUILDING THE MOST SHARPLY DEFINED PERSONALITY FOR HIS BRAND WILL GET THE LARGEST SHARE OF THE MARKET AT THE HIGHEST PROFIT." – DAVID OGILVY

Being clear about what problem your product solves, what makes it different and why a customer should choose it is vital and your brand can provide a guideline for every aspect of your product development, imagery, colours, fonts, packaging, marketing, advertising and even the product design itself.

Using the Neurobranding science you have now discovered, will help you to define your brand look, feel and personality.

Knowing your ideal customer and how to resonate with them is also vital and finally being consistent and clear with your marketing and messaging will make all the difference to have a brand that stands out and gets noticed.

HOW DO I DO THIS?

When you become aware of the value of brand the first question tends to be "but how?"

You see, brand development can be subjective and for most the creative process is foreign territory.

This is where you can get STUCK. You just need to know the process of brand development so you can make decisions and move forward.

There are plenty of online apps, outsourcing platforms and designers willing to take your \$\$\$, but without a creative brief, how do you know what to ask for and how can you tell if what a designer does for you is right or not?

You can end up going round in circles and second guessing yourself. Worse, you could ask family members and friends for help and, invest time and money but end up with a brand you can't trademark, doesn't reproduce well on the product and packaging, is unable to be extended to a product range...and you have to start again from scratch.

But there is a solution...

THE BRANDCRAFTING SOLUTION

Modern brands are created by advertising and branding agencies, using a tool to ensure the vital information needed is provided for the creatives to develop concepts for the brand.

This document is called the CREATIVE BRIEF and has been used for decades by skilled advertising and branding experts to ensure the brand development process is completed smoothly.

It enables the client to check the conceptual designs for the brand against the brief, like a litmus test, assisting the selection of a brand.

The brief enables creatives to bring a brand to life, considering all aspects of the brand and how it could be applied to the brand and the product.

As much as it is a guideline for the brand from conception to application, it can then be used to brief packaging, photography, listing images and content, websites, social media and email communications, so that everything fits within the brand.

A template of the Creative Brief is supplied here for you to follow.

Should you need more help, the BRANDCRAFTING program takes you through the 10 elements of the creative brief, one step per day, making the brand development process easy, straightforward and strategic.

Visit www.brandcrafting.co for more information.





BRIEF

Date:

Client: Brand Name

Requirement Outline of work required	
Relevant Info: Background, Problem Solved, True North, Single Minded Purpose.	
Target Audience Demographic, Psychographic and communication style. Pain, problem, fear, desire. What do they think and feel?	
Objective What does this brand need to achieve	
Proposition (USP) Unique Selling Proposition	
Desired Response #1 memorable thing	
Support List of facts supporting the USP and #1 memorable thing	
Tone Colours, emotions	
Timing	
Budget Specific \$	

YOU DON'T HAVE TO DO THIS ALONE!

You are welcome to join the online BrandCrafting program which guides you through the entire brand development process with insight into the traditional process of creating and building a stand out brand.

The Creative Brief process is explained and each section and outcome clearly outlined for you to understand and follow.

Once you have completed the program, your very own, unique Creative Brief can be downloaded and used to brief suppliers, be that graphic design, production, packaging, website, listing, photography, social media marketing etc.

The program can be completed in as little as 10 days, but you can go at your own pace and you get full instruction on the completion of the creative brief along with tips on how to manage time and focus, ensuring completion of the program successfully.

Additionally regular webinars, presentations, masterclasses and workshops are made available and access to a closed Facebook Group is available for continued support.

At the end of the 10 day training, you can also request more assistance and be introduced to our team of creative partners to assist with the development of your brand including graphic designers, packaging specialists, photographers and a library of tutorials to help you use 3rd party sites and outsourced support such as 99 Designs, Fiverr etc.

MEET THE MASTER BRAND CRAFTERS



LAUREN CLEMETT

BrandCrafter

International Award-Winning Neurobranding Expert, Best-Selling Author and Vodka Quality Controller.

Lauren has over 30 years experience in brand creation and management, working within world leading advertising agencies such as Saatchi & Saatchi, Ogilvy & Mather and Clemenger BBDO. She has owned her own brand consultancy for over 10 years, helping entrepreneurs around the world to create stand out brands.



NICK STEINER

BrandCrafter

Entrepreneur and Online Product Development Expert, Golfer and Scooter Magnate

Nicholas Steiner has over 18 years business experience, involved in the entire retail distribution chain from importing to retail. He's launched multiple brands, and achieved multiple 7 figure brands.

His skill set as an entrepreneur gives him the ability to be a problem-solver, strategy-driver, and process-improver. He strives to find more opportunities to grow in ecommerce including helping others to achieve success.



BRANDCRAFTING.CO

CREATING ONLINE PRODUCT BRANDS IN 10 DAYS

Expertise + Knowledge + Action