

# BRANDING

BRAND CREATORS

STORY TELLERS

CREATIVE LOVERS



# WHY

## Why invest in branding?

Branding is important for a variety of reasons, and it plays a crucial role in the success and growth of businesses and organizations. Here are some key reasons why branding is important:

### 1. Differentiation:

In a competitive market, branding helps distinguish your products, services, or organization from others. It gives you a unique identity and helps consumers understand what sets you apart, creating a reason for them to choose you over competitors.

### 2. Recognition:

A strong brand creates recognition and familiarity among consumers. When people are familiar with your brand and have positive associations with it, they are more likely to choose your offerings when making purchasing decisions.

### 3. Trust and Credibility:

A well-established brand builds trust with customers. Brands that consistently deliver on their promises and maintain a positive reputation are seen as reliable and credible, making it easier for them to retain existing customers and attract new ones.

### 4. Emotional Connection:

Successful branding often creates an emotional connection with customers. People tend to associate brands with certain emotions, values, or lifestyle choices. Building an emotional connection can lead to brand loyalty and advocacy, with customers becoming enthusiastic supporters and brand ambassadors.

### 5. Price Premium:

Strong branding can give your products or services a perceived higher value. Consumers are often willing to pay a premium for products from brands they trust and perceive as higher quality or more prestigious.

## 6. Consistency:

A cohesive and well-defined brand strategy helps guide your business's decisions, ensuring consistency in messaging, visual identity, and customer experience across various touchpoints. This consistency builds recognition and reinforces the brand's values and promises.

## 7. Employee Morale and Engagement:

A compelling brand also has a positive impact on internal stakeholders, such as employees. When employees believe in and feel connected to the brand's mission, they are more likely to be engaged and motivated, which can lead to increased productivity and loyalty.

## 8. Long-term Investment:

Building a brand is a long-term investment that can yield substantial returns over time. Strong brands have the advantage of resilience during challenging economic periods because consumers' trust and loyalty persist.

## 9. Market Leadership:

Successful branding can lead to market leadership. When a brand becomes synonymous with a particular industry or category, it becomes the go-to choice for consumers, solidifying its position in the market.

Overall, branding is about creating a positive and memorable impression in the minds of your target audience. It goes beyond just logos and taglines; it encompasses the entire customer experience and the values your brand represents. As a SME business, you may think it's not necessary, however a strong visual identity is definitely worth investing in as a starting point to growing your business.



# HOW

How do we develop or evolve a brand?

There are several steps involved in developing or evolving a strong brand. These include:

1. Brand research and analysis:

During this stage we will conduct market research and interview key stakeholders within the business before analysing the findings which will then inform the brand strategy.

2. Define the brand's purpose:

Once we have a better understanding of the competitor landscape, we can then start to define your brand's purpose, and how it differs from your competitors. This involves identifying the target audience - current and future-state, understanding their needs and wants, and determining what makes your brand unique.

3. Establish brand messaging/TOV:

Here we will determine the messaging/tone of voice that your brand will use to communicate to its target audience. This may include developing a tagline or slogan, creating a brand story, and identifying key messaging points.

4. Develop the brand identity:

This step involves creating a visual identity that communicates the brand's message. This will include designing a logo, selecting a color scheme, and choosing typography and imagery that aligns with the brand's purpose and resonates with its target audience.

# WHAT

What you will get at the end of this are all the elements that make up a brand. These include:

- Logo
- Colour palette
- Typography
- Visual devices (if any)
- Brand tone of voice (TOV)
- Photography/imagery style
- Messaging
- Brand guidelines



# PROCESS + TIMINGS

ITEM	DETAIL	TIMING
Research and Strategy	<p>This involves researching the marketplace and conducting a competitor analysis, and may include interviewing key stakeholders in the business. These findings will help to inform the brand strategy that will be used as the basis for the creative brief.</p>	2 weeks
Concepts / Messaging	<p>From the creative brief, we will then explore up to 3 creative territories to present to you for review / approval.</p> <p>We will then begin to flesh out the messaging around your preferred territory, and once approved we will develop the visual expression of this.</p> <p>We will present up to 2 creative directions for your review and approval, in the form of a mood board.</p> <p>Once you have chosen a preferred direction, we will begin the development of the brand assets in line with this look and feel.</p>	2 weeks

# PROCESS + TIMINGS

Design	<p>Referencing the look and feel of the chosen mood board, we will then develop and present up to 2 x variations of the brand elements for your review.</p> <p>We will incorporate your feedback into the preferred variation and finalise the brand elements ready to be formalised in the brand guidelines document.</p>	2 weeks
Brand guidelines	<p>We will write the guidelines for the brand, and present to you for review and approval.</p>	1 week
Delivery	<p>Once the brand guidelines are finalised, we will deliver to you as a finished document, along with all brand assets.</p>	1 day

\*\* Approx 7 week turnaround pending client feedback



# COST

The below costs are an estimate only, and may be subject to change as the project progresses.

ITEM	RATE
Research and strategy	\$2,500
Concepts / messaging	\$4,000
Brand design and guidelines	\$3,000
Project management and oversight	\$2,500
TOTAL	\$12,000

\*\* Prices are quoted in AUD and are a guide only.

\*\*\* A formal estimate will be provided once the requirement is known and the project is scoped.

\*\*\*\* These prices are valid at the time of issue for up to 3 months and may be subject to change after that time.



# BRAND REFRESH

This proposal is specifically for a new brand or a rebrand/brand evolution, however if you are simply after a brand refresh, then please reach out to discuss in more detail.

The process would involve a discovery session with you to determine what isn't working with your existing brand identity, and how we can modernize your brand, while maintaining it's heritage.

This includes not just the visual identity, but may also extend to your brand messaging, ensuring you are evolving where you need to evolve.

We can provide a quote upon request once the requirement is known.

Thank you for the opportunity to share our proposal, and we look forward to hearing from you and hopefully working together in the future.

Please reach out directly if you have any questions regarding our proposal.

Many thanks,



Jess Spencer

Business Director



# THANK YOU

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*Good  
Hair Day*

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