

TARDIS BRAND WORKSHOP

Branding is not rocket science, it's just common sense – which you all have by the bucket-load – the tricky part is to live by these rules.

Allow Time. Great brands aren't born in a rush. They don't cut corners, they take time to dot all their 'i's and cross all their 't's, take time to understand who they are and work out their goals. They create solid systems and benchmarks, and take time to understand their audiences. They plan their long- and short-term strategies and they implement them well. They do things once and they do them right... *Good things take time.*

If you admire other brands work out how you can do it better than them. Whittakers admired Cadbury's position... but they didn't copy them, they created their own model and strategy which has resulted in where they are today... which is way better than Cadbury.

Know Yourself. A brand is a unique individual. It will have it's own distinct voice and will do things in its own way.

Keep Consistent. Brands can't act like teenagers and change their minds and positions every day - it's okay for a teenager because they are learning who they are and what they stand for. Brands have to be focussed. Whenever and wherever you are communicating, you need to communicate the same messages to your audience. If you don't – you undermine your credibility, people will lose faith and give up on you.

Your Brand promise is your word of honour. Whatever it is, your brand has to deliver it ALWAYS and at every level. A good (but un-PC) example of a brand that's done this for decades is McDonalds - they promise: Fast Food served with a smile, of consistent quality, at a good price. They deliver on this every day all over the planet – whether you are in Cairo, Rio, London or Auckland you know your Big Mac and fries is going to taste like it should – that's why people trust and rely on them as a brand.

“80% of success is showing up.” - Woody Allan

Be Distinctive. Your brand must stand out from others in a crazily competitive - cluttered marketplace. This is achieved through the combination of your visual branding, personality, tone and manner and the essence of your brand – the core values it stands for. Make everything you do count.

Remain Relevant. Like all great relationships you need to constantly work at connecting with your audience and provide them with what they need – you need to fit in to and become a part of their lives, adapting to moods and trends alongside them. Like any good friend you are looking out for them and looking ahead. Show them respect and they'll respect you, never take anything for granted, if you do your relationships will fall apart. Always be alert and attentive.