

## THE BRAND PLATFORM

### **The Purpose of the Brand Platform**

The Brand Platform describes your company's core values, unique traits, and personality. It characterizes your target audience and identifies key concepts you want them to remember. As a written document, the Brand Platform will serve as a foundation for all of your company's communications and it will act as a set of guidelines for how and what to communicate to your target audience. Ultimately, the use of the Brand Platform will result in consistent messaging, whether it is via written, verbal, or visual communication.

While there are no standard rules for exactly what a brand platform should or shouldn't include, consider these components:

### **Mission Statement**

Your mission statement describes your fundamental purpose and explains why you exist. This statement focuses on your present state.

### **Vision Statement**

Your vision statement describes your ultimate goal. It provides your target audience with an end result to connect to and encourages them to join your mission. This statement focuses on your future.

### **Core Values**

Your core values support your mission and vision. You carry them with you throughout everything that you do and use them as guides in your work (i.e. – honesty, integrity, loyalty).

### **Target Audience**

Your target audience is who you are aiming our marketing efforts to. It is the group that you want to sell your products and services to. They have an interest in what you have to offer. Go beyond basic demographic information when you describe them. Define their lifestyle and what their core desires and motivations are as related to your products and services.

### **Brand Personality / Archetype**

Develop a personality that speaks to your target audience's focus, motivation, and core desires. Attributing human personality traits (seriousness, warmth, imagination, etc.) to your brand is a way to achieve differentiation and form a lasting connection with your target audience. Use archetypes to help you as you develop your brand personality. Your brand personality is portrayed in how you communicate (i.e. - style of graphics on your marketing collateral, personality of employees) and everything you do.



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## Differentiators / Brand Drivers

Brand Drivers are items that have been identified as strengths that differentiate you from your (potential) competitors. These topics should serve as recurring themes in communications to reinforce your brand.

## Brand Promise

The Brand Promise meets an important customer need in a unique way. This unique pledged customer experience assures your audience what they will receive as a result of their relationship with you. It can serve as an internal mantra that will provide guidance and a sense of pride for employees, but often times companies also use it as a tagline. The Brand Promise is the defining statement for your company and is the key message directed towards your clients. It speaks to their self-interest and motivation.

## Worldview

Your Worldview is an inspiring core belief that you share with your target audience. It is where your desires overlap with their desires. This statement will serve as your core underlying message – not only for your clients, but for all targets. All of your activities are implemented to support the Worldview.

## Brand Platform Samples

Take a look at a few samples to see what other organizations are including in their brand platform. You will notice that each sample is a little bit different, but the main objective is still the same: **To maintain consistent communication.**

Missouri S&T

<http://communications.mst.edu/>

Marquette University

<http://marquette.edu/omc/marquette-brand.php>

Indiana University

<http://brand.iu.edu/about/index.shtml>

University of Nebraska Medical Center

<http://brandwise.unmc.edu/unmc/brand-platform/>



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