ORBITAL

MARINE POWER

Building a brand: How to tell your story to attract investment

Part 1: What is a brand? How do you build one? (Brand strategy)

Start with – Why are you in business?

Create a mission statement to cover:

- What you do
- How you do it
- Why you do it

Purpose – Why you exist beyond making money – “Compass”

Vision – What future you want to help create – “Destination”

Mission – How you create that future you envision – “Roadmap”

Values – What you believe in and stand for – “North Star”

Don’t be afraid to invest in this process, which could involve:

- Branding workshop
- Bringing someone in-house
- Consultants
- Employee input

Questions to ask:

1. What are your unique strengths?
2. What would you like to be known for?
3. What problems are you trying to solve?

Part 1: What is a brand? How do you build one? (Brand System)

Belief	Children are our role models			
Mission	Inspire and develop the builders of tomorrow			
Vision	A global force for Learning-through-Play			
Idea	System-in-Play			
Values	Imagination • Fun • Creativity • Caring • Learning • Quality			
Promises	**Play Promise** Joy of building, Pride of creation	**People Promise** Succeed together	**Partner Promise** Mutual value creation	**Planet Promise** Positive impact
Spirit	Only the best is good enough			

LEGO company mission. Source: LEGO

Part 1: What is a brand? How do you build one? (2)

Visual assets and language: Brand Guidelines

Your logo is your symbol, your brand is your personality.

Consistency is key.

Logos: full logos, secondary logos, and icons
Color palette: primary and secondary colors
Typography: font styles, sizes, and spacing
Other imagery: photos, illustrations, and artwork
Voice and tone: how the brand uses language and emotion.

Next steps: Website redesign, social media refresh, e-newsletter creation, event collateral, business cards, etc.

Part 2: Approaches to communication

Much more complex, you must:

1. Understand your target audience
- Establish their needs and why you deserve space on their channels

2. Define your Unique Selling Proposition (USP)
- What sets you apart from the competition

3. Determine which channels are best for you to invest in
- Put your messaging in front of them, where they are (specific channels get specialised messaging)
- Don’t rely on something going viral, put effort into what people see and where

4. Key Performance Indicators and metrics of success
- How you’ll track success and what counts as being a consumer ‘win’

How do you invest in this company via comms?
- Potentially including: Company PR policy, media talking points, etc.
- Tools include: CRM, SMM, web dev.

And be prepared to make it a budget line item. Comms needs nurturing, resources and investment.

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