

What's your Story?

Brand is "both what we believe to be true and what our actions show." One way our beliefs and actions are made visible is through the story we tell about our organization, a story that reveals what we do, why we do it and how we do it – this is **Brand Story**.

Brand Story can also be thought of as your positioning message, and to this end it clearly presents the value and benefits of the brand and reveals the underlying ideology that drives the organisation. Your Brand Story acts as a tangible point of unification for the organisation as it moves through development and growth.

Brand Story Structure

What you do? + Why you do it? + How you do it? = Brand Story

The structure uses the answers to these questions to reveal the authentic brand story. This, in turn, is the leading message used internally and externally to describe the organization, it is not the end of the story – it is always the start.

The Brand Story will be developed through a process of information gathering – collaborative workshops with key team members, interviews with stakeholders, a review of market environment and subsequent final development of the Brand Story by the Brand Alignment Group in collaboration with the client. We employ a Socratic, or question-driven process of exploration that gets below the expected answers and then combines them to form an authentic statement that people can easily understand and connect with.

The format for delivery will be a printed and online document with all supporting information.

How is the Brand Story Used?

Your Brand Story is the cornerstone of your communications with stakeholders and a factor in decision making for the organisation. Some ways that Brand Story have been employed are:

As a guide for actions across the organisation. For example; if the Brand Story highlights "putting the customer first" then the organisation should look at ways to show that – customer advisory councils, easy access to customer service with minimum of bureaucratic barriers to resolving issues, phones that are answered by a person not by an automated system, etc.

Setting the tone and style for formal and informal communications with both internal and external audiences. For example if the Brand Story represents a somewhat formal organisation then it would be out of keeping for the tone and style to be conversational and loose. Whatever the tone and style that was established, would then also carry over to all communications.

Helping define the structure and form of communications tactics such as web sites, collateral and advertising. If the Brand Story highlights a particular aspect of the business, then the way the story is delivered should as much as possible reinforce and support that. For example if you are "putting the customer first" then materials should be segmented and targeted to the various customer sets rather than trying on size fits all, etc.

How to Contact Us

Brandology is headquartered in Melbourne, Victoria and was founded in 2007 by Michel Hogan. Michel can be contacted at **03 9255 5455** or **0431 377 508** or via email at **michel@brandology.com.au**

For more information about Michel Hogan and Brandology please visit our web site – **brandology.com.au** or visit Michel's LinkedIn profile **<http://www.linkedin.com/in/michelhogan>**