

Workshop 7 - Value prop, messaging and branding



15th November 2022

Understanding your users

- *Nov 2nd*
- Marie Geneste
- Marie@theccollective.com

14:00	Intros & Ice breaker
14:10	Psychological barriers to climate action
14:30	Methods to understand your users
15:00	BREAK
15:05	Persona mapping
15:25	User journey mapping
15:45	Other research methods
15:50	Next steps

PREVIOUSLY COVERED

Value prop, messaging and branding

- *Nov 15th*
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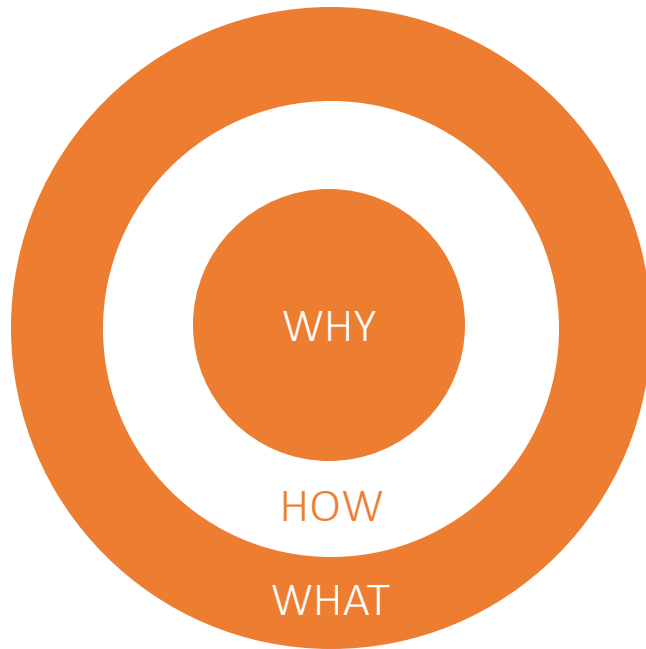
14:30	Intros & Recap
14:40	Value proposition per persona
15:10	Developing brand messaging
15:40	(re)Designing your brand
16:20	Q&A - Close

Introductions & expectations



Developing value propositions per persona

WHAT IS YOUR STRATEGIC MISSION?



WHAT

Every organization knows what they do, these are the products or services they sell/promote.

HOW

Some organisations know How they do it. These are the things that make them special, set them apart from competition.

WHY

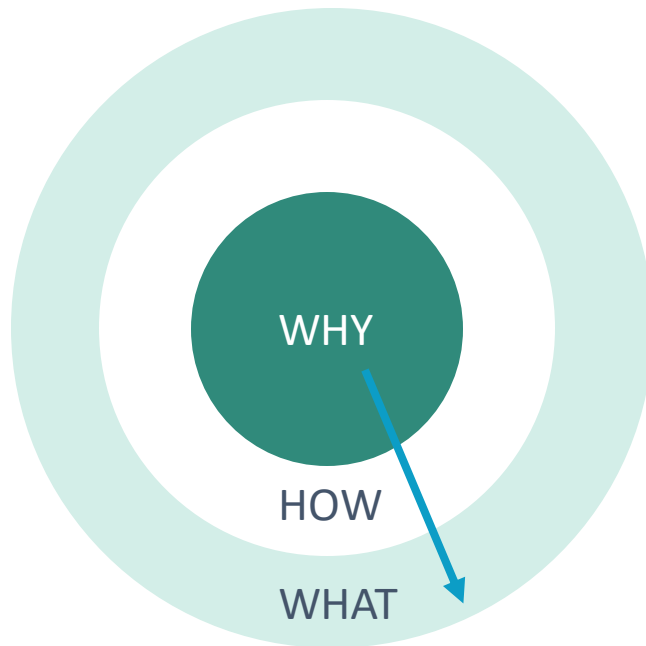
Few organisations know why they do what they do. Why is the purpose, cause of belief. It's the very reason your organization exists

Result

Process

Purpose

Example



WHY

We believe **mainstreaming** a healthy, high-performance and zero-carbon built environment is key to tackle the climate emergency.

HOW

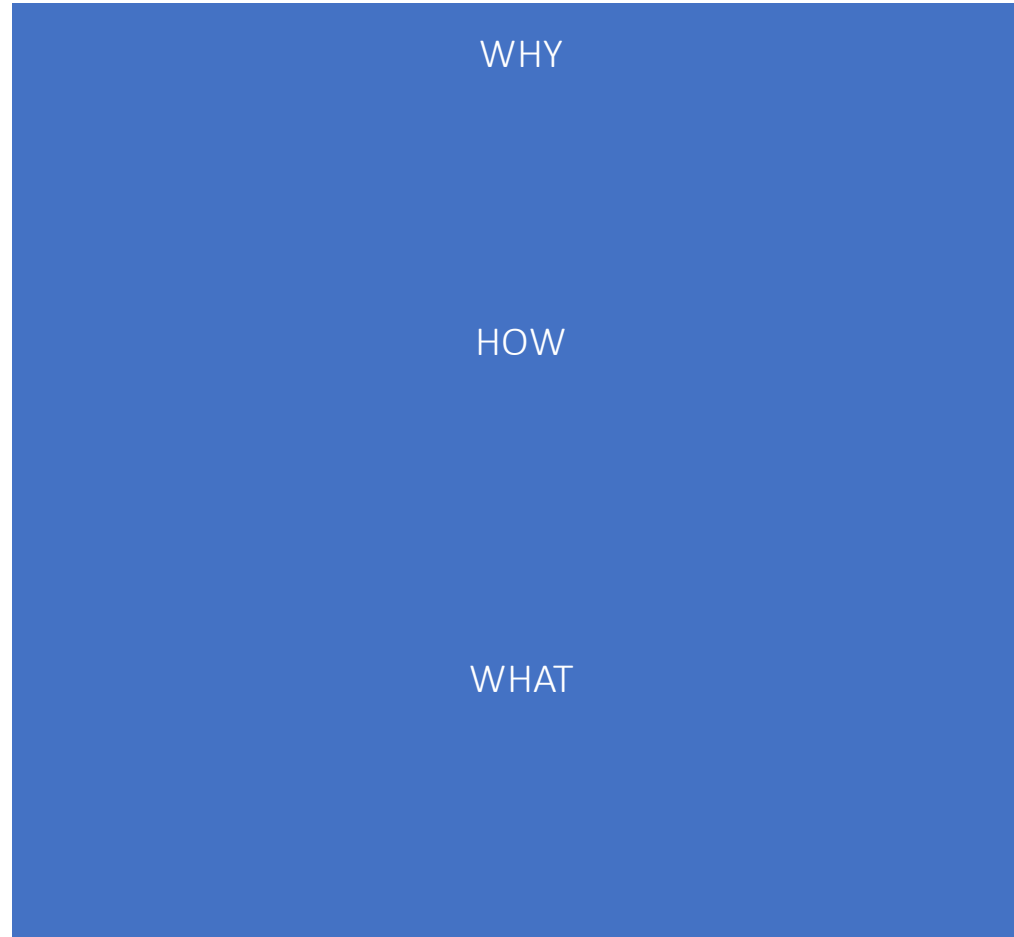
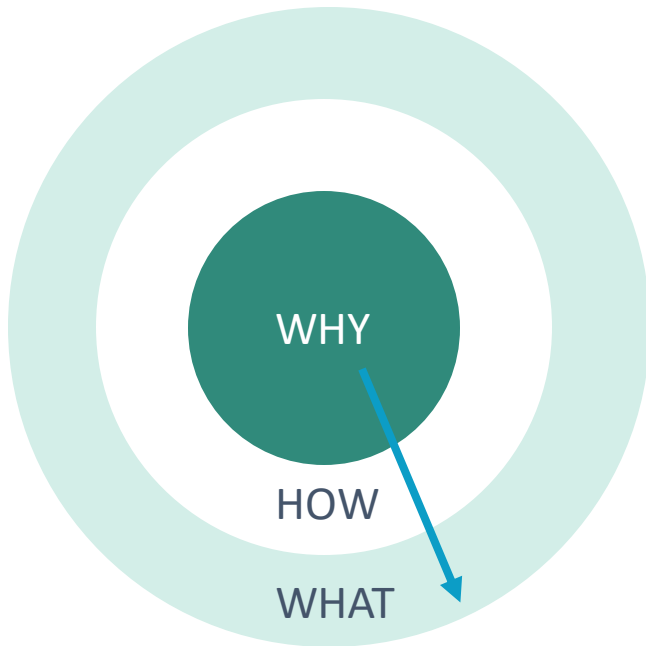
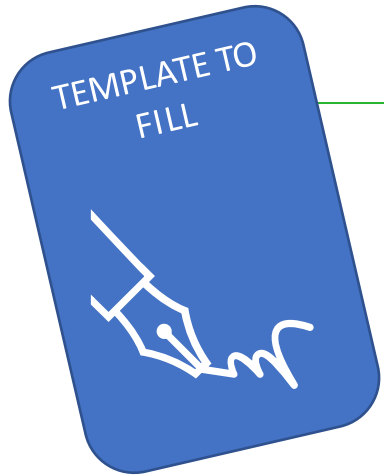
That's we promote the *NetZeroBuild* standard which is the most energy efficient building standard thanks to its rigorous design and build approach, quality assurance and demonstrated performance.

WHAT

- > **Awareness** and **education** campaigns for all built environment stakeholders – incl the public.
- > Support the training of designers and contractors of *NetZeroBuild* buildings.
- > Maintain the rigorous standard and certification process. Collect and communicate evidence of performance.



Your strategic mission



Purpose

Process

Result

Value proposition per persona



The company....

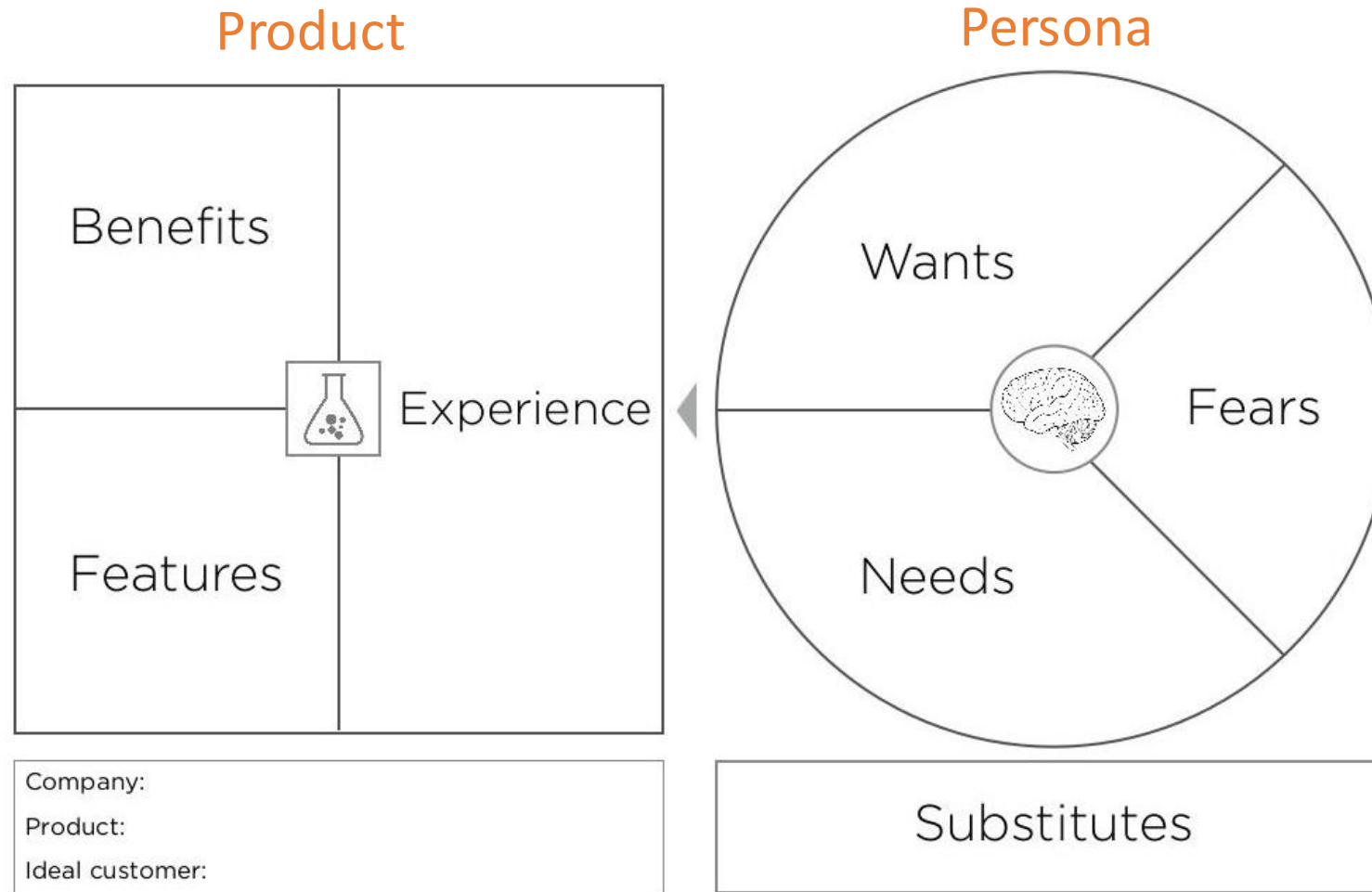


- **helps** social housing or public organisations' building/estate managers
- **who want** to build affordable, net zero ready building
- **by** providing a tried and tested building framework that is the only UK standard fit to achieve net zero
- **and** offers healthy, qualitative and sustainable buildings that are affordable to run.



- **helps** Homeowners
- **who want** to build beautiful, affordable, healthy, high quality and sustainable homes
- **by** educating them on reliable sustainable building solutions
- **and** allowing them to gain more understanding on how NetZeroBuild work, their benefits and connecting them with PH design & build experts

Value proposition per persona

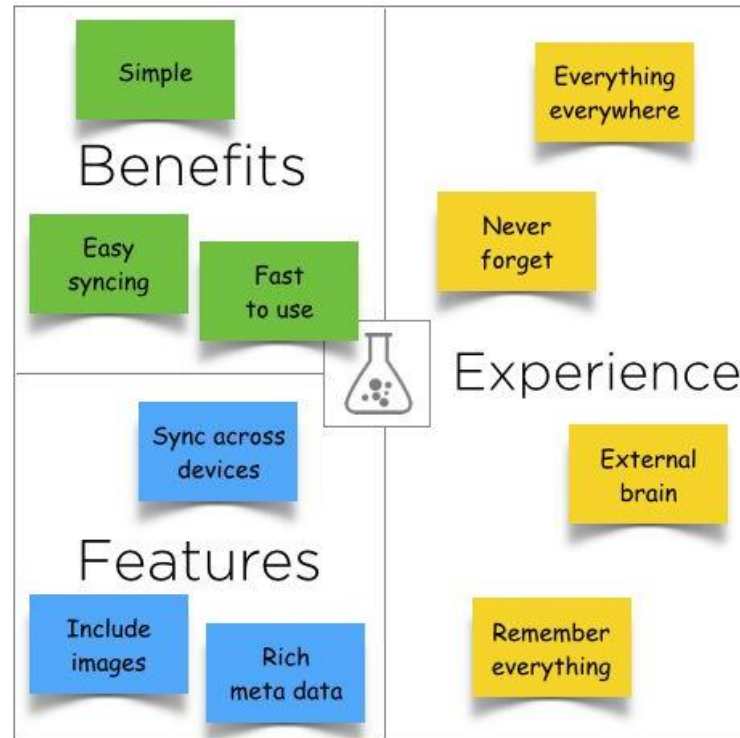


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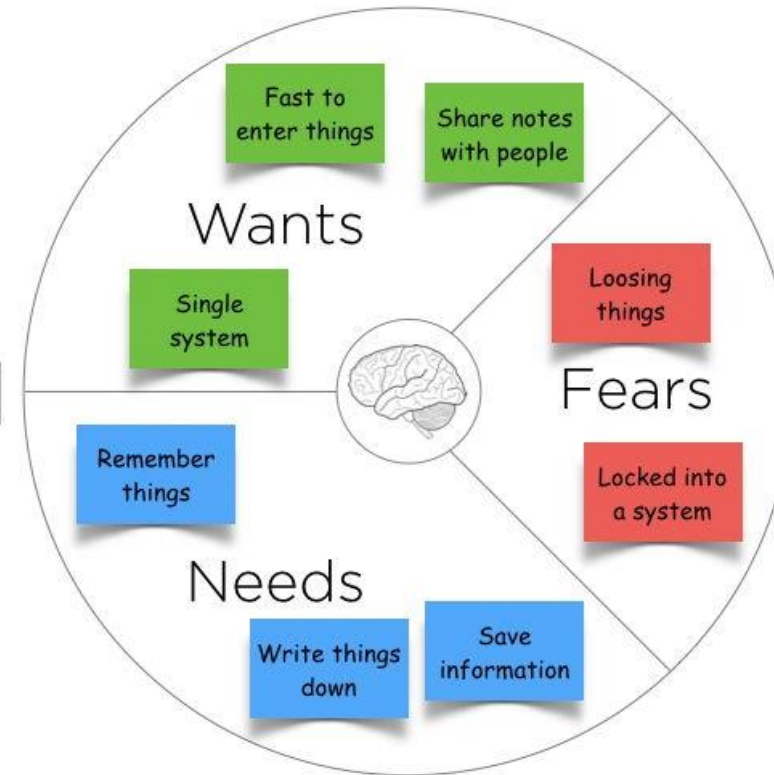
Value proposition per persona

Product

Persona



Company: Evernote
Product: Online notes
Ideal customer: Mobile professionals



Value proposition per persona



My company....



- helps -
- who want –
- by -
- and -.



- helps -
- who want –
- by -
- and -.

Developing your brand messaging

Developing a modular set of messaging



- Strategic mission statement (WHY-HOW-WHAT)
- Value proposition per persona
- Key benefits and proof points, for each persona

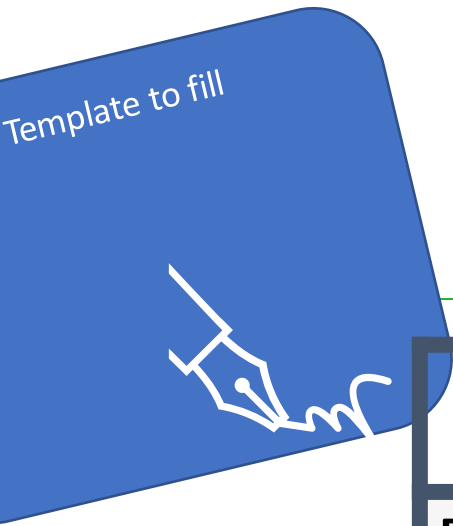
Key messages for persona x

Muscle up all these claims with facts / proof points

Benefits of xx		Features / reason to believe	
<div>£</div> <div>⚠</div> <div>📊</div> <div>🛡</div>	<div>Benefit 1</div> <div>Xx</div>	<div>• xxx</div>	
	<div>Benefit 2</div> <div>X</div>		
	<div>Benefit 3</div> <div>x</div>		
	<div>Benefit 4</div> <div>x</div>		

Key messages EXAMPLE – per persona

	Benefits of xxx	Features / reason to believe
£	Increased profit Reduce OPEX while maximizing power generation	<ul style="list-style-type: none">• Increase revenues from higher net power generation• Reduce operating & maintenance costs (O&M)• Extend useful economic life of equipment• Estimated 12-month breakeven for the client• Enabler of modern grid > Help access new revenues – reactive power, grid support, etc.
⚠	Mitigated risk Help anticipate and mitigate risks of failure and outage in your assets	<ul style="list-style-type: none">• Cutting edge hardware and software providing high resolution data (frequency- real time? Time stamped and type) allows to predict and detect component issues• Ensure grid code and electricity offtake purchase contract compliance to avoid penalties
📊	Better operational efficiency Helps plan maintenance and calibrate equipment to optimise performance	<ul style="list-style-type: none">• High-resolution condition monitoring allows to plan maintenance, send alerts when a problem is detected and tune solar farm's high-voltage "power-train" of inverter-transformer-switchgear for optimal performance• Visual dashboard allow easier maintenance planning and overall reporting
🛡	Reliability and security You can rely on our built to last, secure hardware and data platform.	<ul style="list-style-type: none">• Hardware: powerful & sturdy unit combining high-end monitoring equipments. Add proof of reliability / maintenance• Dataware: robust and scalable platform which can handle the huge amount of high resolution big data collected. Add on security.



Muscle up all these claims with facts / proof points

Key messages for persona x



Benefits of xx	Features / reason to believe
Benefit 1 xx	<ul style="list-style-type: none">• xxx
Benefit 2 x	
Benefit 3 x	
Benefit 4 x	

Build a content matrix and editorial calendar



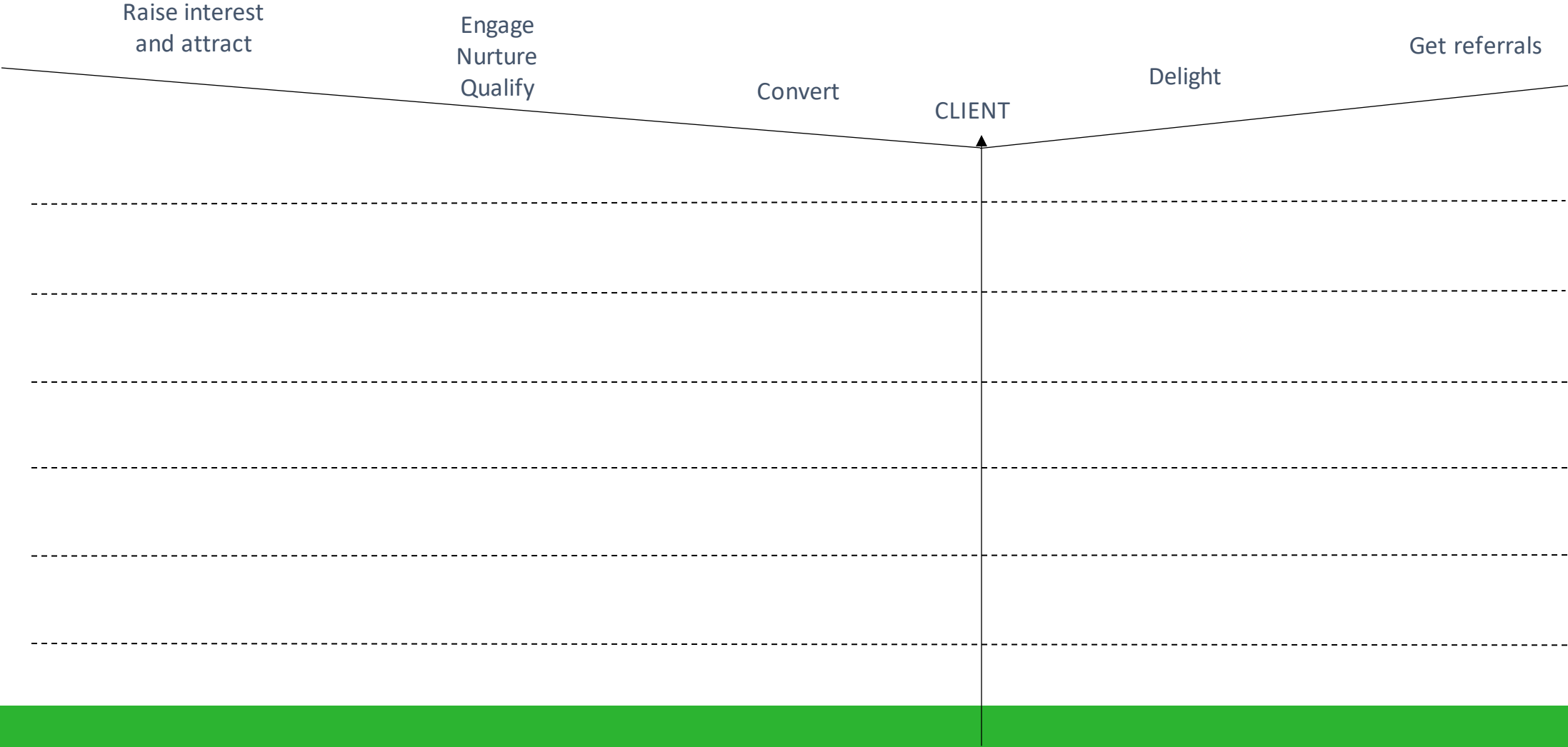
Key messages	Target personas	Sector	Journey stage	Content name	Catchy headline story	Short form	Long form	Crosslinked content
PH Sustainable / net zero solution	Estate manager	Education	Awareness	Achieving net zero in education built environment	How to achieve net zero in the education built environment?	Exec summary blog, infographic, checklist	Article, Research whitepaper, Webinar/Tutorial	5 award winning sustainable education buildings (newsletter with PH article)
Affordable to build and run	Estate manager	Education, Social housing	Choice	Understanding the long-term cost/ benefits of PH in public buildings	PH extra building costs are expected to decrease from +8% to +4%	Exec summary blog, infographic	Research report (updated 2020?), Webinar/Tutorial	Building a business case for a PH building
....								

- ✓ Action: Build your content matrix using this [TEMPLATE](#) with existing and new content to produce, prioritise into a content calendar and keep time for content production and set up a monthly editorial committee

Think about engaging content along the buying journey and across channels

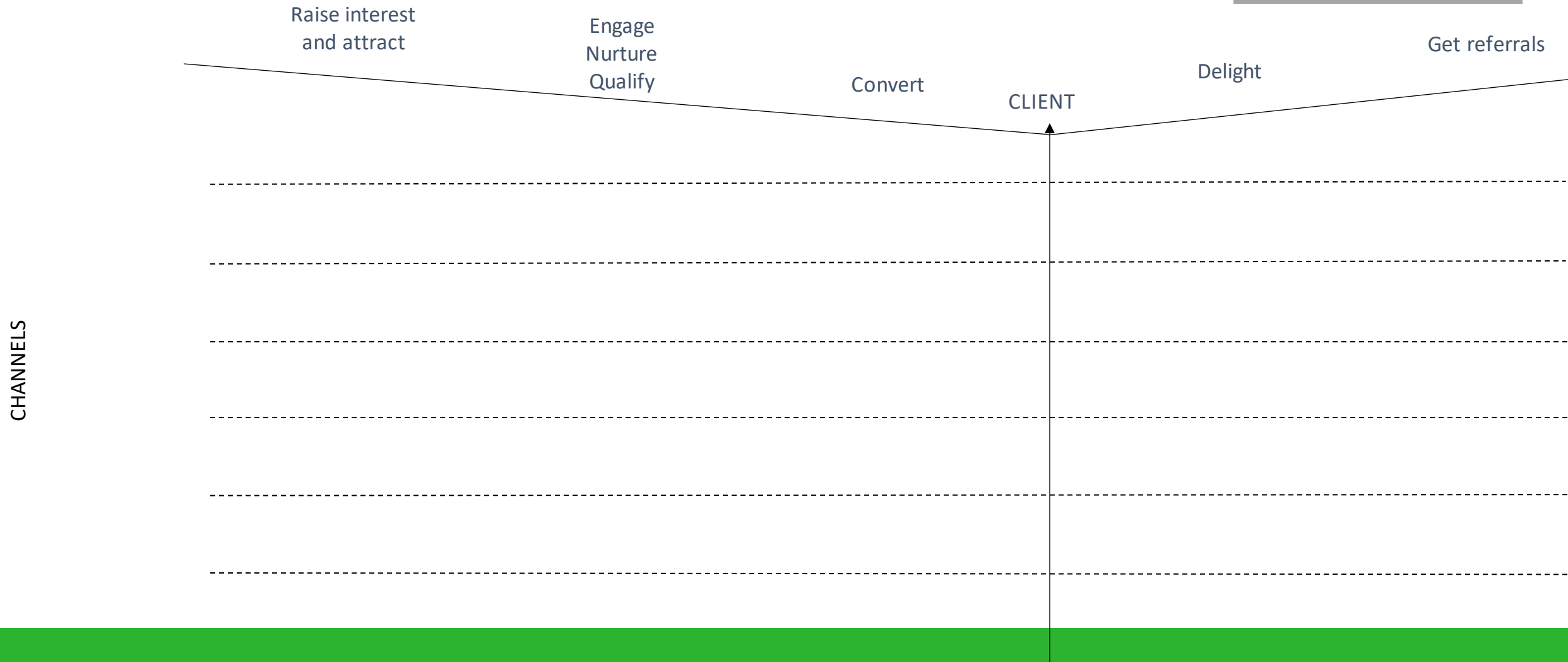
PERSONA:
XX

CHANNELS



My content calendar

PERSONA:
XX



Tip > Organise content production with a PM tool with calendar/gant views (Hootsuite, Click up, Asana, Monday...)



The screenshot displays the ClickUp project management interface. The top navigation bar includes the ClickUp logo, a search bar, and tabs for "Content Planning", "List", "Workflow", "Calendar", "Gantt", and "Timeline". The left sidebar shows a navigation menu with "Home", "Notifications", "FAVORITES", "SPACES", and "DOCS". The main workspace is titled "Content Planning" and shows a workflow with five columns: "0-IDEAS", "1-PLAN PRODUCTION", "2-IN PRODUCTION", "3-TO BE APPROVED", and "4-APPROVED - TO PUBLISH". Each column contains task cards with titles, dates, and status indicators. A "NEW TASK" button is visible at the bottom right of the workspace.

What is an impact brand?

Branding is about Shaping a personality for your organisation



- *Brand = intangible assets which help people shape their perception of the organization, its products or services.*

- When you add the impact dimension, it's even more important to craft and convey a personality which is genuine, charismatic and engaging.

Aligning Impact & branding



- Branding \gt Impact = Greenwashing
- Branding \lt Impact = Missed opportunity

“A great brand is a story that’s never completely told.
A metaphorical story that connects with something very deep – a
fundamental appreciation of mythology.
Stories create the emotional context people need to locate
themselves in a larger experience.”

Scott Bedbury



Does **Your branding** work hard enough for your purpose?

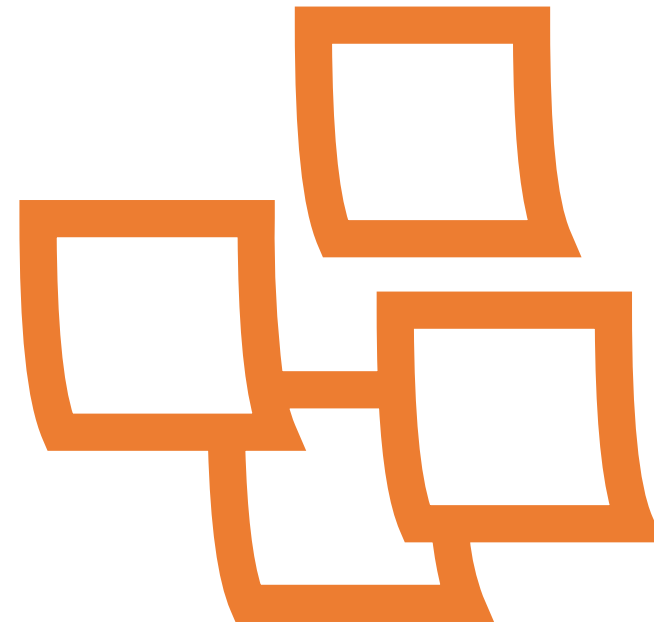
Is it time to refresh It?



- **USER FEEDBACK**
 - Ask feedback about your brand from people in your audience
- **BUSINESS PLAN ALIGNMENT**
 - Look at what changed since your original business plan
 - Have you explored new audiences & markets?
 - Is your brand still in line with your future plans?
- **CULTURE & VALUES**
 - Have your culture and values evolved?
- **MARKET & TRENDS**
 - What is competition doing?
 - It is enough unique and inspiring to reflect your impact?
 - Logo styles and colour palettes also go out of fashion

BRAND Feedback

For each brand let's add 3 words on each brand



The bullet proof brand design process



The (bullet proof) brand design process

- ✓ resource efficient, saving time and money
- ✓ based on actual science and theories
- ✓ human centred
- ✓ Includes user testing to derisk the process

The brand design process

STRATEGY

- Mission, user research, value prop
- Brand personality
- Naming

DESIGN

- Moodboards
- Creative routes

TEST

- Testing routes with real users

BUILD

- Brand guidelines
- Brand assets development

Strategy



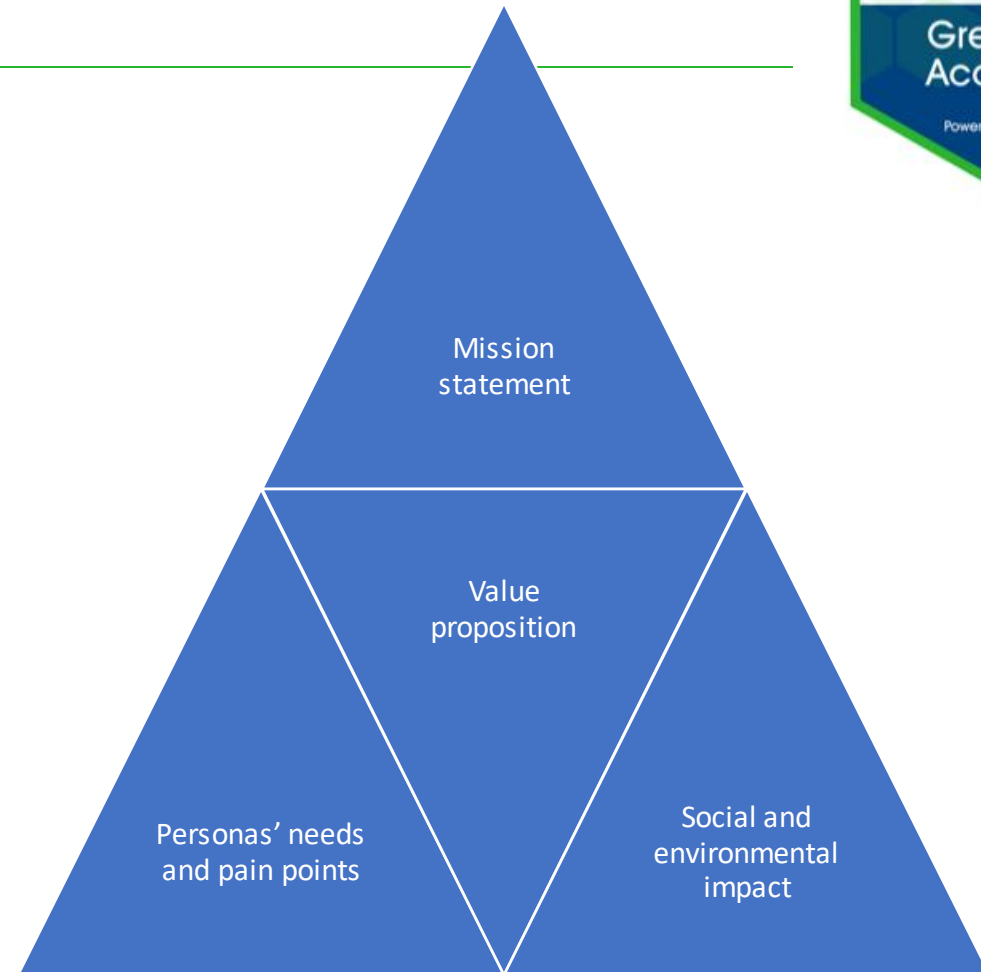
STRATEGY

DESIGN

TEST

BUILD

Strategic foundations



Defining your brand personality and values

ACTIVITY



- Select 5 to 6 traits or values which best represent your organisation, what your brand stands for, how you want it to be remembered?

- Ambitious
- Approachable
- Aspirational
- Authenticity
- Attention to detail
- Bold
- Comforting
- Committed
- Community
- Communicative
- Compelling
- Creative
- Dependable
- Disciplined
- Disruptive
- Effervescent
- Ethereal
- Efficient
- Exclusivity
- Evocative
- Forward thinking
- Fun / Youthful
- Hedonistic
- Imaginative
- Intuitive
- Independence
- Innovation
- Inspirational
- Integrity
- Logical
- Luxury
- Market Leader
- Nostalgic
- Nurturing
- Optimistic
- Organic
- Passionate
- Perceptive
- Perfectionist
- Personable
- Pragmatic
- Quick thinking
- Reliable
- Realistic
- Sensitive
- Simple
- Strong
- Timeless
- Visionary
- Welcoming
- Warm



Defining your brand personality



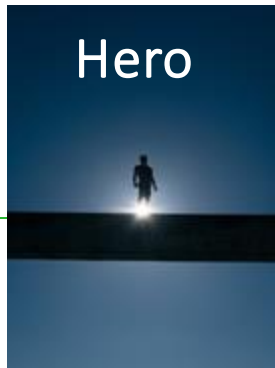
• THE 12 BRAND ARCHETYPES



- Originally designed by the Swiss Psychologist Carl Jung to help us understand human personalities at a higher level.
- Each archetypes has a specific set of characteristics which can be used to define your brand personality.
- A brand is often a hybrid of 2 archetypes

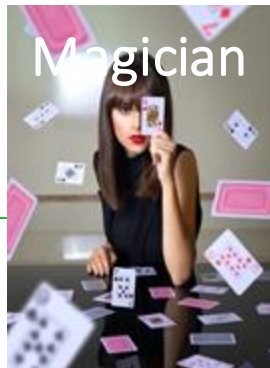
• HOW TO USE THEM

- A great tool to humanize the brand design process.
- Go through the 12 archetypes and write down the attributes which draw you towards the archetype
- Choose 1 or 2 archetypes



Hero

Bravery, Strength
Make the world a better place
Stands up for the weak



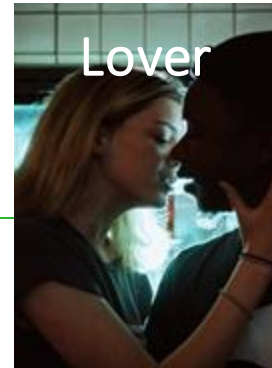
Magician

Wants to change the world
Visionary - dreamer - idealist
Potential disconnect from reality



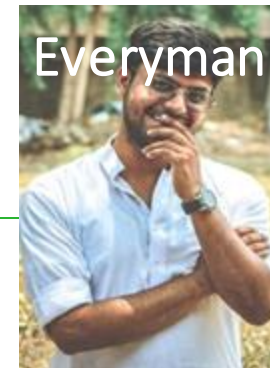
Outlaw

Rebel
Attracts outcasts in society
Wants to break the rules



Lover

Intimacy, desire
Passion, Indulgence,
Wants to convey raw emotion



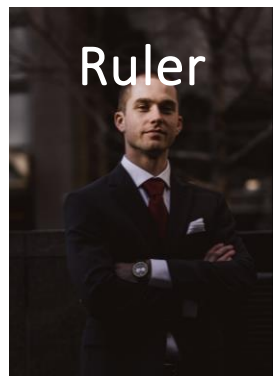
Everyman

Empathetic - Sense of belonging
The 'person next door'
Authentic - Friendly



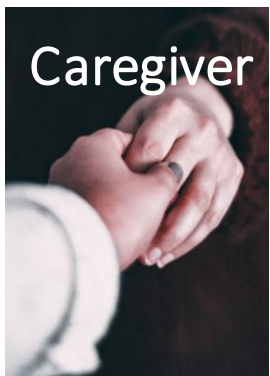
Jester

Enjoys life
Brings positivity to customers
Humorous and playful



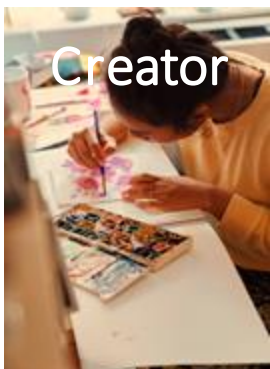
Ruler

Wants power and control
Stability and security
Very organised
Authoritative



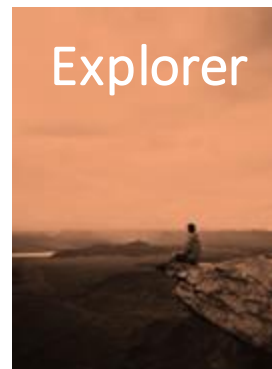
Caregiver

Caring and protective nature
Extremely generous
Makes people feel secure



Creator

Creative
Innovative, Daring, Inspirational
Focuses on experimentation



Explorer

Pioneer in his field
Wants challenges and new experiences
Takes risks



Sage

Knowledgeable
Wise
Wants to teach others



Innocent

Carefree, dreamer
Optimistic for the future
Trustworthy and reliable



Define your archetypes (1 primary, 1 or 2 secondary ones)



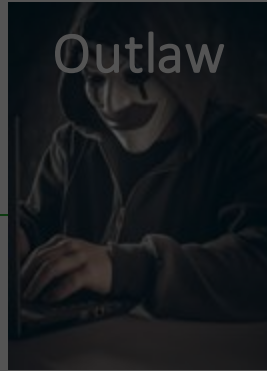
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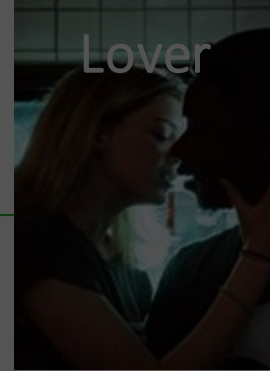
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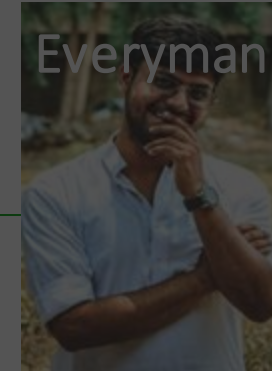


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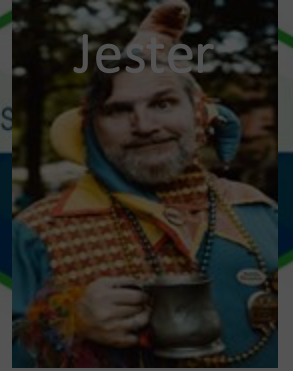
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Empathetic - Sense of belonging
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Humorous and playful

adidas



Disney dyson

Virgin



CHANEL

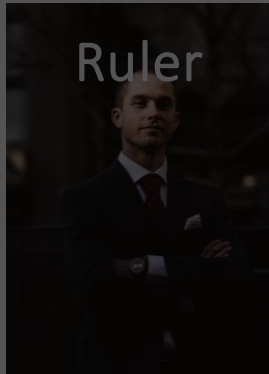


PRIMARK



m&m's HARIBO

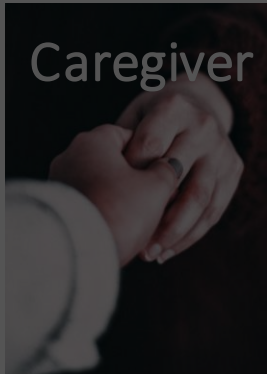
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Very organised
Authoritative



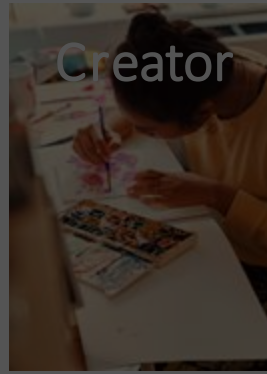
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Extremely generous
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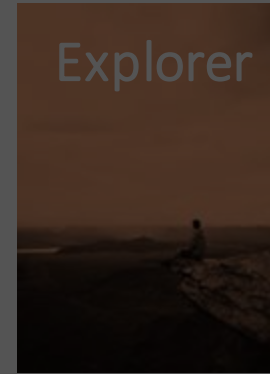
Creator



Creative
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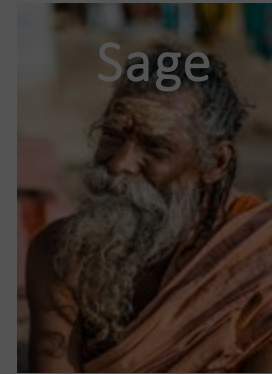


Pioneer in his field
Wants challenges and new experiences
Takes risks



Jeep

Sage

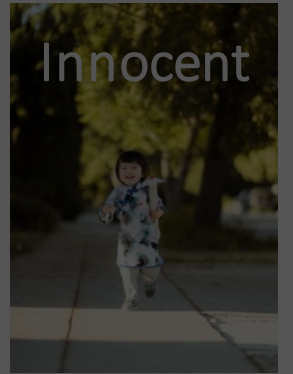


Knowledgeable
Wise
Wants to teach others

Google



Innocent



Carefree, dreamer
Optimistic for the future
Trustworthy and reliable



Tone of voice



- *How* your brand communicates with the audience and thus influences how people perceive your messaging.
- Includes the choice of words, communication style and emotional tone
- *How* you want to communicate to your audience, rather than *what*.

Tone of voice

> Bring to life your brand personality into words
> Allow different sources to produce consistent content across channels

Green Heat Accelerator

powered by CLT

	Description	Do	Don't
Superior quality.	<ul style="list-style-type: none"> High-end tech, high resolution data, both in terms of exhaustivity and precision, real-time. Secure, reliable, science/data based, trusted Rolex / Tesla type 	<ul style="list-style-type: none"> Bold statements Factual – evidence based statement User testimonials More content on reliability/ data security FAQ Quality pictures Accreditations / analyst reviews 	<ul style="list-style-type: none"> Patronising tone
Disruptive.	<ul style="list-style-type: none"> Forward thinking Disrupting the status quo in a rules driven industry Bold 	<ul style="list-style-type: none"> Strong Mission statement Before / after – Problem / solution statements 	<ul style="list-style-type: none"> Vague claims
Empowering.	<ul style="list-style-type: none"> Eye-opening data with actionable insight Allows asset owners to be ahead of the game and maximize efficiency/profit Enabling the transformation of the energy sector and climate change mitigation 	<ul style="list-style-type: none"> Interactive demo dashboards Examples of data and related use cases User testimonials / quotes 	
Approachable.	<ul style="list-style-type: none"> A high-end complex tech that can be explained simply into tangible benefits Insightful and actionable data for end users (dashboards, use cases...) 	<ul style="list-style-type: none"> Use simple, though precise language, not too formal Simplify complexity by unravelling information into levels of technicality Use icons and visual material Examples, data, dashboards Glossary 	<ul style="list-style-type: none"> Too much text Too much tech language at high level.

design

STRATEGY

DESIGN

TEST

BUILD








The colour theory

COLOR MEANINGS

	PASSION, LOVE, BLOOD, DANGER, STRENGTH
	ROMANTIC, FEMININE, LOVE, SENSITIVITY, EXCITING
	OPTIMISM, SUNSHINE, CONFIDENCE, ATTENTION, SUCCESS
	HEALTH, GROWTH, PEACE, VITALITY, WEALTH
	ENERGY, HAPPINESS, SUCCESS, WARMTH, CREATIVITY
	TRUST, SERENITY, PEACE, COMMUNICATION, SADNESS
	ROYALTY, MAJESTY, MYSTERY, SPIRITUALITY, LUXURY
	ORGANIC, HONEST, NATURAL, SIMPLE, WHOLESOME
	COMPROMISE, NEUTRAL, BALANCE, CONSERVATIVE, FRUSTRATION
	ELEGANCE, POWER, LUXURY, MYSTERY, SORROW
	PURE, SIMPLE, INNOCENCE, VIRGINITY, MINIMALISM



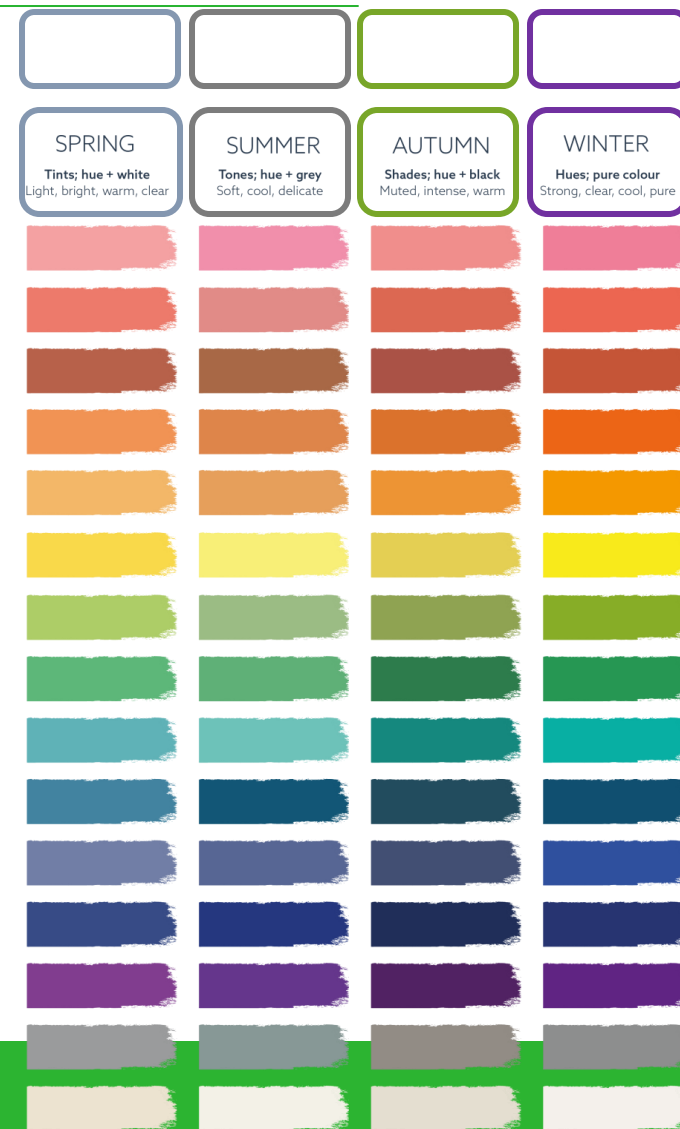
SEASONAL COLOUR PALETTE

SPRING	SUMMER	AUTUMN	WINTER
Tints; hue + white Light, bright, warm, clear	Tones; hue + grey Soft, cool, delicate	Shades; hue + black Muted, intense, warm	Hues; pure colour Strong, clear, cool, pure
			
			
			
			
			
			
			
			
			
			
			
			
			
			

Connecting brand values to a colour palette

- | | | |
|-----------------------|--------------------|------------------|
| • Ambitious | • Efficient | • Optimistic |
| • Approachable | • Exclusivity | • Organic |
| • Aspirational | • Evocative | • Passionate |
| • Authenticity | • Forward thinking | • Perceptive |
| • Attention to detail | • Fun / Youthful | • Perfectionist |
| • Bold | • Hedonistic | • Personable |
| • Comforting | • Imaginative | • Pragmatic |
| • Committed | • Intuitive | • Quick thinking |
| • Community | • Independence | • Reliable |
| • Communicative | • Innovation | • Realistic |
| • Compelling | • Inspirational | • Sensitive |
| • Creative | • Integrity | • Simple |
| • Dependable | • Logical | • Strong |
| • Disciplined | • Luxury | • Timeless |
| • Disruptive | • Market Leader | • Visionary |
| • Effervescent | • Nostalgic | • Welcoming |
| • Ethereal | • Nurturing | • Warm |

Points:



Logo structure & elements



SHAPE



COLOUR



CONTENT

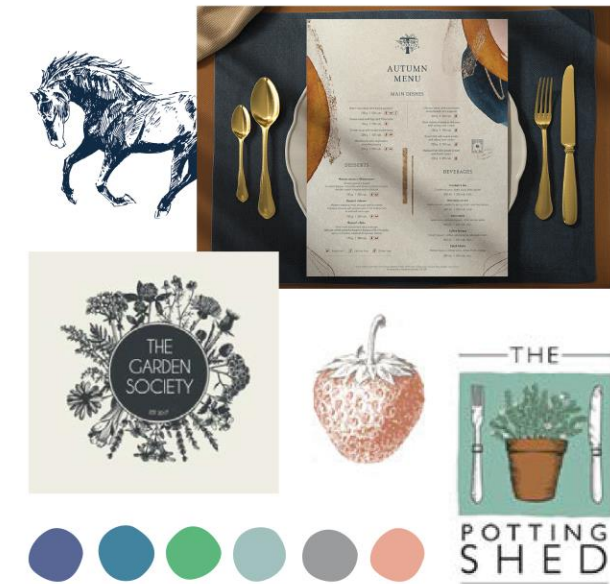
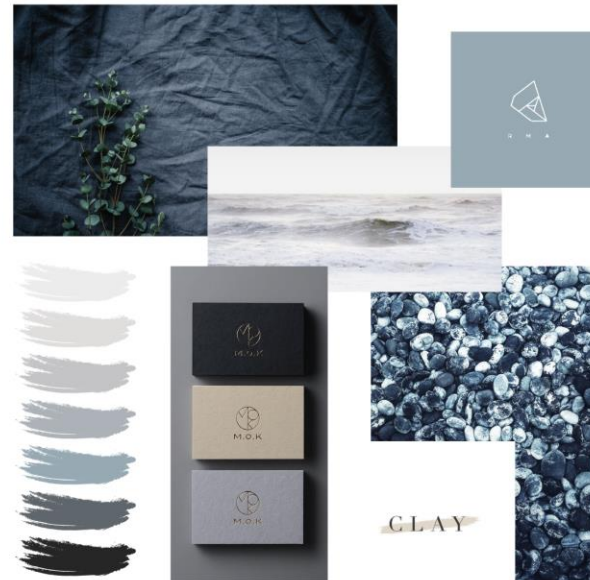
SEQUENCE OF COGNITION

Typography

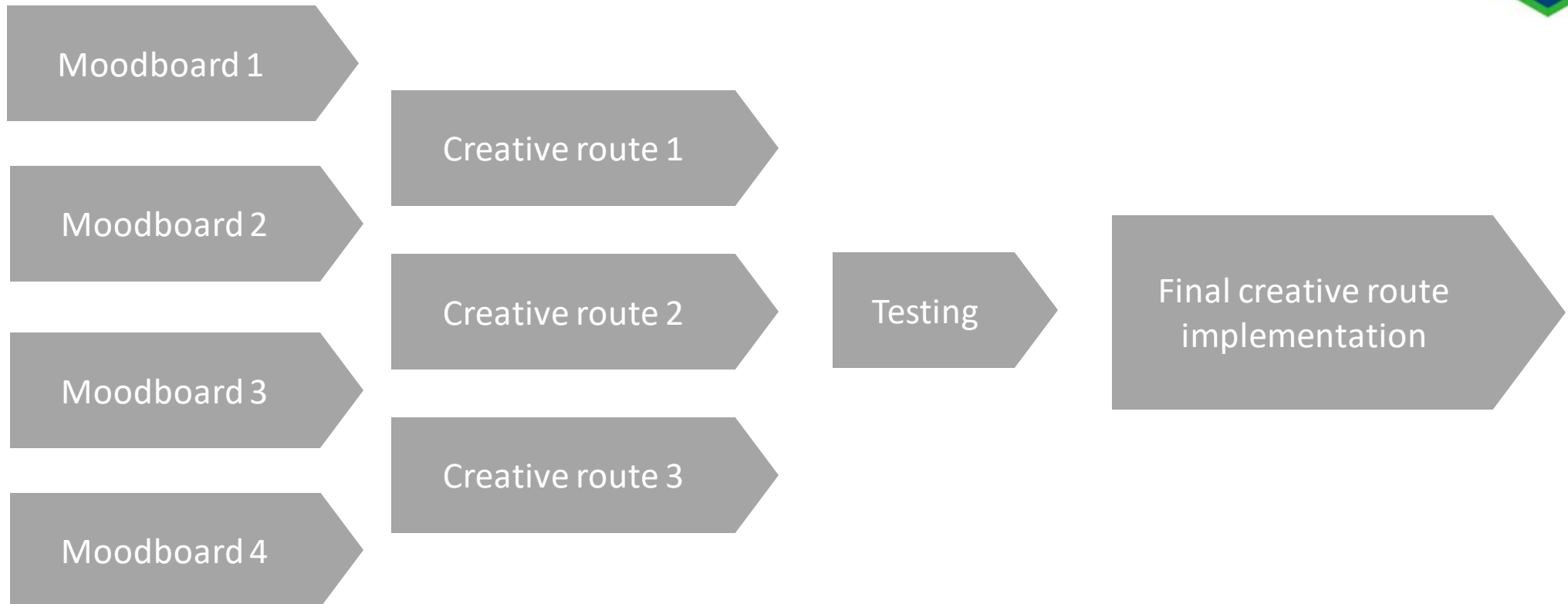


BOLD	
REPRESENTS	EXAMPLES
Masculine, rugged, loud, confident, assertive	Kabel Ult BT, Lato Heavy, Futura XBik BT
modern serif	
REPRESENTS	EXAMPLES
Luxury, glamorous, modern, editorial, edgy	Elephant, PosterBodoni BT
SLAB	
REPRESENTS	EXAMPLES
Structured, confirmed, confident, technical	St Marie, Rockwell, Arvo, Adelle, Museo Slab
SANS-SERIF	
REPRESENTS	EXAMPLES
Modern, elite, structured, progressive	Raleway, Lato, FS Me, Open Sans
<i>Script</i>	
REPRESENTS	EXAMPLES
Elegant, romantic, feminine, historic	Zapfino, Bickham script, Lobster, Botanica Script
SERIF	
REPRESENTS	EXAMPLES
Timeless, luxury, established, trustworthy	Trajan Pro, Optimus Princeps, PT Serif, Adagio
ROUNDED	
REPRESENTS	EXAMPLES
User friendly, happy, youthful, comforting	Arial Rounded, Vag Rounded, Multicore
NARROW	
REPRESENTS	EXAMPLES
Authority, edgy, confident, clever, unique	Steelfish, Bedrock, Swiss924 BT, AlternateGothic2 BT
Heritage	
REPRESENTS	EXAMPLES
Historical, period, established, luxury, exclusive	London, Gresham, Bettle, Graphis

Imagery, icons & graphics



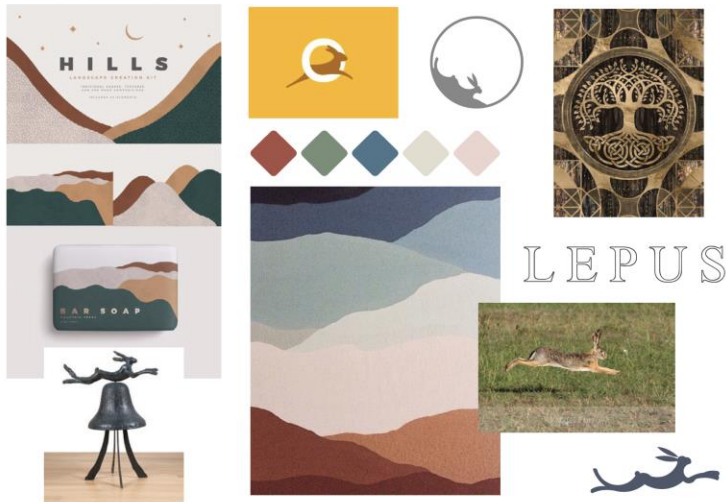
Typical Brand Design stages



Mood boards



LEPUS: Inspired by Barry Flannigan, the hare is the main theme, but simplified and modernised to meet current user expectations. The colour palette is earthy to remind users of nature. Iconography and illustrations will be unstructured in a naive but stylistic hand drawn style.



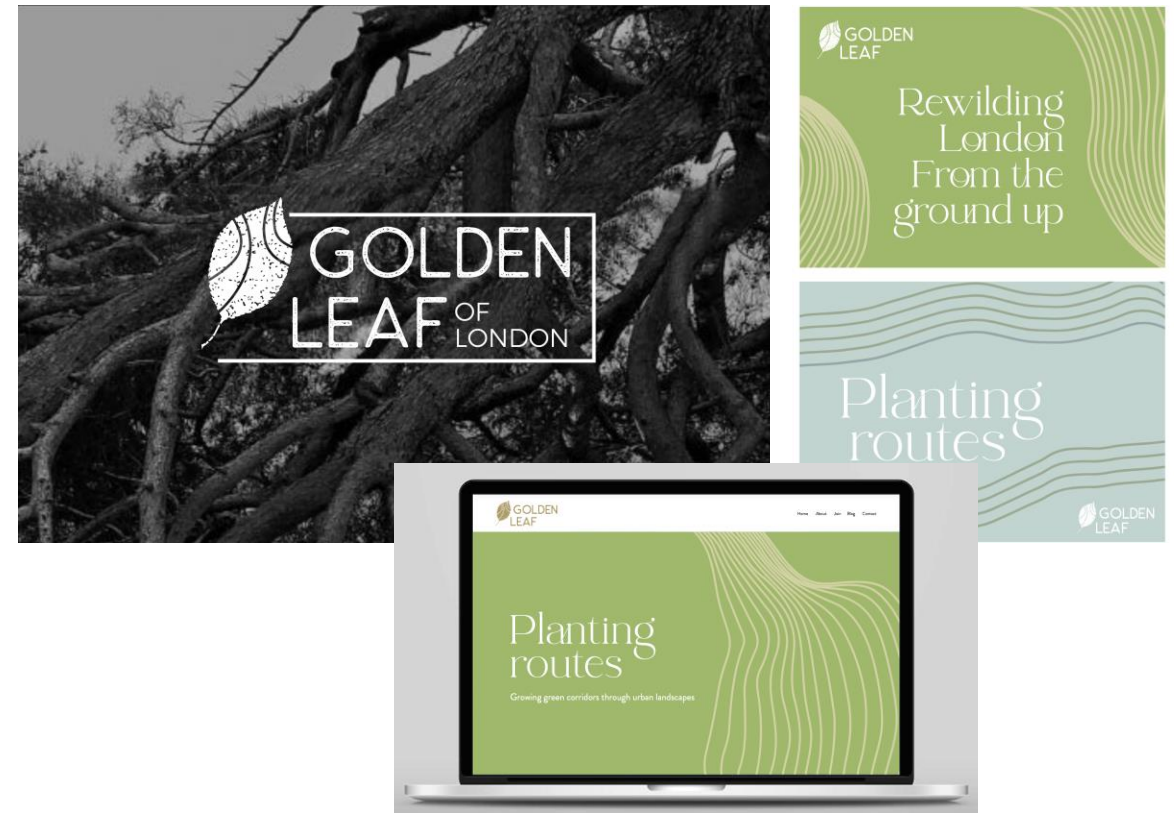
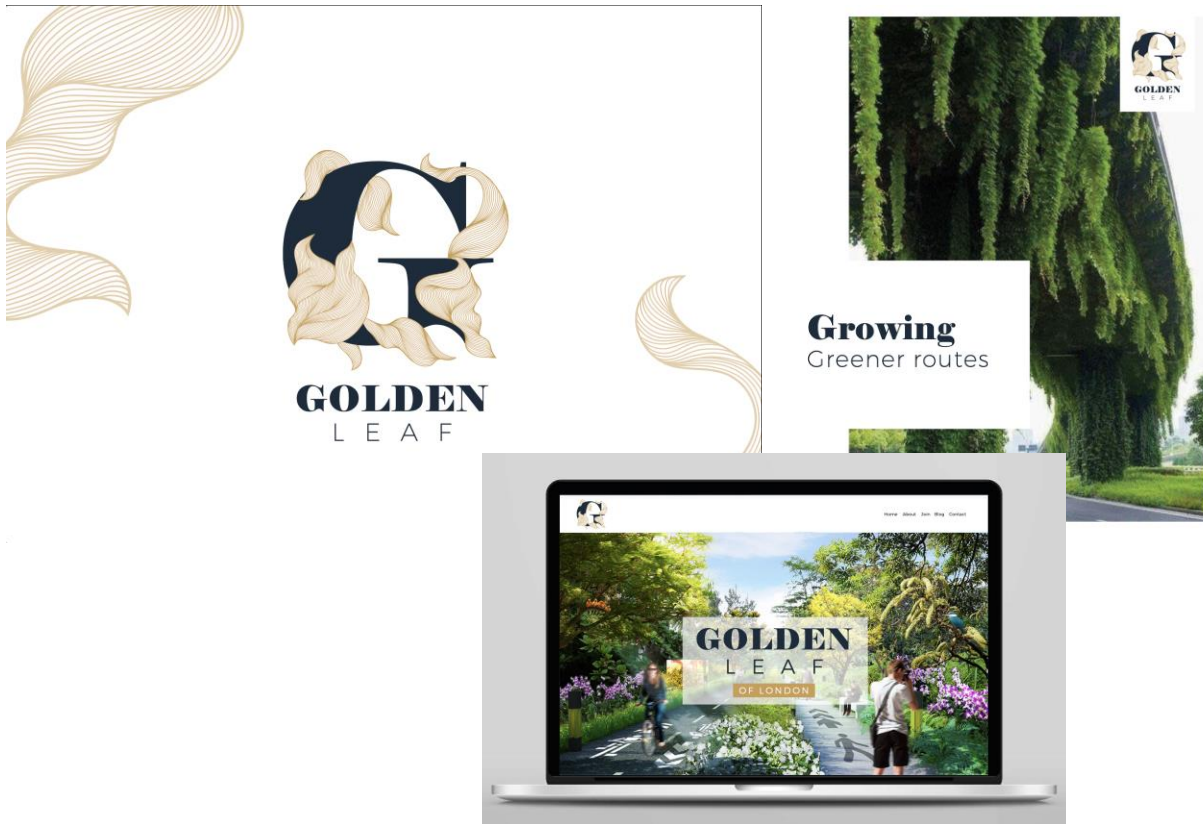
OSTARA: From whence the hare came, this theme explores the branding from the perspective of the earth. The colour palette is brighter, while symbolism and ancient iconography can be tapped into to represent all elements that support life, a direct connection is made between the user and their ability to give back to the earth.



FOOTPRINZ: Communicating the app's purpose to reduce the user's carbon footprint, this theme approaches the subject matter from a 'future is brighter' perspective. Youthful and vibrant autumnal colours are used to create a modern, stylised aesthetic to encourage feelings of positivity and motivation for the future.



Creative routes



TEST

STRATEGY

DESIGN

TEST

BUILD

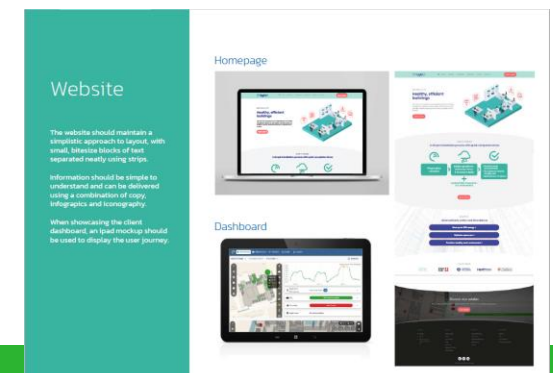
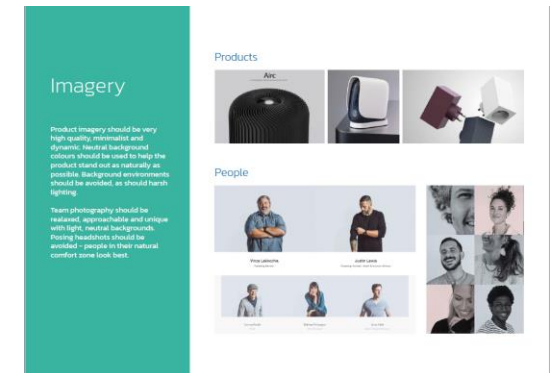
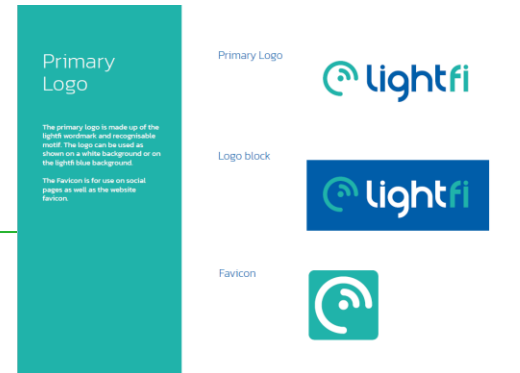
TESTING, most important step in the user centred design process

This is a screenshot of a Typeform survey titled 'Option 1'. The form is divided into two main sections. The left section contains a paragraph of text: '1+ We are exploring different branding options to bring to life our mission -Healing our connection with nature by creating ribbons of vegetation in cities. * Looking at this board, which words come to your mind - if you could think of 3 or more :)'. Below this text is a text input field with the placeholder 'Type your answer here...'. The right section displays a collection of branding options for 'GOLDEN LEAF', including various logos, color palettes, and background images. At the bottom right, it says 'Powered by Typeform'.This is a screenshot of a Typeform survey titled 'Option 2'. The form is divided into two main sections. The left section displays a collection of branding options for 'GOLDEN LEAF', including various logos, color palettes, and background images. The right section contains a question: '3+ How do you like the two options? *'. Below the question are two rows of radio buttons for 'Option 1' and 'Option 2'. The radio buttons are labeled with 'so so', 'it's ok', 'good', and 'love it'. At the bottom right, it says 'Powered by Typeform'.

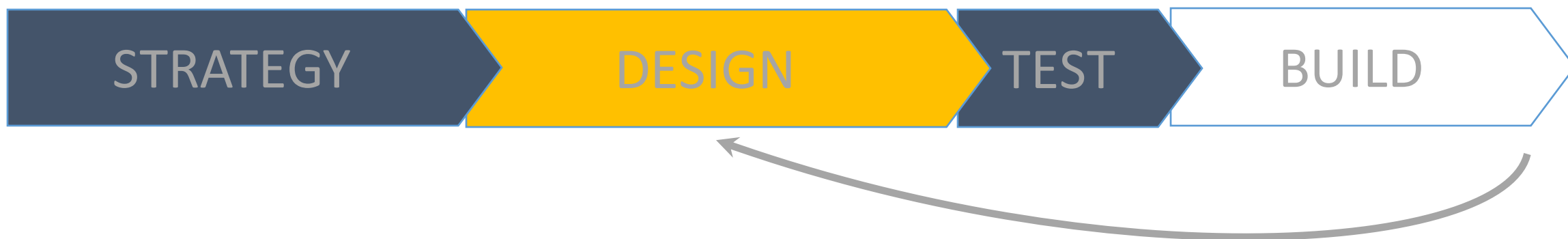
- Best way to remove the subjectivity in the process, design something that works for your audience, move fast and derisk your branding investment

The output > Brand BOOK

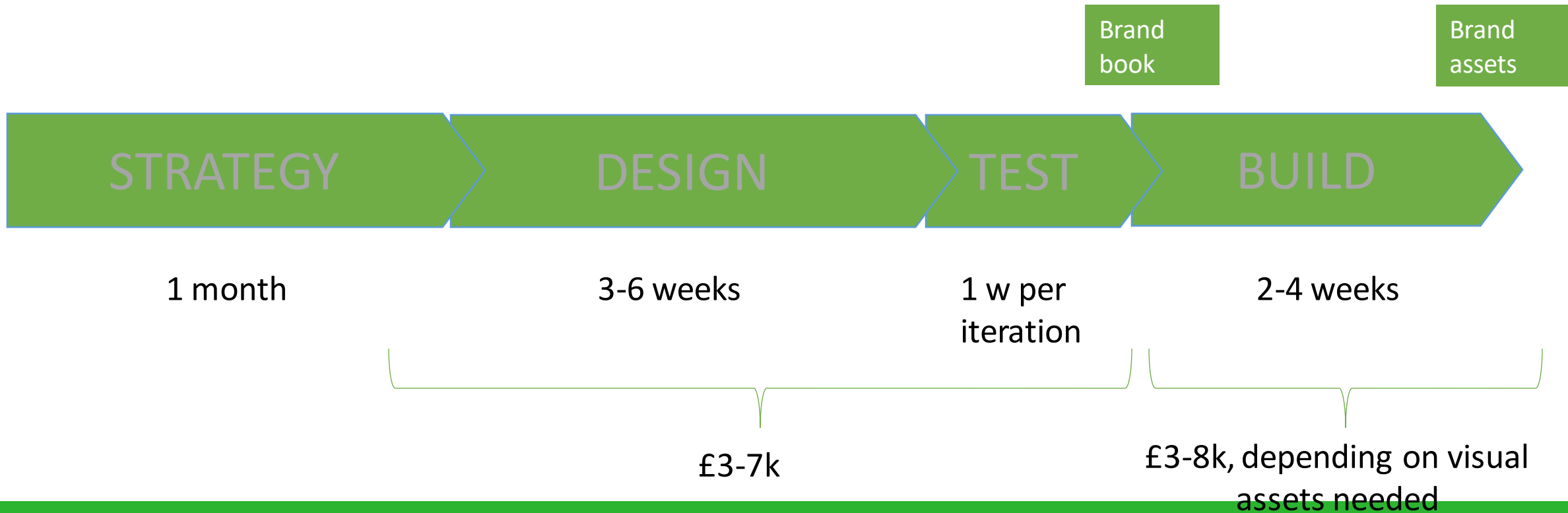
- ✓ **Logo set** for use in print, digital and social
- ✓ A **colour palette** including primary and secondary colours
- ✓ **Typography** guidelines with a choice of two or three fonts and a suggestion for hierarchy of use
- ✓ A selection of **images, icons, illustrations** with guidelines on further imagery style and sourcing
- ✓ **Tone of voice** guidelines



BUILD



Costs & timings





DO's

- Explore different styles, incl outside of your industry
- Keep the decision making team small
- Test with real users
- Trust the process



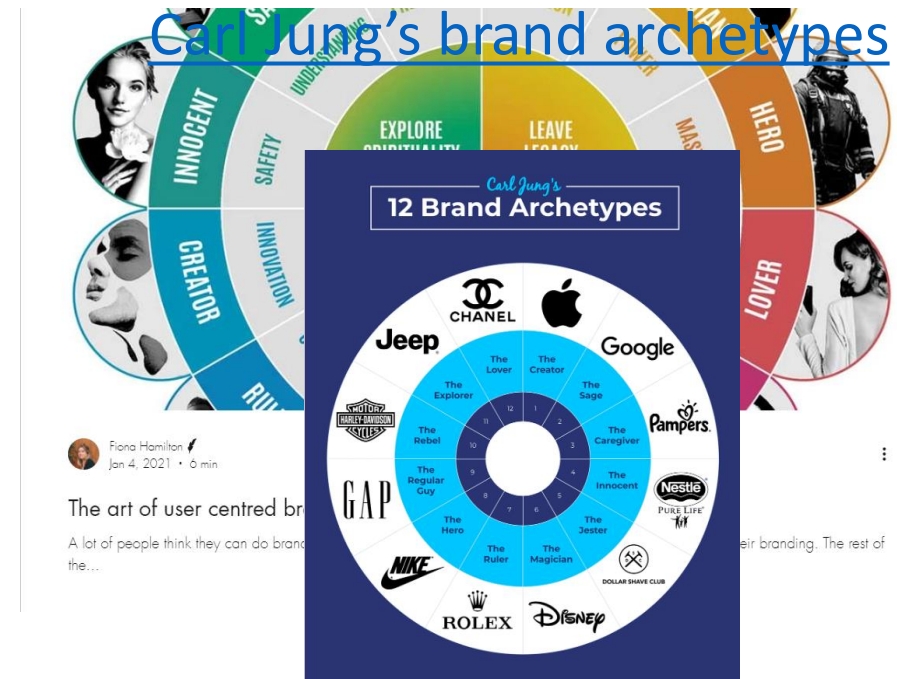
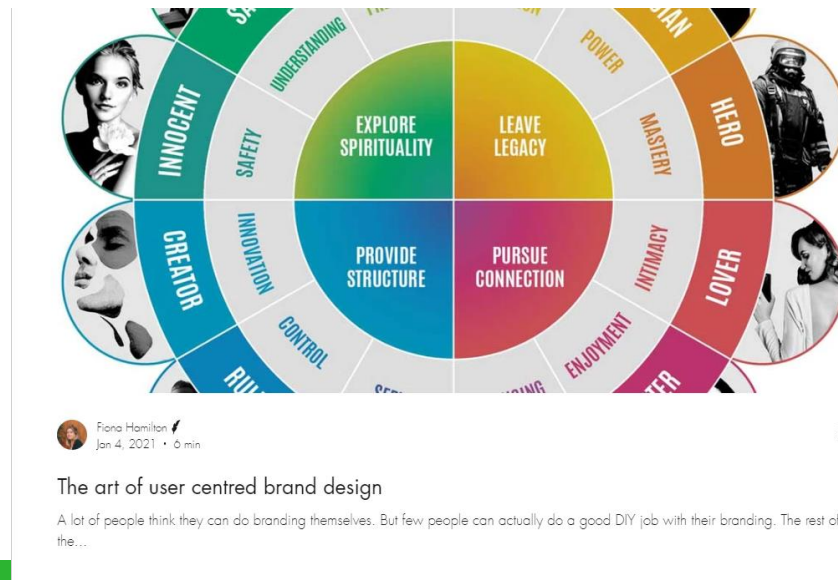
DON'Ts

- Take it personally to remove the subjectivity
- If using distinctive fonts for your logo, don't use it elsewhere
- Dismiss until tested
- Underestimate time/budget for iterations and build phase to develop brand assets

More info on branding



- The art of user centred brand design



A person is seen from behind, wearing a dark t-shirt and a watch, with their right hand raised. They are in a room with a large screen in the background. Other people are visible in the foreground, out of focus. A semi-transparent circle is overlaid on the left side of the image.

Q&A