

The Brand Compass:



The brand compass is an invaluable tool for your business to use in charting its course. Imagine you're lost, adrift in a sea of angry commerce. It acts as a celestial sign post to guide you through the clouds of market uncertainty.

It comprises 5 core insights – vision, mission, values, objectives and last but not least it's purpose which apart from making a profit is the brand's reason for being.

It's important to remember that the brand compass does not represent the total positioning framework. These are the other elements such as brand personality, value propositions, competitive advantage and many more.

What it does represent is the core philosophy and beliefs of your brand.

Purpose

Purpose is the reason your brand exists apart from making a profit. It's the answer to the most profound question your organisation faces: why?

The questions to ask:

- Other than making money why do we do what we do?
- What do we value most?
- What are we passionate about?
- What drives us as a company?
- What does the world need that we are uniquely placed to provide?

Sample Mission Statements

- Ted: Spreading ideas
- Disney: to make people happy.
- Nike: to bring inspiration and innovation to everyone in the world.

Vision

Describes the desired destination towards where your brand is headed.
Its vision should be lofty and even audacious.

The questions to ask:

- What change do we hope to make?
- Who do we serve?
- What problem are we looking to solve?
- What is our desired outcome?
- What would success look like?

Sample Vision Statements

- Oxfam : A just world without poverty.
- IKEA: To create a better everyday life for many.

Mission Statement

A brand roadmap that charts the route of your vision by describing what it's going to do, how it's going to do it, who it's doing it for and the values which motivates its actions.

The questions to ask:

- What do we do?
- How do we do it?
- Who do we do it for?
- What value are we bringing?

Sample Mission Statements

- Patagonia: Build the best product, cause no unnecessary harm, use business to inspire and implement solutions for the environmental crisis.
- Feeding America: To feeding America's hungry through a nationwide network of member food banks and engage our country in the fight to end hunger.

Values

The principles on which your culture is founded – from moral, ethical and philosophical. Alignment of internal and external values is vital. After all nothing is more important as the relationship between your brand and its customers as trust.

The questions to ask:

- What do we stand for?
- What are we most proud of?
- What are the principles we won't sacrifice for anything?
- What is most important to those who we serve?
- How would we like to be seen by others?

Values

The values that inspire and motivate us:

Passionate: we bring eagerness to every project we take on which often results in something which clients love

Imaginative: we refuse to accept run of the mill solutions for every creative brief
We are inventive and unconventional

Collaborative: if there's one thing we know it's that we can't do it alone. Being able to deliver and implement a brand we listen to our clients.....we listen to our clients, clients.
We place the utmost value on open communication and a co-operative effort

Fearless: we aren't afraid to be bold. Safe, conservative and status quo for us only serve as guidelines for what not to do

Excellence: Our standards are high. We settle for nothing less than exceptional and flawless in everything we try to do

Strategic Objectives

In the real world business goals should ground the more abstract and loftier language of your brand's purpose, mission and vision by describing the tangible milestones which you plan to achieve.

Questions to ask:

- What is the tangible manifestation of your brand's vision and mission?
- How will we know when we've achieved these goals?
- What are the milestones we have to reach on the way?
- How do we prioritise these milestones?
- Are these objectives aligned?

Five elements which make up the brand compass

