

**BUILDING
A BRAND**

**IS LIKE
BUILDING
A HOUSE**





A book by Roger Lindeback

BUILDING A BRAND
CAN REALLY BE AS
SIMPLE, TANGIBLE AND
TRUSTWORTHY AS
BRICKS AND MORTAR...

JUST LIKE
BUILDING A HOUSE.

*The concept of branding
has often been feared as something of a craft
that we can't always understand
let alone manage.*

*The aim of this book is to make
branding tangible by relating it
to everyday experience*



BUILDING YOUR
OWN HOME IS ABOUT
DESIRE, FANTASY.

BUT IT'S ACHIEVABLE;
ANYONE CAN DO IT.

Kevin McCloud

CONTENTS

Every building project is divided into distinct stages which need to be considered for a successful outcome.

Each stage in this book has a number of statements relating to building a house which are indicative of relevant branding issues.

At the end of each stage of this book is a branding summary of important issues to think through in your brand building process.



The intention is to create a clear way of making branding understandable for everyone.



STAGE 1

Dream



STAGE 2

Plan



STAGE 3

Start



STAGE 4

Design



STAGE 5

Build



STAGE 6

Detail

STAGE

1

*Always
start with
a Dream*

**If you can
dream it,
you can
do it.**

Walt Disney



1

Dream



WHERE DO YOU WANT TO LIVE?

Can you afford your desired location?

1

Dream



WHAT STYLE
OF HOUSE DO
YOU WANT?

Modern, classic, historical?

1

Dream

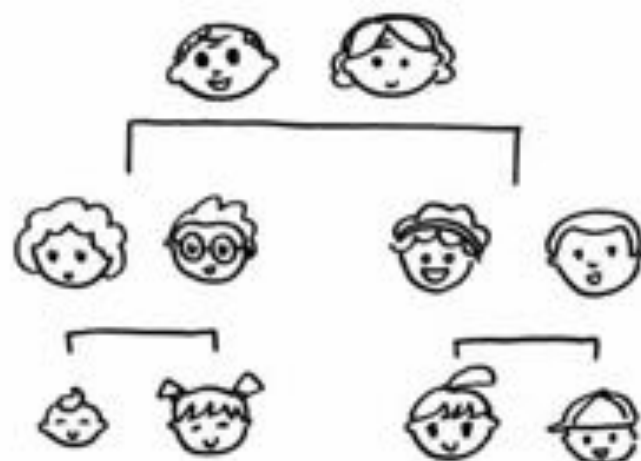


WILL THE HOUSE ENABLE THE LIFESTYLE YOU DESIRE?

*Do you want to feel relaxed, enjoy the
luxurious finishes or show off your taste sense?*

1

Dream



WHO WILL LIVE THERE AND FOR HOW LONG?

*What spaces do you need to allow for
now and into the future?*

1
Dream



AS WITH
BUILDING A HOUSE,

ANY BRAND MUST
BEGIN WITH A DREAM,
A BIG IDEA.

What do you want to create?
What must it achieve?

1

Dream

Every brand should have an analysis of what you have against what you want. Issues such as location, purpose and style must always be thought through...

- Where should the brand be positioned?
Is it premium or budget?
- What is the brand personality?
- What are the key brand attributes?
How do they relate to the target audience?

And it is necessary to consider...

- How long do you intend for this brand to exist in this way?
- What do you need to consider now for the growth of the brand into new opportunities?



STAGE

2

*Then
you need
to plan...*

**If you fail to
plan, you
are planning
to fail**

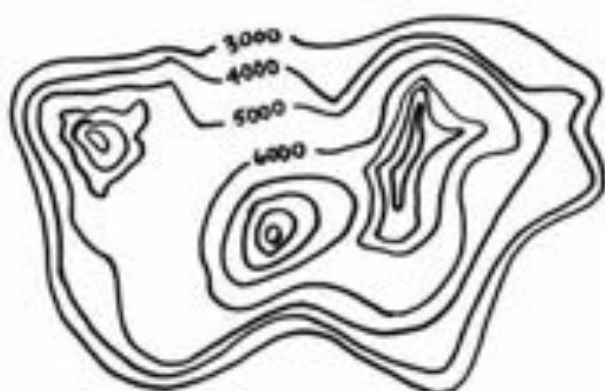
Benjamin Franklin

*Benjamin
Franklin*



2

Plan



SURVEY THE LANDSCAPE

Is the ground stable enough for your building?



PREPARE A REALISTIC BUDGET

How much do you really have to spend?

2

Plan

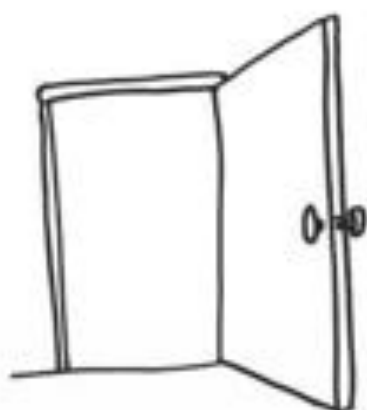


UNDERSTAND THE CLIMATE

Will it be appropriate for all seasons, summer & winter? Will it be built to weather the storms that occur unique to the area?

2

Plan



THINK ABOUT THE GUESTS

*How many do you plan to have?
Will they get a sense of what's important to you
when they walk in the door?*

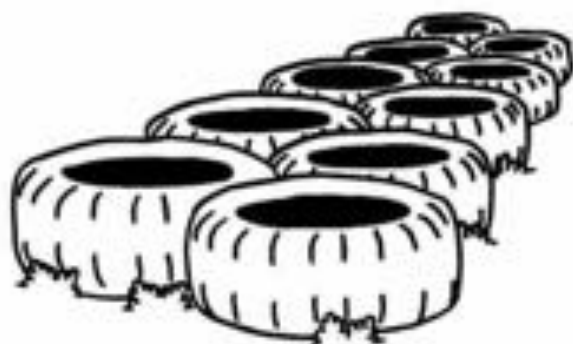
2 *Plan*



CONSIDER THE NEIGHBOURS

*Have you considered if you have
adjoining walls?*

2 *Plan*

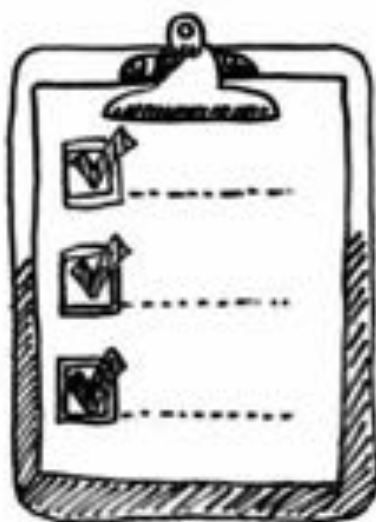


DEFINE THE
OBSTACLES YOU
ARE LIKELY
TO FACE

Will your plan meet council requirements?

2

Plan



PLAN FOR CONTINGENCIES AS BEST YOU CAN

What can you make easier by preparing well?

2 *Plan*



DECIDE WHEN YOU NEED TO MOVE IN BY

Is there a function or special event coming up?

2 *Plan*



PLAN WHAT YOU WANT FOR YOUR HOUSE WARMING

*Do you want an intimate gathering of close friends or
the size of a big wedding?*

2 *Plan*



IT'S EASY TO
MAKE THE MISTAKE
OF BUILDING A HOUSE
WITHOUT THOROUGH
PLANNING.

IT'S THE SAME
WITH A BRAND.

*What do you want to create?
What must it achieve?*

2 Plan

Review your analysis and develop a strategy to answer all your questions to make sure the brand has the best chance of success...

- Does the overall industry or segment have any particular conditions to allow for?
- Who is your target audience? What are the demographics and dimensions? What do they want? What do you offer?
- What other brands exist in the space? Are they too close to yours?
- What issues and/or regulations do you need to be mindful of?
- Have you allocated the appropriate amount of time, money and resources to create, launch and sustain your brand? What have you missed that could cost you dearly if not allowed for at the beginning?
- When is your launch date? Is it fixed or flexible? What is your rollout plan?



STAGE

3

*Decide
where
to begin*

The secret of getting ahead is getting started

Mark Twain





YOU CAN BUILD ON AN EMPTY BLOCK

*Have you found somewhere that hasn't
been built on already?*

3

Start



YOU CAN KNOCK IT DOWN AND START AGAIN

Any boundary walls you need to keep?



YOU CAN
JOIN TWO
BUILDINGS
TOGETHER

*Do the two different styles clash
or can they unified together?*

3

Start

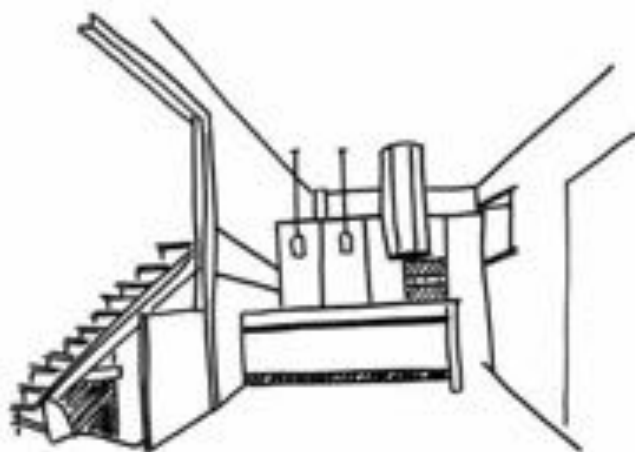


YOU CAN BUILD AN EXTENSION

*Is the original structure solid enough
to support the new one?*

3

Start



YOU CAN RENOVATE

What needs to be rearranged and rebuilt to make the space work better for your current demands?

3
Start



YOU CAN REDECORATE

*Is the structure so outdated that you're embarrassed
to invite anyone home?*

3

Start



AS WITH A HOUSE,
STARTING A BRAND
FROM NOTHING IS
VERY DIFFERENT FROM
REBUILDING AN
EXISTING ONE.

*Make sure you know whether your objectives
require a complete rebrand or just a refresh.*

The term 'Branding' encompasses all forms of brand building, which can cause real problems when defining the project among various stakeholders. Confusion will arise as they will all have a different understanding of what needs to be done, how long it will take and how much it will cost. It is critical to be clear as to where you are starting...

- Branding start-ups can seem easy, but just remember you may have to live with it for a long time.
- When a brand is no longer delivering value sometimes you have to tear it down and start all over again.
- Success can generate its own challenges if you acquire, or merge with, another company. Can the two form one cohesive brand?
- Growth into new markets often requires a brand extension, so it is important to have clearly defined brand architecture.
- Branding can often be unhelpfully reduced to just design, it is important to know whether you intend to rebrand or just redesign.



STAGE

4

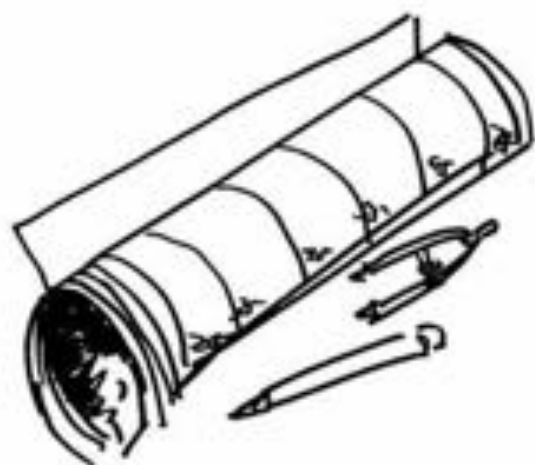
*Now you can think about
form and function*

**Design is
not just what
it looks like
and feels like.**

**Design is
how it works.**

Steve Jobs





HAVE YOU
EMPLOYED
A GOOD
ARCHITECT?

*Do they understand what you want to achieve
and share similar taste in style?*



HAVE YOU
DESIGNED THE
WHOLE HOUSE
OR JUST THE
ENTRANCE?

*Has the design been applied to every room
or have you just created a facade?*



HOW LONG DO YOU WANT THIS STYLE TO LAST?

*Do you just want to fit the style of today or make it
classic?*

Are current trends important to you?

4

Design



IS YOUR STYLE APPROPRIATE FOR THE AREA?

*Will you receive a hostile reception
with your plans in that street?*



WHAT KIND
OF IMPRESSION
DO YOU WANT
TO MAKE?

*Do you want to demonstrate your eco friendly
efficiencies, your creative use of space or tasteful
selection of finishes?*

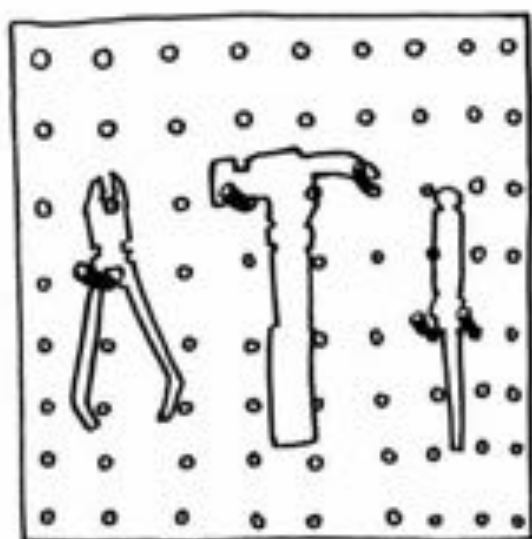
4

Design



DOES IT NEED TO
BE A CERTAIN
SHAPE OR SIZE?

What will be the best fit for the block?

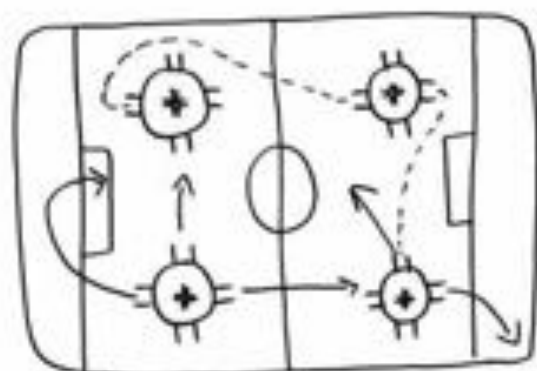


IS THE DESIGN
FUNCTIONAL
FOR YOUR
NEEDS?

*Is your design an honest reflection
of you and how you live?*

4

Design



DO YOU NEED DISTINCT ZONES IN THE HOUSE?

Do you have an informal room to lounge around in?



IS THE DESIGN
FLEXIBLE FOR
YOUR VARIOUS
AND CHANGING
NEEDS?

Have you planned for everything you need?



IS YOUR HOUSE
EASILY
IDENTIFIED BY
FRIENDS &
FAMILY?

Will you be able to stay in your beautifully designed house if no-one can find it to come through the door?



IT'S TEMPTING TO BYPASS
THE DESIGN STAGE AND
JUST START BUILDING.

A BRAND, LIKE A HOUSE,
MUST BE FUNCTIONAL
AS WELL AS BEAUTIFUL.

Your brand must always visually communicate who you are, being relevant and consistent by connecting both rationally and emotionally to your audience.

4

Design

A great idea doesn't just happen – it must be brought to life through expertise. Working with people who can understand your unique situation is essential...

- Is your brand design providing a full visual identity or just a logo?
- Is the brand appropriate for your market?
Is it designed to last?
- Does the brand communicate what you are really on about? The brand personality and promise?
- Does the brand design allow for all of your needs? Internally and externally?
- Does the visual identity allow for all possible uses or organic changes in the future?
- Is your brand unique enough to be easily identified?



STAGE

5

Time to build

Quality is never an accident

John Ruskin





MANAGE YOUR PROJECT

*Don't assume that because you once assembled
an ikea bookshelf that you are the best person to
manage the build by yourself.*



DON'T CHANGE
YOUR MIND
MID-PROJECT

Figure out what your needs are before you begin.



USE THE RIGHT MATERIALS

*Make sure you choose the materials
that will serve your needs.*

5
Build



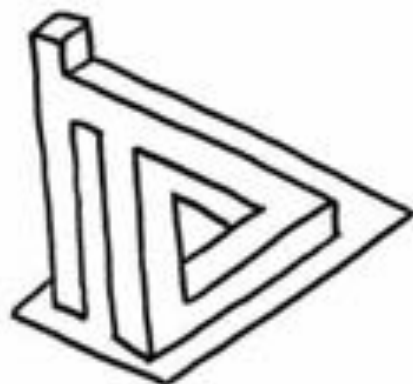
GET A GOOD ENGINEER

Don't build your house on the sand.



HIRE QUALITY TRADESMEN

Don't take shortcuts, it's not possible to have a low cost, speedy and quality product - decide which you want most.



BUILD IT TO SPECIFICATION

But allow the builder freedom to make the plans work.



LIKE A HOUSE, A BRAND
MUST BE BUILT BY PEOPLE
WHO SHARE YOUR
VISION AND IT MUST
REFLECT WHO YOU
REALLY ARE.

*Being an authentic brand and developing a
culture
around your values is key to success.*

5

Build

In housing the building is physical, in branding it is also emotional, in the hearts and minds of all stakeholders. In order for the brand to be successful, you need to communicate and support the values and build a culture to support and drive the brand around them...

- Building well requires thorough management, implementing the plans within budget and on time.
- Make sure you have buy in from all levels of management, that you are clear and in agreement on all the tasks and timeframes. Changing mid stream will cause significant delays and disappointment.
- Collaborate with the most competent people who not only understand your principles but are also committed to implementing them.
- Consider every touchpoint for your brand and ensure you deliver on them so that your brand is solid enough to survive and thrive through all conditions.
- Develop clear guidelines as a solid foundation, being flexible and organic enough so that everyone can implement the brand successfully.
- Specify how to approach the many and varied



STAGE

6

And finish well

The details are not the details. They make the design

Charles Eames





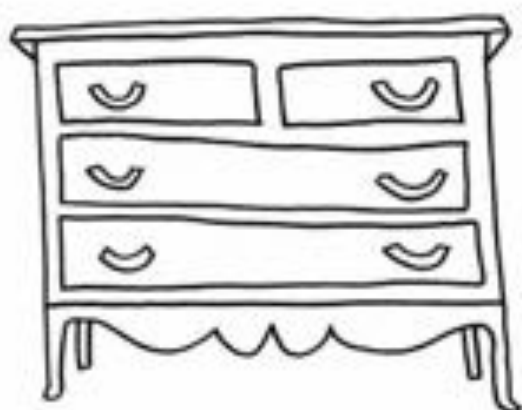
DECIDE ON ALL OF YOUR FITTINGS

*Choose which lights, windows and
countertops you will use.*



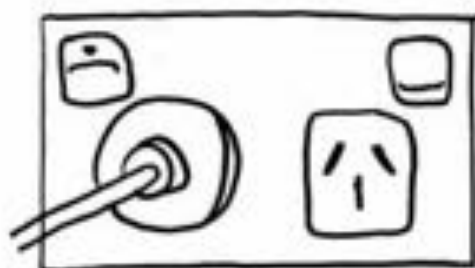
ALLOCATE A
PLACE TO
DISPLAY YOUR
COLLECTABLES

Choose what you want to display, and make sure you don't over clutter it by trying to show too much.



THINK ABOUT FURNITURE

*Ensure it will fit the space, be practical and
aesthetically pleasing.*



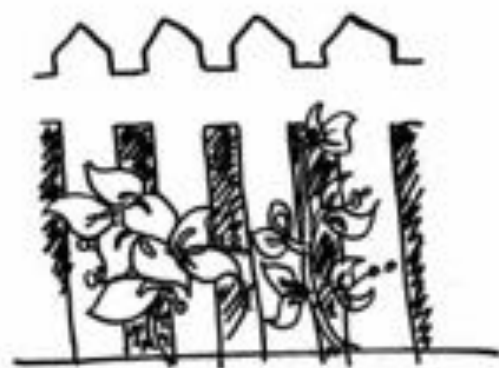
PLAN ALL YOUR POWERPOINTS AND WIRING

Make sure you have enough power points and that the cables will be neat and discreet. You can connect your TV, Internet and phone.



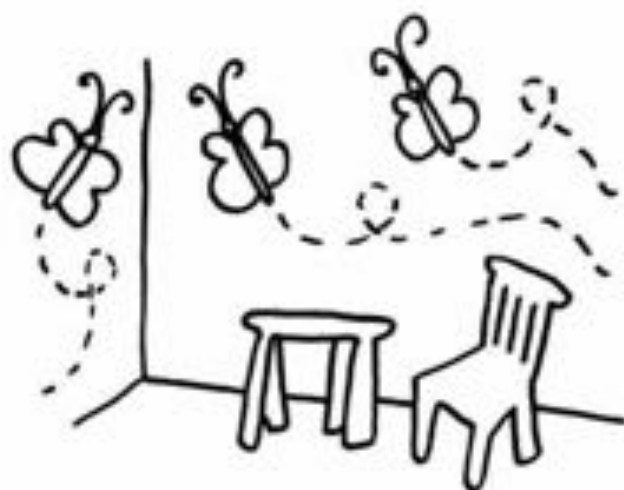
ALLOCATE ADEQUATE STORAGE SPACE

You can turn the unused awkward spaces into storage nooks to make sure you can hide the things you want hidden.



THINK ABOUT LANDSCAPING

*Choose if a veggie garden, a patio or space to run
around will most suit your needs.*



LET THE KIDS DECORATE THEIR OWN ROOM

*But make sure that you can close the door
when guests come over.*



ENSURE
REGULAR
MAINTENANCE

For lasting value



AS WITH A HOUSE, STRONG
IMPRESSIONS OF A BRAND
CAN QUICKLY FADE IF THE
INDIVIDUAL EXPERIENCE
DOESN'T DELIVER ON
EXPECTATIONS.

If you are going to say it, you have to do it.

After you've built a solid structure, it's the details that are seen and remembered.

The challenge is to achieve the right balance between flexibility of expression and consistency in communications.

- All applications need to be appropriate for the medium and communicate a strong and consistent message. From working on the web, within a real environment, even simply on a business card.
- Be prepared to protect and preserve the critical brand elements through copyright and trademark process.
- Utilize an asset management system with clear organization to maintain the quality of reproduction.
- Many brands exist within confined spaces with not much room to explore. Great brands consider how to grow within the safety of their own fences.
- Everything that works well requires maintenance. For a brand to remain relevant and meaningful it must be assessed and updated at regular intervals.
- Many team members want to have their own contribution and expression but just make sure that what is seen and experienced by everyone else is a faithful expression of the brand as you determined it.



MOVE IN,
ENJOY.

ABOUT THE AUTHOR

Roger Lindeback is a founding director of Designate - Australia's leading independent corporate brand and communications group. With a background in advertising, publishing and design, Roger's strategic abilities have seen him create, develop and enhance brand identities and innovative corporate communications for leading Australian companies, designate.com.au

Editing & Illustrations

Many thanks to the multi disciplinary artist Eloise who has enabled the project to happen by significantly contributing to every aspect to the publication. eloiselindeback.com

