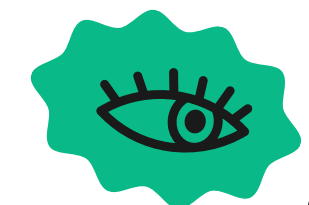


Drumbeat.

So, what is branding?  
— A good question.



As you've gotten this far, that might sound like a strange question...

But the truth is the word "branding" means different things to different people:

"A brand is a living entity and it is enriched or undermined cumulatively over time. It is the product of a thousand small gestures"

—Michael Eisner, Disney

"A brand is what other people say about you when you're not in the room"

— Jeff Bezos, Amazon

"A brand is a set of expectations, stories, memories and relationships, that, taken together, account for a consumer's decision to choose one product or service over another"

—Seth Godin, Author  
Eisner, Disney

"Brand is the sum total of how someone perceives a particular organization. Branding is about shaping that perception"

— Ashley Friedlein,  
EConsultancy

## It's personal.

These are all good definitions, from esteemed commentators, but as you can see, it's difficult to agree on a singular definition or meaning for brand or branding. There's an element of the intangible or indefinable about it. It's the ghost in the machine.

Most people will agree though, that strong brands aren't built by accident. They reflect the commitment, vision and graft of dedicated people on a journey; teams creating their own uniquely important stories.

A strong brand is an accurate articulation of the story and the journey. It's rooted in and defined by the character of the characters driving and guiding it.

At Drumbeat we believe brand can be best defined with one word: **personality.**



## So, why does branding matter?

### It creates value

- Building a robust brand foundation is the key to establishing sustainable value.
- It acts as a beacon, guiding the current activity and future development of your organisation.
- It is efficient; preventing time, effort and money being wasted in the pursuit of conflicting paths of action.

### It focuses ambition

- It builds consensus in leadership teams – so they work towards an agreed common goal.
- This consensus fosters wider understanding. It improves engagement and the alignment of staff with the aims and ambitions of your organisation.
- This in turn, helps your people to deliver a consistent and authentic experience to your customers.

### It builds loyalty

- It allows your organisation to declare and deliver its brand promise with conviction and consistency at every point of contact.
- This creates memorable interactions that convince your audience to choose you rather than your competitors and remain loyal in the future.
- As a return on your investment, equity in your brand is built and sustainable value created.

# And why choose Drumbeat?



## We'll show you the full picture.

We believe successful brands are built on a solid base of understanding and alignment.

If you create an identity without first articulating the ideas and objectives it represents, you are creating a wrapper, and we all know that an empty wrapper can quickly become rubbish.

Of course how the brand is visually packaged and presented is equally important, but this needs to echo and reinforce the brands defining differences and values.

## We will articulate & amplify.

We'll help you explore, discover, articulate and amplify the authentic and compelling elements that separate your brand from its competition and connect with your audiences.

We'll investigate the past, project the future, and chart your collective culture and purpose.



## We will project your personality.

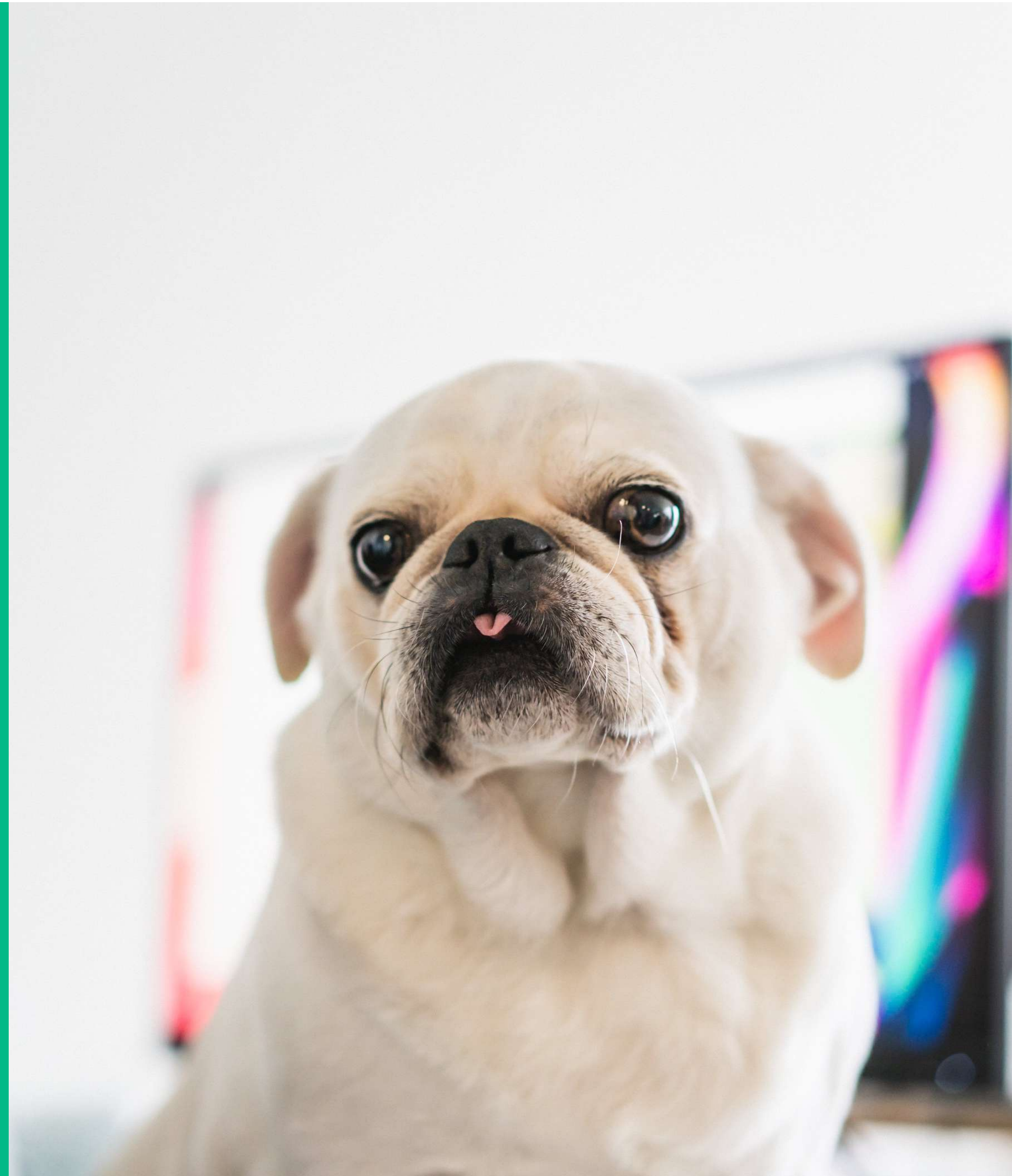
We believe brand is personality.

It can be bold, confident, assured, established. It can be trusted, flamboyant, outlandish or discreet.

It can be corporate, independent, playful or powerful, but it cannot be generic.

Don't be ordinary. Be extraordinary. Don't be generic, be unique. Be genuine. Draw out and delight in your differences. Display your diversity.

**We'll question your “why” and help establish your unique voice and position. After all, if your brand looks, sounds and feels like every other — that's exactly how it will be perceived.**





Thanks from  
everyone at  
Drumbeat.

Drumbeat.  
Design  
Digital  
Social

Unit 1 Arrive  
White Tower  
MediaCityUK  
Manchester  
M50 2NT

0161 817 3410  
[info@drumbeaters.co.uk](mailto:info@drumbeaters.co.uk)

[drumbeaters.co.uk](http://drumbeaters.co.uk)