



Actionable Brand Promises

Your Brand Promise is founded on your Pillars.
Both are internal guides to delivering your
unique customer experience.

Module 5
Exercise 5.1

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What is a Brand Promise?

Everything your brand does, creates an expectation of the value you offer in the mind of your customers — this is your **Brand Promise**.

Every time any of us interacts with a brand, we are experiencing whether or not, a Brand Promise is being delivered.

Your Brand Promise is a description of what a customer can expect to get from your business. It can include quite specific quantifiable promises and those, less easy to quantify – the intangible promises.

An internal guide that supports your Purpose and Positioning, and founded on your Pillars, your Brand Promise describes how people should feel when they interact with your brand, how your company provides its products/ services and the character of your company .

Checklist for what your Brand Promise must be



It must be of value to target customers

It has to be grounded in what your customer's value and care about most.

For example, one of Virgin's key factors is a sense of fun that they demonstrate across their businesses no matter what industry they are in.

Harley Davidson's Brand Promise 'We fulfil dreams' taps into the self-expression, freedom and individualist attitudes of its customers.



It must be the focus for your business

It serves as the promise made to customers, and therefore is a powerful anchor for employees when properly embedded into your business.

It serves as a platform for communication and a common language to connect different teams.

It's a tool for analysing and closing gaps by asking "*what do we need to improve/do better, to meet our promise*".



It must be different from competitors' promises

When you stand for something that's different, you stand out.

When you stand out, you have a sense of purpose that drives the business.

Don't make your Brand Promise one that your competitors can easily copy. Be bold, be brave, make it different.



It must be simple to be remembered

Too many words or separate ideas means your employees are more likely NOT to remember it.

It is better to find a single powerful concept that can be demonstrated by saying what it means in different contexts.

When employees understand, are motivated and embrace the Promise, they're no longer just doing a job. Their work has meaning and intrinsically tied to their sense of self and purpose.

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Components of an actionable Brand Promise



Our Promise:

“ _____ ”

Promise Dimensions:

1	2	3
Pillar:	Pillar:	Pillar:
_____	_____	_____
Which means:	Which means:	Which means:
_____	_____	_____
_____	_____	_____
_____	_____	_____
Touchpoint Actions:	Touchpoint Actions:	Touchpoint Actions:
• _____	• _____	• _____
• _____	• _____	• _____
• _____	• _____	• _____

Our Promise

Define a simple yet powerful statement that reflects the commitment you make to your customers and the unique value you create in their world.

Promise Dimensions (Pillars)

Your Brand Pillars are the dimensions on which your core Promise is founded. These guiding principles by which you stand, are the most important attributes or benefits you and your customers value most.

Which means

Explain the meaning of what each Pillar promises to deliver for customers: We do/have this (product/service delivery) ...so you get that (customer rational/emotional benefits).

Touchpoint Actions

Drill down into the day-to-day Touchpoint Actions required to fulfil your Brand Promise. This can include behaviours, actions and practices that are expected and will be measured in your business.

How to embed your Brand Promise into your business

Although you are formulating your Brand Promise individually, it's important to get employees involved early in the process.

A top-down, bottom-up, cross-team effort produces a circular and inclusive process.

This 'embedding' may seem geared towards larger organisations but it can still work for smaller teams:

<p>1</p> <p>“Buy in”</p> <p>...lead by you and senior managers to define and translate the Promise.</p>	<p>2</p> <p>Examination</p> <p>...of the Promise and Pillars with middle management, so they gain greater understanding, to shape and give meaning for employees.</p>	<p>3</p> <p>Pass it forward</p> <p>...expose every employee to the Promise and Pillars in order to understand their relevance from an employee, team and organisational perspective.</p>
<p>4</p> <p>Incorporate</p> <p>...your team devises it's own work plans to adopt and implement the Brand Promise into their day-to-day responsibilities.</p>	<p>5</p> <p>Connect</p> <p>...use inter-team meetings and connection points to strengthen the common language and commitment across your business.</p>	<p>6</p> <p>Measure & Reward</p> <p>...once committed, measure employee behaviour to indicate internal efforts taking hold. Most importantly, recognise and reward desired employee behaviours.</p>

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Brand Promises founded on Pillars

Our Promise:

Making it simpler to get more of what you want from your money



PayPal's Promise Dimensions

Our Pillars:

Secure. Always

We keep your money and personal information safe and secure at all times, no matter where, how or when you use it.

Simple

We create intuitive, fast and easy experiences that we, ourselves, would find delightful.

Fierce advocate for you

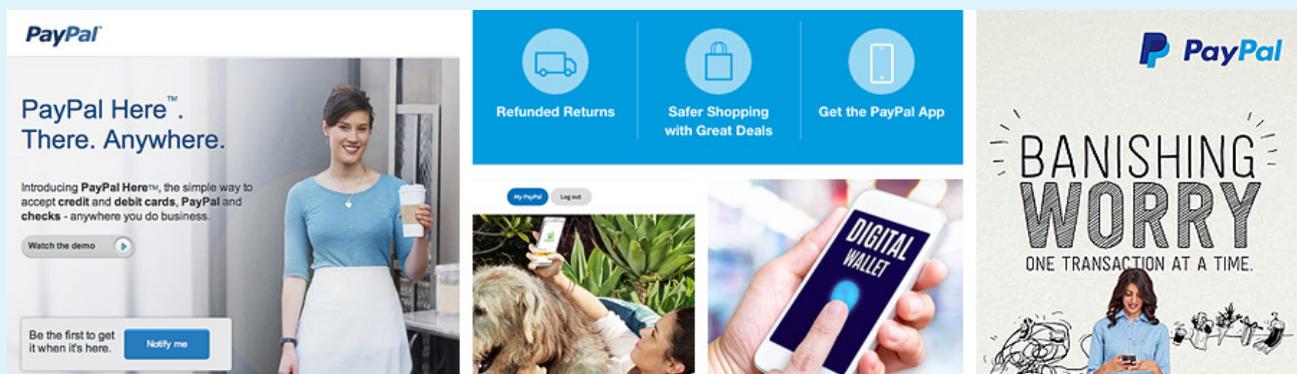
We do business honestly and transparently, and we're always innovating to give you more control and greater value.

PayPal's Promise and Pillars are short and to the point, but you can understand exactly what they deliver.

Security is highly important and is one of PayPal's Pillars. They could have added it to their promise but it's an expected feature around money so not highly original or different. By **'Making it simpler'** instead, (one of their Pillars), they tap into a greater need to make things 'fast and easy'. For example, you don't need to give credit card details, or even have one, to buy online through PayPal. They also offers simple and quick check out steps for customers, allowing merchants to benefit from increased sales.

Promising you'll **'get more of what you want from your money'** is underpinned by the way PayPal does business – **'honestly and transparently'** and **'innovating'** to give greater value.

Every word of their Pillars would have been carefully chosen to describe the principles all employees work by. When these are enacted you believe PayPal is a **'Fierce advocate for you'** and not just another 'business as usual' financial institution.



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Our Promise:

Convenience, quality, selection and value... your favourite foods, all on demand.



P.O.D.'s Promise Dimensions

Our Pillars:

Demand Attention

We make you the centre of our attention.

P.O.D. wants you to feel that you come first. Every part of your experience – from friendly service to special requests and speedy checkouts – is geared to deliver satisfaction.

Demand Choice

We give you plenty to choose from.

P.O.D. believes that choice is what makes shopping fun, so we always offer a wide selection from healthy, organic options to local favourites and dietary needs like Kosher and gluten free – no request is too great or too small.

Demand Fair Pricing

We spend time helping you spend less.

P.O.D. is always working to ensure that our prices are comparable to competitors' everyday prices. That means we're looking out for you and your budget.

Demand Full and Fresh

We've got what you need, when you need it.

P.O.D. is committed to making sure your favourite brands and everyday essentials are ready to grab 'n go. And every week, we guarantee at least two P.O.D. Special Feature sale items.

Demand Responsibility

We provide service with a conscience.

P.O.D. believes that acting responsibly includes finding the best ways to serve our customer while best serving our community and the environment.

P.O.D. is the brainchild of Amarak, a US college food service provider with a Vision 'To become the preferred food shopping destination for students'.

P.O.D. created their Pillars whilst going through a rebrand. The challenge was to appeal to Millennial students on campus. Their insight was that a high-end shopping experience was desirable to this market, with a great selection but not high prices. The rebrand concept is modern, market style stores that cater for all tastes. Although their Pillars are well thought through, they perhaps could have included something on quality – especially around the in-store experience.

A core Promise statement for P.O.D. could not be found. However, it's a good example to demonstrate how you can build one when Pillars are well articulated. Have a go yourself... what would you write as their Brand Promise?





Think, Act & Grow like a Brand