



Crafts Council

Identify your brand values

We have summarised some of Alexandra's key recommendations for developing your brand identity.

Key topics

The key takeaway from this talk is that knowing who you are and defining your brand's purpose is essential for success. Building a clear and compelling brand and ensuring it is consistent across all touchpoints will allow your audience to feel more confident about your product or service.

Why start with why?

It builds company culture, as business grows, it builds your company's purpose and builds loyalty. Consumers can spot inauthenticity. It's important to focus on why you are doing what you are doing but not to overthink it.

- Why is your purpose - what is your cause and what do you believe?
- How is the process - the specific actions you take to realise your why.
- What you do - the tangible and concrete result of your actions.

Useful viewing on this topic is the TED talk by Simon Sinek and The Golden Circle:

<https://youtu.be/Jeg3lIK8lro>

What are brand values?

The driving force that aligns behind everything you do. Why you do what you do, who you are reaching out to with your marketing messages and what you are creating or providing them with that will help them.

'Beyond your need to make money defining your why really is your driving force. You drive attachment and action with it.'

Alexandra Lunn

Exercises

Exercise 1: Find your purpose

Spend a few minutes thinking about your own product to help you define your emotional appeal. We recommend answering the following questions:



- I/we want to help (your demographic)
- How you want them to feel (emotional link to your work or services)
- When they interact with your product

These questions help you answer the problem your product or service is trying to solve for the customers you are aiming your product at.

Case study 1

A screen-print textile designer whose work evokes classic Georgian era with a modern colour palette.

- This designer wants to help those interested in this aesthetic.
- The designer wants their products to make their clients feel happy, content and confident, giving them a feel of status in their own homes.
- This designer wants customers to interact with the products in their own homes, in hotels they stay in and through stylized country magazines.

Exercise 2: Define your own narrative

If you're not taking control of your brand, others will do it for you. Think about what is important to your team culture, what makes your offering unique and what drives your story.

Complete the below sentences:

1. What defines us is...
2. We are in the business of...
3. We believe...
4. We are passionate about...
5. We obsess over...
6. We go after...
7. We are defined by...

© Source: Sonder & Tell

Case study 2

A designer-maker jeweller whose work uses found objects and materials with a colourful and playful aesthetic. This jeweller employs an intern and defines themselves as 'we' for their brand.

1. What defines us is our playful bold style for all generations
2. We are in the business of giving our customers confidence
3. We believe in joy
4. We are passionate about repurposing waste
5. We obsess over found objects



6. We go after quality making and individualism
7. We are defined by joy

Trust is the biggest asset you can have. We recommend being consistent across everything you do in your business in real life and digital too. Having a strong and consistent brand narrative that starts with the why, you can successfully build trust today.

Key takeaways

Brand purpose is to build trust, and trust is the biggest asset you have. Review your target audience and your motivations:

- Where are your target audience, for example where are they on the social media landscape?
- Make it relevant - can you add value to your target audience?
- Review your motivations - why are you using, for example, social media marketing for your business?
- Remain authentic, this is the most important element to building a strong brand.

'...there's also sustainability and being ethical. We hear it all the time and you're in such a dangerous place to use those words without really living up to what you're talking about, because it's green washing and jumping on the bandwagon.'

Alexandra Lunn

Useful links

- TED: Simon Sinek - The Golden Circle: <https://www.youtube.com/watch?v=i-89IO5M7Lc>
- Sonder & Tell: <https://sonderandtell.com/>