

THE DEFINITIVE GUIDE TO
**BUILDING A
MEMORABLE BRAND**



ESTATE AGENCY
MASTERCLASS
by Reapit

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2 A FEW THINGS TO NOTE BEFORE YOU PROCEED



Whilst this guide is designed to help you build and improve your estate agency brand, you will initially see that a lot of the examples used to illustrate a principle or point relate to what are typically considered Fast Moving Consumer Goods (FMCG). However, for understanding and appreciating the psychology of buying, it is easier to illustrate with examples of the simple and the everyday. Does the decision-making set change when the transaction implies a higher degree of risk, such as buying or selling a house? Yes it does, but essentially the same psychology drives the big decisions, except that the resulting consumer behaviour is amplified due to an increased fear of risk and loss.

Please also note that the term 'purchase' used throughout this guide refers to more than just a transaction as simple as buying a bar of chocolate, but instead is often also used to refer to a prospective customer 'buying into' your brand. If you're wooing vendors, they have to buy into your brand if they're going to trust you with selling their single biggest asset. If you're seeking applicants, it's also worth remembering that just because they like the house, they may bow out if they don't trust your agency to be who they need you to be during the buying process.

*In this guide, you can expect to get a quick overview of branding and what it's really all about, including a few **common misconceptions being kicked to the curb**, followed by a **detailed action plan for building your own memorable brand**. Will it be quick to build such a brand? Not really. **You work with people's hearts and minds** and shaping it takes layer upon layer of designed experiences that culminate in a positive brand perception. Can you start right away? Absolutely. Every brand I've ever audited had areas where they could start improving on immediately, and the results are usually quick to see and appreciate.*


Most of all, try to have fun along the way. It's a privilege and a joy to build a memorable brand.

3 WHEN DID GOOD STOP BEING GOOD ENOUGH?

“ ***If a man can write a better book, preach a better sermon, or make a better mousetrap than his neighbour, you will find a broad, hard-beaten road to his house, though it be in the woods.*** ”

For the longest time it seemed as though Ralph Waldo Emerson had the very essence of sound business advice summed up with this comment. In some form or another, many businesses still subscribe to this belief, even though consumer behaviour has profoundly changed since these words were first spoken. And therein lies the problem.

EASE OF ACCESS



For starters, we've stopped looking. Looking too hard, that is. The explosion of our digital world has simultaneously meant that our lives became exponentially busier to the point where we have less time to waste because we're always in 'on' mode. An exploding internet, smartphone technology and limited time all prompted the world to set up shop on our smartphone doorsteps. Which means the way we find products and services, and yes, our next home, has forever changed. Unsurprisingly, most of our searching for a product happens online, and with software that tracks your every move and builds up smart consumer profiles, it's becoming easier by the day to find the exact next thing you want. Why beat a path when what you want turns up everywhere you browse?

REDUCED TOLERANCE



With so many options available at the click of a button, something else has happened: our attention span for options that are not an immediate and instant fit is diminishing rapidly. Consumers don't spend too much time trying to figure out what makes one service provider different from the next because there are quite enough products and services that have managed to shape their offer into a clear and compelling proposition.

DIMINISHING LOYALTY



Of course, that also means something else has diminished rather significantly: brand loyalty. For every brand that delivers a mediocre or neutral buying experience, there are many more who will do the exact opposite. Consumers are becoming increasingly brand fluid and will try out a new brand if they believe it can deliver better value – a belief often informed by today's most popular form of word of mouth: reviews.

Yet despite all of the above, some brands still manage to build a die-hard following despite a plethora of options and reduced brand loyalties. How do they manage to get that done?

This guide will explore how to build a brand that matters most to the consumers you want to reach, as well as give you actionable insights to become a much-loved estate agency brand.

4 BRANDING 101



WHAT IS BRANDING, EXACTLY?

Giving a human mark to an inanimate object has been practised for centuries: an artist signs his works, a potter marks his vases, a farmer brands his cattle, a King adds his seal to a letter. The intention of the mark is always to give context and value to the object. *Seeing and recognising a certain mark meant someone would immediately know a host of things about something without any additional words being spoken.*

With the advent of the industrial revolution, the age-old practice of branding was taken to the next level. Suddenly factories were producing hundreds of biscuits per day, but what they made up for in volume, they lacked for in story and context. These were not Aunt Emily's biscuits. They were not Ralph's pies. It did not take long for factory owners to realise the value of attaching a wholesome story to mass produced items, giving it a more 'human' feel and thus convincing consumers that buying it would not be a poor experience after all. Along came wholesome images and names that stirred up memories, and in the process transferred consumer trust to the new, mass produced product. And that was when the practice of large-scale branding for commercial gain truly kicked up a notch.



In summary, it can thus be said that a brand represents a consumer's expectation from, relationship with, and trust in a company. Marketing master Seth Godin elegantly defines branding as

“

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

“

So, far more than just an icon or colours or a slogan, a brand is all about a collection of intangibles. Brands that get it right are the ones able to shape these intangibles by helping consumers understand the brand's place in their world, and according to [Kevin Lane Keller](#) this is achieved through:

- ✓ ***user imagery (the type of person who uses the brand)***
- ✓ ***usage imagery (the type of situations in which the brand is used)***
- ✓ ***the type of personality the brand portrays (sincere, exciting, competent, rugged)***
- ✓ ***the feeling that the brand tries to elicit in customers (purposeful, warm)***
- ✓ ***and the type of relationship it seeks to build with its customers (committed, casual, seasonal)***



Here's a simple example of how intangibles make up the brand experience:

if I say the word Nike, what comes to mind? No doubt you will have a whole host of thoughts beyond their iconic logo. You may recall, advertising images with prominent, slightly defiant athletes, scenarios where their products are used, product images, a tagline that elicits an emotional response, articles, reviews and event sponsorships - the list goes on. That's the entire story of intangibles that come together to shape a brand that targets a very specific kind of consumer. Of course, there's a whole other set of factors that influences whether the consumer accepts the brand narrative, and we'll get to that in the next section.



BENEFITS OF BRANDING

Branding, like any other business activity, requires resources. Your business seems to be doing okay, so you might be wondering why you should invest your time and money to 'fix something that ain't broke?' At the start of branding projects, I've often heard company directors voice their concerns about "getting a new visual identity when we've

already got a logo", or querying why they should "change when we're successful as we are – does she know what our annual turnover is?" So let me clear up this question as early as possible by expanding on the known benefits of good branding, so that when you read the rest of the advice in this guide, you'll be more inclined to consider making some of these

changes to your brand and reaping the benefits. And just for the record, eventually even the most unbelieving directors become brand believers when the effects start to ripple through their company, their customer base and their wider market.



1 It sets you apart

Earlier in this guide we talked about the explosion of options that are available to consumers in nearly every product and service category in almost every part of the value chain. Branding is the process whereby you help consumers clearly see your solution amidst the advertising clutter as the answer to their problem. As the yin to their yang, and a plausible option in a sea of choice.

2 It reduces buyer anxiety

The dark side of too much choice is a consumer who is almost unable to make a choice, reaching for the familiar but not necessarily the best, in a bid to avoid loss. An anxious buyer is a risky buyer – one who might abandon the sale process at any time, and this is especially relevant when it is a high-involvement transaction, such as buying or selling a house.

The higher the perceived risk of loss, the higher the involvement, and the greater the volume of information required by the potential client. And it all starts with a subconscious collection of non-tangible clues.

Much like a person that 'you can't quite place', an ambiguous brand will leave a potential client with the same uneasy feeling - and where there's doubt there's delay, and where there is delay there is decay of the sale.

A well-defined brand however, offers clarity, certainty and reassurance, sometimes without a single word being spoken.

3

It adds value

Branding adds value to both the bottom line as well as to the overall value of your business (the intangible value known as brand equity). A brand that is known and revered can command a premium for their service or product, whilst in the longer term being able to fetch a higher price should the business be sold.

[Kyu Lee](#), a professor of marketing at Syracuse University's Whitman School of Management explained that

“The simplest way to estimate brand value is to use what I like to call the ‘Willingness to Pay’ test. You give consumers two containers of chips of identical quality. One says Pringles, and the other is a no-name brand. And you see how much more consumers are willing to pay for the Pringles.”

This simplified illustration shows you how a white t-shirt can increase in value by adding a brand name. But the cut and the fabric of expensive clothes are different, you may argue. I would argue that even if they were all identical, the branded item would still command the higher price because for some, what the item represents is just as important as what it does.



Perceived Value:

- Status
- Quality
- Efficacy
- Risk Reduction


WHAT BRANDING IS NOT

By now you've probably gathered that branding is not just a logo and stationery. But allow me to clear up another misconception: *Branding isn't marketing. Branding is the process of defining who you are, whilst marketing is the art and science of getting the customer and company to meet up to have a transaction.*

Isn't that advertising though? Well, advertising is definitely a part of it. Here's a great description I found online many years ago, and it's been a great help in explaining how all these functions worked together.



5 BRAND STRUCTURE



There are a number of key areas you will need to invest time and effort in if you wish to build a memorable brand that resonates with your target audience. Some of these you may already have down pat and all that is needed is a bit extra to bring it all together. Or you may need to get stuck into the entire process right from the start. Whichever way, the suggested structure that follows is tried and tested, based on leading research, and should ideally be approached in the order that they are given below.

I. CUSTOMER PSYCHOLOGY & INSIGHT

When setting out to build or improve your brand, you need to have a firm understanding of two things: the psychological needs that are hardwired into every human being and that directly impacts their purchase behaviour, and the needs and wants of your brand's target audience. There is no creating of a compelling brand without it.

1

#1: The psychology of why we buy

A Nobel prize winning research study in 1979 by behavioural economists Kahneman and Tversky, as well as subsequent studies, have found that consumers consistently display certain universal responses, which helps us to understand why we're sometimes witnessing irrational buyer behaviour.

As you shape your brand, it's important to understand what the seemingly small and ridiculous barriers to acceptance you might be coming up against without even knowing it. Let's explore some of these deep-set objections each of us have to parting with something:

A sensitivity to Gains & Losses

This wired response means that a £100 prize creates happiness and a £100 traffic fine creates displeasure, regardless of a person's underlying wealth state. A great example of this is the 'event freebies effect, whereby delegates seem to almost obsessively want to collect these freebies, despite being able to go out and buy everything they just collected.

Losses loom larger than gains

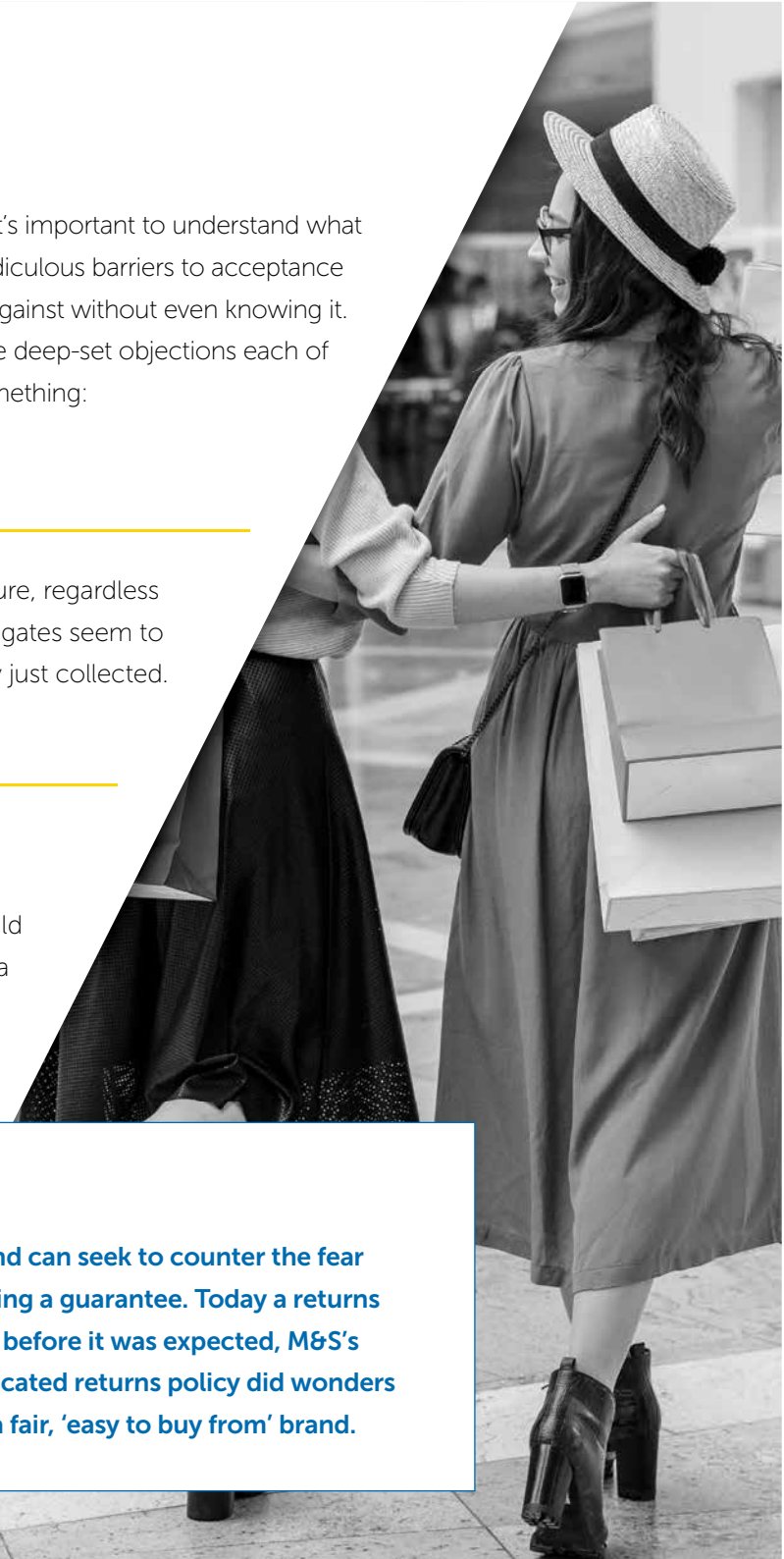
Consumers do not treat comparably sized losses and gains the same. Instead, losses are always experienced more intensely than gains – which means gaining a £100 doesn't feel just as good as losing a £100 feels bad. Similarly, it would feel a lot worse if you got a £20 parking fine than it would feel good to pick up a £20 note on the street. In fact, research shows that a gain has to outweigh a loss at an average of 3-4 times before it is considered a gain.



Actionable Insight

So how do you translate that into your brand offer? Never underestimate the value of adding value, because regardless of how wealthy your client is, we're all wired to have a positive reaction to something gained unexpectedly. At the same time, remembering that losses are experienced so much more deeply than gains,

consider where your brand can seek to counter the fear of loss, for example offering a guarantee. Today a returns policy is a given, but well before it was expected, M&S's generous, well-communicated returns policy did wonders for establishing them as a fair, 'easy to buy from' brand.





#2: Target market insight

In an Harvard Business Review article titled [“The One Thing You Must Get Right When Building A Brand”](#), authors Patrick Barwise and Seán Meehan proposed that great brands share four fundamental qualities:

- A** *They offer and communicate a clear, relevant customer promise.*
- B** *They build trust by delivering on that promise.*
- C** *They drive the market by continually improving the promise.*
- D** *They seek further advantage by innovating beyond the familiar.*

To achieve all of the above, you need to understand two things really well: the needs and wants of your broader target audience, and the needs and wants of your existing customers. The former will expose opportunities that you may not have considered, the latter will show you how far you are from being the kind of brand that can capture those opportunities. Knowing ‘who you are and who you should become’ will help you to *define a customer promise that is truly relevant to your audience*. Plus, if you run your research on a regular basis, it will help you to *continually improve on that promise* because you will know what your customers want. And of course, the more you immerse yourself in what matters to your target audience, the more you will see trends and opportunities emerge and will thus be able to *innovate beyond the familiar*.

Types of research

There are several research methods that, when combined, will give you a well-rounded view of what matters most to your target audience.

Surveys

SurveyMonkey is a great platform for running spot surveys, polls and of course larger and more in-depth surveys. Not only does it suggest questions and is easy for respondents to use, but it also automatically collates your research into graphs afterwards.

In general, I notice that smaller companies without huge marketing budgets are hesitant to get into research out of fear of getting it wrong. Accept that you will probably get some of it wrong the first time – but hey, so do large corporations who've been doing it for a long time.



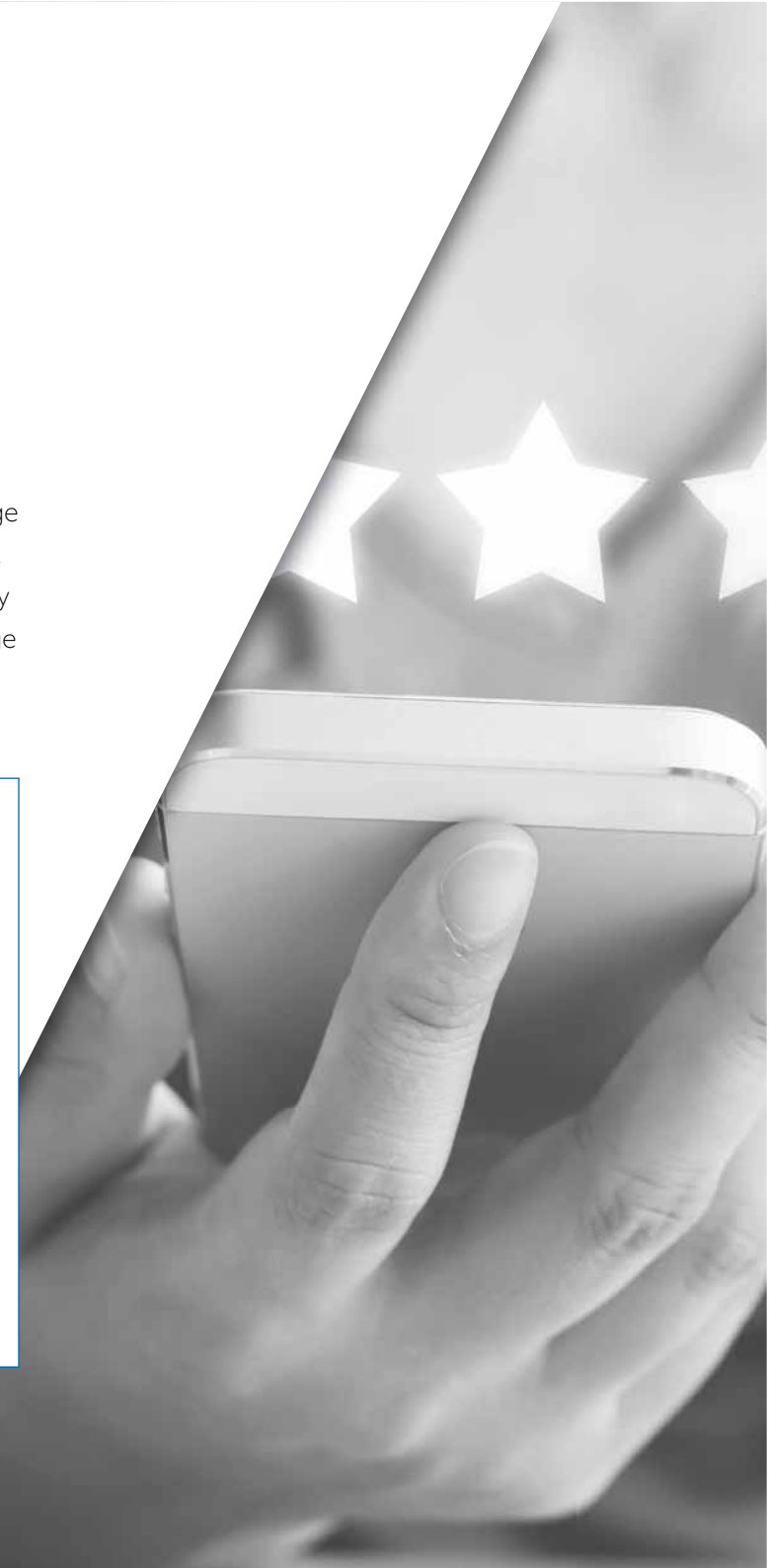
Actionable Insight

Aim to stick to the following guidelines when drafting a survey:

- **Decide on the one overarching purpose of your survey, before drafting the questions.**

A survey is not the time to learn everything you've ever wanted to know about your audience. Keep it succinct.

- **Do not exceed 12-15 questions (excluding demographics). Really. Just don't.**
- **Tell your respondents beforehand how long the survey will take to complete – it's easier to agree to do something if you know how long it will take.**
- **For good guidance on how to craft your questions, read these [10 survey building tips by SurveyMonkey](#)**



Customer Interviews

How often are you asking your customers what you could do better? All it takes is just one question. Make a habit of 'interviewing' every customer once the deal has been signed, and encourage them to be brutally honest in the interest of doing things even better next time. It's droplets of research, but after a few weeks you will see the pattern emerge, and it is bound to show you something you weren't expecting.

Polls

Use polling software to add questions to your website and social media. It's quick, easy, requires almost zero commitment from respondents, gives them something back for their effort to vote, creates a moment of interaction with your brand and helps to colour in the picture of what your audience wants most.



II. A CLEAR POSITION

A positioning statement is one of the first things to craft when creating a memorable brand. Essentially, it's an inward-looking statement (i.e. customers never see this, but rather experience it) that shapes everything your brand does.

It's not your company slogan (Think Different, Because You're Worth It etc.) but it informs the crafting of your company slogan in every way. Neither does it change every other year, but instead remains with your company for the long haul.

In essence, *the positioning statement describes who you are, what you do, who you do it for, and why you do it.* It's your brand's DNA in a sentence. Let's start with the approach you need to keep in mind when crafting your positioning statement...



“***“The easiest way to get what you want is to help others get what they want.”***”

- Deepak Chopra

“

This quote elegantly and accurately expresses the very essence of branding. Truly successful brands start out with a burning desire to change and improve their target audience's lives. They remind us that success starts with the desire to serve, whether it's delivering disruptive tech, honest ingredients, or clothing for all body types. There are so many great examples of service turned into success, but a few that come to mind are The BodyShop, Gymshark, Spanx and Apple, the latter whilst under the leadership of Steve Jobs.

Here is a template that can help you draft your own positioning statement. You will need to draw on your research to do so, which is why research comes first in the process of building or reviving a brand. But some of it will be up to you: your gutfeel and the reason why you got into this business in the first place is going to fill in a lot of the blank spaces below.

For: _____(your target audience),
_____ (company) is the _____ (category)
that _____(point of difference)
because _____
_____ (reasons to believe).

Here is an example of what that might look like once filled in:

For low income UK families with children aged 5 - 13 (your target audience), WonderBox (company) is a non-profit, giftbox subscription service (category) that helps to reduce anxiety amongst children during social isolation, through the use of games and creative activities (point of difference) because every child deserves to own a little piece of joy they can revisit again and again, by simply opening up a cardboard box. (reasons to believe).

Take your time to draft your positioning statement. It's the start of a whole new journey and you must be sure it's solid enough to sustain you through the good and the bad times.



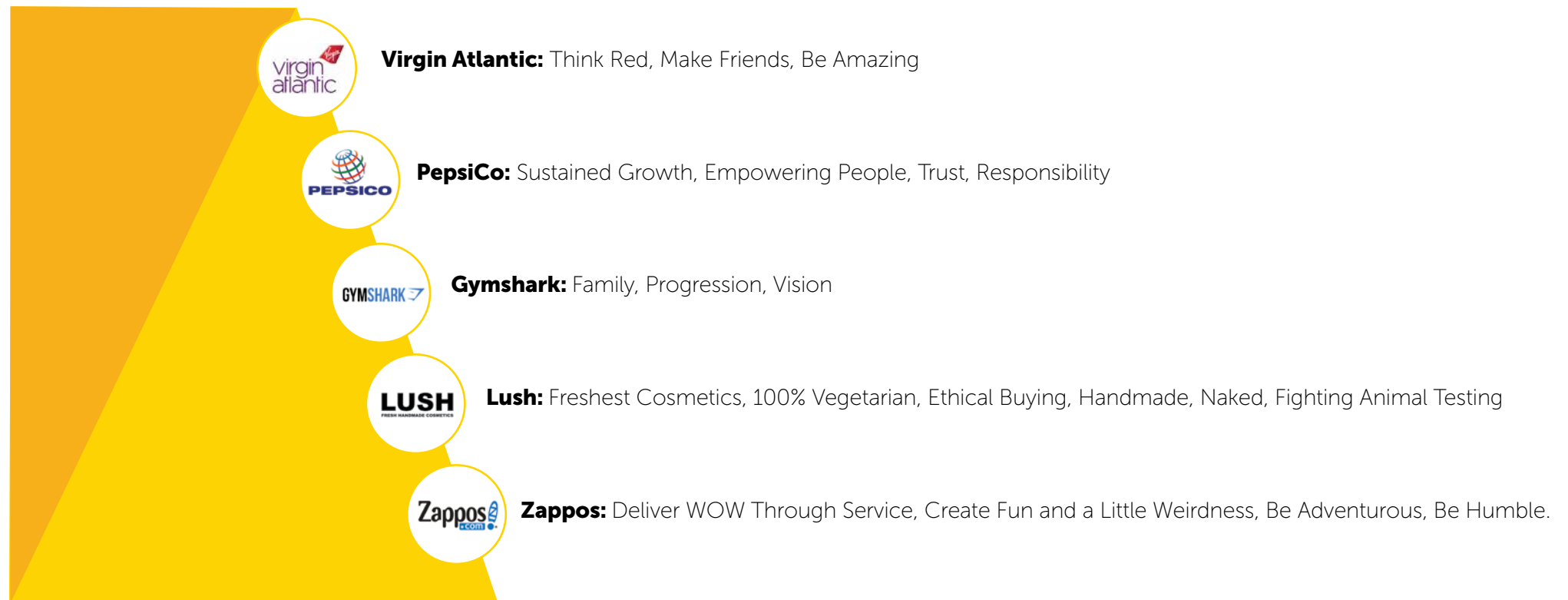
III. CORE VALUES

From your positioning statement you will draw up your core values. Why are these important? Well, much like with your own self, core values drive us, sustain us, and guide us to stay on the right path, especially in times of struggle or ambiguity.

It keeps a brand honest in its original intent, and honesty results in reliability, and reliability earns consumer trust, and trusted brands receive customer loyalty.

Core values permeate the entire organisation and become a mandate for your employees to live by, as well as a yardstick for your corporate culture. There's no staying on track and sticking to your core purpose without core values.

Here are a few examples of what these core values look like in leading brands:





Actionable Insight

- ***Make it practical:*** the best core values are actionable, i.e. your employees on all levels of the organisation can make it their own and live it. If it's too lofty or too conceptual, it becomes difficult to translate into daily practice.
- ***Keep it short:*** aim for no more than 6 values – after that it becomes hard to remember and execute on. Thirdly, they also need to be specific to your business.
- ***Keep it uniquely you:*** ambiguous values that could just as easily have been any other brand's values will not keep you on track nor unique in your offer or worth remembering. Find out what makes your agency unique and reflect that in your values.
- ***As a final fire test, look at your values and ask yourself:*** "If we keep doing business like this, and only like this, will we still be who we need to be in 10 years' time?"

IV. AN EMOTIONAL BENEFIT AKA TAGLINE

What do emotions have to do with buying decisions? Surely, when it comes to buying or selling your largest asset, decisions will be driven by sound logic, comprehensive research and insight? Except that research shows us time and time again that we're not rational beings and that even those decisions that seem logical, are not.

Antonio Damasio, a professor of neuroscience at the University of Southern California, studied people whose connections between the "thinking" and "emotional" areas of the brain had been damaged. What he found was that whilst they were capable of rationally processing information about alternative choices, their inability to have an emotional response to any of the choices meant they were unable to choose between the options.

In his article ["How Emotions Influence What We Buy"](#), Prof Peter Noel Murray Ph.D., principal of a consumer psychology practice in NYC, argues that emotions are the primary reason why consumers prefer brand name products and highlights a number of studies that have proven the effect of emotions on our decision-making process:

- ✓ *"Functional magnetic resonance imaging (fMRI) shows that when evaluating brands, consumers primarily use emotions (personal feelings and experiences), rather than information (brand attributes, features, and facts).*
- ✓ *Advertising research shows that the consumer's emotional response to an ad has a far greater influence on their reported intent to buy a product than does the ad's content—by a factor of 3-to-1 for television commercials and 2-to-1 for print ads.*
- ✓ *Research conducted by the Advertising Research Foundation concluded that "likeability" is the measure most predictive of whether an advertisement will increase a brand's sales."*





In my own research, survey results showed that the presence of an online video that tells an engaging story about the brand, profoundly increased identified trust markers in an e-merchant, despite there being no other differences between the test and the control site.

According to Unruly, which ranks the most viral ads each year, emotional ad campaigns create preference, lead to decisions and are about twice as effective as rational advertising. Those ads that focussed on friendship, inspiration, warmth, and happiness were most likely to go viral. A great example of such adverts can be found [here](#) (Kleenex) and [here](#) (Dove).

So this chapter is about encouraging you to *create a tagline by marrying your positioning*

statement with a solution to the emotional needs that your typical customer has when selling or buying or renting a home.

Is it prestige? Starting over? Letting go? The best insight comes from walking a mile in your customer's shoes. If you can figure out the range of emotions that your customers are experiencing at this momentous time in their lives, you can come up with a tagline.

Once you have your tagline, you need to set about finding opportunities to turn your tagline into experiences that will make people want to talk about you. What could you be doing that delights beyond the existing service boundaries? Because that is what

will make your brand worth mentioning to others. Consider this perspective from Seth Godin: "If you show up with generosity, everything else is gonna take care of itself".

Few things are as powerful as the moment when word of mouth matches a brand's own story.



Actionable Insight

- **Keep it simple** – don't go too far down the rabbit hole where clever becomes dumb again.
- **Write, write and write** – jot down all the emotional benefits, synonyms for these benefits, and any ideas you think can work. Keep pairing and mixing, write down new ideas. Eventually the right words find their way into a tagline.
- **It's hard work** – so if you are still struggling with finding the right words after three days, you're not doing it wrong, you're doing it right. Not even agencies turn these around at speed, and they do it for a living.
- **Test it** – ask others what they think and feel when they read it; be comfortable with brutal honesty.
- **Keep it short, ideally using no more than 5 words.**
- **Employ rhyme and rhythm if you can.**
- **Fire proof it** – make sure another brand isn't already using the same line. Google is your friend.



V. THE VISUAL IDENTITY

Don't judge a book by its cover. And yet, we do. Behavioural psychologists will tell you that you have anything from 2 to 7 seconds to make a first impression, that attractive people are thought more highly of (says the research) and that first impressions are so strong that they usually last for months even if contradictory evidence to the initial assessment is provided.

So how is your brand making a first impression? In many instances, the first opportunity you have to make any kind of impression, is with visual material – usually your logo. Ideally your logo and brand material will be professionally designed and fit for purpose. There is nothing worse than seeing a logo that does not visually resonate with the brand purpose and promise. It creates all manner of discord in the viewer, almost like meeting someone who does not appear to be who they say they are.

A logo, and every other visual element that supports it such as letterheads, emails and your website, have to convey your position and values without a single word being spoken. It can therefore never just be a collection of colours, font and an icon. Instead, each of those elements must be carefully chosen to work together as a unit.

Here are a few examples of how that works.

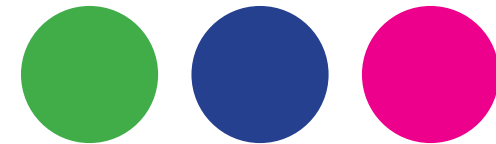
Which is the most message appropriate font for a nursery school?

BUMBLE BEE SCHOOL

Bumble Bee School

Bumble Bee School

Which is the best colour for an established auditing firm?



Which icon will best convey a low-cost message for a city courier company?



EXPRESS



There is no right answer, although collective social programming would have most people choose the third font, the second colour and the first icon. More importantly, is your current company logo an accurate expression of who your brand is and what it offers? If not, it's worth remembering that changing a logo is not uncommon nor disastrous – even for heritage brands. You may need a full redesign or just an incremental change - below are examples of brands that did both:



Image credit: thelogocreative.co.uk

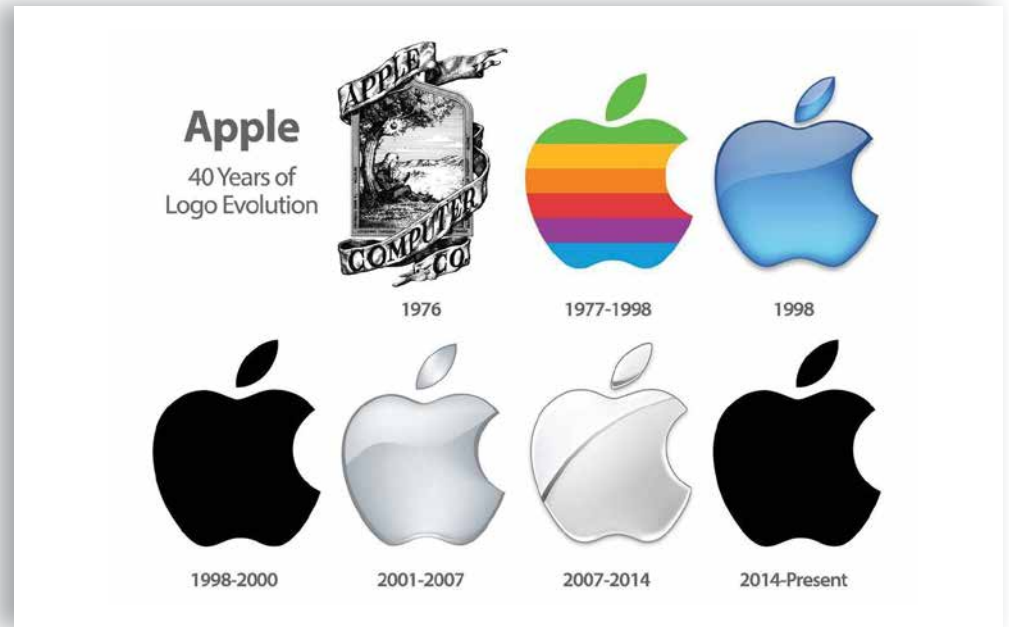


Image credit: pinterest



VI. BRAND LANGUAGE

Your brand language (also called tone of voice) refers to the words and images that your brand will use to communicate to your prospects. A brand that sounds and seems different from one touchpoint to the next, stands to lose trust because there is no consistency. When a brand shows up – which is mostly with words and images before it gets to do so in person – and always sounds and feels the same, it's easy to believe what it promises.

What should your brand sound like?

What tone of voice best represents your brand? Friendly? Authoritative? Open? Relaxed? Smart? Based on the language that your target audience will resonate with most, choose up to three words to describe your voice characteristics.

If you can, attach vocabulary to each of the three words to help everyone on your team understand what it would look like in practice. Also consider whether your material is mostly written in the first or third person, where the former will always create a more informal connection.

What should your brand look like?

An image paints a thousand words, right? Which is why the imagery you choose to represent your brand matters. A lot. Not only do you need to consider the style but also the content. What are the prevailing emotions your images should elicit (because just like video, an image is a mini story and always evokes a certain emotional response), and what are the underlying themes they should express? Consider the following examples of styles and positioning content and ask yourself which styles and stories work best for your brand...

Image styles

Crisp, fresh, modern

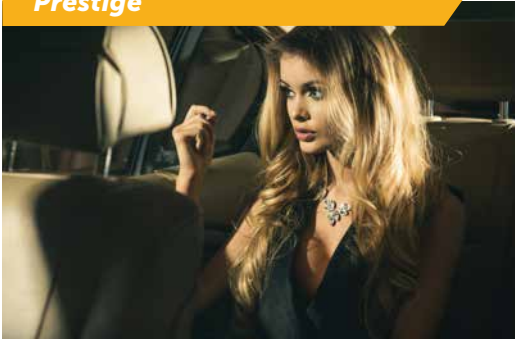


Nostalgic, cosy, warm



Image themes

Prestige



Community



Family



Conceptual



Actionable Insight

Assign a brand guardian

Your brand voice might be very different to the voice of your copywriter and designer, because we each have our own way of talking and expressing ourselves – which means it's going to take practice for them to learn this new way of communicating through images and language. Assigning a brand guardian as the single voice of truth for all external communication will ensure consistency across all touchpoints, and in time your brand will have an easy to recognise, distinctly unique voice.

Clear guidelines

Be as clear as possible about the language requirements, preferably capturing it in written format with examples, and then be willing to review and redo quite a bit in the beginning until the voice of your agency is crystal clear to all who use it.



VII. A SENSORY PRINT

If you're going to read only one book on branding, let it be the phenomenally perspective shifting book titled *Brand Sense*, by Martin Lindstrom, sensory branding expert and Times 100 Influential Honoree. Earlier we've discussed just how much our emotions influence our buying decisions. But what influences our emotions? More often than not, it's our senses. In fact, there are those who argue that the true predictor of success is no longer our EQ but our SPQ (sensory perception quotient). Think about it: how often has a scratchy label or a repetitive noise in the background or a really bad smell, changed your mood? And how often has the smell of coffee or your favorite herbal tea, immersion in water, or the sight of a rainbow lifted your mood?

Lindstrom uses scientific methods to study consumers' brain patterns when interacting with brands, and the results are astounding. He also highlights just how many brands are already using sensory feedback to help shape our perceptions of their product or service. A few examples include:

- ✓ *An international hotel group that uses the same, familiar (chemically engineered) fragrance so that you feel at home wherever in the world you visit them*
- ✓ *A German car manufacturer that set a team of engineers to work to find the ideal sound for a closing door of a luxury car*
- ✓ *A leading sport shoe brand injects their shoes with a 'new shoe smell' because they found that customers are willing to pay more for shoes that smell like new*
- ✓ *A supermarket that pumped an engineered fragrance smelling of freshly baked bread outside their entrance, to attract shoppers and make them spend more whilst inside*

82% of what we know about a brand comes through sight, but what would happen if you started to engage some of the other senses in your brand profile? This [Hubspot article](#) showcases how five prominent brands get it done, and it makes for fascinating reading and inspiration.





Could you add touch, sound, taste or smell to your brand profile? Here's why you might consider that jingle after all...



Smell

Scent is the strongest sense that is linked to memory and emotion, with 75% of our emotions being influenced by it. Interestingly, people can still recall a scent after a year with 65% accuracy. Is there a way for you to link smell to your brand, to create a highly pleasant recall experience of your brand as well as connecting that same feel across all your branches to deliver a consistent brand experience?



Sound

Intel is one of the best examples of a brand that used the power of sound as part of their overall brand identity; few people are unfamiliar with the jingle, and most can recall the brand name just by hearing it. Our ability to recall experiences connected to familiar tunes knows very few boundaries. Sound also holds the top spot as the primary driver of our emotions. Which is why popular brands like Disney and Pandora opted to have their instore sound experience designed to reflect the luxury feel of the brand, instead of letting the sales attendants play whatever they felt like on the radio. We've all been in cafés where the audio experience went unchecked and can recall without much effort the unpleasantness of it all. If your brand matters, it matters what's playing in the background.



Touch

Through touch we gain a deeper understanding of the world around us. And perhaps because everything is so digital and distant nowadays, we've grown to have a particular appreciation for tactile experiences. A few years ago, a printed invitation arriving via post was out of vogue. Today they are so rare to receive that the mere act of opening up the envelope and holding the slightly heavy, matte card with a glossy embossing in your hands, is a luxury and a pleasure all on its own. Apple's packaging is so beautifully designed and extraordinary (they have a team solely dedicated to designing their packaging), that it still sets the bar for what it looks like if you get sensory branding right.



Taste

Taste combines with smell to create a powerful sensory duo that can help to make your brand more memorable. I know a German company that had a local bakery produce a classic German biscuit to a family recipe, exclusively for them. Customers would receive these biscuits in the showroom with their hot beverage, as well as afterwards as a show of thanks. So popular were these biscuits that they were asked for the recipe at least once a day. The biscuits were a testament to their heritage, their approach to their customers and most of all, it was a great story to tell about a brand that would otherwise just be another premium audio equipment store.



Your brand is valuable, so make sure you design every touchpoint, even the sensory ones.

Upcoming Webinars

There's only so much that you can fit into a guide, which is why we have three additional webinars coming up to expand on the topics in this guide, as well as to show you what you can do to market your brand.

- Brand Marketing Explored
- How to build an unstoppable brand culture in your agency
- Creating effective surveys

So do look out for these invitations in your inbox, coming shortly. I look forward to seeing you there and taking your questions.



About the Author

Sandra is the Marketing Director at Reapit Ltd. Following a degree in Consumer Psychology, she spent several years climbing the corporate marketing ladder before co-founding an advertising and marketing agency, delivering award-winning campaigns for leading local and global brands for more than 15 years. During this time, she completed her Masters in Business Administration as well as the acclaimed Digital and Social Strategy course at Harvard Business School. As a brand strategy leader, Sandra has helped companies across various industries, including engineering, construction, mining, agriculture and tech, to successfully position and build their brands.

She joined Reapit in 2018, commenting that it was one of the most rewarding decisions she's made, focussing on building the brand of a company that has such a forward-looking approach and that is continuously innovating beyond the expected.

Sandra lives in Windsor with her husband and three children.