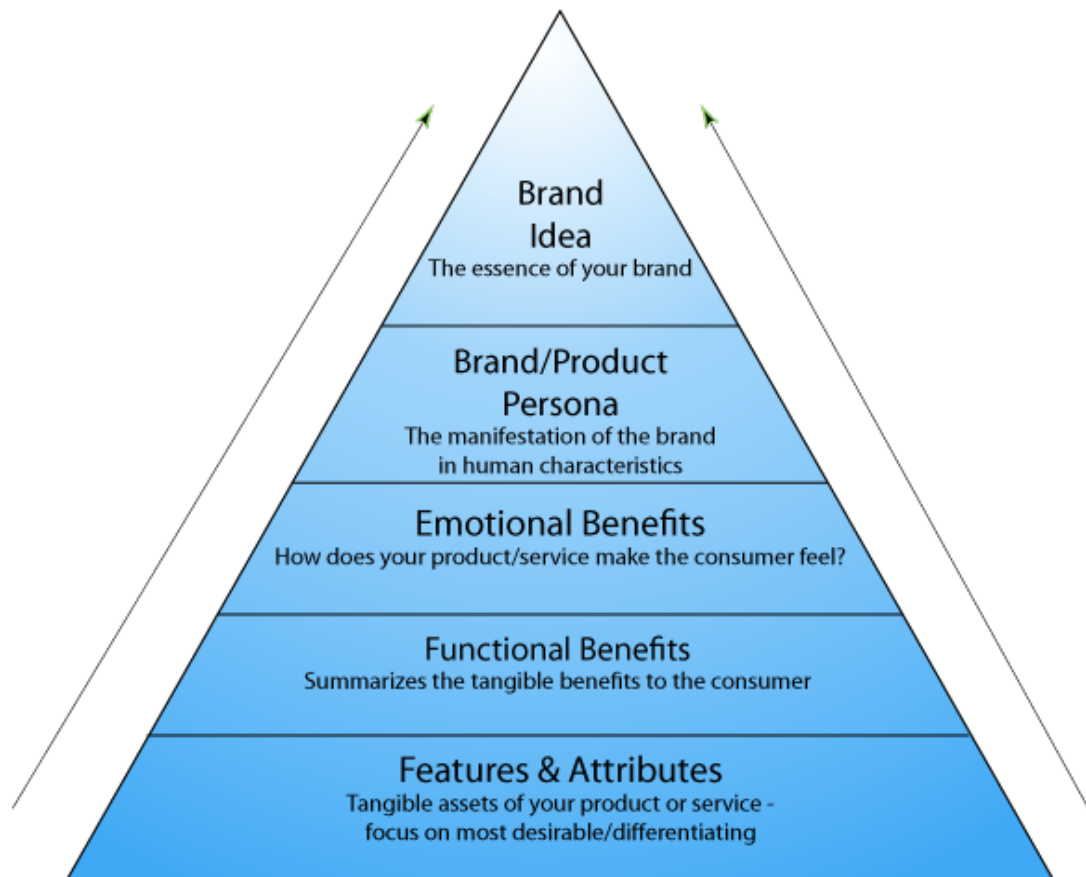


Building a Brand Pyramid

The brand pyramid is a very structured way of crafting a communication strategy that creates brand synergy starting with the features and attributes of a product or service all the way up to the “brand idea”. The “brand idea” being the essence of what you provide to the marketplace, distilled down to one word or as succinct as possible.



Brand Pyramid Template

Level One: Attributes and Features

This is where we focus on the “how” part of the product or service. It is important to be specific, particularly for complicated products or services. It is often helpful to separate product or service features into categories, then focus on those attributes that are most desirable and/or that provide differentiation.

Level Two: Functional Benefits

Identify the *tangible* benefits that consumers will experience by using the product or service, ie: cost savings, time savings, enhanced productivity, whiter teeth, a flat stomach...etc. Remember consumers are buying benefits, not the features.

Level Three: Emotional Benefits

This is where the fun begins. Now identify the *intangible* benefits that consumers will experience, ie: Happiness, confidence, peace of mind, sense of belonging, etc...

Level Four: Brand Personality

Based on what you've done so far, think about what your brand personality is. This is where the magic starts to happen. Your brand personality will dictate how consumers respond to your brand on an emotional level. It manifests itself in human characteristics such as sincerity, competence, or fun, just to name a few.

Level Five: Brand Idea

This is the essence of your brand, distilled down as succinctly as your product or service will allow. This is the idea that you want your customers to think of every time they hear or see your brand.

Starting with the foundation of your attributes and features you will need to roll each level into the next creating a synergistic relationship between each level of the pyramid until it ends with the true essence of your brand. You can use this same structure to build a messaging strategy for different segments of your audience, or it certainly also applies if you are selling into a B2B situation where people in a variety of roles will look for different benefits in your product.

Brand Architecture

