

How to create a brand
your clients will fall in love with

@debbieobrand @wrdcreative
#brandmagic

WRD.

THE DIVISIONAL COUNCIL OF THE CAPE

WHITE AREA

BY ORDER SECRETARY

DIE AFDELINGSRAAD VAN DIE KAAP

BLANKE GEBIED

OP LAS SEKRETARIS





An iceberg floating in a blue ocean under a blue sky. The tip of the iceberg is above the water line, and the much larger, submerged part is below. The water is a deep blue, and the sky is a lighter blue with some wispy clouds. The iceberg is white and jagged at the top.

Logo

Brand

What is Branding?

Your brand is...

- 'who' your business is

Your brand is...

- 'who' your business is
 - your promise

Your brand is...

- 'who' your business is
 - your promise
 - your purpose

Your brand is...

- 'who' your business is
 - your promise
 - your purpose
- how you make people feel

Your brand is...

- 'who' your business is
 - your promise
 - your purpose
- how you make people feel
 - the gut feeling

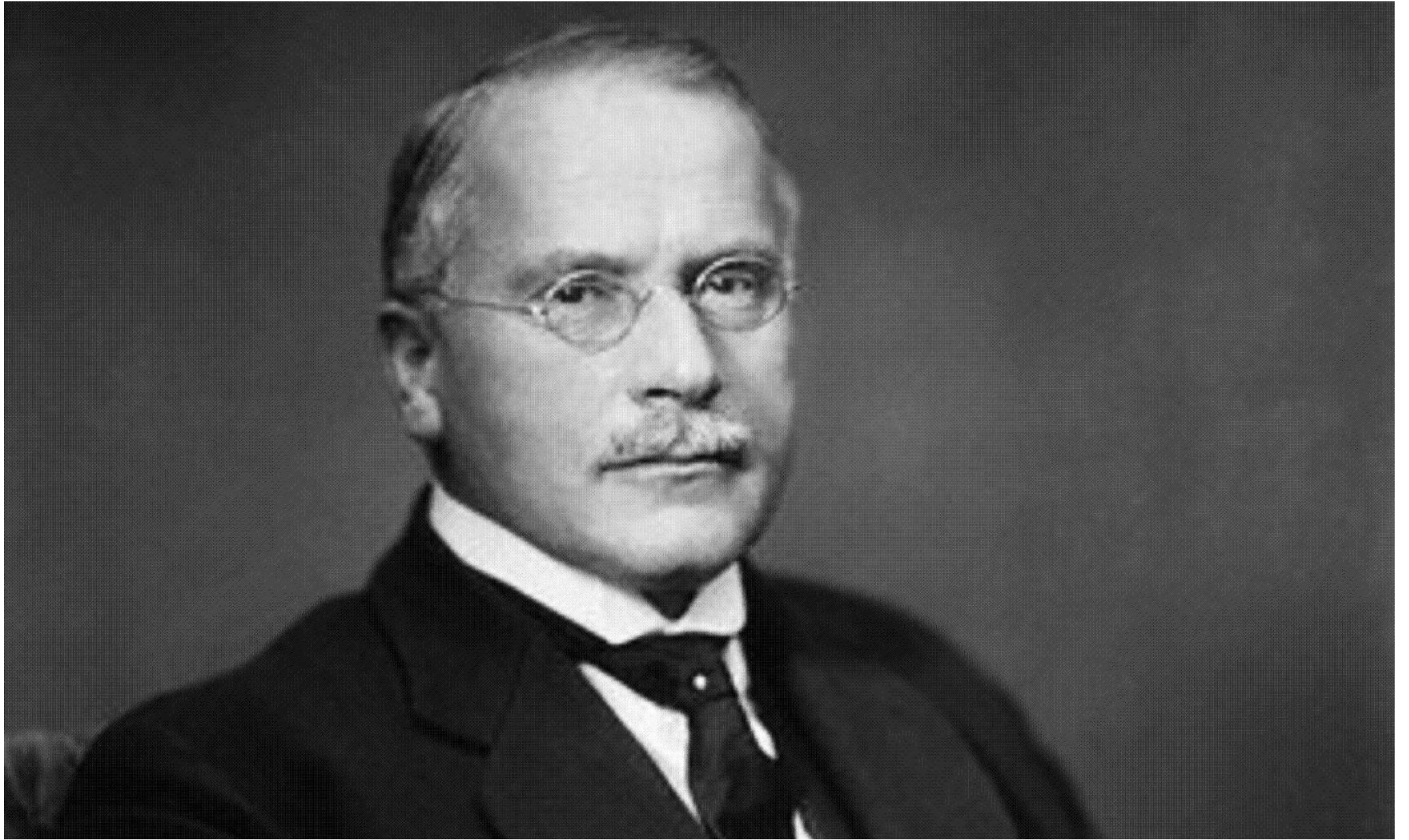
Your brand is...

**What people say about you
when you aren't in the room!**

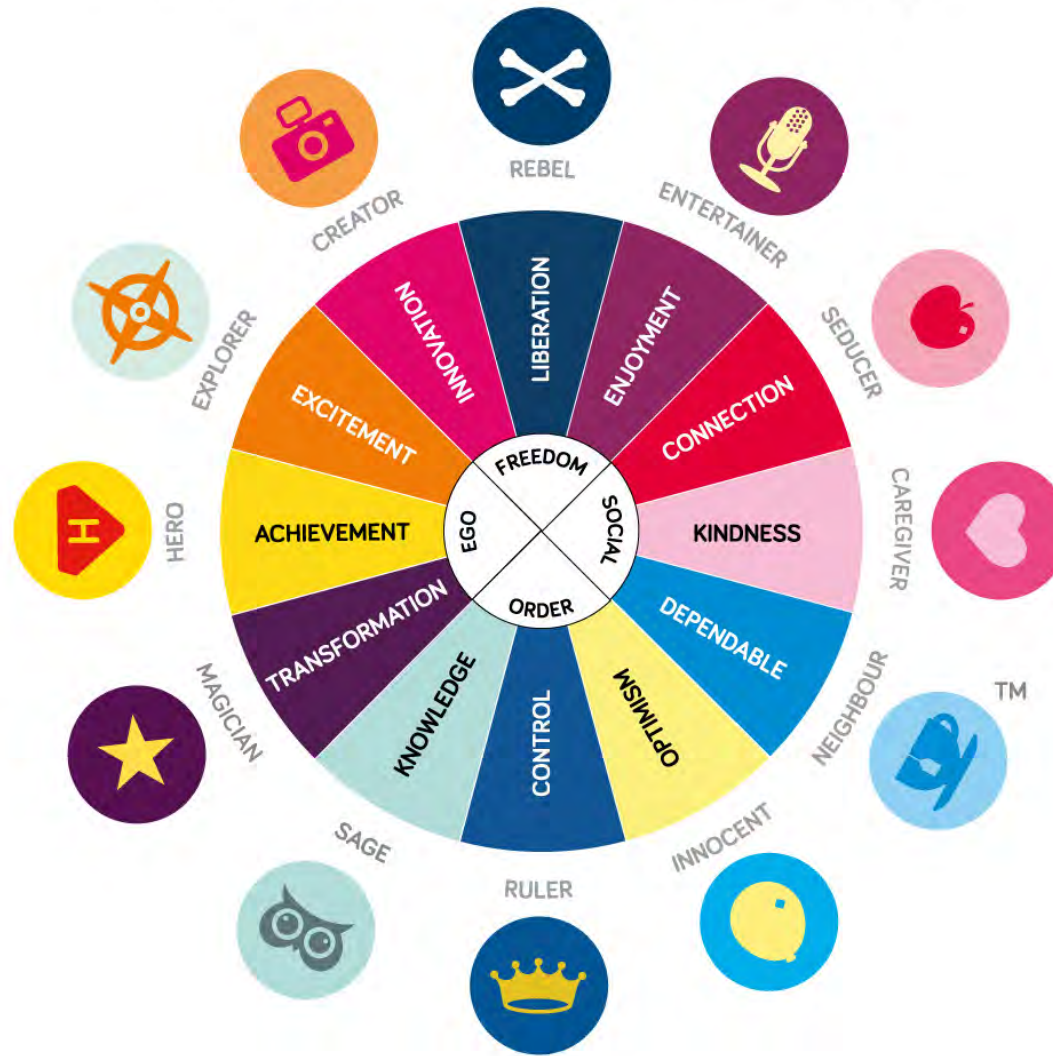
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Brand personality



Brand Personalities by **Brand Magic**[®]



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THE CAREGIVER

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*Dove presents
reverse selfie*



THE CREATOR

WRD.



CREATE



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THE ENTERTAINER

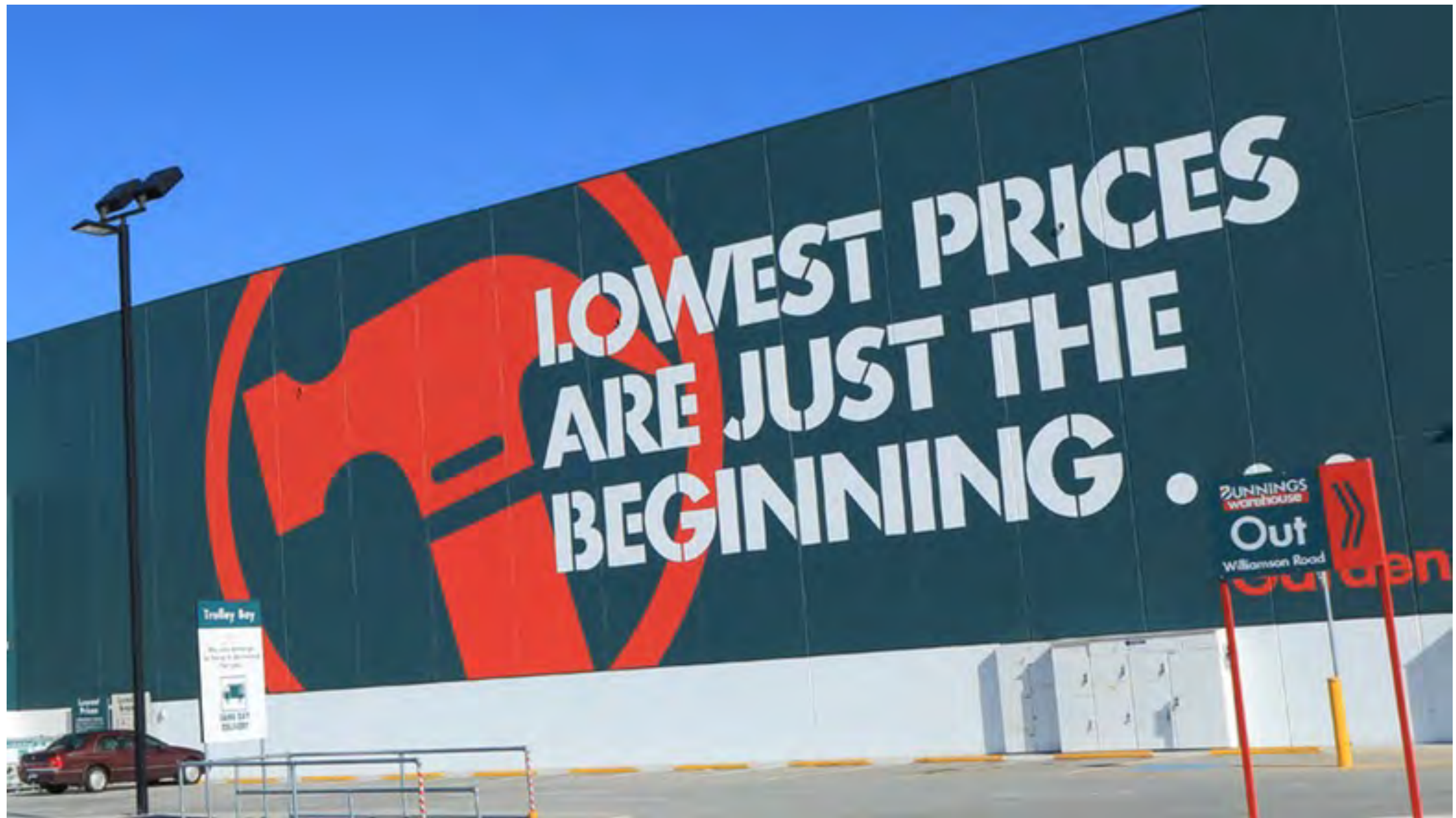
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THE NEIGHBOUR

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**LOWEST PRICES
ARE JUST THE
BEGINNING**

Trolley Bay

For more information
on Bunnings Warehouse
visit www.bunnings.com.au

BUNNINGS
warehouse
Out
Williamson Road





THE EXPLORER

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Henry Rietra



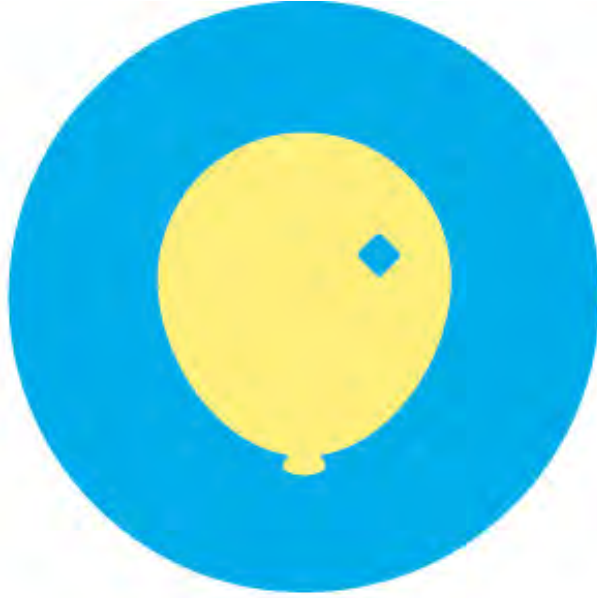
THE HERO

WRD.



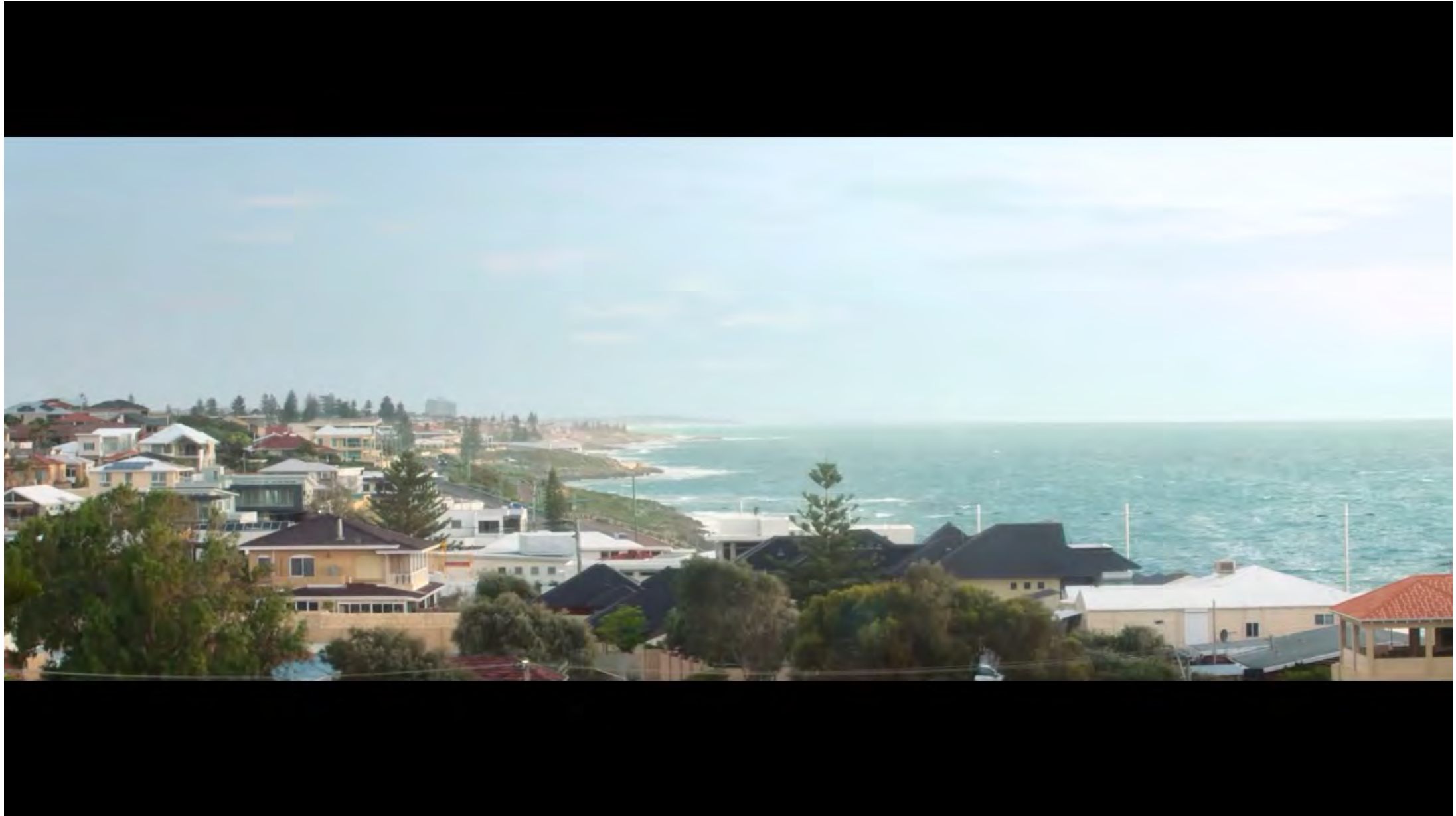


FedEx
Federal Express
WHATEVER IT TAKES.
Late pick-up, overnight delivery, across Europe.



THE INNOCENT

WRD.





THE MAGICIAN

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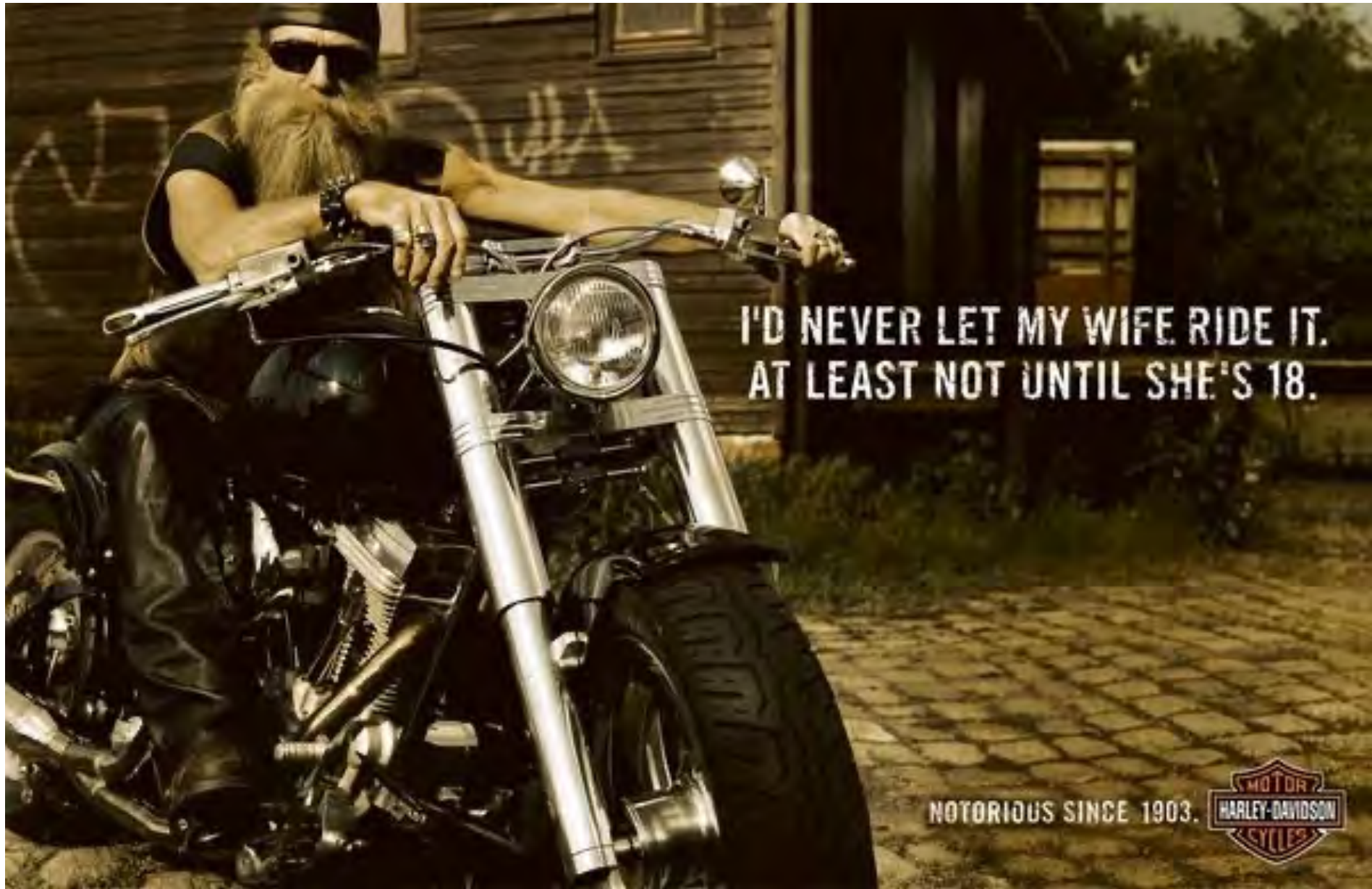


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THE REBEL

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I'D NEVER LET MY WIFE RIDE IT.
AT LEAST NOT UNTIL SHE'S 18.

NOTORIOUS SINCE 1903.





THE RULER

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THE SAGE

WRD.

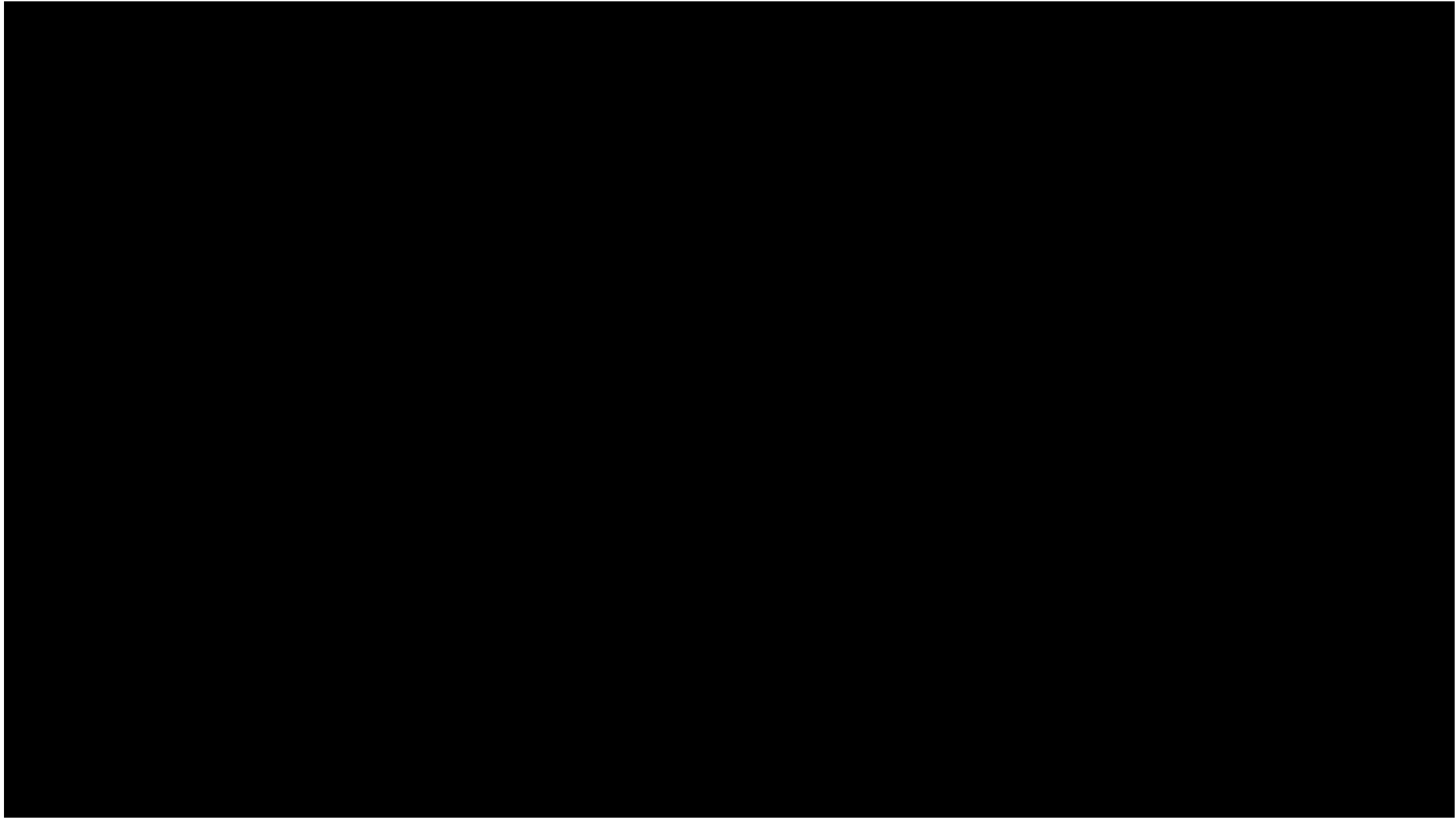


CNN WEATHER REPORT. 99% ACCURATE.



THE SEDUCER

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Brand story





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3 Focus Points to discover your brand's personality

1. How not what
2. You or your brand
3. Words that belong together

brandpersonalities.com.au

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BREED SPECIAL

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Use code: **breed**

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Thank you for your time.

Social media:
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