

BRAND EQUITY PYRAMID

A model for capturing the unique elements of the brand.

WHAT IS A BRAND PYRAMID?

There are many different models that can be used to capture the elements of brand strategy. The equity pyramid is just one option we use because it simply captures and communicates the hierarchy of information used to differentiate the brand.

HOW TO BUILD A BRAND PYRAMID:

1. BRAND PROMISE

Sometimes called the Brand Essence, it captures the core idea or experience that makes the brand stand out in the marketplace. It should be succinct, inspirational, and memorable.

2. BRAND POSITIONING

Establishes the unique position the brand should stand for in the hearts and minds of customers. Usually longer in form than the Brand Promise, the Brand Positioning helps define the strategy and placement of the brand versus competition.

3. BRAND CHARACTER

Sometimes called Brand Personality, the Brand Character clarifies the personality of brand communication to target customers. This is where we define whether the brand is funny or serious, technical or personal, guy or girl next door, sherpa, or emergency room doctor.

WHY BUILD A BRAND PYRAMID?

We believe clarifying the foundations of a brand help the brand stand out in the marketplace and defend itself against competition. This foundation can and should be used as barometer for visual and verbal brand expression moving forward.

4. ATTRIBUTES

POINTS OF DIFFERENCE (PODs)

These are the rational and emotional attributes or benefits that help customers differentiate one brand from another. Many brands have only one to three PoDs because true differentiation is difficult.

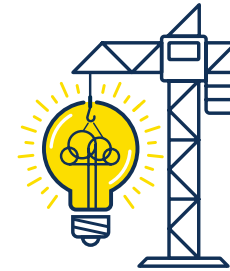
REASONS TO BELIEVE (RTBs)

RTBs are the proof points to support the Points of Difference. If the POD is the claim, the RTB is the support behind that claim.

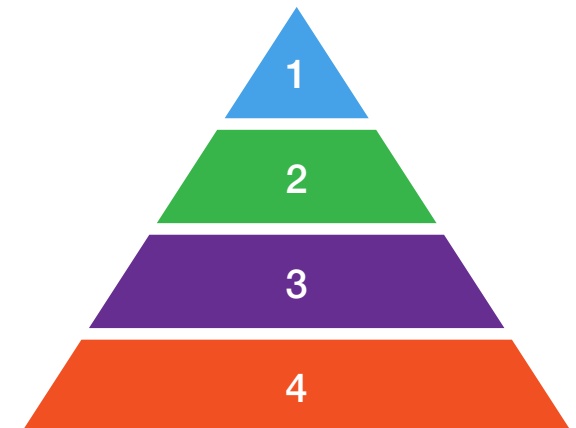
POINTS OF PARITY (POPs)

These are attributes or benefits the brand needs to promote in order to have credibility in the category. We capture PoPs to help clarify what's unique about the brand versus what are category norms that everyone talks about. The list can be fairly long but doesn't have to be. Focus on the top points.


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BRAND BUILDING PROCESS



The elements of a brand equity pyramid work together to define what makes a brand unique.