

BRANDS

elevating brands

how to build a  
brand with long  
lasting value

## How a brand is brought to life can make or break a business. Branding goes far beyond just the way a logo looks. True branding is an organisation's DNA and its way.

At DAIS, we show our clients that for their brand to reach its potential, they need the desire to design their business's DNA. Thereafter, an unwavering commitment to living the brand identity in every facet of the organisation is what builds sustainable, memorable brands.

### YOU NEED THE COMMITMENT TO ACTIVATE THE ORGANISATION'S DNA.

It's the true commitment to actually building processes and behaviours that are sustainable. This is the 'I' (implementation) and 'S' (sustainability) of our acronym, DAIS.

It's where we get deep into the behaviours of an organisation to understand, for example, how you say hello and how you treat people.



It doesn't stop there though. Think about how you build awareness, profile and continuing relationships after a transaction.



It's where a brand promise moves beyond just that. Now, it becomes a series of processes. From there, it evolves into process-driven habit supporting a set of values that underpins an organisation.

When you bring in protocol for how your business will treat clients during and after a transaction, you're bringing the identity of a brand to life through processes.



When you introduce protocol for how you'll greet clients, how you'll drive awareness for your brand, your profile and how you'll build relationships, you're doing it again.



Rest assured, these aren't ethereal constructs we're talking about either. These are documented and mapped procedures. These tangible assets ensure you can deliver your brand promise through sustainable behaviour.



**In turn, you can now say hello to your organisation's DNA.**



# PROCESS

Is there a process? Can you document it?  
Can it be drawn as a flow diagram?

# PRODUCTISE

How can we productise it and humanise it? Give it a name, something memorable and relatable so that people both in your organisation and outside of it can develop a relationship with it. Build a language around it. Make it catchy, contagious. Own it.

# PROVE

You have to be able to prove it. The thing that actually makes a brand tangible for people beyond its presence is evidence and metrics. If you can prove how your process is important for success, it has a real impact. If we can measure it, we can report on it. If we can report on it, we can improve it. Your leaders can understand whether it's working or not. Doing this is important for buy-in from your team: showing that adherence to a behavior has a direct impact on a conversion rate or customer loyalty, for example, helps your team choose that behaviour.

# PROMOTE

Finally, you have to promote it. Share the passion and the importance of that process as a success strategy. Allow this message to filter through your communications channels, into your marketing and through your conversations. Branding is about memorability, right? Show others that you do something different and that it has a positive effect on your individuality and memorability.

## Smarties, Air Force Ones and Unearthed Brands

Let me give you a DAIS example of the **four Ps** in play.

### Process & Productise

A core component of our brand identity is our ability to create and execute clever ideas. Smart ideas. So how do we make “smart ideas” part of our behaviour? We give clients a little box of sugar-coated treats - Smarties.

It's in our processes when we greet them. We explain it during our first meeting with them, we give them extras for their kids when they leave. Hours or days later, when rifling through their handbag or briefcase they come across this obscure box of Smarties and are reminded of our brand identity.

### Prove

We know that if we adhere to the Smarties process from beginning to end (which also includes a number of other behaviours and processes), our conversion rate for new clients is as high as 90 per cent. When we divert away from it, that conversion rate drops measurably.

### Promote

Then, we promote it. We theme Christmas cards with Smarties, and created a YouTube video starring Smarties. We celebrate our creative, collaborative culture - and we proved its efficacy.

It has a real internal culture-building impact, and allows us to create content that engages people in who we are and what we love - creativity.

This is a process that we productised. We see the impact, its value and we make sure it gets done. We also promote the impact it has on who we are to our clients.





## BEHAVIOUR IS WHERE IDENTITY IS ANCHORED.

Take **Harris Black** for example, an accountancy business we have worked with extensively in this space.

When we dived into their behaviours and mapped their customer journey, we were able to create a spoken language that classified their client types: Drones, Dreamliners and Air Force Ones.

The organisation now has a set of behaviors, communication guidelines and processes that work for attracting, responding to and providing services to Drones, others that work for Dreamliners, and, importantly, redirect Air Force Ones.



Drone



Dreamliner



Air Force One



The **Drone** has quick needs; it picks up and drops off and moves on. Think compliance, basic tax accounting. They just want things added up, summed up and to get a big tax return.

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The **Dreamliner** client, on the other hand, is on a longhaul journey to a specific destination, and needs a smooth, high-end experience with bells and whistles. We liken it to a 22-hour flight; if you're going to fly far, fly well - have a champagne, a shower, a set of pyjamas - enjoy the experience and feel fresh when you land.

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The **Air Force One** is a family office client who has high stakes, high security and high risks. These are an archetype that has a specific place in the business model and thus, its own procedures.

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## It is measurable, and it can be marketed.

The language allows the team to quickly profile and recognise who the right client is or redirect clients that aren't right for them.

## COMPONENTS ONLY

Another example is **Components Only**, a dynamic civil machinery business. In the process of redesigning their brand, we unearthed two distinct brands within their company, one of which had never been marketed.

By productising their new IT entity, **ODEXR**, we made their data asset more tangible and visible which entirely shifted their business paradigm. It was there all along but it had not been marketed or monetised. Now it is.

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**Components Only** buys, sells and markets.

**ODEXR** builds technologies that enable companies to buy, sell and market.

Now there are two business relationship opportunities to promote.



As clients steer away from the idea that brand identity is superficial colours and fonts, and drive towards the knowledge that brand is behavioural, we're able to achieve emotional and financial returns for a business.

How do we do that? We grab a metaphysical mirror and hold it up to the business. Now the owners and leaders can see what they haven't seen before about their purpose, their mission and, their future.

It makes defining that DNA incredibly simple once we see the true reflection of what a business is and isn't.

## NOW LOOK AT YOUR OWN BRAND.

### Question 1.

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Can you create tangible and effective brand behaviours that connect to your identity and drive business success?

### Question 2.

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Can this be productised and given a voice?

### Question 3.

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Is there a process that can be measured?

### Question 4.

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Do you have ideas about how you can promote it?

We're here to help elevate your brand and build it as an asset to deliver a return on investment.

[Connect to our team of brand experts](#)