



# The power of purpose

How to align your brand with your audience's psyche and needs

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**A brand is a vessel  
carrying values  
and beliefs that  
consumers associate  
with a product or  
service, but it doesn't  
start out that way.**

Deliberate steps must be taken to ascribe meaning to a name that otherwise has no meaning, or to elicit an emotion from a seemingly ambiguous combination of colors and shapes.



# A brand's role:

**to facilitate decision making. It's a mental shortcut that sparks strategic, purposeful associations. A psychological construct that is significant enough to drive behavior.**

To achieve this in today's world a brand must align with their values and beliefs of its target audience. They want to see themselves in your brand.

Read on to learn more.

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Simplicity is key in order for people to understand the “why” behind your brand, or in other words, its purpose.

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**When done right, a brand’s purpose will ensure meaningful relationships with people are made, while also guiding brand identity creation.**

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# Understanding your audience

Various methods, including quantitative research, focus groups and qualitative in-depth interviews, among others, are leveraged to gain insight into the wants, needs and perceptions of target audiences.

In the beginning of a brand's life, the reason for this buyer centric research is to understand of the perceptions of the market you plan to inhabit including, the competitive landscape, unmet needs and opportunities.

An intimate, comprehensive and objective understanding of your target audience's psyche is necessary to identify what is meaningful in their eyes. Building this understanding is the first step in developing a brand purpose that is:



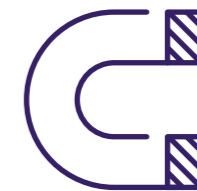
**Distinct.**

Standing apart from others in the space, with unique characteristics and an ownable narrative.



**Authentic.**

True to its origin, inspiring curiosity and building trust among audiences.



**Compelling.**

Aligning with closely-held values of your audience to deliver value and drive action.

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**With the understanding of your audience's perceptions and attitudes toward the current market in place, we can begin to lay the groundwork for building that distinct, authentic and compelling brand purpose.**

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# Creating your framework

Having a framework to synthesize and prioritize these insights will prove to be a valuable companion on the journey to finding your purpose.

This framework should highlight the key features and characteristics that are compelling to audience members and distinct within the competitive set.

Next, your foundation should define what those features and characteristics do for your target audience – what problems do they help solve, or how do they help the audience achieve their goals?

And finally, how does the brand make the audience feel, and why?



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**Your brand's purpose is hidden within this framework. While you will face tough decisions about letting go of things that don't serve your purpose once you begin this process creating other aspects of the brand, like a name or logo, come easily.**

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A purpose that is equal parts authentic, compelling and distinct will future proof the brand and facilitate disciplined growth for years to come.

At Addison Whitney, our purpose is to work closely with you to build something that matters. Something that makes a difference. It's that simple. And it's that complex.

Whether you need a name that encapsulates and concentrates your brand's distinctive qualities or a brand identity and story that defines a purpose that sets you apart from everyone else, this is where you begin. With us. For nearly 30 years we've been creating brands that have a powerful impact on the world. That's our passion. Our commitment.

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