

What is a Brand?

A set of **ideas in people's minds** that **influence** how they **think, feel and act**, and so **create commercial and social value.**

Key features:

- A set of ideas for what an entity stands for in people's minds (shareholders, staff, customers and society)
- Shaped by that entities actions
- **And usually recognised by visual, verbal, sensory and interactive styles – a “*Brand Identity*”**

Useful Words/Phrases

community
affordable
outcomes
together
economic
shared
scale
sustainable
expertise
efficiency
one
sustainable
social value
cooperation
innovation
residents
service
shape
passion
better community
working together
collaboration

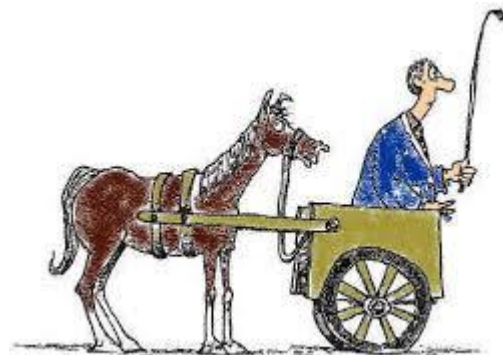
Our purpose?

1. Delivering value to customers and residents through scale, expertise, innovation and passion.
2. Delivering public sector value through scale, expertise, innovation and passion.
3. Sustainable public services at scale to better serve communities
4. Sustainable public services through scale
5. Affordable public services through scale
6. Working together at scale to deliver excellent public services
7. Better public services through scale

Our 'Why' (Brand)?

“**Better community** through sustainable and affordable public services delivered through scale, expertise, innovation and passion.

The **Brand** must drive the ‘**Brand Identity**’ (name & logo) not the other way around.



What do we need a “Brand Identity” to do?

Brand identity is a visual, verbal, sensory and interactive expression of the brand. The “*Brand Identity*” must do 5 things:

Purpose	Description	Examples
1. Communicate	To help customers understand why an organisation exists and what benefit they will derive from it.	 
2. Differentiate	To stand out in a crowded, commoditised sector and beyond.	 
3. Resonate	To be valued, to encourage belonging, engender an emotional attachment, inspire staff and encourage repeat business and cross selling.	 
4. Migrate	To enable growth into different sectors more easily.	 
5. Co-create	To encourage and enable active participation from staff, customers and partners.	 

“Brand Identity” to match the Brand

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