



The Chartered  
Institute of Marketing



QR Code for  
Questions for Panel  
Discussion:



**Jo Lilford | Run Jump Fly Ltd**

"But how does it make me FEEL?"

QR Code for event  
feedback:



But how do you  
make them feel?





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What **qualifies** me to talk  
about this?



Are you sitting  
comfortably...?  
Let's get going!







We've all been **small.**

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# Disney CEO, Michael Eisner

A brand is a living entity – and it is enriched or undermined cumulatively over time, the product of a thousand small gestures.

We all know that our Disney brand is our most valuable asset. It is the sum total of our reputation, of everything we stand for.



So, where do we start?



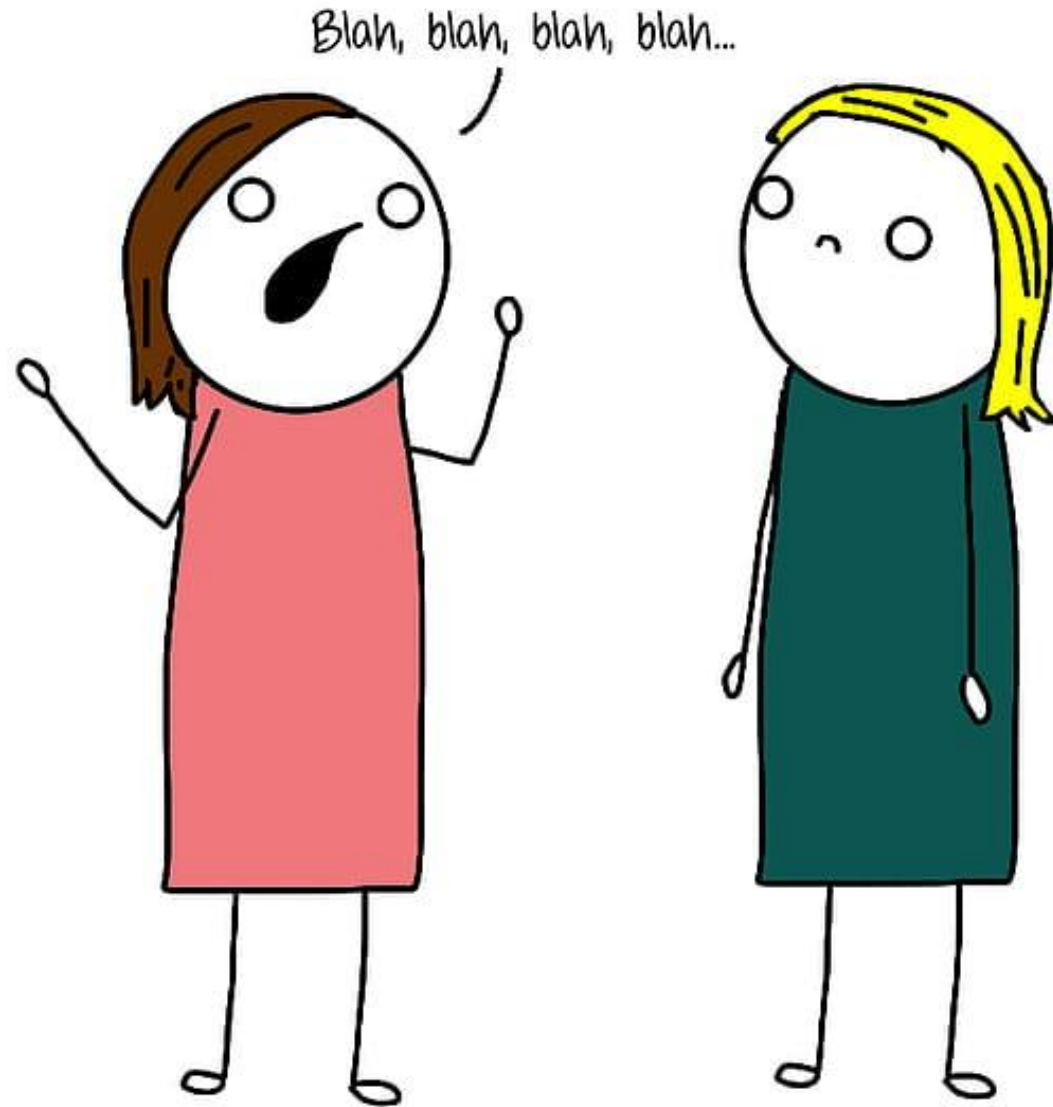


# Two big things



## Rule 1:

Know your audience.



# Be like Bob

Name

Age

Location

Home

Job

Marital status

Kids

Favourite movie

Hobbies

Drives

Holidays in

Shops at

Jeans

Eats

Pains

Gains

Needs

Social media use  
literacy

Hardware

Events

Comms channels





## Rule 2:

Your brand should  
power your  
business strategy.

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# Then we get to brand strategy



# Strategic brand framework: the basics

## Strategic

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**Proposition** - this is our baseline, the brand foundation. Not always visible, expresses our true North.

**Brand narrative**— how we might express that proposition in a way we want people to feel about us, our character and attitude.

**Positioning** - eg Vision, Mission, Values (Why, How, What/ Manifesto)

**Brand voice** – the language and attitude we use to tell our story.

## Tactical

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**Messaging**— audience-specific messaging, including internal cultural drivers.

**Marketing and comms** initiatives, website, etc.



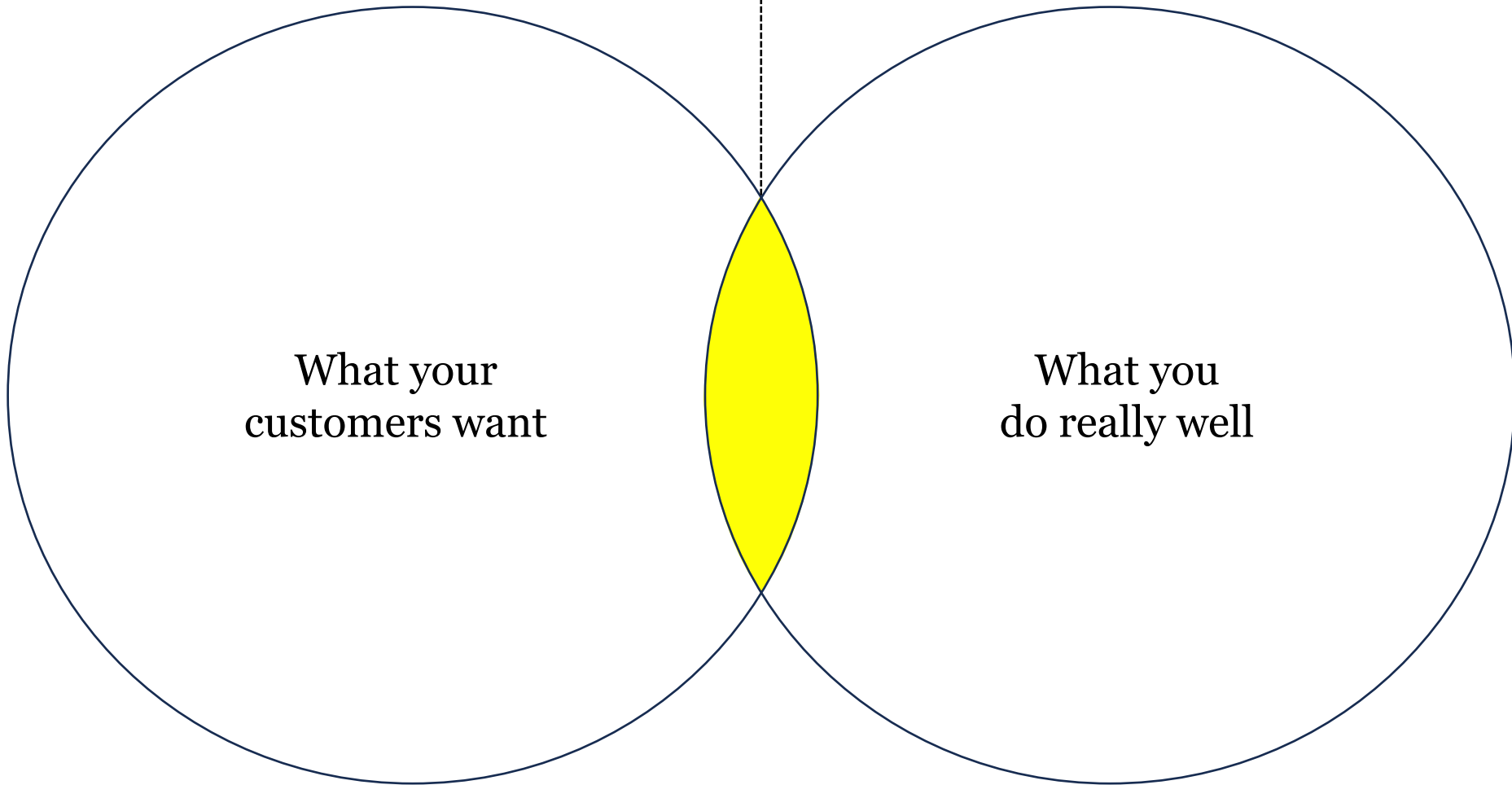


# Brand proposition

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**Amazing  
Golden Treasure!**



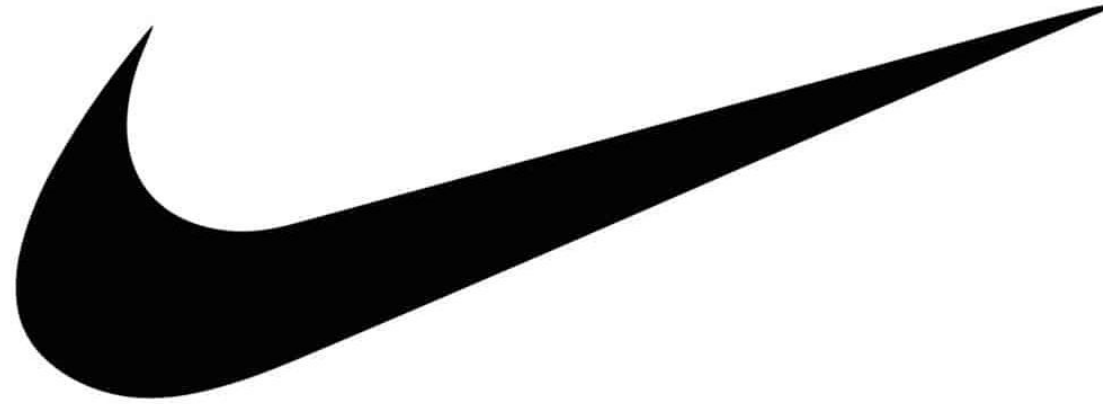


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**JUST DO IT**

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# Brand narrative





We're powering an underground revolution, changing the digital landscape in Wales. We're not waiting for something to happen, we're out there making it happen. We're connecting people to the world beyond their doorstep, opening doors to new opportunity, helping them turn their ideas and dreams into reality. Life's better when we're connected: whether we live, work and play locally, or on a global stage, connections make life real.



# Our story

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We're at a crossroads in the way we travel, which presents Wales with a big opportunity:

- To transform travel and create a real and enduring alternative to jumping in the car
- To do something positive for people, communities and visitors to our future-focused nation
- To make travel simpler, more cost-effective and kinder to our planet

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## We're seizing it

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We're a people-first organisation, owned and run by the people of Wales, for the people of Wales. Every journey made with TfW helps us build and grow, as we go.

We're building positive, joined-up travel for Wales, for this generation and the next.

Travel for life.





# Mission and vision



# Confused? You're not alone.

## **Mission:**

Expresses our purpose, the thing we're here to do each day.  
It's practical.

## **Vision:**

The ideal future state that your mission will help you reach.  
It's aspirational.





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## Our Vision

Our vision is for CIA's information, insights, and actions to consistently provide tactical and strategic advantage for the United States.

## Our Mission

At the CIA, our mission is to pre-empt threats and further U.S. national security objectives by:

- Collecting foreign intelligence that matters; Producing objective all-source analysis;
- Conducting effective covert action as directed by the president; and
- Safeguarding the secrets that help keep our
- Nation safe.





## Our Vision

To create a better everyday life for the many people.

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## Our Mission

Offer a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them.





# Values



# Values: My Rules

- 01** Own them, test them
- 02** Use them
- 03** Make them power a positive internal culture through behaviours



# Value: We welcome

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## Behaviour: We're inclusive

We're surrounded by people in our work – colleagues and visitors, alike. Irrespective of who they are or where they're from, we treat our visitors, collaborators and one another with respect, dignity and kindness. Everyone should to have a positive, enjoyable time here.

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## Jane, HR Manager

Hi, I'm Jane. I'm quite new, I've been here for six months. I work in HR, my main focus is recruitment. I'm looking at ways we can become an employer everyone really wants to work for! Everyone - from the global majority, with a disability, neurodiverse, whatever. Everyone.

I'm passionate about this. The more diverse we are as a workforce, the better we'll be as an organisation. We want to appeal to everyone, and we only do that well with a deep understanding of what makes our fellow humans tick. What's important is getting the right person for the job - and making sure they understand that we welcome applications from all kinds of people.





# Brand voice

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Attitude is  
everything

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HANS BRINKER

HOTEL

HOTEL

runjumpfly®

NOTICE

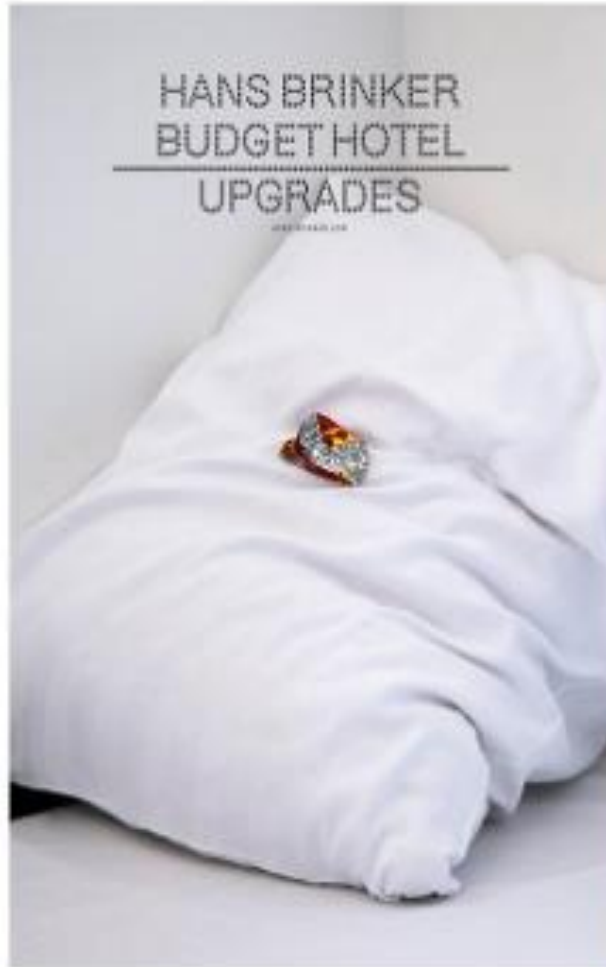
This street is NOT a terrace  
Please do not sit or hang  
around the hotel  
Thank you for your  
Thanks !



Welcome to the Hans Brinker: quite honestly not the best, but definitely the most memorable hostel in Amsterdam. At the Hans Brinker Hostel you get what you pay for. And because you don't pay much you won't get any of the following things: a swimming pool, room service, honeymoon-suites, a gym, tiny bottles of shampoo, a spa-bath or bellboys in silly hats. You will simply get a basic room in the centre of Amsterdam that is worth every penny.







# Welcome to GOV.UK

The best place to find government services and information

**Simpler, clearer, faster**





# We are the Nation's first line of defense.

**We accomplish what others cannot accomplish and go  
where others cannot go.**

A career at CIA is unlike any other. We are looking for people  
from all backgrounds and walks of life to carry out the work of  
a Nation.

**FIND YOUR CALLING**





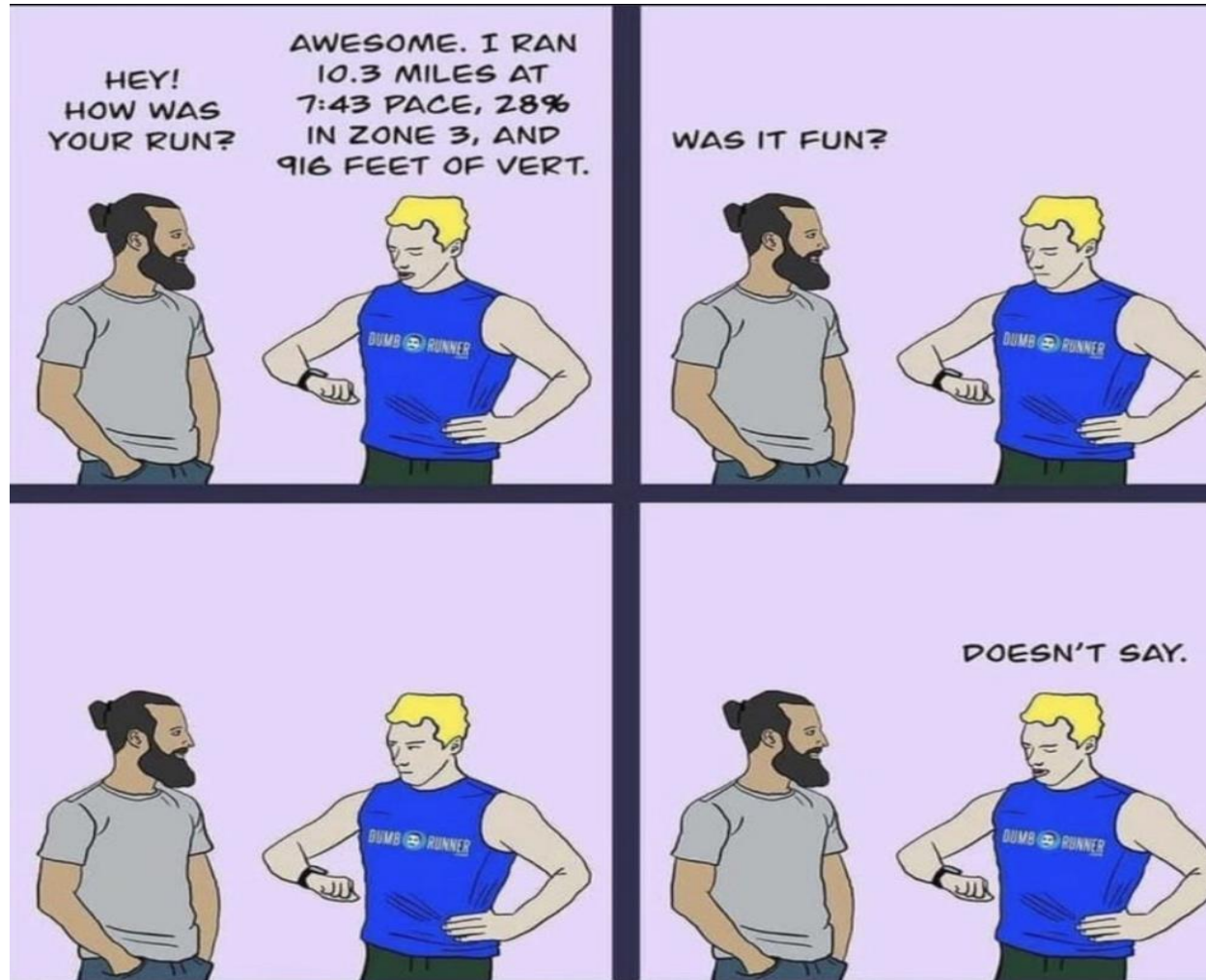
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What the heck should we  
do with it all?







# Diolch!

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