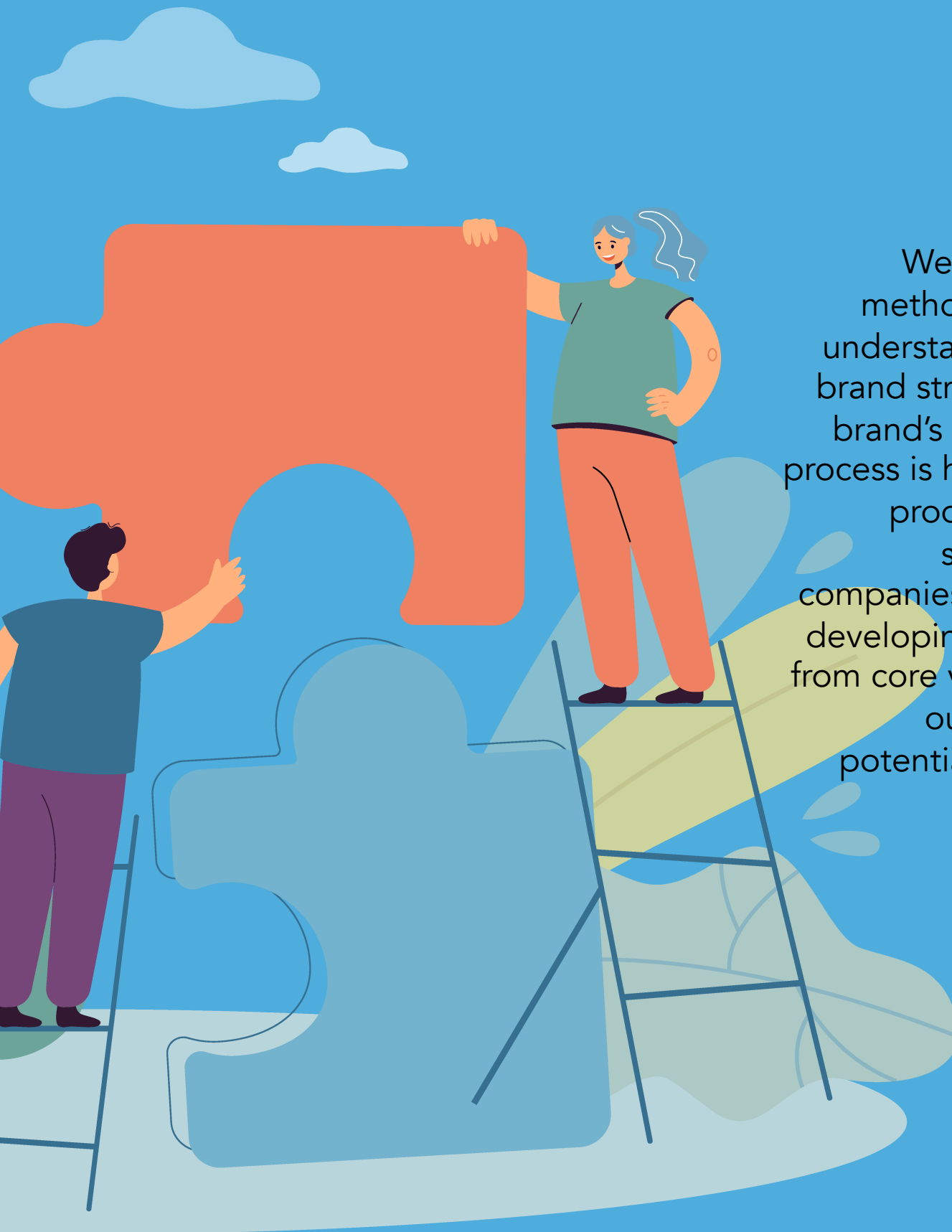


# BRAND FIRST



## Edition 20

A methodology that helps every company,  
in every stage.



We practice a “Brand First” methodology that begins with understanding and developing a brand strategy and ends with the brand’s creative expression. Our process is holistic, unified and have produced numerous success stories for leading global companies. “Brand First” starts by developing the corporate identity from core values and developing it outwards through all of its potential expressions. It is a big puzzle to put together.

**Brand as Vision** emphasizes the importance of having a clear and compelling vision for a brand. In this approach, a brand is not just a logo, slogan, or set of products, but rather a holistic vision of what the brand stands for and what it seeks to achieve. This vision should be communicated consistently across all touchpoints, from advertising to customer service to product design, and should be aligned with the values and beliefs of the brand's target audience. By focusing on brand as vision, companies can build a strong emotional connection with their customers and differentiate themselves from competitors. This approach also allows companies to be more agile and adaptable in response to changing market conditions, as their vision provides a clear direction for future growth and innovation.



SPONSORED



# AUTOVAULT™

powered by **Legacy Concierge®**

## Get Organized!

AutoVault™ is a Mobile App soon to be distributed on the app stores directly to the consumer. It electronically stores data and documents related to auto purchase and ownership on secure Microsoft Azure servers. The App provides a seamless interface to store, manage and download financing documents, purchase agreements, warranties, service records and more. Embedded and encrypted data safety and security mitigates theft of auto ownership information. The App stores driver ID and proof of car insurance as well as organizes car registration and automates document access. Driver-centric features include a gamified reward system, trip research and planning with generative AI, JourneyIQ™. The App will locate service shops, track battery usage with Vol™ Charge Tracker, and use advanced cross-device cloud sync to manage all the vehicles and drivers in your family under one account.

**Invest in the Future of AI today!**

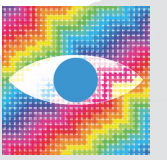
[www.getautovault.com/investor-relations](http://www.getautovault.com/investor-relations)

[LEARN MORE](#)



**Brand as Organization** views a brand as a living organism with its own unique culture, values, and personality. In this approach, a brand is seen as an organization in its own right, with its own employees, stakeholders, and mission. Brand as organization requires a deep understanding of the internal workings of a brand, including its organizational structure, decision-making processes, and employee culture. By focusing on brand as organization, companies can build a strong internal culture that is aligned with the external image of the brand, leading to increased employee engagement and customer loyalty. This allows companies to create a more sustainable and resilient brand, as the organizational culture provides a strong foundation for long-term growth and success.

**Brand as Product** views a brand primarily as a set of tangible and intangible features and benefits that a product or service offers to its customers. In this approach, a brand is essentially the sum total of its attributes, such as quality, performance, design, and reliability, and is perceived by customers based on their experience with the product or service. Brand as product requires a deep understanding of customer needs and preferences, as well as the competitive landscape, in order to develop a product that delivers a unique and compelling value proposition. By focusing on brand as product, companies can differentiate themselves from competitors and build a strong reputation for quality and innovation. Create a more customer-centric brand, as the product is the primary means through which the brand interacts with its customers.



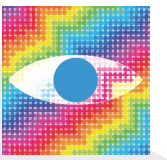
**Brand as Customer Service** emphasizes the importance of providing exceptional customer service as a key part of the brand experience. In this approach, a brand is defined not only by its products and services, but also by the level of service and support it provides to its customers. Brand as customer service requires a deep understanding of customer needs and preferences, as well as the ability to anticipate and address customer concerns and issues in a timely and effective manner. By focusing on brand as customer service, companies can build strong relationships with their customers, leading to increased loyalty and advocacy. Much of this has moved to social media now. Differentiate yourselves from competitors by providing a superior level of service that is aligned with the brand's values and personality on platforms where their customers already are.



**Brand as Identity** views a brand as a symbolic representation of an organization's core values, personality, and image. In this approach, a brand is seen as a visual and emotional representation of a company, with its logo, colors, and other visual elements serving as a visual shorthand for what the brand stands for. Brand as identity requires a deep understanding of the brand's target audience and the cultural context in which the brand operates, as well as the ability to create a visual identity that resonates with customers and communicates the brand's values and personality. By focusing on brand as identity, companies can create a strong and consistent visual identity that reinforces their brand message and builds recognition and trust with customers. Create a unique and memorable brand image that resonates with customers.



**Brand as Personality** shows how a brand as having a distinct and consistent personality, much like a person. In this approach, a brand's personality is defined by a set of human traits, such as adventurous, sincere, or sophisticated, which are communicated through the brand's messaging, tone of voice, animation, music and visual identity. Brand as personality requires a deep understanding of the brand's target audience and the emotional needs and desires that the brand is seeking to fulfill. By focusing on brand as personality, companies can create a strong emotional connection with their customers, building loyalty and advocacy. Always create a unique and memorable brand personality that resonates with customers and sets the brand apart in a crowded marketplace.



**Brand as Communication** is a set of messages and signals that communicate the brand's values, personality, and benefits to its target audience. In this approach, a brand's communication strategy is the primary means through which the brand interacts with its customers, both through traditional advertising channels and through social media and other digital platforms. Brand as communication requires a deep understanding of the brand's target audience, as well as the cultural and social context in which the brand operates. By focusing on brand as communication, companies can create a strong and consistent brand message that reinforces the brand's values and resonates with customers. Develop a unique and memorable brand voice, or Communications Platform, that communicates the brand's personality and benefits in a way that resonates with customers.



**Brand as User Experience** is the sum total of a customer's experience with the brand, from the initial point of contact through the entire customer journey. In this approach, a brand's user experience is defined by the interactions that customers have with the brand across all touchpoints, including the product or service itself, customer service interactions, and digital experiences such as the brand's website or mobile app. Brand as user experience requires a deep understanding of customer needs and preferences, as well as the ability to design and deliver a seamless and enjoyable user experience across all touchpoints. By focusing on brand as user experience, companies can build strong customer relationships and increase loyalty and advocacy. Delivering a superior user experience that is aligned with the brand's values and personality will differentiate you from the competition.

Ultimately, all these factors need to funnel through a last filter of whether the brand aspect is ownable, supportable, defensible, extendable and scalable.

If you are in need of branding, we love that. Let us help you. Check out these [case studies](#).



# MediaSlam

design + content + tech

## Publisher

Curt Doty

## Contact

MediaSlam  
624 Paseo de la Cuma  
Suite #3  
Santa Fe, NM 87501  
[mediaslam2023@gmail.com](mailto:mediaslam2023@gmail.com)  
310.994.7810

## Advertise

Click [here](#) for our  
Rate Card

## Editorial

If you would like to be a guest  
contributor, DM Curt on [LinkedIn](#).



## Cover Shot

By FreePik



JOIN THE **MEDIASLAM** CLUB AT CLUBHOUSE

JOIN **THE DODESTER** AT CLUBHOUSE

Follow [MediaSlam](#) to learn more about the  
intersection of Design, Content and Technology.

[SHOP](#) THE STORE

© 2023 Curt Doty Company LLC. All rights reserved.  
Reproduction, in whole or part, without permission  
of the publisher is prohibited. Publisher is not  
responsible for any AI errors or omissions.

SPONSORED

# Cutting Edge Web3 Solutions that Enhance Humanity

[LEARN MORE](#)



**RAPID**  
INNOVATION