



# Start with Brand

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Identity & Messaging

# Hello!

## I'm Kesha Lien

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Founder & Brand Strategist, Brickhouse Creative Resources  
20+ Years of marketing, brand, and creative experience  
Dedicated to building foundational strategies, tools & systems





# Brand = perception

What your audience thinks about your company  
and the services you provide



### **Positioning**

Alternatives  
Differentiators  
Value/benefits  
Audience  
Trends & opps



### **Identity**

Name  
Tagline  
Core beliefs  
Promise  
POV  
Stories  
Voice  
Culture  
Personality



### **Messaging**

Personas  
Value proposition  
Service & product  
descriptions  
Guidelines



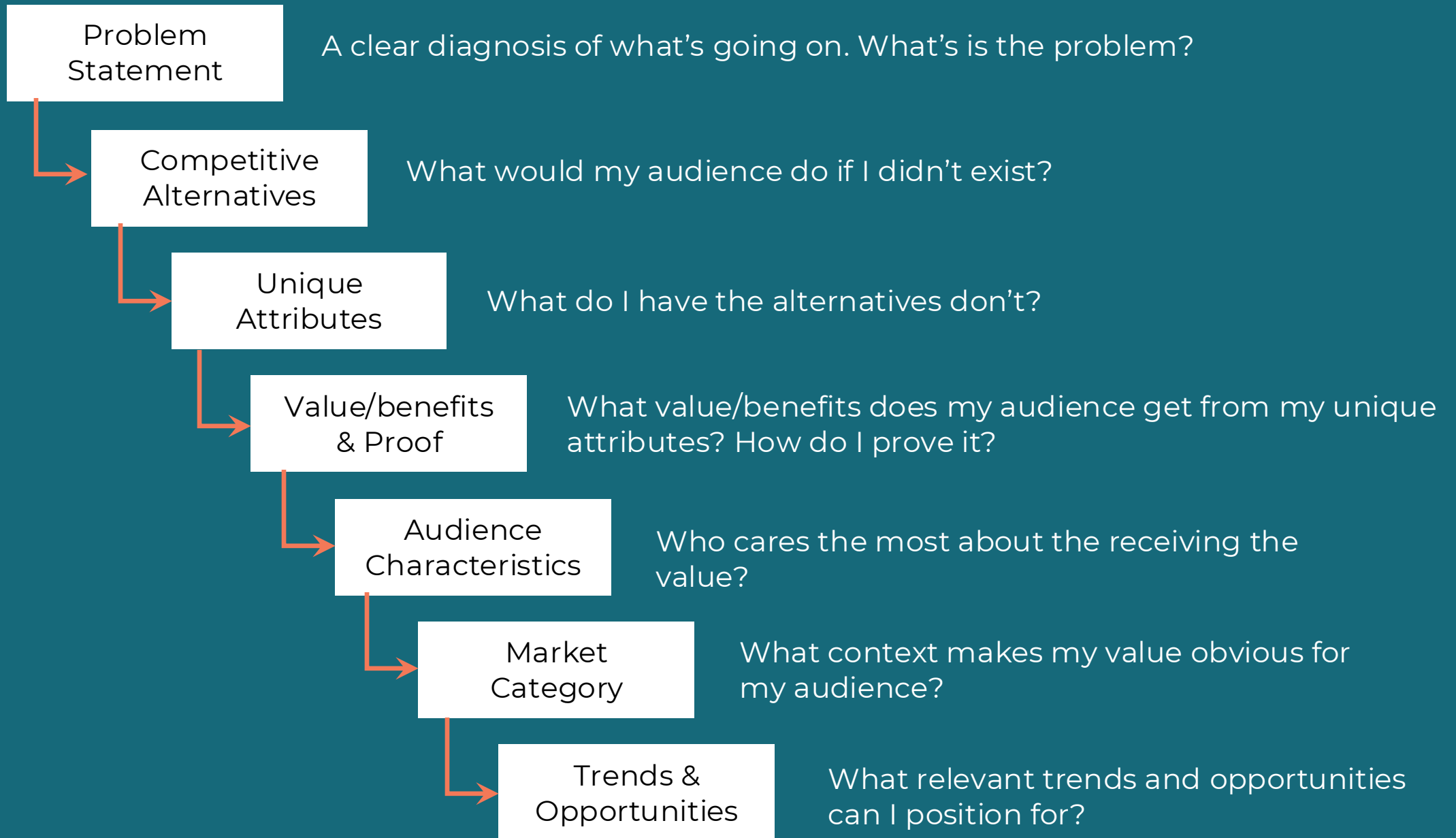
### **Design System**

Logo  
Color  
Typography  
Photography  
Videography



### **Activation**

Operations  
Experiences  
Culture  
Marketing  
Creative





# Brand message

Sets the tone for *what* you need to talk about and *why*.

# Messaging, Copy & Content

01

***Messaging*** sets the tone for what you need to talk about and why (strategy)

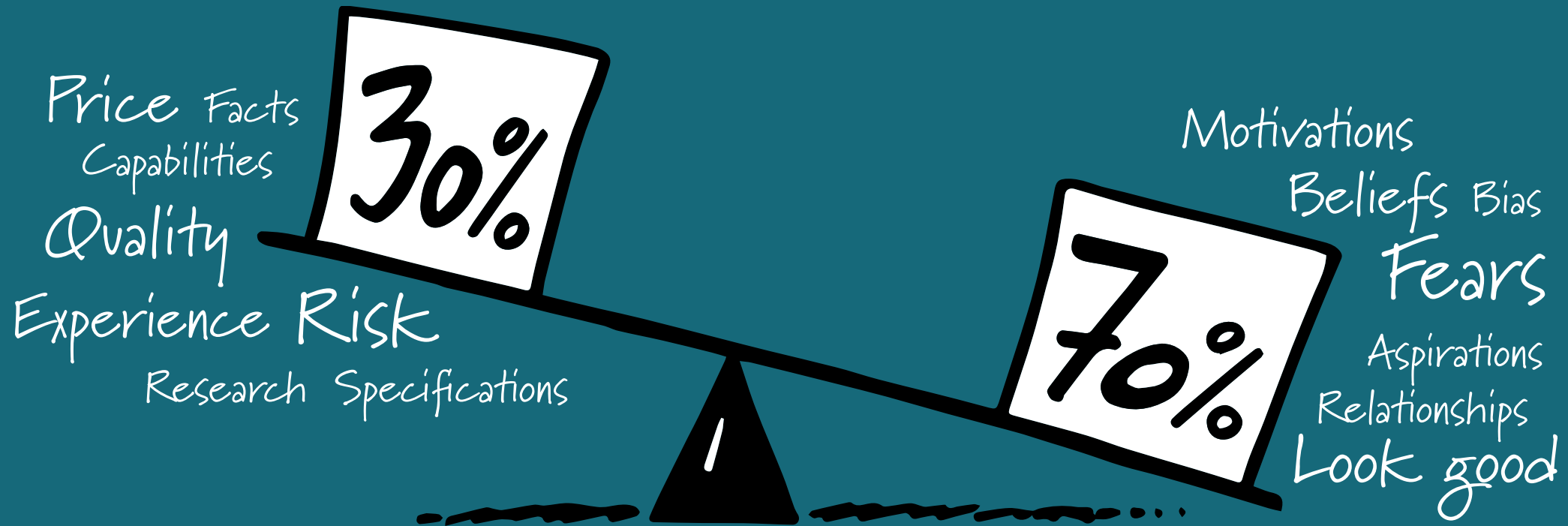
02

***Copy*** is used to convince or persuade an audience to take action (website)

03

***Content*** informs or entertains (blogs & articles)

# Decision-making



**Source:** Customer Brand Preference and Decisions: Gallup's 70/30 Principle

1

**Category**  
What we do

2

**Products & Services**  
What we offer

3

**Benefits**  
What my clients get

4

**Passion**  
Why do we do this

5

**Story**  
Who are we?

The logo for brickhouse, featuring a stylized house icon above the word "brickhouse" in a white sans-serif font on a red rectangular background.



# Brand identity

The purpose, unique experiences, beliefs, & behaviors of an individual (personality) or organization (culture).

## **Vision**

Direction  
Motivation

## **Mission**

Action  
Resources

## **Beliefs**

Shared views  
Connection

## **Values**

Culture  
Experience

# Vision in action

## Walmart

“Be THE destination for customers to save money, no matter how they want to shop.”

## Target

“To be the preferred shopping destination by delivering outstanding value, continuous innovation, and an exceptional guest experience.”

# Mission in action

## Walmart

“To save people money so they can live better.”



## Target

“To help families discover the joy of everyday life.”



## Walmart

Our stores are stocked with quality items including family apparel, automotive products, health and beauty aids, home furnishings, electronics, hardware, toys, sporting goods, lawn and garden items, pet supplies, jewelry, and housewares.

## Target

We sell a wide variety of food and general merchandise — from clothing to household goods to electronics and toys. We customize the assortment of each store to its neighborhood and our local guests.

## Walmart

When Sam Walton founded Walmart in 1962, he had a simple but powerful mission: to lower the cost of living for all.

As a child growing up in Oklahoma during the Great Depression, Sam wasn't rich. But he knew the value of a dollar and worked hard to make ends meet.

He found his way into retail early on, running dime stores in small towns across Arkansas. At that time, retailers were selling products at higher margins and condemning Sam's approach. But he knew it would work. He knew that by offering customers a wide assortment of quality merchandise at low prices, volume would drive profitability.

He was right! And today this principle is still what drives Walmart's success—giving people around the world an opportunity to live better lives every day.

## Target

Target's legacy dates back to 1902, and the founding of Dayton Department stores by George Draper Dayton. Dayton's survived the Great Depression, but when George died in 1938, he left only a modest fortune, having given away millions of dollars to charity.

After George's tenure and that of his son, a younger management team pushed for expansion and innovation. In 1962, Dayton's opened its first Target store—a discount version of Dayton's department stores. The new store was touted as "a store you can be proud to shop in, a store you can have confidence in, and a store that is fun to shop and exciting to visit."

Today, Target remains committed to philanthropy and providing guests everyday commodities, grocery, and trend-right home and apparel lines—at outstanding value – and we continually reinvent our stores to create an engaging shopping experience.

# What's Your Story?

## "5 W's" framework

1. **Who:** Highlight the founder(s) and their motivations.
2. **What:** Define the initial products, services, or value proposition.
3. **When:** Provide key dates and early milestones.
4. **Where:** Specify the geographic origin of the brand.
5. **Why:** Explain the mission or problem the brand aimed to solve.

# What's Your Story?

## "5 W's" framework example

- 1. Who:** Founded by Jane Doe, a former agricultural scientist passionate about sustainable farming.
- 2. What:** Jane started "EcoBrew," offering ethically sourced, environmentally friendly coffee.
- 3. When:** Launched in spring 2015.
- 4. Where:** Originated in Portland, Oregon, a hub for coffee culture and environmental values.
- 5. Why:** Created to provide sustainable, quality coffee that supports local farmers and reduces environmental impact.

## **We/I believe in...**

listening to, anticipating & serving customer wants & needs

supporting & empowering associates to serve customers every day

being creative, taking smart risks & moving with speed

being visible & available, collaborating with others & being open to feedback

being humble, teaching & trusting others to do their jobs and giving honest & direct feedback

seeking & embracing differences in people, ideas & experiences

setting & achieving aggressive goals

taking ownership, celebrating successes & being responsible for results

making clear choices, anticipating changing conditions & planning for the future

telling the truth, keeping your promises & being trustworthy

doing right by others, being open & transparent

speaking up, asking for help, making tough calls & saying no when appropriate

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## Service

Listen to, anticipate and serve customer wants and needs

Support and empower associates to serve customers every day

Be creative, take smart risks and move with speed

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## Respect

Be visible and available, collaborate with others and be open to feedback

Be humble, teach and trust others to do their jobs, give honest and direct feedback

Seek and embrace differences in people, ideas and experiences

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## Excellence

Set and achieve aggressive goals

Take ownership, celebrate successes and be responsible for results

Make clear choices, anticipate changing conditions and plan for the future

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## Integrity

Tell the truth, keep your promises and be trustworthy

Do right by others, be open and transparent

Speak up, ask for help, make tough calls and say no when appropriate

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## Service to the Customer

**Customer first:** Listen to, anticipate and serve customer wants and needs

**Frontline focused:** Support and empower associates to serve customers every day

**Innovative & agile:** Be creative, take smart risks and move with speed

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## Respect for the Individual

**Listen:** Be visible and available, collaborate with others and be open to feedback

**Lead by example:** Be humble, teach and trust others to do their jobs, give honest and direct feedback

**Inclusive:** Seek and embrace differences in people, ideas and experiences

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## Strive for Excellence

**High performance:** Set and achieve aggressive goals

**Accountable:** Take ownership, celebrate successes and be responsible for results

**Strategic:** Make clear choices, anticipate changing conditions & plan for the future

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## Act with Integrity

**Honest:** Tell the truth, keep your promises and be trustworthy

**Fair:** Do right by others, be open and transparent

**Courageous:** Speak up, ask for help, make tough calls and say no when appropriate

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## **Brand voice**

The distinct personality a company uses in all communications to stand out, build trust, and establish a recognizable brand identity.

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# Voice in Action

**(direct)** *“Save people money so they can live better.”*

**(empowering)** “Empower people to live fuller lives by making the essentials affordable.”

**(compassionate)** “Make life's essentials affordable, so they can spend their money on what matters most.”

**(witty)** “Stretch your dollars further, because a better life shouldn't mean a thinner wallet.”

# Brand Voice

01

*Purpose* is why your business exists beyond making money (mission, vision, and values)

02

*Personality/Culture* is the qualities your brand embodies.

03

*Positioning* is how you differentiate your brand.

# Starting Points

- 1. Copywriting frameworks:** A structured approach to writing marketing and sales content, i.e. 5W's, PAS, BAB, etc.
- 2. Personality assessments:** Insights into traits, motivations, and behaviors. i.e. DISC, Clifton-Strengths, Enneagram, archetypes.
- 3. IDEO organizational purpose statement tool:** [Follow this link](#)
- 4. Books:** “Start with Why” and “Find Your Why” by Simon Sinek

# Writing Tools



grammarly.com

ChatGPT



Grok



deepseek

copy.ai



Jasper

# Thanks!

## Let's connect

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