

# SMART BRAND FLIGHT PLAN™

*for Food Trucks*

Workbook to help uncover and clarify  
your food truck brand.



**ROCKETMAN**  
CREATIVE

by Chris Adams, Brand Identity Designer and Strategist

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## Special Thanks

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Special thanks to Pat Flynn, creator of **FoodTruckr.com**, for inviting me to join him on the FoodTruckr Podcast and discuss the power, benefits, and necessity of a strong food truck brand.



If you missed the podcast, [click here to listen](#).

**FoodTruckr.com** is your one-stop destination for all the inspired instruction and resources you need to grow your food truck business and make your life easier.

Be sure to [visit FoodTruckr.com](#) to take your food truck business to the next level.

## About The Author

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Chris Adams is Principal + Creative Director, and guiding force behind Rocketman Creative, a premier brand identity studio on a mission to ignite passionate brands.

Since 1999, Rocketman Creative has helped entrepreneurs and small businesses define, build, and launch their strongest brand identity.

In recent years, Rocketman Creative has become a leader in the food truck branding arena, helping food trucks, food truck associations, and food truck events look their best and win loyal fans.

To see how Rocketman Creative can help you with your food truck logo identity, vehicle graphics, website design, social media branding, and signage & collateral, visit

<http://RocketmanCreative.com/food-truck-branding/>

Work by Rocketman Creative has appeared in numerous professional publications and has been recognized for excellence by leading design competitions including LogoLounge and American Graphic Design & Advertising.



# Introduction

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As the popularity of food trucks grows, so too does intense competition.

In order to succeed in this competitive environment you need great tasting food, a truck that rocks, and a strong food truck brand.

In the world of branding there's no room for mixed signals. Brand congruency and consistency are key. First off, the brand must be congruent with your company's mission and vision. Next, there has to be a high degree of consistency across all touchpoints.

The foundation of the brand starts with your name, visualized in a symbolic brandmark. Next, this representation is extended to every possible interaction a customer may have with your food truck.

This workbook will help you build a strong food truck brand through the process of rethinking, differentiating, and developing it from the ground up.

# Mission and Vision

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The foundation of any brand, company, or food truck is its mission and vision. Without it, brand strategists, designers, and creatives are left rudderless—producing art for art’s sake—but not solving any problems or communicating the right messages.

# What Is Your Mission And Vision?

## MISSION

A declaration of a firm's core purpose and focus. Properly crafted mission statements:

1. Serve as filters to separate what is important from what is not.
2. State which markets will be served and how.
3. Communicate a sense of intended direction to the entire organization.

### EXAMPLE: FORD MOTOR COMPANY

#### mission:

We are a global family with a proud heritage, passionately committed to providing personal mobility to people around the world. We anticipate consumer needs and deliver outstanding products and services that improve people's lives.

#### What is your mission?

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## VISION

Inspiring description of what an organization would like to achieve or accomplish in the mid-term or long-term. A mission is something to be accomplished, whereas a vision is something to be pursued for that accomplishment.

### EXAMPLE: FORD MOTOR COMPANY

#### vision:

To become the world's leading consumer company for automotive products and services.

#### What is your vision?

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# Value Proposition and Competitive Advantage

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Now that we know your mission and vision, we need to know what makes your food truck different. Why choose your food truck over any other? What separates you from your competition?

# What Is Your Value Proposition And Competitive Advantage?

## VALUE PROPOSITION

A value proposition articulates the underlying needs of a market and highlights the benefits of choosing one company over another.

### EXAMPLE: GENERIC COMPANY

#### value proposition:

We help reduce repeat customer service calls by 20%, resulting in a monthly savings of \$250,000, by implementing our proprietary Call Tracker System. This will require an investment of \$2 million, which will be returned in 8 months.

#### What is your value proposition?

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## COMPETITIVE ADVANTAGE

A competitive advantage is a gain on competitors by offering consumers a greater value, either through lower prices or better benefits and services, that justify the higher price.

### EXAMPLE: FIDELITY INTERNATIONAL

#### competitive advantage:

When choosing a fund management organization, investment credentials, extensive resources, and a high level of client service are important considerations. Not only does Fidelity possess all of these qualities, we also have the strength and commitment to repeat our successes year after year. We are driven by a single-minded determination to deliver the best for our clients

#### What is your competitive advantage?

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# Positioning

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Stake your territory. It's a "land grab" in the minds of potential customers. Who is going to occupy and own real estate in their minds? You won't—if you're not focused, deliberate, and consistent.

# Positioning Spectrum

## POSITIONING SPECTRUM: HOW DO YOU WANT TO BE KNOWN?

Premium Price	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Low Price
Advanced Technology	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Accepted Technology
Service-Oriented	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Product-Oriented
Systems-Oriented	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Product-Oriented
Fun	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Serious
Large / Resourceful	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Small / Agile
High Quality	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Good Value
Expected	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Unexpected
Trusted Advice	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	New Ideas
Industry Leader	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Up-And-Coming
Generalists	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Specialists
Craftsmen	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Technologists
Mainstream	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Maverick
Financially Stable	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Opportunistic
Problem-Solvers	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Self-Serve
Premium Price	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Premium Price

## Your “One Thing”

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Put an end to your identity crisis. By focusing on a specific market for a specific purpose, you’re creating marketspace that you can truly own.

# Define Your “One Thing”

## COMPLETE THE “WHAT’S YOUR ONE THING” PARAGRAPH

**We are the only**

what type of company?

**that**

what unique service or product do you provide?

**for**

who is your target audience?

what geographical region or marketing segment are you focusing on?

**who want to**

what is your customers' emotional motivation?

**during a**

what is the recent increasing or decreasing cultural trend?

### EXAMPLE: HARLEY-DAVIDSON

The only motorcycle manufacturer  
that makes big, loud motorcycles  
for macho guys (and macho “wannabes”)  
primarily in the United States  
who want to join a gang of cowboys  
during a time of decreasing personal freedom.

# Naming

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Fist comes the name of the brand: the verbal representation of a food truck's function, attitude, mission, vision, or competitive advantage. The name sets the stage for the visual identity.

# What Makes A Good Name?

## WHAT MAKES A GOOD NAME?

1. Choose a name that's distinctive and evocative
2. Make it easy to remember
3. Congruent with what you provide
4. Different than all your competition
5. Make sure it is easy to pronounce and spell
6. Find out if the name can be used as a URL

## THE GOOD & DIFFERENT MATRIX

<b>Good but Not Different</b> <ul style="list-style-type: none"><li>• Does well in tests</li><li>• Goes to market easily</li><li>• Generates incremental profits until challenged by competitors</li><li>• Earns small market share</li><li>• Some brand potential</li></ul>	<b>Good &amp; Different</b> <ul style="list-style-type: none"><li>• Does poorly in tests</li><li>• Goes to market with difficulty</li><li>• Customers soon equate "different" with "good"</li><li>• Generates lasting profits</li><li>• Earns large market share</li><li>• Strong brand potential</li></ul>
<b>Not Good &amp; Not Different</b> <ul style="list-style-type: none"><li>• Does well in tests</li><li>• Goes to market easily</li><li>• Generates incremental profits but eventually fails in marketplace</li><li>• Earns small market share</li><li>• Little brand potential</li></ul>	<b>Different but Not Good</b> <ul style="list-style-type: none"><li>• Does poorly in tests</li><li>• Goes to market with difficulty</li><li>• Eventually fails in marketplace as customers equate "different" with "bad"</li><li>• Earns little to no market share</li><li>• Little to no brand potential</li></ul>



# Types Of Names

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When creating a name, it is useful to first consider what type of name is most appropriate—a surname, made-up word, descriptive name etc. Different types of names have different qualities. Some will be appropriate to your brand, and some not.

# Types Of Names

Name type	Example	Best application
Surname	Forbes	Neutral - depends on sound and look of name
First name	Michael's	Informal, approachable
First + last name	Ralph Lauren	Personality-centered
Place	Washington Mutual	Qualities associated with that place
Descriptive	Whole Foods	Straightforward, unglamorous
Global	General Motors	Massive, faceless
Abstract-evocative	Fortune	Depends on choice of word
Mascot/Symbol	Jaguar	Depends on choice of symbol
Mutated word	Mobil	Often slightly techie
Composite word	Microsoft	Often more techie, less human
Invented word	Viagra	Usually very techie, quite inhuman
Initials	IBM	Faceless, forgettable
Numbers	7/11	Odd, quirky

# The Essence Of A Name

Successful brands can be communicated with a single word that immediately communicates a benefit to the end consumer.

**Caterpillar:** ruggedness

**Intel:** performance

**UPS:** reliability

**3M:** innovation.

This is brand essence.

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ling,

# Tagline

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A tagline is a simple and powerful way to imprint the brand name with the meaning and tone you wish to give it. The tagline can be embedded with your “One Thing” or your primary benefit to give focus to your brand. It is a way to connect with the customer every time they see your name.

# Tagline

The best taglines truly “speak” to the audience. The worst are faceless corporate slogans. Even if you are in a high-end or formal business environment, try to keep your tagline simple and conversational. Most important of all, strong taglines touch something that is truly important or exciting to the audience, a motivating force that was present before the brand ever showed up.

Now write your own tagline. Create several possible lines. Remember to be simple, direct and conversational.

## Tagline option 1

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## Tagline option 2

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## Tagline option 3

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# Brandmark Evaluation

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How well does your existing or new brandmark meet the eight functional criteria for an exceptional brand?

# Strong Brandmark Criteria

CRITERIA		well	adequate	poor
<b>1</b>	<b>Bold, memorable, and appropriate</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>2</b>	<b>Immediately recognizable</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>3</b>	<b>Provides a consistent image of the company</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>4</b>	<b>Communicates core mission, vision, corporate function <sup>1</sup></b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>5</b>	<b>Legally protectable</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>6</b>	<b>Has enduring value, possibility of building brand equity</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>7</b>	<b>Works across media and scale</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>8</b>	<b>Works in all colorspaces *</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## COLORSPACES

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Here is a list of typical color applications for your brandmark:

 Black & White / Gray

 RGB (Monitors / Projectors)

 CMYK (Print)

 Spot Color / Reverse



## S.W.O.T.

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Great brands acknowledge both what they're doing right and what they're doing wrong. They focus on finding opportunities and communicating strengths, while eliminating threats and strengthening weaknesses.

# S.W.O.T. Analysis

	positive	negative	
internal	<b>Strengths</b>  1.  2.  3.  4.  5.	<b>Weaknesses</b>  1.  2.  3.  4.  5.	
	<b>Opportunities</b>  1.  2.  3.  4.  5.	<b>Threats</b>  1.  2.  3.  4.  5.	
	external		

## ACTION IDEAS

How to emphasize our strengths

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How to take advantage of our opportunities

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How to strengthen our weaknesses

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How to eliminate our threats

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# Brand Personality

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Brands are a lot like people, so we can use some of the same techniques we use for defining ourselves to define our companies.

Throughout history, many of the same characters appear in literature, religion, folklore, mythology, etc. Over time, companies began to take on the qualities of these characters, which made it easier for customers to quickly discern their essence. Discover the qualities that best fit your brand persona and leverage the power of the archetype.

# Brand Archetypes List

## HOW TO COMPLETE THE ARCHETYPE EXERCISE

1. Think about the “roots” or foundations of your brand. Why did you get into this business? What values drive your company? What is your brand’s personality or style? What makes you different?
2. With those roots in mind, review the 20 archetypes one by one, and eliminate any that don’t seem to match your company. For example, if your brand is warm and welcoming, the Villain archetype probably isn’t a good fit, so you would eliminate that one. Note: Pay the most attention to the “Goal or Method” of each archetype.
3. Now, go through the list a second time, and pick out the archetypes that feel the most similar to your brand and the experience you want to provide for your customers. Remember to think about the company’s personality, not your own.
4. Repeat this exercise until you have narrowed the cards down to the top one or two archetypes that best match your brand. Sometimes, you’ll find that you pick two archetypes that seem very different, but when used together, they complement each other and perfectly describe your company’s character.

Archetype	Goal or Method	First Pass choose 3-5	Second Pass top 1-2
 <b>EXPLORER</b> <i>Seeker, Wanderer</i>	To learn what’s constant in life by always changing your environment.	<input type="checkbox"/>	<input type="checkbox"/>
 <b>DEFENDER</b> <i>Knight, Superhero, Warrior</i>	To protect others from harm through bravery and service.	<input type="checkbox"/>	<input type="checkbox"/>
 <b>THRILL-SEEKER</b> <i>Gambler, Swashbuckler, Adventurer</i>	To achieve great rewards through great risks.	<input type="checkbox"/>	<input type="checkbox"/>
 <b>ACHIEVER</b> <i>Athlete, Hot Shot, Strongman</i>	To prove yourself through amazing physical acts.	<input type="checkbox"/>	<input type="checkbox"/>

continued on next 2 pages

# Brand Archetypes List

	<b>TRADITIONALIST</b> <i>Conservative, Old School, Miser</i>	To restore the world through a return to old fashioned values.	<input type="checkbox"/>	<input type="checkbox"/>
	<b>NURTURER</b> <i>Mom, Mother Earth, Healer</i>	To help others feel loved by providing for their needs and wants.	<input type="checkbox"/>	<input type="checkbox"/>
	<b>CONNECTOR</b> <i>Networker, Politician, Talker</i>	To make things happen by knowing the right people.	<input type="checkbox"/>	<input type="checkbox"/>
	<b>ARTIST</b> <i>Creative, Creator, Craftsman</i>	To create something of enduring beauty and value.	<input type="checkbox"/>	<input type="checkbox"/>
	<b>PHILOSOPHER</b> <i>Sage, Prophet, Guru</i>	To help people understand the world by seeing things from a different perspective.	<input type="checkbox"/>	<input type="checkbox"/>
	<b>DREAMER</b> <i>Magician, Sorcerer, Wizard</i>	To help people achieve supernatural experiences by promoting faith and wonder (transformation).	<input type="checkbox"/>	<input type="checkbox"/>
	<b>MOTIVATOR</b> <i>Mentor, Preacher, Promoter</i>	To achieve amazing goals by getting people excited about a cause.	<input type="checkbox"/>	<input type="checkbox"/>
	<b>RULER</b> <i>King, Leader, Father</i>	To lead people to a common destination through confidence, determination, and influence.	<input type="checkbox"/>	<input type="checkbox"/>
	<b>MAVERICK</b> <i>Rebel, Outlaw, Rogue</i>	To achieve freedom from the establishment through defiance, disobedience, and nonconformity.	<input type="checkbox"/>	<input type="checkbox"/>

# Brand Archetypes List

	<b>EVERYMAN</b> <i>Good Old Boy, Girl Next Door, Average Joe</i>	To bond with others by being humble, hard-working, and friendly.	<input type="checkbox"/>	<input type="checkbox"/>
	<b>INNOCENT</b> <i>Saint, Goody-Two-Shoes, Angel</i>	To achieve a simple, pure life by always doing the right thing.	<input type="checkbox"/>	<input type="checkbox"/>
	<b>ENTERTAINER</b> <i>Clown, Jester, Performer</i>	To make friends (and avoid making enemies) through humor and fun.	<input type="checkbox"/>	<input type="checkbox"/>
	<b>VILLAIN</b> <i>Bad Guy, Monster, Vampire</i>	To satisfy internal drives or passions through whatever means necessary.	<input type="checkbox"/>	<input type="checkbox"/>
	<b>INTELLECTUAL</b> <i>Sage, Genius, Expert</i>	To find the truth through research, objectivity, and diligence.	<input type="checkbox"/>	<input type="checkbox"/>
	<b>SENSUALIST</b> <i>Hedonist, Pleasure Seeker</i>	To pursue perfect enjoyment through physical experiences.	<input type="checkbox"/>	<input type="checkbox"/>
	<b>SERVANT</b> <i>Martyr, Helper, Monk</i>	To lose yourself through service to others.	<input type="checkbox"/>	<input type="checkbox"/>

# Target Customer

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Know thyself, and better yet, know thy customer. Your business attracts a certain type of person. Knowing who they are and why they seek your food truck is imperative. Completing qualitative and quantitative research may provide insight into customer preferences, motivation, and behavior.

# Identify Your Target

What are your demographics?	
At what point of engagement do your customers interact with your company?	
Why do they do business with you?	
What is the primary way you market your product or service?	
Secondary?	
What is the primary way you're receiving new customers?	
Secondary?	



# Competitor Analysis

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Apply the advice, “Keep your friends close and your enemies closer.” Know where your competitors stand out so you can stand taller. Pinpoint which features and benefits your company can emphasize to get noticed.

# Competitor Analysis

List a common set of attributes for you and your competitors’ products and services. Then rate (1=weak to 10=strong) which are **a priority to your customers**. In each column, describe the value added benefits each provides.

COMPETITOR ANALYSIS CHART

		you	company 1	company 2	company 3
attributes, features or benefits	PRIORITY	URL:	URL:	URL:	URL:

# Touchpoints

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Touchpoints should be easily recognized—like members of a family. Along with this resemblance back to brand identity, the audience and purpose of the touchpoint should be considered. And that pesky budget always plays a part too.

# Touchpoint Priority List

TOUCHPOINT PRIORITY LIST

Touchpoint	Priority	Purpose / goal	Audience	Budget

**Rocketman Creative** develops brand experiences that help food trucks harness the competitive advantages of strategy and design. Your brand should have an engaging message at every consumer touchpoint. For that, you need to shape new ideas into compelling marketing tools.

## Next Steps

Congratulations on completing the  
**Smart Brand Flight Plan™** *for Food Trucks!*

Use this document as a “GPS” to help guide your food truck branding decisions and deliver consistency and professionalism to your loyal fans and followers.

If you’re ready to develop a visual identity that best communicates your brand essence I’m happy to help.

Whether you’re looking for a memorable logo, vehicle wrap graphics, signage and marketing materials, or apparel graphics, I’m here to help.

You can email me at [info@rocketmancreative.com](mailto:info@rocketmancreative.com)

or visit [RocketmanCreative.com/FoodTruckBranding](http://RocketmanCreative.com/FoodTruckBranding) to see how I’ve helped other food trucks, food truck events, and food truck organizations look their best and win loyal fans.

# Appendix A: Terms & Definitions

**avatar:** a brand icon designed to move, morph, or otherwise operate freely across various media

**awareness study:** a survey that measures an audience's familiarity with a brand, often divided into "prompted" and "spontaneous" awareness

**BHAG:** a "Big, Hairy, Audacious Goal" designed to focus an organization

**brand:** a person's perception of a product, service, experience or organization; the art and science of brand building

**brand agency:** a strategic firm that provides or manages a variety of brand-building services across a range of media

**brand alignment:** the practice of linking brand strategy to consumer touchpoints

**brand ambassador:** anyone who promotes the brand through interactions with customers, prospects, partners, or the media; ideally, every company employee

**brand architecture:** a hierarchy of related brands, often beginning with a master brand, describing its relationship to subbrands and co-brands; a brand family tree

**brand articulation:** a concise description of a brand that enables members of the brand community to collaborate; the brand story

**brand asset:** any aspect of a brand that has strategic value, which may include brand associations, brand attributes, brand awareness, or brand loyalty

**brand attribute:** a distinctive feature of a product, service, company, or brand

**brand audit:** a formal assessment of a brand's strengths and weaknesses across all of its touchpoints

**brand champion:** anyone who evangelizes or protects a brand; a brand steward

**brand community:** the network of people who contribute to building a brand, including internal departments, external firms, industry partners, customers, users and the media

**brand consultant:** an external adviser who contributes to the brand-building process, often in a strategic or advisory role

**brand council:** a committee formed to assess and guide a company's brand-building process; sometimes called a creative council

**brand designer:** any person who helps shape a brand, including graphic designers, strategists, marketing directors, researchers, advertising planners, web developers, public relations specialists, copywriters, and others

**brand earnings:** the share of a business's cashflow that can be attributed to the brand alone

**branded house:** a company in which the dominant brand name is the company name, such as Mercedes-Benz; also called a homogeneous brand or a monolithic brand

**brand equity:** the accumulated value of a company's brand assets, both financially and strategically; the overall market strength of a brand

**brand essence:** the distillation of a brand's promise into the simplest possible terms

**brand experience:** all the interactions people have with a product, service, or organization; the raw material of a brand

**brand gap:** the gulf between business strategy and customer experience

**brand identity:** the outward expression of a brand, including its name, trademark, communications, and visual appearance

**brand image:** a customer's mental picture of a product, service, or organization

**branding:** any effort or program to build a brand; the process of brand-building

**brand loyalty:** the strength of preference of a brand compared to competing brands, sometimes measured in repeat purchases

**brand manager:** an obsolescent term for a person responsible for tactical issues facing a brand or brand family, such as pricing, promotion, distribution, and advertising; a product manager

**brand manual:** a document that articulates the parameters of the brand for members of the brand community; a standardized set of brand-building tools

**brandmark:** an icon, avatar, wordmark or other symbol for a brand; a trademark

**brand metrics:** measurements for monitoring changes in brand equity

**brand name:** the verbal or written component of a brand icon; the name of a product, service, experience, or organization

**brand personality:** the character of a brand as defined in human terms

**brand police:** manager or team responsible for strict compliance with the guidelines in the

**brand manual.** brand portfolio: a suite of related brands; a collection of brands owned by one company

**brand pushback:** marketplace resistance to brand messages or brand extensions, often leading to changes in brand strategy

**brand steward:** the person responsible for protecting a brand

**brand story:** the articulation of a brand as a narrative; a coherent set of messages that articulate the meaning of a brand

**brand strategy:** a plan for the systematic development of a brand in order to meet business objectives

**brand valuation:** the process of measuring the monetary equity of a brand

**buzz:** the current public opinion about a product, service, experience, or organization

**core ideology:** a combination of core values and core purpose

**core purpose:** the reason a company exists beyond making a profit; part of a core ideology

**core values:** an enduring set of principles that defines the ethics of a company; part of a core ideology

**corporate identity:** the brand identity of a company consisting of its visual identifiers such as the name, trademark, typography, and colors; a company's trade dress

**creative brief:** a document that sets parameters for a brand-building project, including context, goals, processes, and budgetary constraints

**differentiation:** the process of establishing a unique market position to increase profit margins and avoid commoditization; the result of positioning

# Bibliography

**envisioned future:** a 10- to 30-year BHAG with vivid description of what it will be like to reach the goal

**first mover:** a company or brand that leads a new category

**guerilla marketing:** a marketing program that uses non-traditional channels to sell or advertise products or services

**house of brands:** a company in which the dominant brand names are those of the products and services the company sells, also called a heterogenous brand or pluralistic brand

**icon:** the visual symbol of a brand, usually based on a differentiated market position; a trademark

**logo:** an abbreviation of logotype, now applied broadly (if incorrectly) to all trademarks

**logotype:** the dominant brand in a line or across a business, such as Pepperidge Farm or Sony, to which subbrands can be added; a parent brand

**mission statement:** a concise statement of purpose or aspirations of an organization

**positioning:** the process of differentiating a product, service, or company in a customer's mind to obtain a strategic competitive advantage; the first step in building a brand

**qualitative research:** research designed to provide insight, such as one-on-one interviews and focus groups

**quantitative research:** research designed to provide measurement, such as polling and large scale studies

**signature:** the defined visual relationship between a logotype and a symbol

**subbrand:** a secondary brand that builds on the associations of a master brand

**swot:** a conceptual tool that analyzes Strengths, Weaknesses, Opportunities, and Threats

**symbol:** a sign or trademark designed to represent a brand

**tagline:** a sentence, phrase, or word used to summarize a market position, such as Mini's "Let's motor" and Taco Bell's "Think outside the bun"

**touchpoint:** any place where people come in contact with a brand, including product use, packaging, advertising, editorial, movies, store environments, company employees, and casual conversation

**trademark:** a name and/or symbol that indicates a source of goods or services and prevents confusion in the marketplace; a legally protectable form of intellectual property

**value proposition:** a set of benefits, including functional, emotional, and self-expressive benefits

**vision:** the story a leader tells about where the organization is going; the aspirations of a company that drive future growth

**vivid description:** a vibrant, clear, and engaging version of what it would be like to achieve a BHAG

**voice:** the unique personality of a company as expressed by its verbal and written communications; the verbal dimension of a brand personality

**wordmark:** the brand name as represented by a distinctive typeface or lettering style; a logotype

**zag:** a disruptive innovation that yields a competitive advantage; the differentiating idea that drives a charismatic brand



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# SMART BRAND FLIGHT PLAN™

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