



**GBS BrandConnect**  
DESIGN | CREATE | DELIVER

# TOOLKIT FOR **BETTER** **BRANDING**

What you need to connect your  
brand—and your business—to success.



# EVERYTHING YOU NEED TO KNOW

## Your brand is the voice of your business.

Every detail of your branded materials—from your logo to your website—tells consumers what to think about you.

Clean, modern designs and clear-cut messaging show off the attention to detail customers can expect from you. Meanwhile, inconsistent branding can show that you're...well, inconsistent and unreliable.

## So, what is your brand saying about you?

And how do you build a better brand if consumers aren't responding to your current branding?

## About the Toolkit for Better Branding

This toolkit is designed to help you evaluate your current marketing, identify areas that need improvement and provide guidance for re-energizing your brand strategy.

Let's dive in!

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# BRANDING

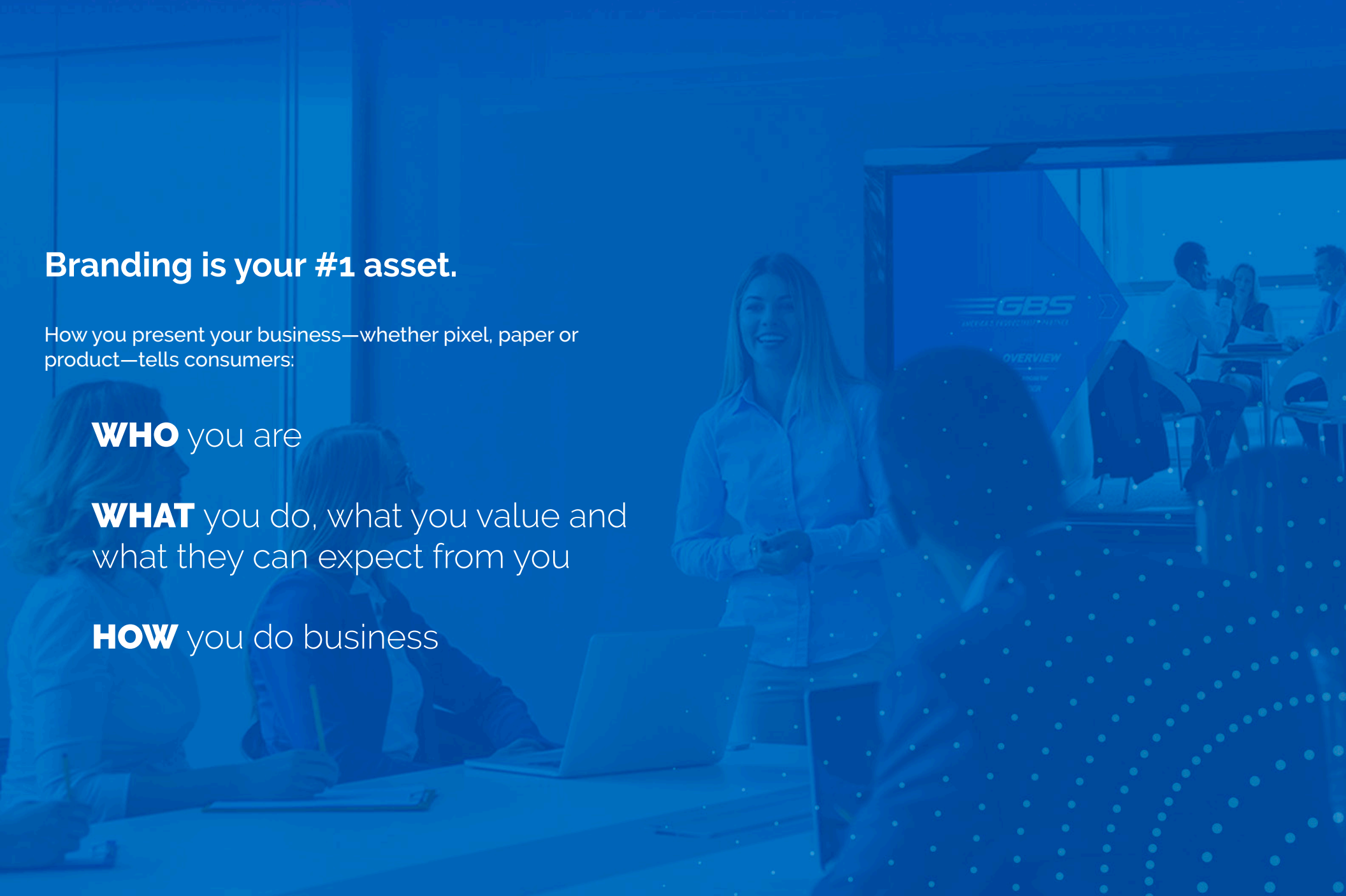
## Branding is your #1 asset.

How you present your business—whether pixel, paper or product—tells consumers:

**WHO** you are

**WHAT** you do, what you value and what they can expect from you

**HOW** you do business





# BRANDING

## Getting to the heart of your brand.

The best branding takes a holistic approach to every design and marketing challenge.

### **STEP 1** Start by analyzing your offerings.

Ask:

- What markets do you serve?
- How do your products and services create value?
- What is the vision for your business?

This deep dive guides how you shape your messaging, helping you determine:

- What is important to your audience
- How your brand stands out from the competition
- What makes your brand unique

### **STEP 2** Develop distinct talking points.

Be sure to reinforce this consistent messaging throughout your branding.

### **STEP 3** It's time to get creative!

Apply everything you've learned to the final design. Each piece of your collateral should complement the strategy.





# BRANDING



**Stratix**  
Brand Development & Strategy

**GBS BrandConnect**

## A solid foundation.

Getting to the heart of your brand, applying clean, consistent design and developing advanced strategic marketing are the best way to showcase your vision in the market.



## Applying your brand.

Your brand is like a thumbprint—there's no brand exactly like yours. Be sure to highlight your unique story in each piece of collateral, including:

Website  
Campaigns  
Advertisements  
Infographics  
Social Media  
Print & Digital Collateral  
Sales Tools & Presentations  
Informational Presentations  
Video Design & Production  
Branded Apparel  
Customized Merchandise  
Promotional Items

# GET TO THE HEART OF YOUR BRAND

## Worksheet: Brand Blueprint

Put your best foot forward! Complete this worksheet to better understand your consumer base, how they respond to marketing for similar products and focus areas for your brand.

### The Markets You Serve

*Answer these questions to pinpoint your target audience, how they're responding to your current marketing efforts and what benefits to highlight for consistent messaging.*

**What industries does your brand serve?**

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**Who benefits from your products and services?**

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**How are these consumers engaging with your current branded marketing?**

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**Why should these consumers choose your brand? Explain how your products and services create value.**

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### The Competition

*The below questions will uncover areas where your branding shines or needs improvement when stacked against the competition.*

**Who are your competitors?**

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**How are they showcasing the value of their products?**

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**What makes your brand unique amongst the competition?**

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### Communicating Your Vision

*Consumers want to know that they're purchasing quality goods and services from brands they can trust. Show them how you create value!*

**What is the vision for your brand?**

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**What values are important to your business?**

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**How is your current branding communicating your vision and values to consumers?**

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# STRATEGY

## There's no brand without a brand strategy.

That's why it's so important to spend time researching your competition, the marketplace and how consumers are engaging with your current branding. This ensures that the go-to market strategy isn't fettered by guesswork. It's precise, targeted and detailed.

Your strategy should communicate:

**WHO** you serve

**WHAT** makes your brand unique

**HOW** your products and services are a step above the rest

**WHY** consumers should choose your brand



# STRATEGY

## Strategy: the power behind your brand.

Your branding says a lot about who you are, how you do business and what your customers can expect. That's why it's so important to launch a brand strategy that manages the message your branding sends.

### The dangers of weak branding.

The key to branding success: Clear and consistent messaging. When your communications stray from branding guidelines, you:

- Risk alienating consumers by sending mixed signals
- Appear sloppy and inconsistent, potentially damaging your reputation
- Minimize the value of your products and services

## Excellent strategy in practice.

Think about a time when you took a roadtrip. At some point, you probably started to get hungry and look for places to eat. All the fast food brands with signs listed on notices beside the highway and dotting the skyline are instantly recognizable for their colors and the shape of their logo. Nutritional value aside, you know you'll receive a good meal as soon as you see the colors of your favorite restaurant chain.



# RE-ENERGIZE YOUR BRAND STRATEGY

## Worksheet: Evaluating Your Brand

Complete this worksheet to better understand your current brand strategy and evaluate what is and isn't working.

Top-tier branding is a cornerstone for success. Powerful messaging and visuals help you create brand awareness, generate leads and drive sales.

### Take some time to detail your current brand strategy.

*What collateral is currently in your marketing mix? How is your target audience engaging with these pieces? What's working and what isn't?*

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### Ask yourself the tough questions.

Evaluating the success of your current brand and marketing strategy can be difficult. To get the ball rolling, answer the questions to the right.

If you can't confidently answer **YES!** to all of these questions, it's time to re-energize your brand strategy.

## Successful Branding Questionnaire

*Circle One*

Are you happy with your logo, branding and execution?	<b>Yes</b>	<b>No</b>
Is the design of your website modern and mobile friendly?	<b>Yes</b>	<b>No</b>
Does your marketing content clearly promote your products and services?	<b>Yes</b>	<b>No</b>
Are your print and digital marketing materials aligned with your website?	<b>Yes</b>	<b>No</b>
Are you happy with your social media presence?	<b>Yes</b>	<b>No</b>
Is your digital advertising delivering results?	<b>Yes</b>	<b>No</b>
Is it easy for consumers to access basic information about your brand?	<b>Yes</b>	<b>No</b>
Do you have analytics tracking the results of your digital marketing?	<b>Yes</b>	<b>No</b>
Is your collateral delivering tangible results, such as generating interest and driving sales?	<b>Yes</b>	<b>No</b>

# MARKETING

## Marketing: where branding and strategy meet.

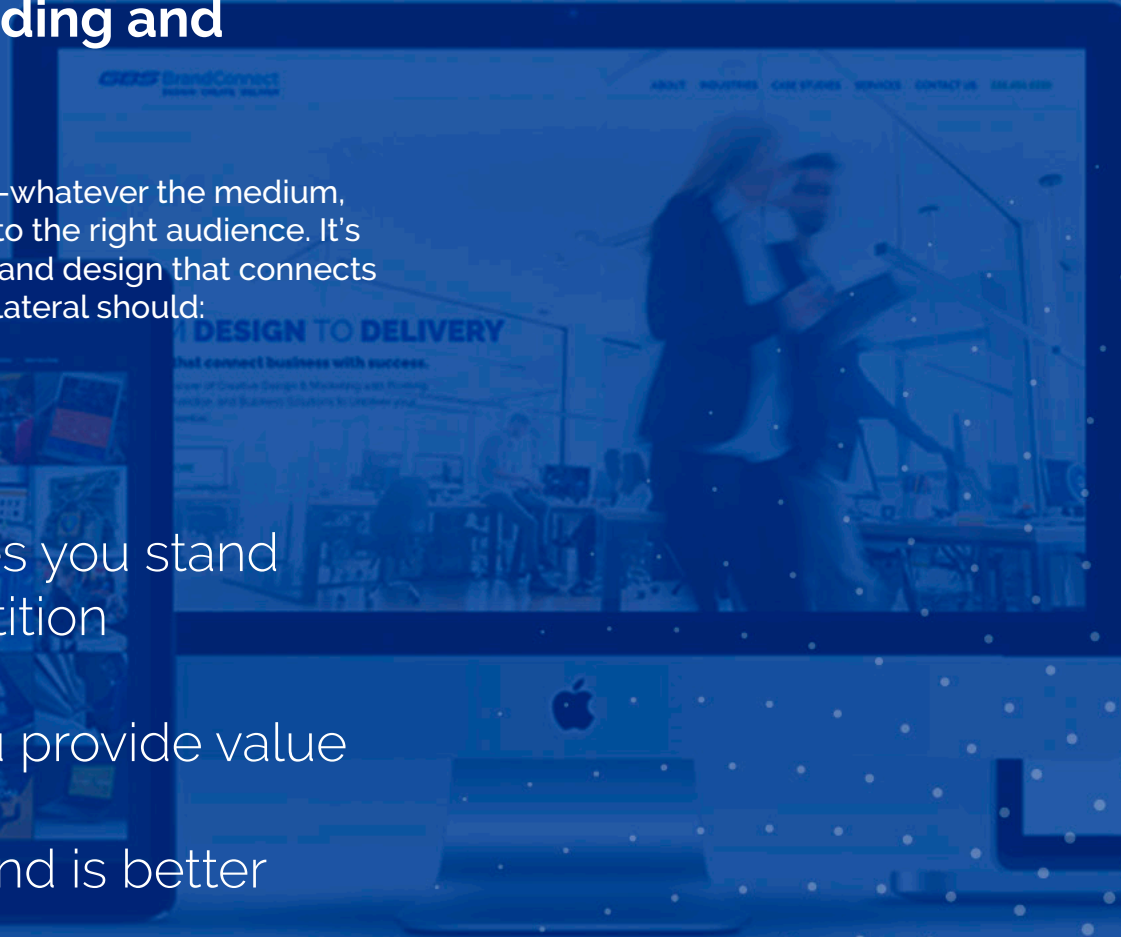
Print, digital, direct mail, social media—whatever the medium, marketing delivers the right message to the right audience. It's the combination of branding, strategy and design that connects you to success. Each piece of your collateral should:

Say **WHO** you are

Explain **WHAT** makes you stand out from the competition

Showcase **HOW** you provide value

Detail **WHY** your brand is better than the rest





# MARKETING

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## Tell your unique story.

Getting to the heart of your brand, developing advanced strategic marketing and applying expert design are the best way to showcase your vision in the market.

## What items do you need to brand?

Each piece of collateral highlights your unique story, celebrates your brand and builds your business. Apply branding to your:

Website  
Campaigns  
Advertisements  
Infographics  
Social Media  
Print & Digital Collateral

Sales Tools & Presentations  
Informational Presentations  
Video Design & Production  
Branded Apparel  
Customized Merchandise  
Promotional Items



# MARKETING

**GBS BrandConnect**

## The Six Things That Change Everything

Cost-effective solutions to get the products, technology and services you need are crucial to your marketing. Streamline the process with:

1

Leveraged connections throughout the market for higher quality, faster responses and better pricing.

2

Supply chain transparency to control costs, eliminate inefficiencies and respond quickly to market changes.

3

Connected warehousing, kitting, fulfillment and distribution—preferably from a single source.

4

End-to-end support to encompass every part of the process.

5

Monitored performance via customer surveys and advanced KPI metrics.

6

Clear, concise messaging that maximizes your brand impact.



**Love Your Piggy Bank**

November 30, 2016 · 🌐

Only THREE days left to claim your \$10.

Fun Fact: During The Middle Ages, dishes and pots were made of a clay called "PYGG". Whenever people had extra coins, they dropped them into one of their clay jars. They called it their pygg bank or their piggy bank.

Today, the first 3 people to post "I LOVE MY PIGGY BANK" on our page today will win a tee shirt.... [See More](#)



**Love Your Piggy Bank**

November 4, 2016 · 🌐

Stashing cash in your Piggy Bank is a great way to set aside money for that when you need it in a pinch. You'll love watching it add up and knowing you're doing something smart!



**Money Network**

Social Media Advertising Multi-channel Campaign



# PREPARING FOR YOUR REBRAND

## Worksheet: Collateral Management

Content ideation, creation and fulfillment are a big undertaking. The more marketing pieces you create, the more there is to manage. But don't let that stop you from taking the plunge into re-energizing your brand strategy!

Answering these questions helps ensure that you're prepared to manage the entire Design-to-Delivery process.

### What resources and partnerships do you have to rely on?

*Do you have the materials you need for printing, packaging and fulfillment? What relationships do you have that you can leverage for materials and services?*

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### How well can you and your team manage the process?

*Full transparency is a must! Do your supply chain, inventory and fulfillment processes integrate easily? Can you see inventory, check shipment progress and backfill collateral in real-time?*

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### How much transparency do you have over the process?

*Can you easily control costs and eliminate inefficiencies? How quickly can you respond to market changes? Are you able to compare pricing, track progress, access real-time reports and evaluate ROI?*

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### Where are you able to reach with your marketing efforts?

*Do you have the logistics to deliver collateral from coast-to-coast? If not, how big is your area of outreach? Can you kit, pack and fulfill in-house?*

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### How prepared are your teams for the full process?

*Think about your business structure. Do you employ an in-house marketing team with the knowledge and resources for all Design-to-Delivery needs?*

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### What are you trying to communicate with your brand?

*Brand strategy is more than putting your logo on a mug. Does your team possess the expertise to maximize your brand on every communication?*

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# RESOURCE ANALYSIS

## Worksheet: What You Have vs. What You Need

Before you begin, you'll want to itemize the resources you have available in-house and what you may need to source from a creative services partner. Below are the key components of the brand strategy and marketing process that you'll want to consider.

### PEOPLE

*Circle One*

Do you employ marketing staff? **Yes No**

*(If NO, look into Creative partners.)*

# of marketing personnel:

Do they have time to rebrand along with other responsibilities? **Yes No**

**Do you have designated:**

Designers? **Yes No**

Writers? **Yes No**

Notes: \_\_\_\_\_

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### KNOWLEDGE

*Circle One*

Has any of your staff managed a rebrand before? **Yes No**

Is your team proficient in creative design? **Yes No**

Do they have experience with targeted comms? **Yes No**

Are they familiar with common design software? **Yes No**

Do they currently use consistent messaging? **Yes No**

Notes: \_\_\_\_\_

\_\_\_\_\_

### TOOLS

*Circle One*

**Do you have software for:**

Creative design? **Yes No**

Inventory control? **Yes No**

Order mgmt. & tracking? **Yes No**

Real-time reporting? **Yes No**

Are the systems integrated? **Yes No**

Budget for new software:

Notes: \_\_\_\_\_

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\_\_\_\_\_

### SPACE

*Circle One*

Do you have a storage facility? **Yes No**

*(If YES)*

Who manages your storage?

**Is it easy to:**

Find what you need? **Yes No**

Track inventory? **Yes No**

Order new collateral? **Yes No**

Notes: \_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_



# TIPS FOR EVALUATING POTENTIAL PARTNERS

## Worksheet: Good, Better, Best Checklist

After you've completed the **What You Have vs. What You Need Worksheet**, you should have a better idea of what aspects of the brand strategy and marketing collateral process you can manage in-house. If you find any areas where you require a service provider, weigh their offerings on the **Good, Better, Best Checklist** to determine the quality of their services.

### A GOOD PARTNER...

- ☐ Employs staff with expertise in brand strategy and marketing.
- ☐ Has experience developing strategy within your industry and for similarly sized businesses.
- ☐ Takes a deep dive into your industry, competition and vision to create customized branding.
- ☐ Can complete projects within the necessary timeframe.
- ☐ Is considered a trusted provider and has a good reputation within the market.
- ☐ Has proven success with strong branding and consistent messaging.

### A BETTER PARTNER...

Offers everything in the **"GOOD"** category, while also providing:

- ☐ Strategy solutions that are customized based on your specific needs.
- ☐ A variety of value-added services such as print management, warehousing, kitting and fulfillment.
- ☐ The ability to pick and choose value-added services based on your unique needs.
- ☐ Performance metrics that allow you to monitor and track KPIs and consumer engagement.

### THE BEST PARTNER...

Provides everything in the **"BETTER"** category, with:

- ☐ End-to-end services that guide you through the entire Design-to-Delivery process.
- ☐ Automatic integration of value-added services.
- ☐ An extensive partner network for increased leverage in the marketplace.
- ☐ Visibility and transparency into the entire process.
- ☐ Single-source solutions that eliminate the need for you to find additional partners.

These are the minimum requirements.  
**Do not accept anything less!**

# IS IT US YOU'RE LOOKING FOR?

## About GBS BrandConnect

Experience, Expertise, Resources and Stability

GBS BrandConnect has been providing marketing, print-related and branded merchandising solutions to clients while managing the associated business supply chains for over 50 years. Today, over 30,000 clients nationwide, including many Fortune 500 companies, trust us to support their ongoing business solutions and marketing programs. Our industry expertise and exceptional customer service have helped us become a leading solutions provider—which translates to better value, faster turnaround and higher quality for every client.

**Together, we can transform, grow and celebrate your brand, giving you more time to connect with customers and more freedom to focus on building your business.**

## Let's Connect!

📞 800.394.0430

✉️ [marketing@gbscorp.com](mailto:marketing@gbscorp.com)

🌐 [www.gbsbrandconnect.com](http://www.gbsbrandconnect.com)

7233 Freedom Ave. NW North Canton, OH 44720



## Design & Marketing

- Graphic Design & Brand Development
- Website Design & Development
- Campaign Strategy
- Digital & Content Marketing
- Print/Web/Mobile
- Sales Tools and Presentations
- Informational Presentations
- Video Design and Production
- Infographics



## Print Solutions

- Traditional & Digital
- Direct Mail Programs
- Custom Labels & Variable Imaging
- Wide Format Printing
- Finishing & Bindery Operations



## Business Solutions

- Sourcing
- Supply Chain & Distribution
- BPO — Printing and Sourcing
- Kitting & Warehousing
- Custom Distribution
- Inventory Management