

Authenticity and Brand Strategy

HOW TO BUILD A SUCCESSFUL BRAND, ALIGNED WITH YOUR PURPOSE



THE
COPPER
PORTICO

About Lilian.

Lilian Santini is the founder and creative director of ***The Copper Portico***, a Miami-based studio specialized in brand strategy and design. She creates visual brands with a clear message and offers personalized strategies to connect brands in an authentic and dynamic way. Lilian has a special connection with women entrepreneurs and mystic brands, and is also dedicated to elevating young women in Brazil in their career and personal development.

Being passionate about the arts and social justice, her client list also includes organizations like Vizcaya Museum and Gardens, Georgia Symphony Orchestra, Catalyst Miami, Office of New Americans, among others.



LILIAN SANTINI



**How to build a
successful brand,
aligned with your
purpose.**

Building an authentic brand means being in tune with who you are and your life purpose, as well as the needs of your audience. As a small business, you may be competing with big brands with unlimited marketing budgets. That's why the best way to stand out is to build an authentic brand, with your own flavor.



What is a brand?

Your brand is defined by a customer's general perception of your company. Simply put, **your brand is your reputation.**

Branding doesn't happen overnight, it's a continuous process and requires a strategy. However, the continued effort will result in establishing long-term relationships with your customers.

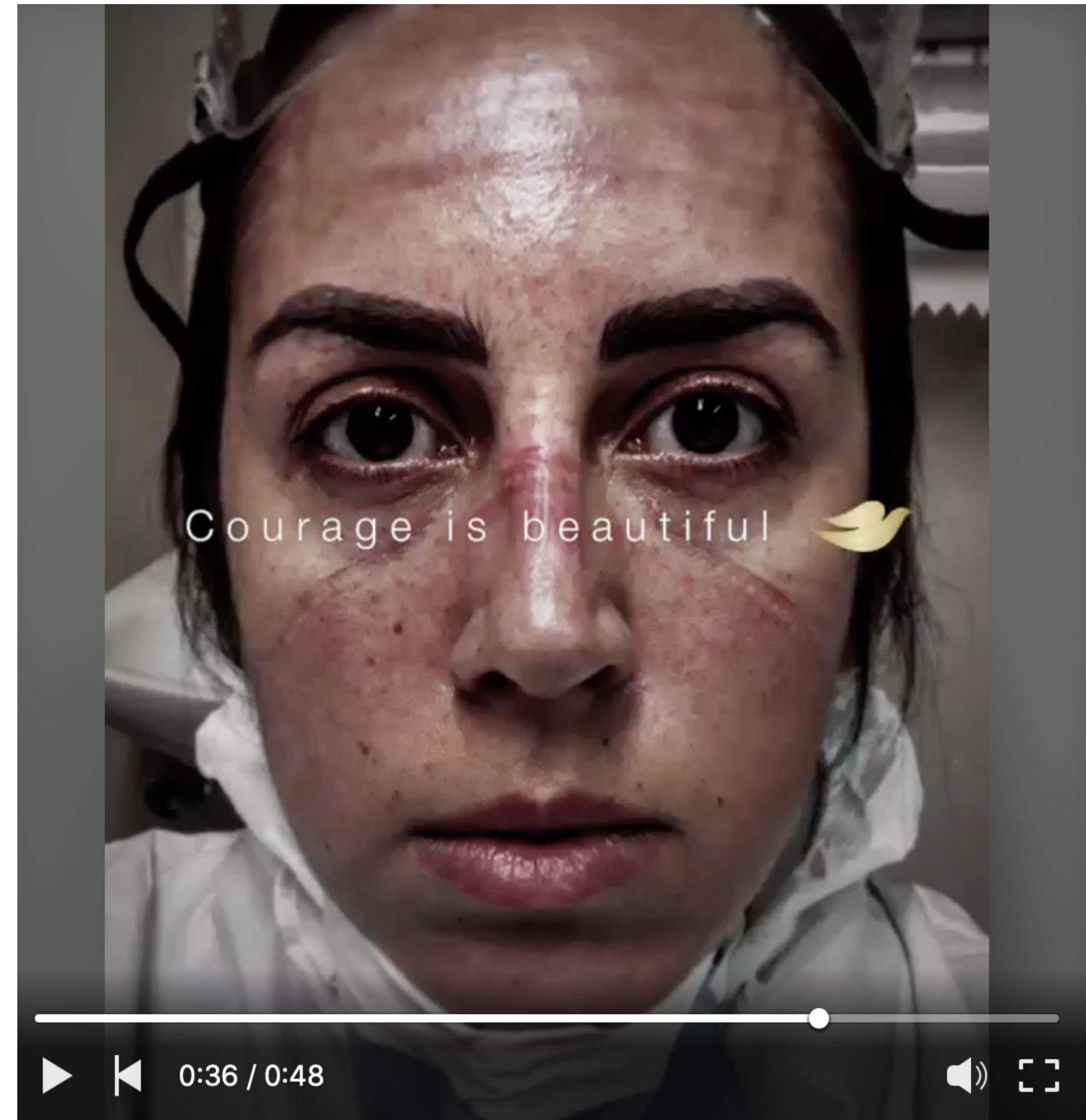


Branding during Covid-19.

We're living in times of uncertainty with Covid-19. Strong, authentic brands that inspire their audience and connect with customers are doing much better right now than those that aren't striving to create a connection.

An excellent example is the Dove campaign launched in 2020 in Canada, *'**Courage is Beautiful**'* aligned with the values of the brand. The campaign demonstrates that it is possible to remain faithful to the purpose and tone of your brand and at the same time be creative, even in the most difficult moments. The brand had wisdom to realize that at this point the conversation about beauty is irrelevant and seems superficial, even if it made sense before the pandemic. By positioning itself in an honest and authentic way, Dove won the public's heart.

We're clear now that when building your brand, authenticity is essential. But how do you build an authentic brand with a clear vision and purpose?



Discover the purpose behind your brand.

Each successful brand has a powerful purpose behind it. Purpose is what you wake up every day loving to do for other people (and the world) through your product or service.

THERE ARE FOUR QUESTIONS YOU CAN ASK YOURSELF WHEN DEFINING A BRAND'S PURPOSE:

- Why do you exist?**
- What sets you apart?**
- What problem do you solve?**
- Why should people care?**

STUDIES SHOW THAT 50% OF GLOBAL CONSUMERS SAY THEY BUY BASED ON THE VALUES AND IMPACT OF THE COMPANY'S BRAND.

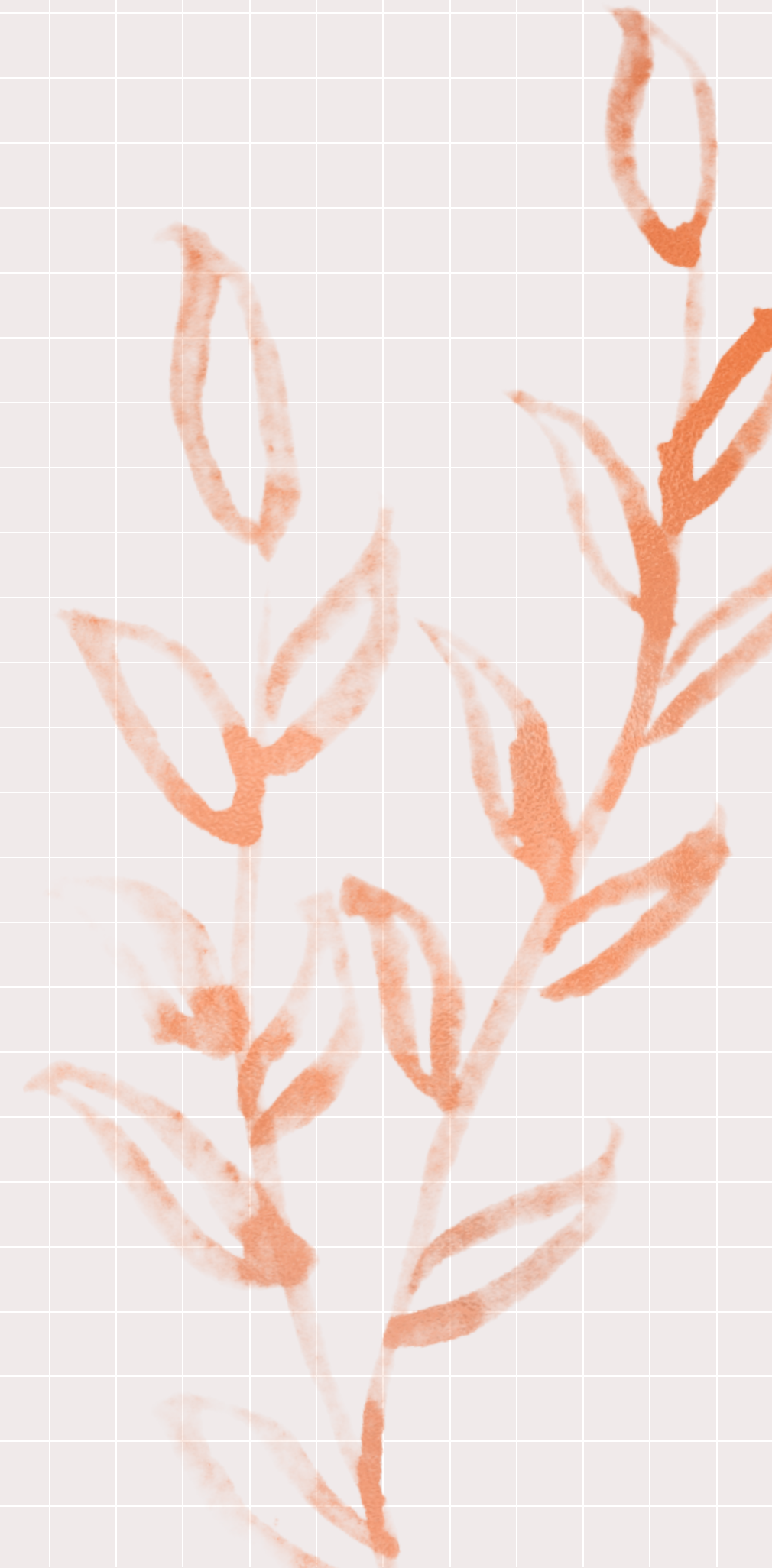


Why do you exist?

What sets you apart?

What problem do you solve?

Why should people care?





Determine your brand's target audience.

The basis for building your brand is to determine the target audience you intend to focus on. You cannot be everything to everyone. When building the brand, keep in mind who exactly you are trying to reach.

For example, instead of “all mothers”, you can narrow the niche to “single mothers who work full time at home”. When you work with a target audience that you really admire and want to serve, it becomes much easier to be authentic! It also helps to ensure that your brand message is very clear to the intended recipient, because you know your customer's profile well.

During this process, take the time to research your competitors. What are other brands that focus on your audience, and how are they differentiating themselves? This is a great way to find gaps in your market and improve your offers.

Establish your brand's mission.

Have you thought about your brand's mission? This is your why; the reason you get up every day.

Before building a brand that your target audience trusts, you need to know the value that your company offers. The mission statement defines a purpose for existence.

Everything, from your logo to your slogan, voice, message and personality, should reflect this mission. When people ask what you do, respond with your brand's mission statement.

DOVE'S MISSION:

Our mission is to ensure that the next generation grows up enjoying a positive relationship with their appearance, helping young people to raise their self-esteem and realize their full potential.

IMPORTANT TO NOTE:

Brand Mission: purpose of existence

Brand Vision: the manifestation of where it is going and what it intends to become in the long term.



Discover your brand's voice.

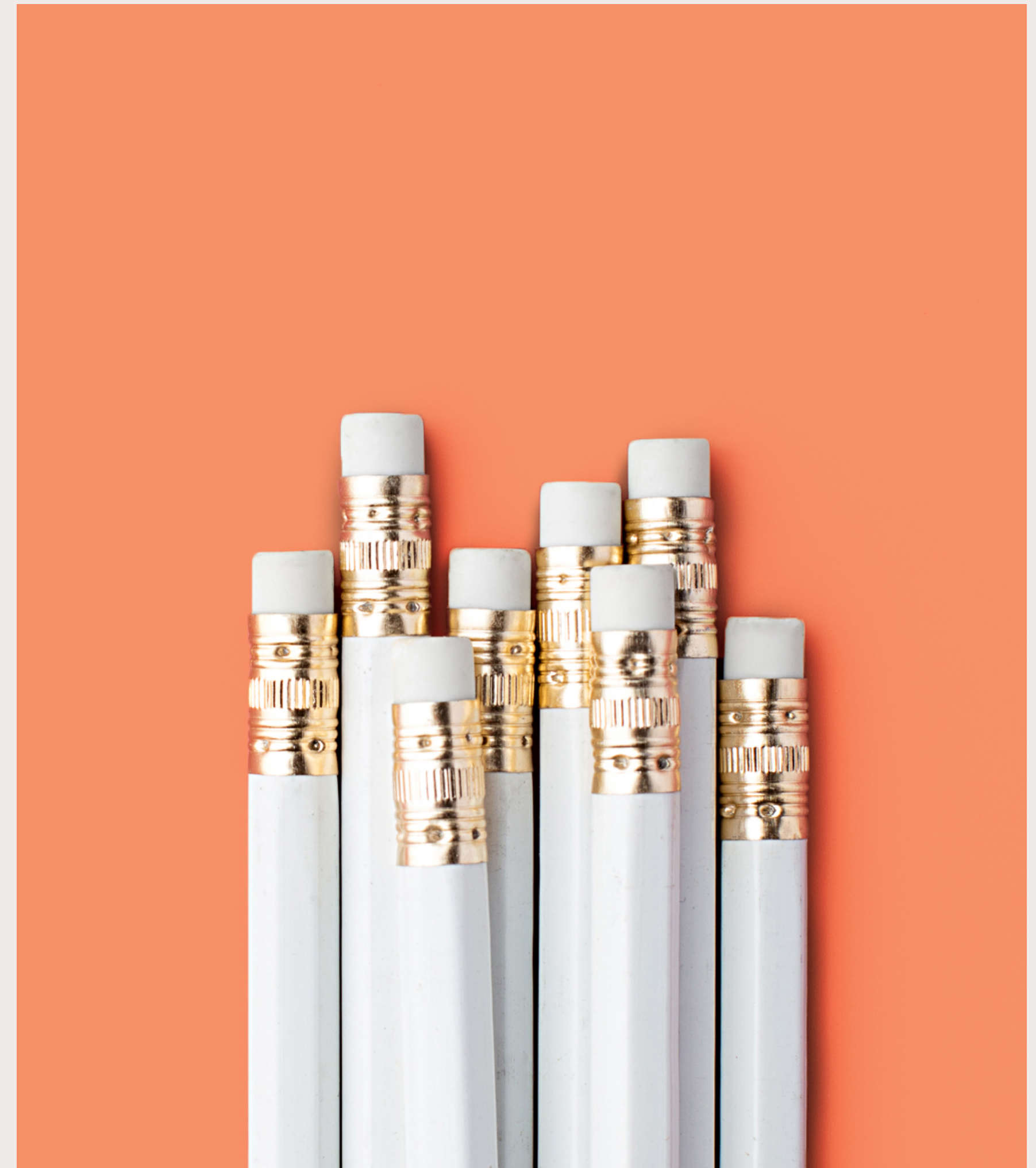
Your voice depends on your company's mission, audience and industry. It's how you communicate with your customers and how they respond to you.

There are infinite attributes and possibilities that can build a brand's voice behind its message. Ultimately, you want to choose a voice that makes sense and resonates with your target customers.

Build your brand's story.

When building your business, tell your audience who you are in a clear way, using the voice you choose for your brand. Your message must be associated with your values and conveyed consistently.

A brand story is an opportunity to communicate on a human level, establishing a direct emotional connection with your consumers. The language you use must be understood immediately and form an emotional bond.



Create a visual identity.

When you are sure of your mission, your voice and who you serve, it is time to create your visual identity.

We are visual beings and quickly judge when something doesn't seem valuable. It may be the most amazing and delicious cake in the world, but if it is ugly, we probably won't buy it.

It is the same with our brands. If the image doesn't reflect the value you offer and if it doesn't make you stand out, people will take a few seconds to make a decision and leave. A well-made visual identity generates recognition and more credibility and trust.

Your logo will appear on everything that relates to your business and will become your identity, the visual recognition of your promise. Be intentional and create something exceptional to reinforce the visual identity of your business.

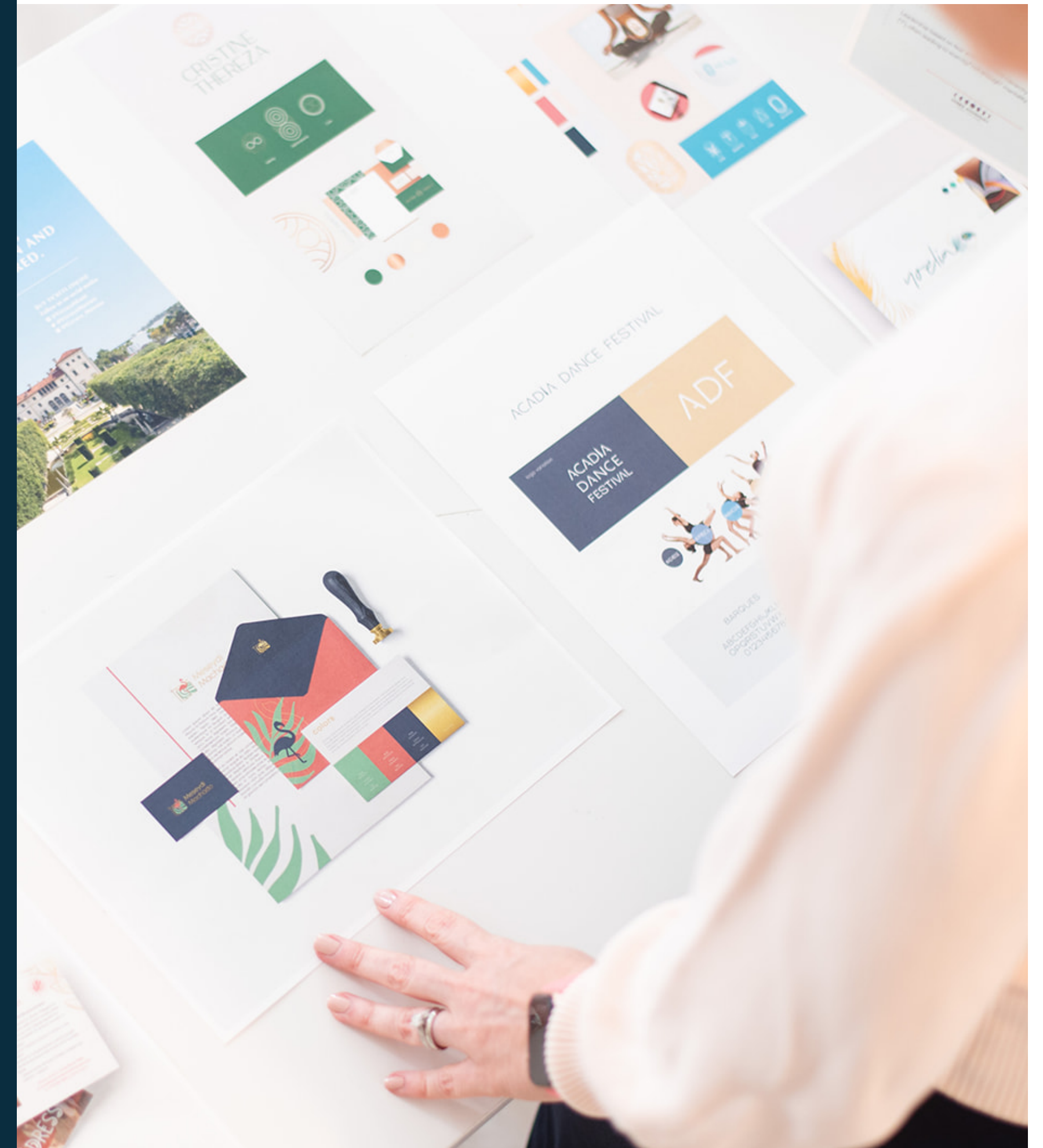


Be consistent with your efforts and kind to yourself!

The process of building your brand never ends, it's ongoing work. If you are creating a company aligned with your passions, offering solutions that make a difference and at the same time being true to your mission, you are on the path to success.

REMEMBER THAT BEING AUTHENTIC DOES NOT MEAN BEING PERFECT.

We all started somewhere and evolved over time. Don't let yourself be paralyzed by fear, take one step at a time and build a brand you're proud to share with the world.





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