

HOW TO BUILD A “BRAND TRIANGLE”

Top quality branding campaigns are based on developing what is known as a “Brand Triangle.” The base of this triangle is the Brand Promise, and the two legs of the Triangle relate to Brand Attributes and Brand Personality. This tool provides leaders a way to think about building a Brand Triangle for their organization.

The base of the Triangle, the Brand Promise, is a focused answer to the customer-oriented question, “If I engage in a relationship with you, what can I expect?” The answer is the essence of your brand, and of your relationship to the customer. For example, one information technology company decided that the benefit it delivers is “the results our clients are looking for.” Therefore, the brand promise they promoted is “ABC delivers better results.” That statement represents the value they create for others.

The second side of the Brand Triangle is the Brand Attributes. These are tangible features that customers experience. It is the essence of how the company delivers the brand promise. Using the same example, the attributes might include:

- Experience in my area of need
- Proven track record lowers my risk
- High ethical standards maintained
- Relationship founded on trust
- Known or recommended by someone I trust



The third side, the Brand Personality, is expressed by the human characteristics that the brand takes on, and represents the emotional connection between the client and the brand. Branding experts typically identify five clear business-to-business brand personalities: sincerity, excitement, competence, sophistication and ruggedness. Using the same example, the results of customer research might indicate that the brand personality should be one of “competence.” Key words might be Reliable, Intelligent, Successful. These words broadcast a persona that matches people’s view of themselves or their aspirations.

The synergistic interaction of the three sides work together to help companies deliver a powerful, focused, consistently brand-aligned experience to all audiences. The key to building a strong Brand Triangle is to align every significant point of customer contact with the brand promise. In other words, all points of contact with prospects and customers reinforce the brand promise. This includes website, brochures, marketing communications materials, press releases, placed articles – even the people that customers come into contact with.