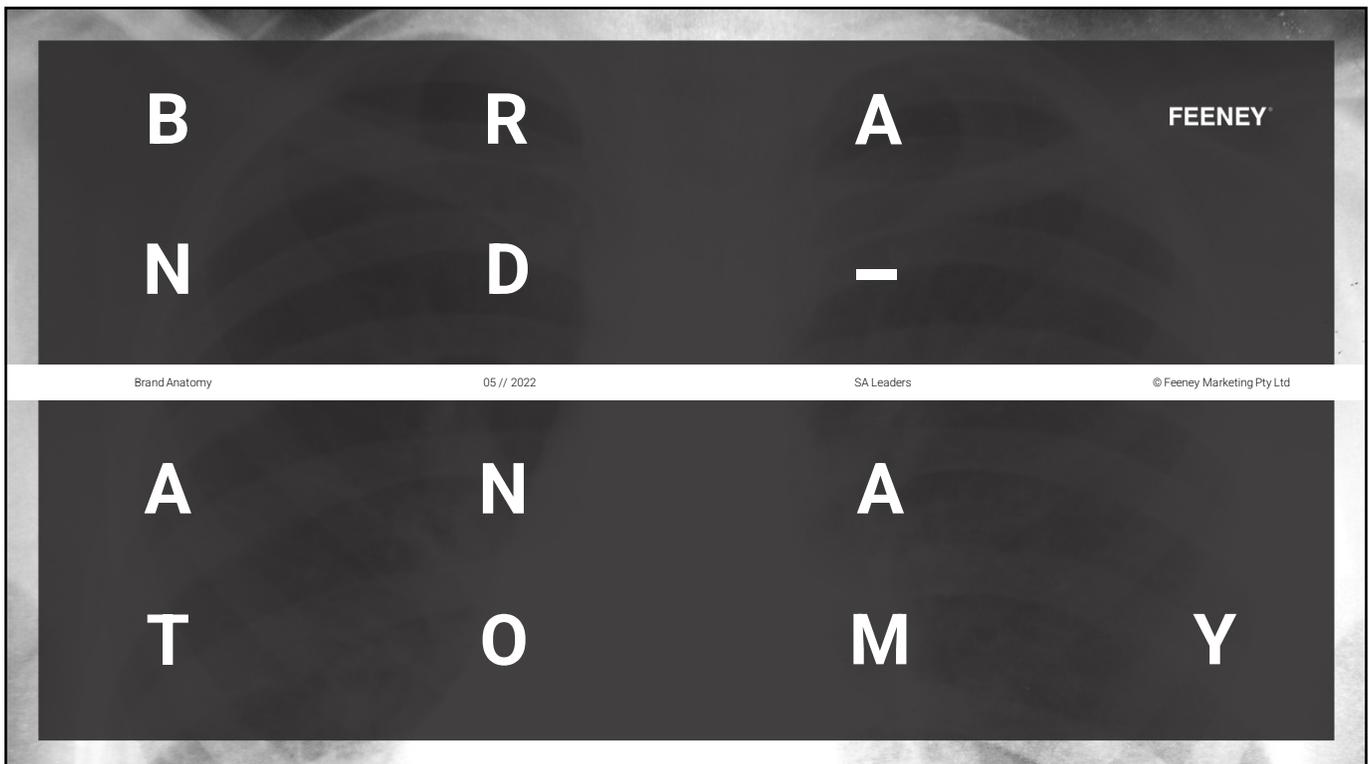




Knowledge Workshop Presentation Brand Anatomy

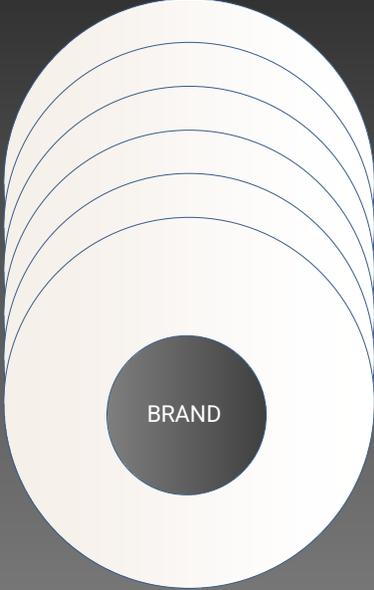
James Raphael
Feeney Marketing

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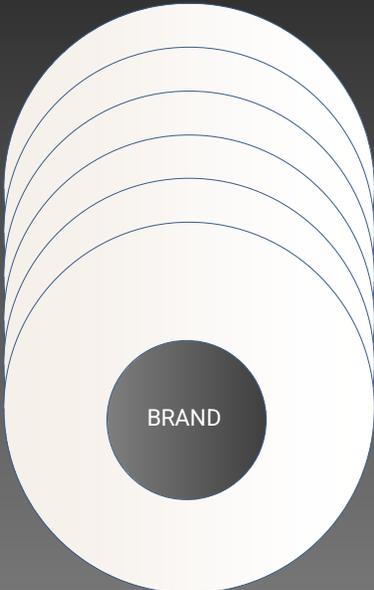
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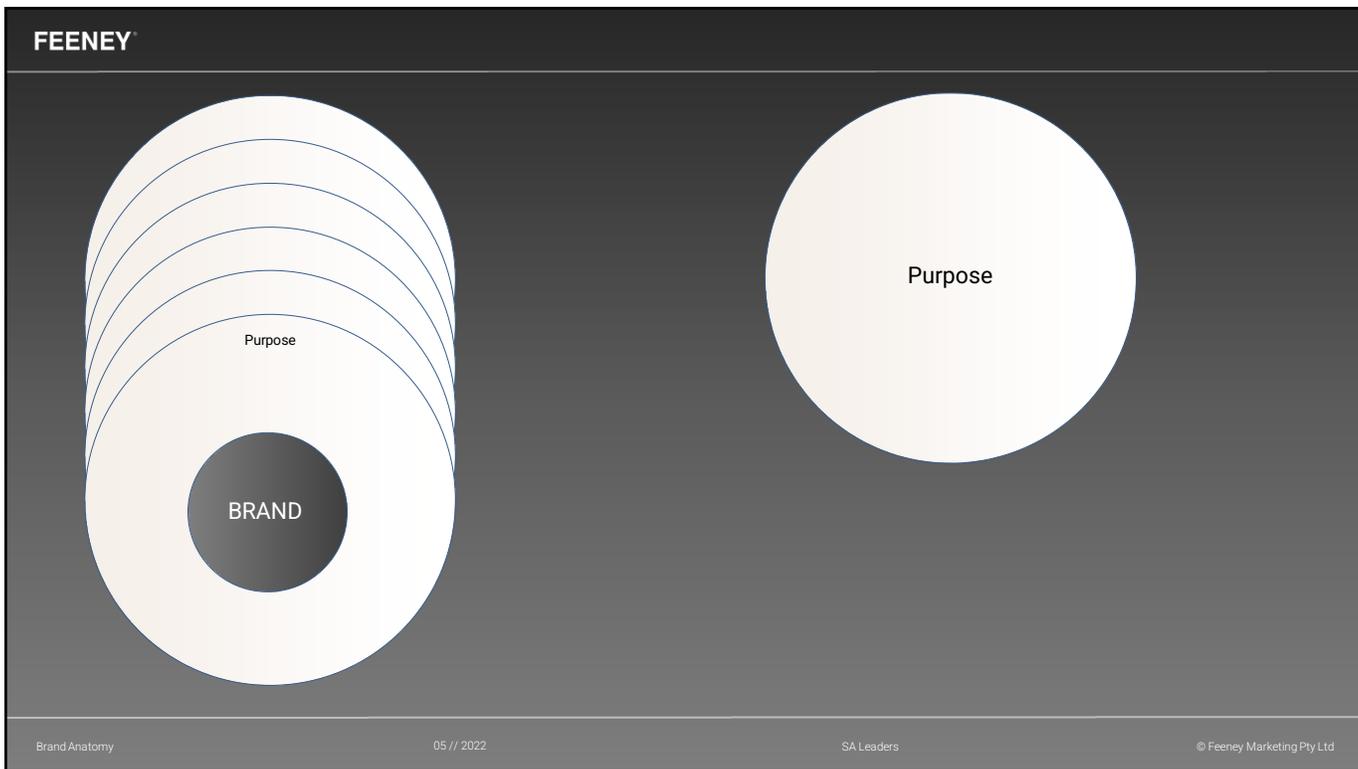


Your brand is often described as the heart and soul of your business.

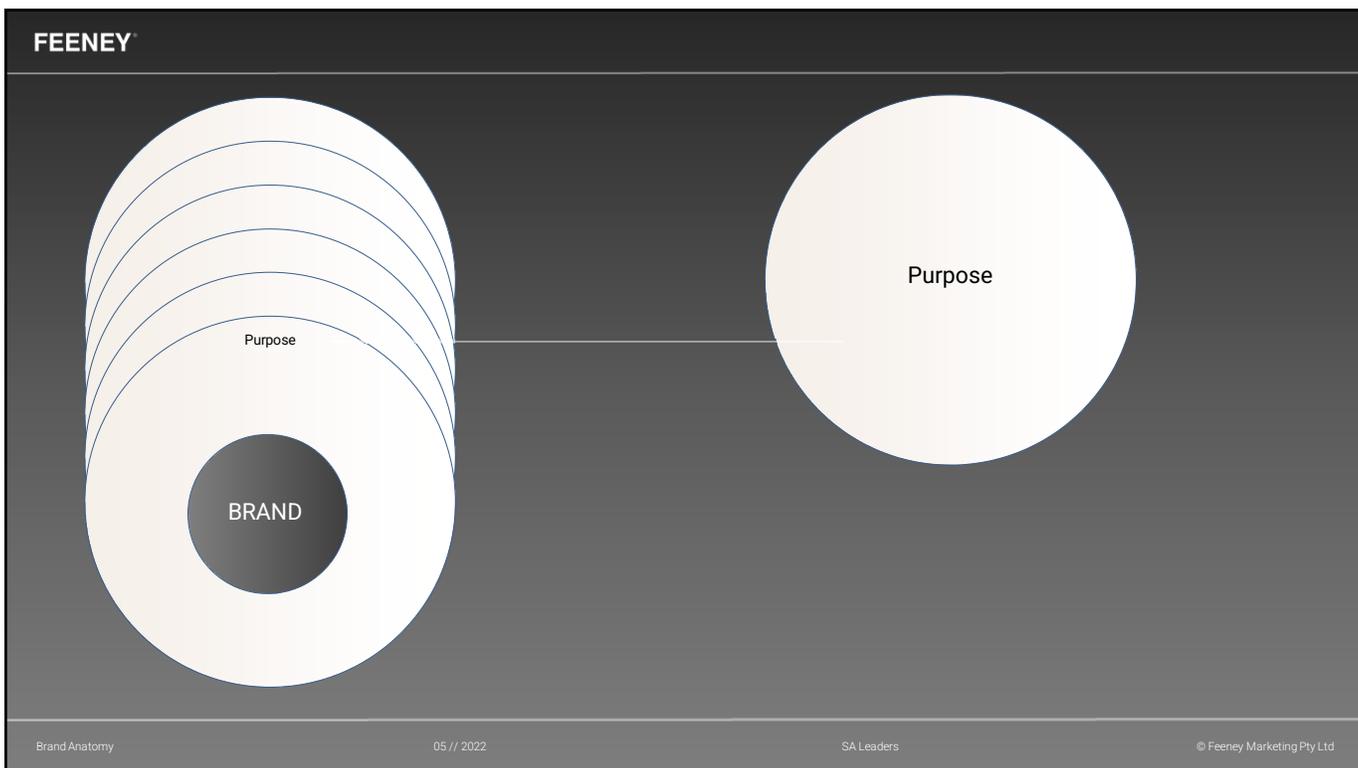
However, a brand has a layered anatomy of its own, that when examined thoroughly, can uncover the cause of pain points and highlight opportunities to improve the health and strength of your brand.

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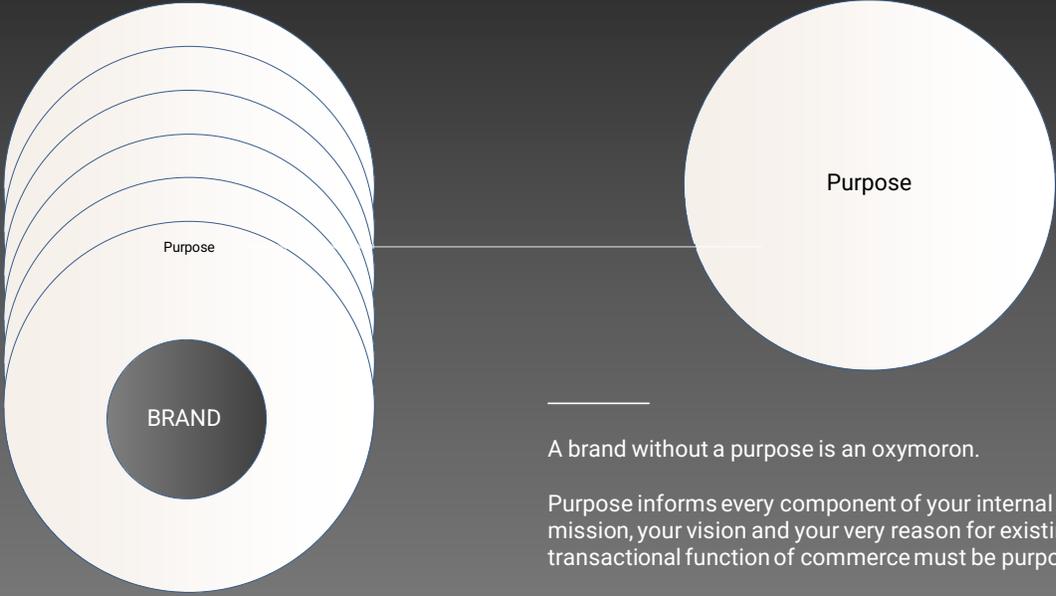


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Purpose

BRAND

Purpose

A brand without a purpose is an oxymoron.

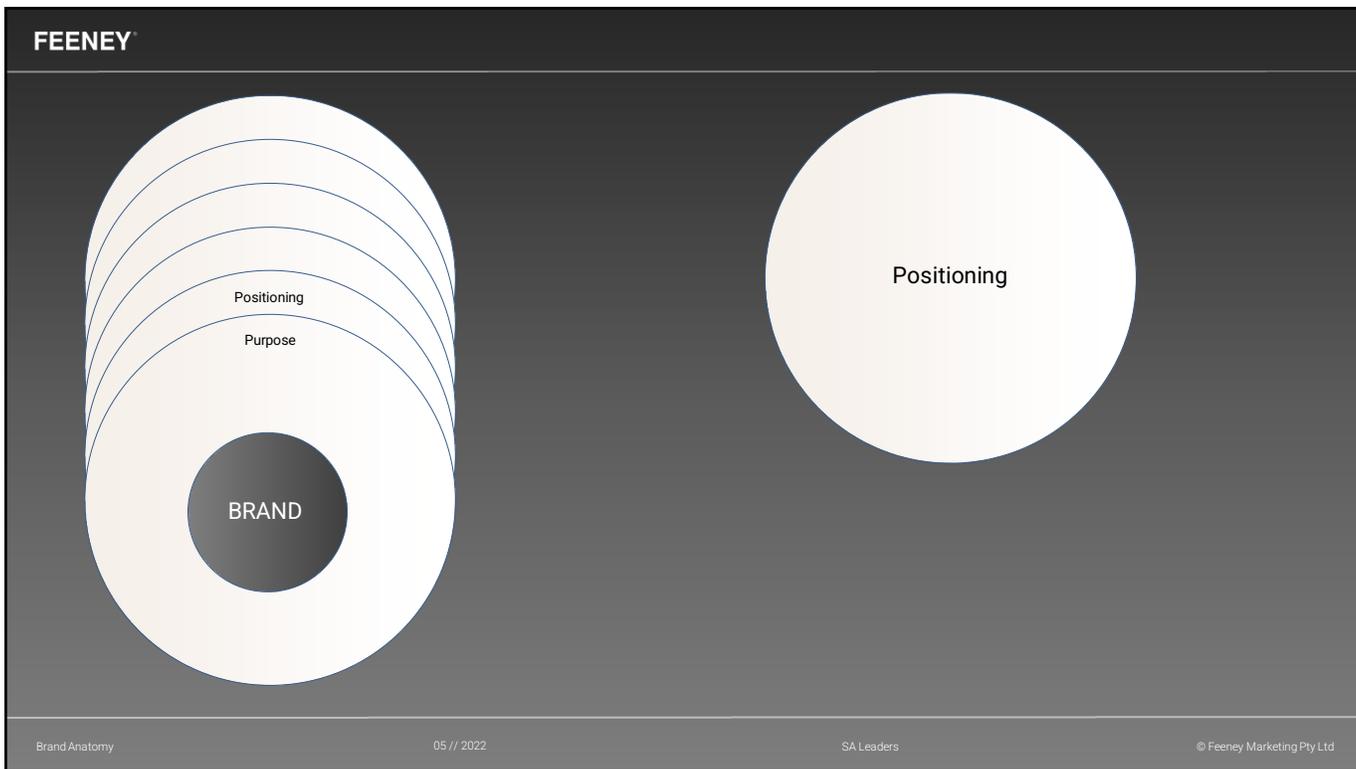
Purpose informs every component of your internal brand - your mission, your vision and your very reason for existing beyond a transactional function of commerce must be purpose driven.

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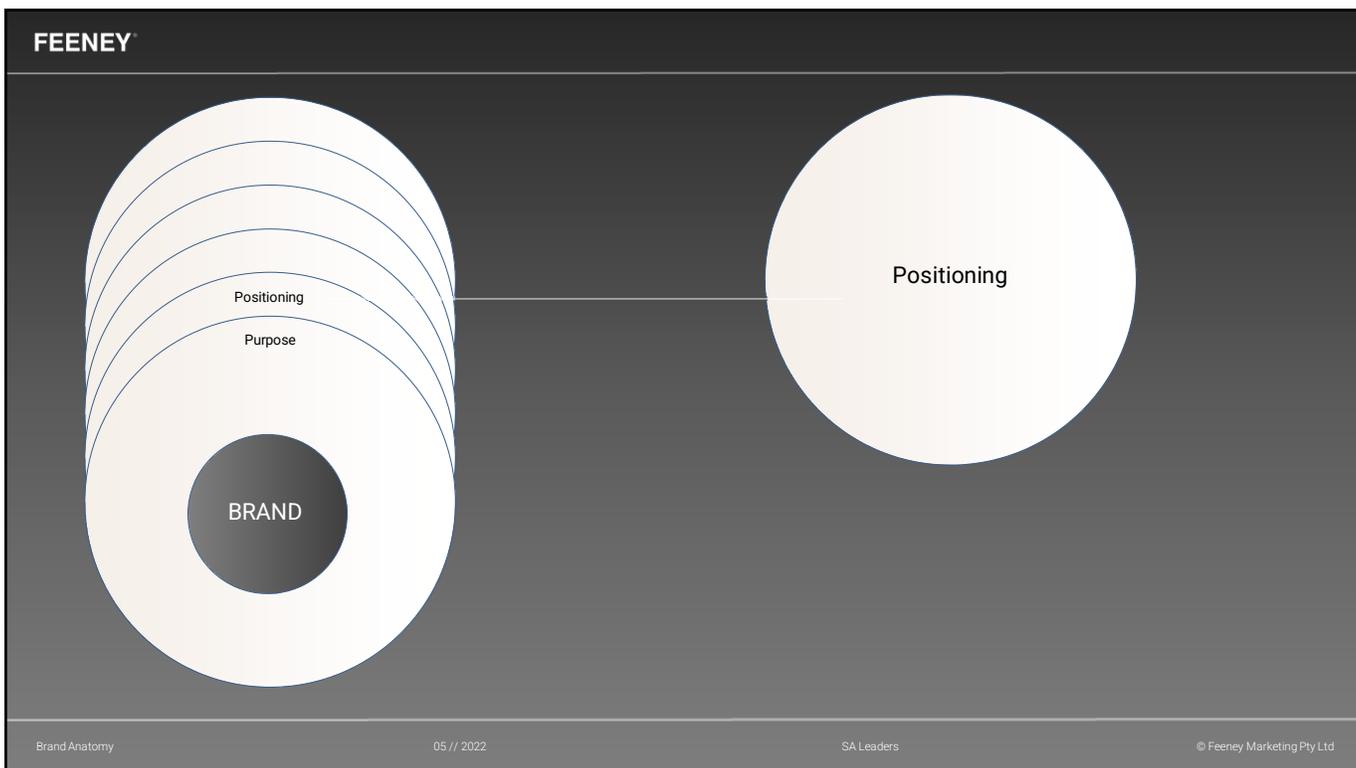
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The diagram illustrates the 'Brand Anatomy' with a central dark circle labeled 'BRAND'. This is surrounded by several concentric white circles. The second circle from the center is labeled 'Purpose', and the third is labeled 'Positioning'. To the right of this stack is a single, larger white circle also labeled 'Positioning'. A thin horizontal line connects the 'Positioning' label in the stack to the larger 'Positioning' circle.

Positioning

Purpose

BRAND

Positioning

Deliberate and strategic brand positioning is a critical component of your brand's anatomy.

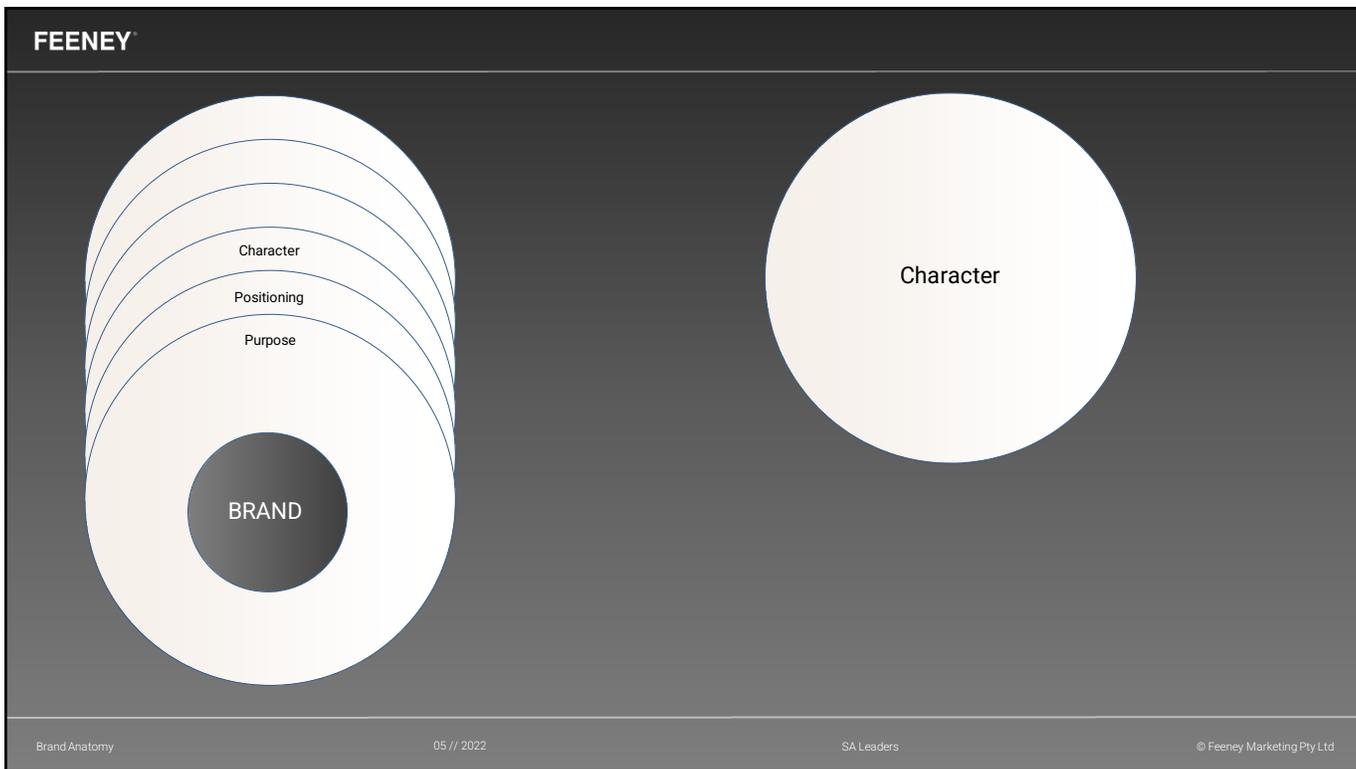
Strong brands are built by choice – not chance.

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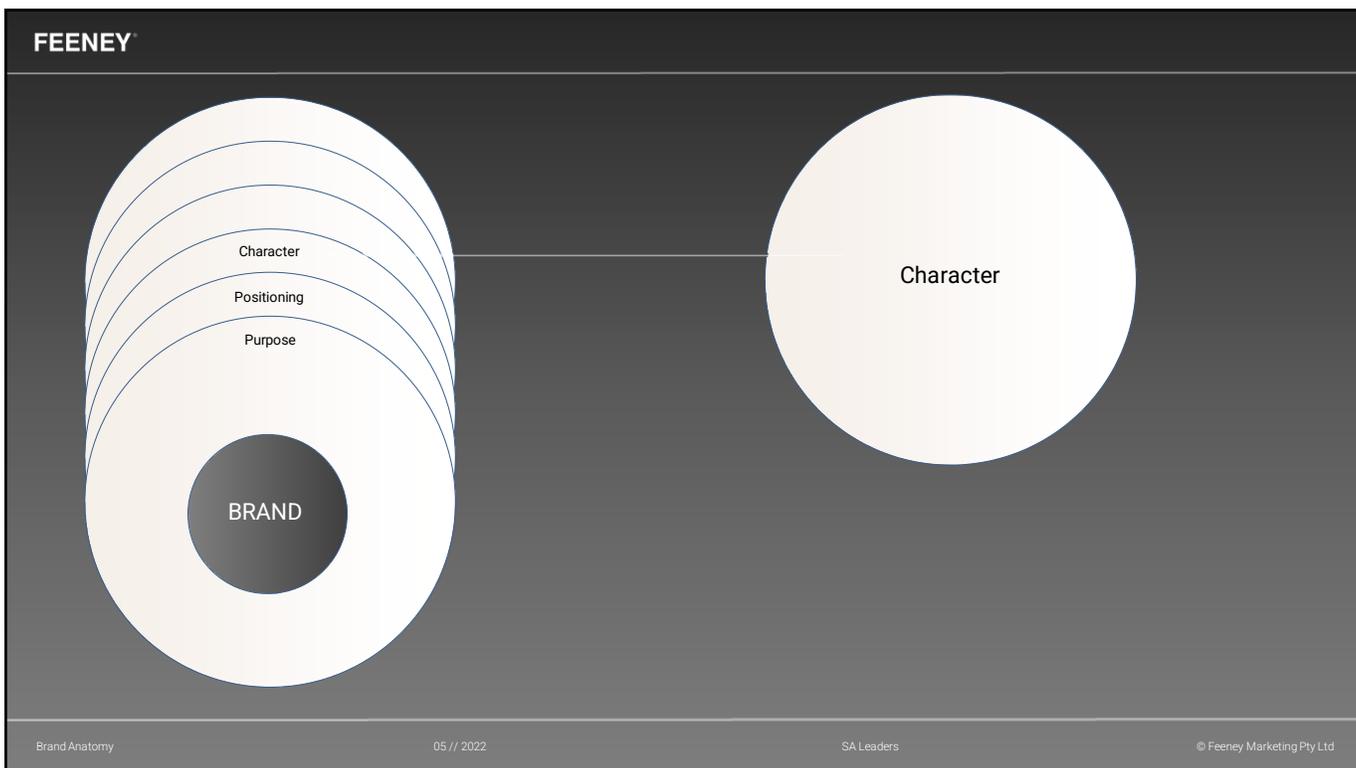
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Character

Positioning

Purpose

BRAND

Character

Character may be described as a combination of one's values and distinctive moral qualities.

It's then easy to understand why brand character is so critical in today's commercial environment.

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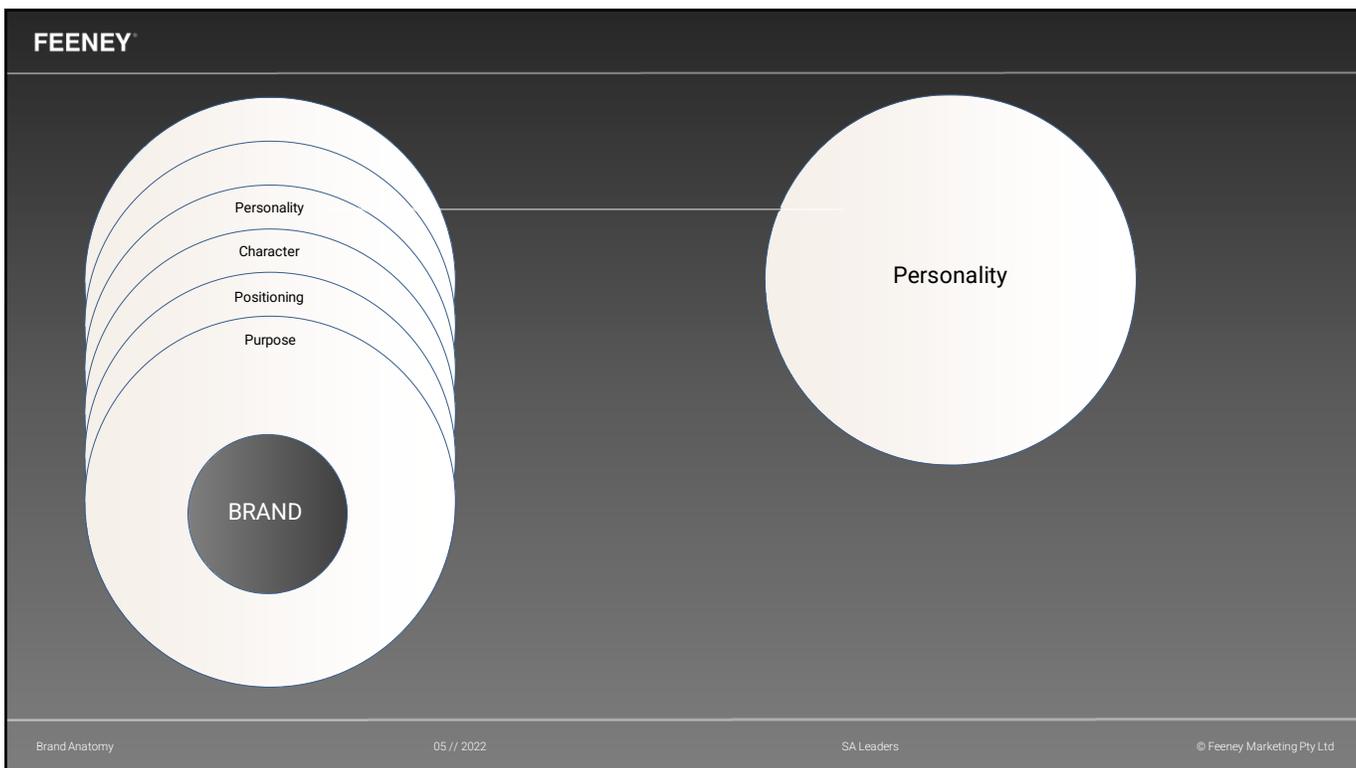
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Personality
Character
Positioning
Purpose

BRAND

Personality

Brands are only valuable once they maintain significant and meaningful relationships.

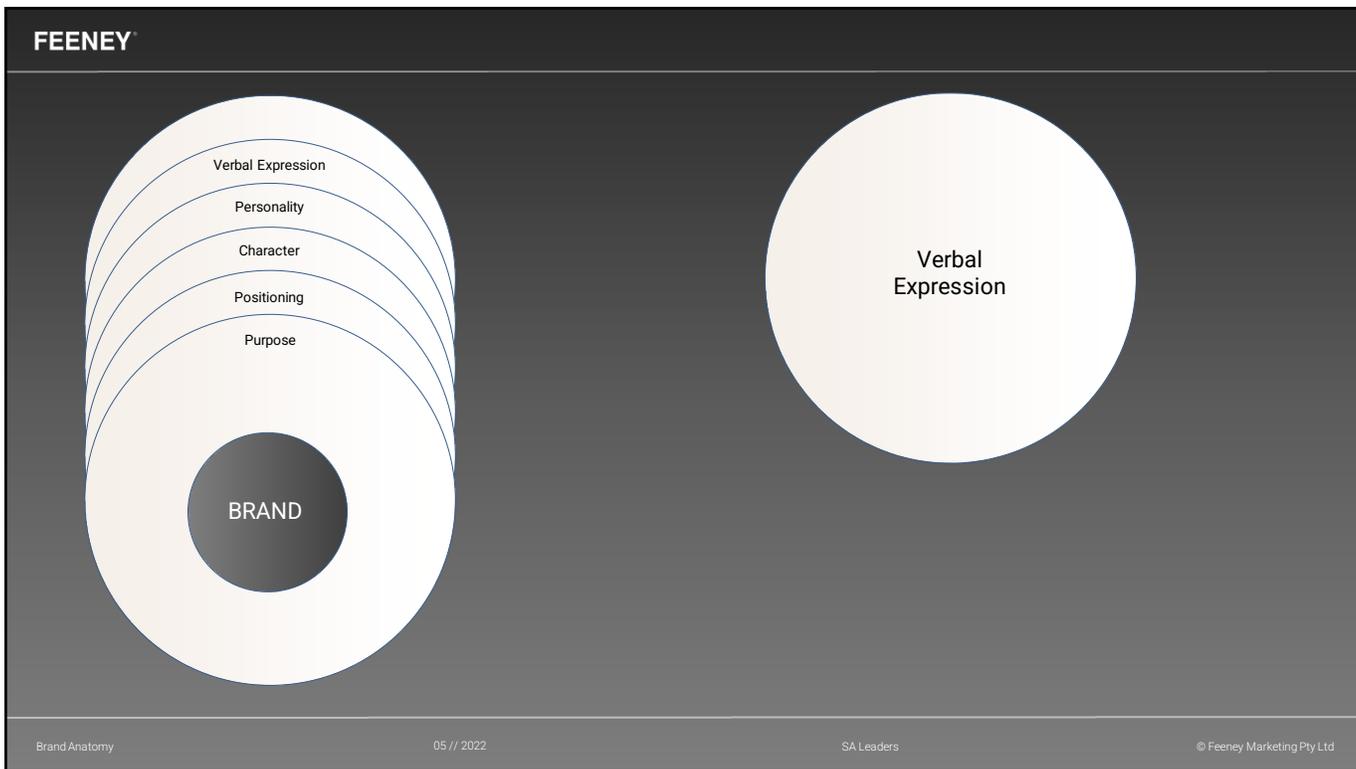
Personality types often inform the basis of a relationship and in a business environment there are a myriad of relationship types.

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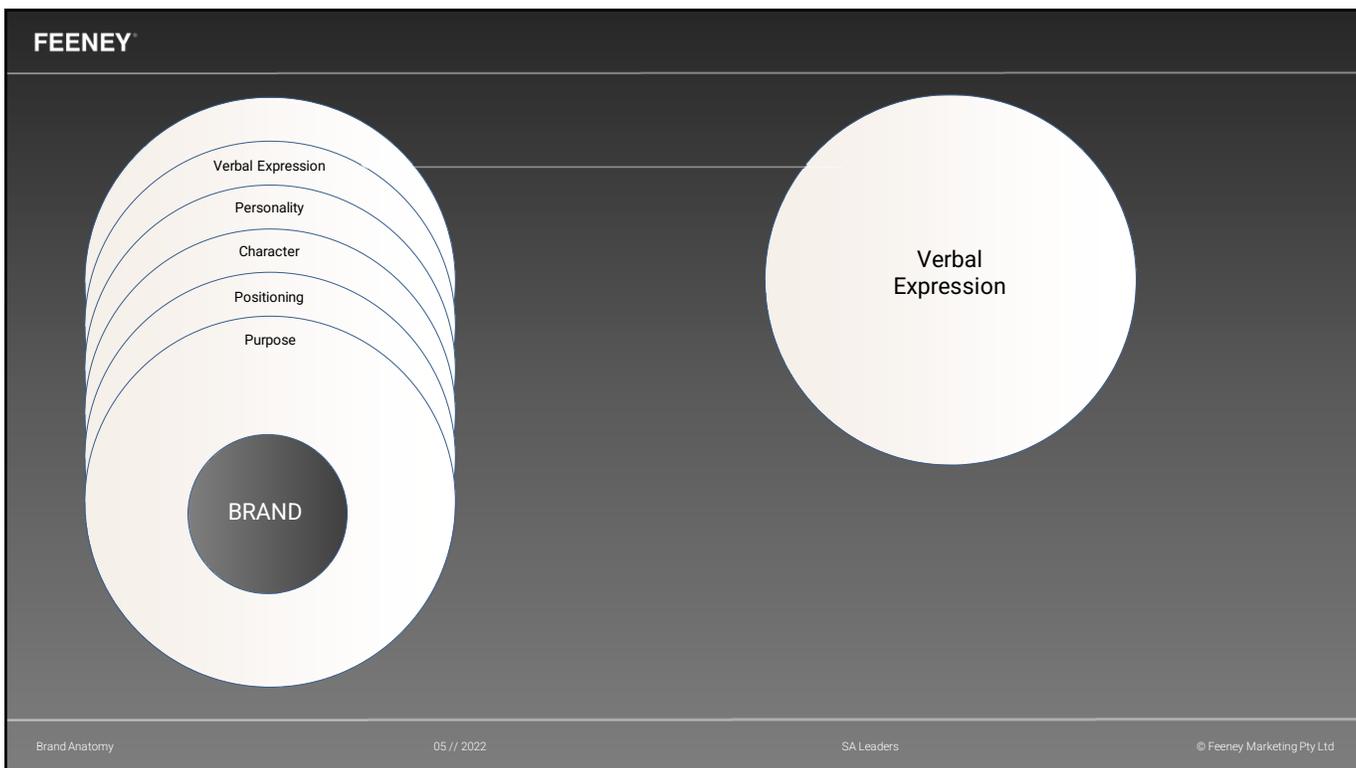
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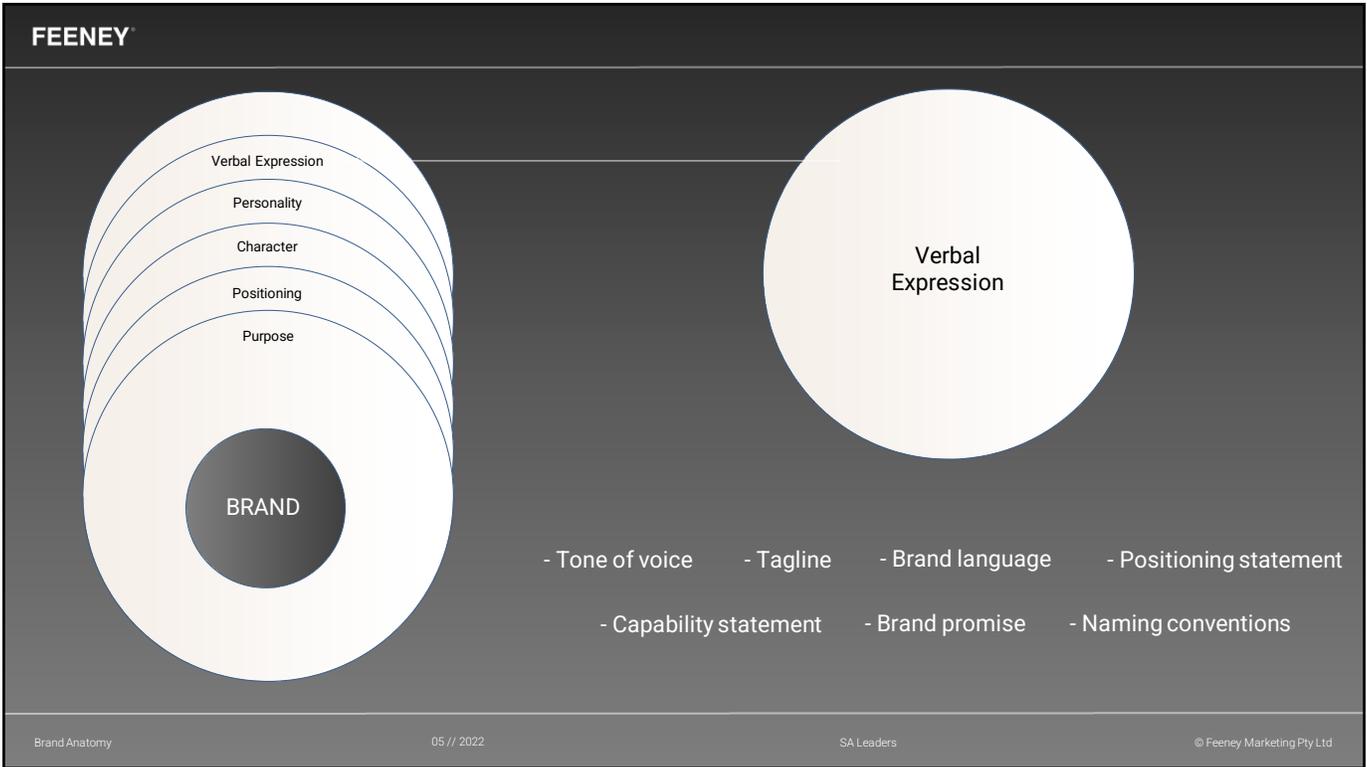
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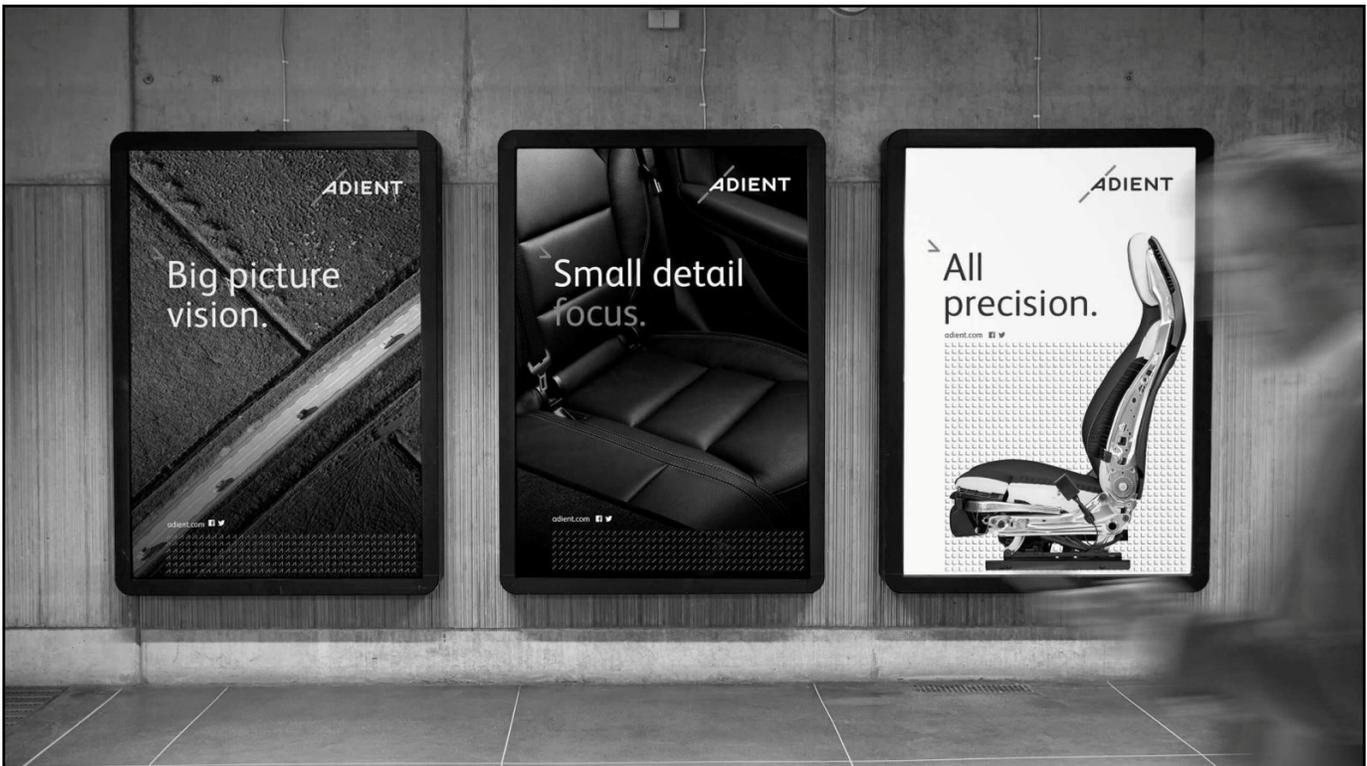
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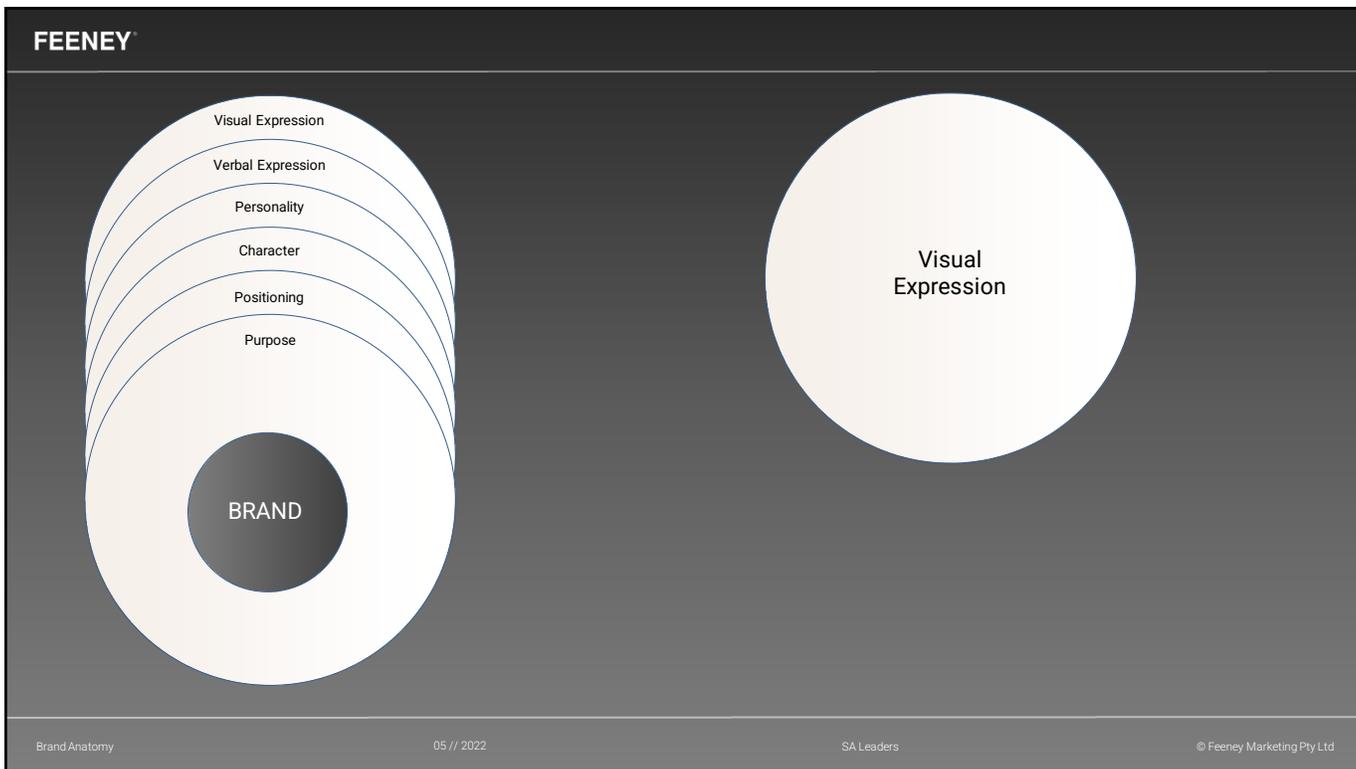
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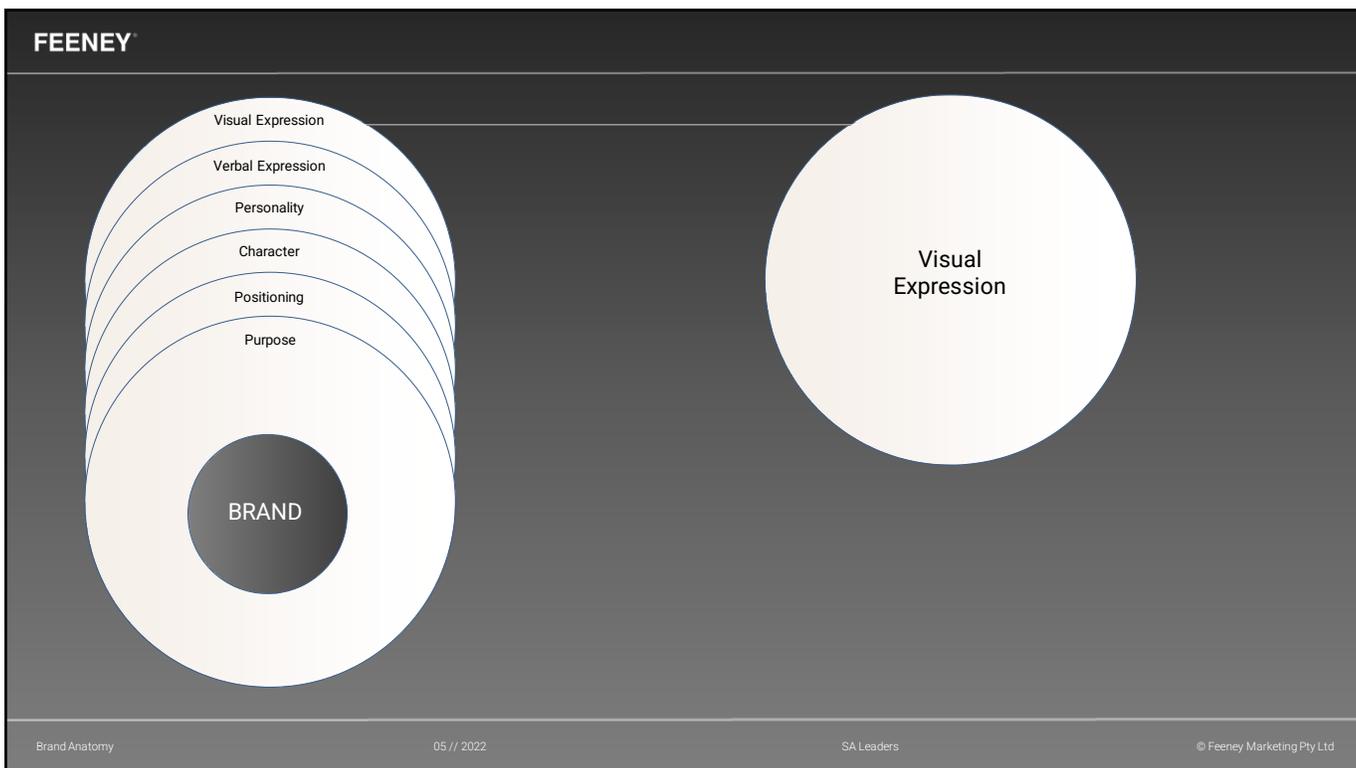
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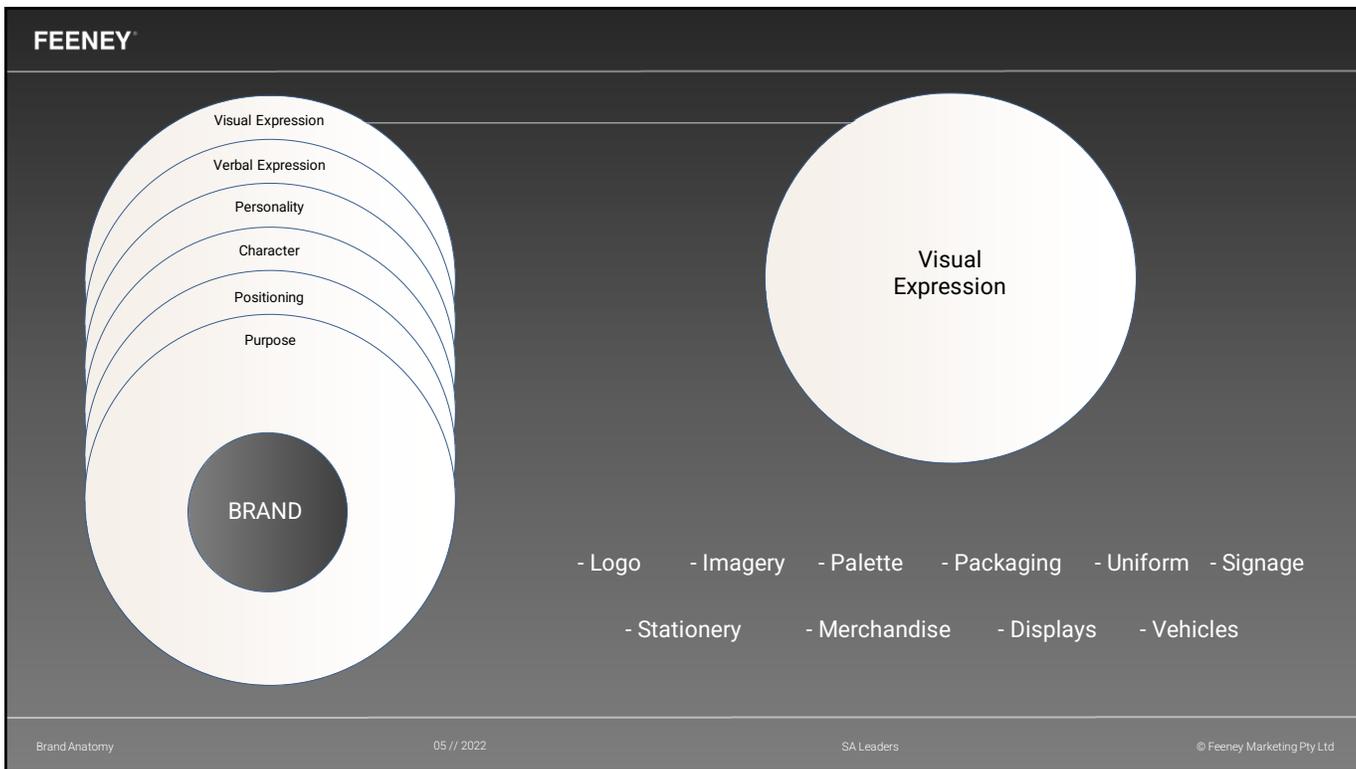
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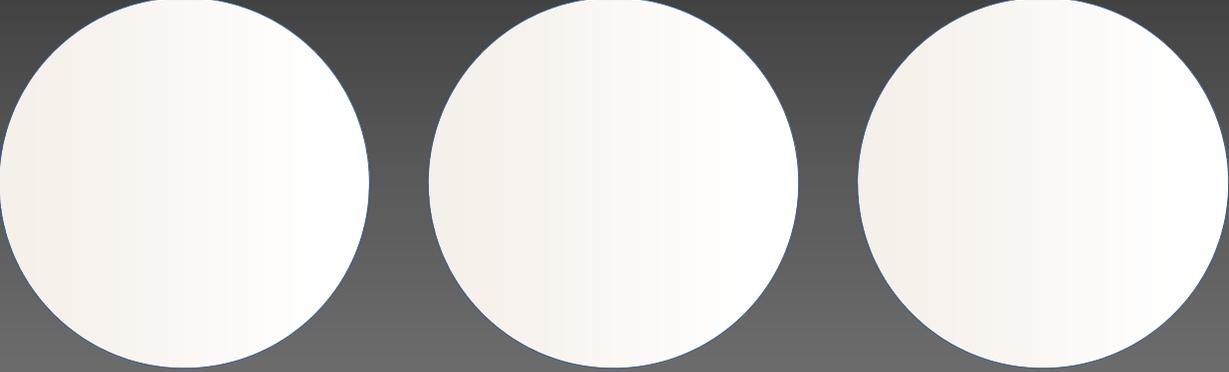


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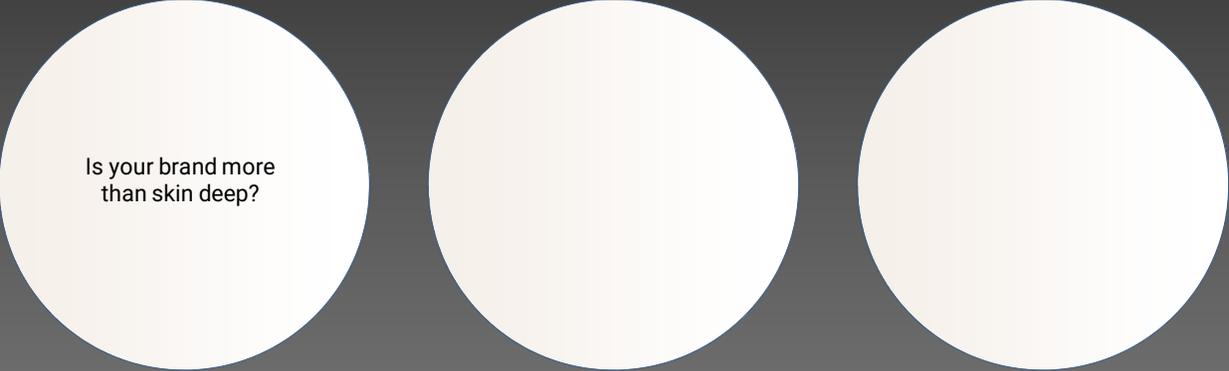
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Is your brand more than skin deep?

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Is your brand more than skin deep?

What type of relationship is your brand looking for?

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This slide features a dark grey background with the 'FEENEY' logo in the top left corner. Below the logo, three large, light-colored circles are arranged horizontally. The first circle contains the text 'Is your brand more than skin deep?'. The second circle contains the text 'What type of relationship is your brand looking for?'. The third circle is empty. At the bottom of the slide, there is a thin horizontal bar containing the text 'Brand Anatomy', '05 // 2022', 'SA Leaders', and '© Feeney Marketing Pty Ltd'.

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Is your brand more than skin deep?

What type of relationship is your brand looking for?

What is the world missing if your brand disappears?

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This slide features a dark grey background with the 'FEENEY' logo in the top left corner. Below the logo, three large, light-colored circles are arranged horizontally. The first circle contains the text 'Is your brand more than skin deep?'. The second circle contains the text 'What type of relationship is your brand looking for?'. The third circle contains the text 'What is the world missing if your brand disappears?'. At the bottom of the slide, there is a thin horizontal bar containing the text 'Brand Anatomy', '05 // 2022', 'SA Leaders', and '© Feeney Marketing Pty Ltd'.

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