



BORDER FRONTIER



Brand on Purpose

clarity checkpoints before
strategy and creative

Alignment

Maybe you've got a sense that your idea could be a great solution for many, but you're **DESPERATE** for a sounding board to get insights and inspiration on how to move from concept to market.

OR

Maybe you feel stretched and pulled in all sorts of directions trying to refresh, build, and grow your brand. But you've been **STRUGGLING** to organize your thoughts and get a clearer sense of alignment.

Either way, it's a brand challenge. And you want some clarity on how to brand on purpose. These checkpoints are exactly for that.

REALITY CHECK: No one really has time for thesis-long strategy documents. Things are constantly changing and you want to be lean and agile to keep up with the times. There's really no need to spend hours on presentations and spreadsheets mapping out your brand strategy, when you can get a clear sense just by looking at a canvas. The sooner you get clarity, the sooner you can get busy changing lives.

This clarity checkpoint list will walk you through the first steps of getting your brand thinking aligned before tackling strategy and creative. If you have any questions, feel free to schedule a brand discovery session. Let's chat about how your brand can be of service to your purpose.



Lungiswa Mzimba

Clarity check

These checkpoints are on your roadmap to brand on purpose. It's like GPS mapping: the more you work it, the clearer your path becomes. Clarity flows where alignment guides.

1

GET HONEST

If you're clear on your purpose, your brand identity will embody that essence. You'll be able to tell your story in a compelling way that resonates with your audience. Your marketing, advertising, comms & design will reflect that clarity.

2

MAKE IT YOUR BUSINESS

In order to achieve your business and organisational goals, the brand must be treated like a business asset. Start thinking budget, spend and shift your money mindset.

3

BE THE CHANGE

Consider what your impact is in the society you belong to. Be open to new ways of ethical and responsible business. What profit is there if you lose people and hurt the planet? Take a broader interest in the global SDG agenda.

4

PARTNERSHIPS FOR THE GOALS

Not everything is competition. Collaborations and alliances will always come in handy. Be clear on why you'd partner and what your brand should ultimately achieve and receive. It's for good, but it's still brand association so be discerning.

5

INNOVATION TO ELEVATION

Don't wait to innovate. Your processes and technology need to align with your products and services so that your brand is capable to deliver on spec and on time. That's how you grow.

6

GET INVESTMENT-READY

Work on your growth points. Brand, market, and industry work together to provide you insights when you assess your strengths, weaknesses, opportunities, and threats. Research and development leads to new frontiers. Don't be afraid to go there.

7

OWN IT

This is your brand. This is your story. Nobody knows it like you do. Nobody will love it more. Commit to co-create and not to delegate.

Avoid mistakes

It's easy to get overwhelmed along the way. Here are the mistakes you want to make sure you avoid.

#1

Getting creative without clarity

When you get told to sort out your website, design your logo, set up your social media accounts all in the name of visibility...Don't fall for it. Fools rush in. Before you spend any resources (time, energy, money), get clear on your strategic intent. You don't want to spend all that effort getting yourself pretty, only to pitch up at the wrong place, at the wrong time, looking to connect with the wrong people.

#2

Changing talent instead of building team

Whether you are a solopreneur or a multinational, your brand needs to get up, dress up, and show up with consistency. The best way to ensure that, is to build a team or commit to a creative freelance support that will go the distance with you. You cannot afford a high rotation or turnover on talent. If you keep the same people on board, they will grow with the brand because they get to know it better. And when they know better, they brand better because the brand heritage is retained.

#3

Waiting for perfect conditions

You will never be perfectly ready, adequately experienced, or overly confident. Don't worry too much about whether you're doing it all to perfection. Your brand is you. It's yours. You can do it your way so that it feels like a custom-fit made for you. Start taking action and you'll see it take shape and grow. The more imperfectly you execute, the quicker you can course-correct. And the quicker you learn and refine, the more offers, new customers, bigger clients, greater impact and clarity you'll get. Get started.



Before you go!

Start thinking about taking the next step. Invest in a workshop.
You can plan, design, and launch your brand WITHOUT wasting time.

Here's what you'll take away from the Brand Thinking Workshop.

Develop a clear blueprint of your brand's DNA



Explore client segments and audience personas for your brand ts to serve



Understand how you can balance your Business Model with your Brand Thinking



Ways to build your online presence, create your brand collateral, and plan your events, activations and campaigns

**SCHEDULE
WORKSHOP**