

What is your Brand Blueprint?

Competitors can copy your product, but they cannot copy your Brand. Your unique Brand is your most powerful competitive advantage.

BRAND SAMPLE – MacInnis Marketing

Global Vision

To foster empathy and insight in business marketing

Businesses need to get back to feeling, seeing, listening and showing empathy to their customers and employees.

Vision

To develop a global to create customer centric businesses

Through *the Strategic Service Design Process* – to create a customer centred mind set so that companies can use empathy to make better business decisions. To be recognised as the leader in creating this movement.

Purpose

To build companies that move towards humanising service.

A customer centric mindset humanises service

A customer centric company is a mindset. It puts the customer at the centre of all your decisions. You are constantly aware of their needs and choose business decisions based on what is right for them. This is balanced with the needs of your employees who create the human service and put their energy into creating delightful touch points that create a human empathic journey with your brand.

In building a Customer Centric Company:

- Understands the needs of your customers
- Maps out purposeful delightful touch points
- Seeks constantly to engage and understand customers and employees

- Strives to be irreplaceable in the minds of your customers and employees by building a brand everyone loves
- Leverages all the individuals in the company to create a culture that everyone wants to be apart of and is proud to contribute to.

Values

- **Empathy** – caring, listening, acting in a way that is authentically in the best interest of customers
- **Insight** – Cultivating a culture where insight and listening is golden and assumption is discouraged.
- **Innovation and IT** – to move us towards humansing service as an enabler not a replacement.
- **Sharing Knowledge** - educating and communicating information with with staff and customers to collaborate for better outcomes
- **Creativity and fun** - brainstorming, thinking outside the square, enjoying the process and constantly collecting great ideas
- **Try to use the pay it forward principles** It begins with doing a favour for another without feeling like reciprocity rules apply.

Personality

Fun, creative, easy going, young at heart, social, caring, supportive, thoughtful, analytical, strategic, big picture thinker, honest, giving, inspiring, dependable, responsible, real, exploratory

Services

- Podcast
- Key note speaking
- Workshops
- Web site to drive business, subscriptions, free learning and paid coaching. Interactivity to invite companies to contribute ideas of HOW they creatively activate, live, manage and express their Brand Energy – Global Vision, Purpose, Values, Personality and Product

Brand Essence

Empathy and Insight