RUP AdAcademy

The RUP Brand House Model

Advertising creates attention
Attention creates brand
Brand creates added value

Two directions, both essential.
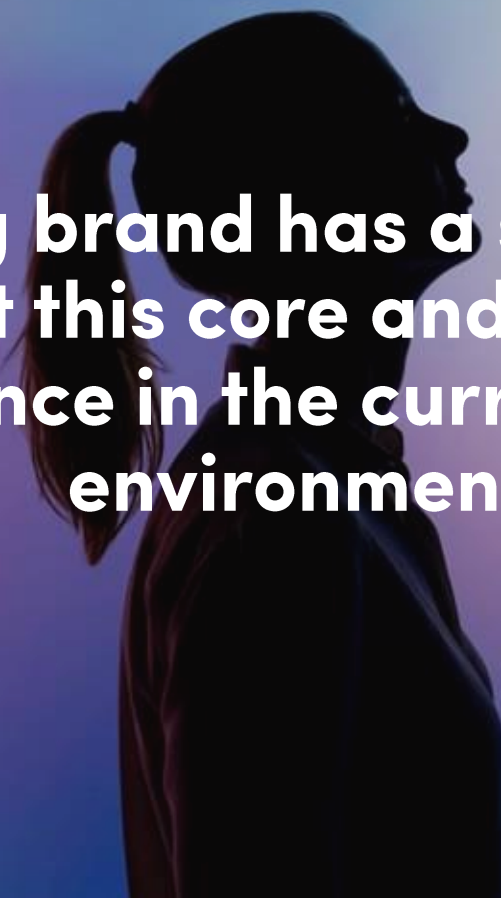Short-term sales promotion and long-term brand building. Both cause a sales uplift for different time horizons.

Source: Binet, Field (2017): Marketing Effektivness in the Digital Era.

We define strong brands with the RUP Brand House. We believe:

Every strong brand has a strong core. We work out this core and give it new relevance in the current social environment.

The competitive environment determines the industry climate.

THE BRAND HOUSE FOR SAMPLE BRAND

RUP

Social Environment

Ecological Environment

Economical Environtment

Technical Environment

Der Referenzpunkt sind immer Menschen mit realen Bedürfnissen.

Insights & Needs

Insights & Needs

What are the real needs of the target group

Social Environment

Ecological Environment

Economical Environment

Tecnhical Environment

What performance must be provided, to meet the need?

Value Creation

THE BRAND HOUSE FOR SAMPLE BRAND

Insights & Needs

Was sind die wahren Bedürfnisse der Zielgruppe

Value Creation

Wie können wir diese Bedürfnisse befriedigen?

Social Environment

Ecological Environment

Economical Environment

Tecnhical Environment

A big goal.
A Meaningful Vision.
An explicit call.

The corporate vision

THE BRAND HOUSE FOR SAMPLE BRAND

RUP

Insights & Needs — What are the real needs of the **target group**

Value Creation — How can we meet these needs?

Vision — A strong vision for the long-term future

Social Environment

Ecological Environment

Economical Environment

Technical Environment

What can the Company do really good ?

Brand Competence

Brand Competence

What is the company, the brand really good at?

1. The current **core competencies** of the company/brand.
2. The **future core competencies** of the company/brand.
3. What should be **changed**?

THE BRAND HOUSE FOR SAMPLE BRAND

Insights & Needs	What are the real needs of the target group
Value Creation	How can we meet these needs?
Vision	A strong vision for the long-term future
Brand Comptetence	outward inward

What is the company really good at? What is the company really good at?

Social Environment

Ecological Environment

Economical Environment

Technical Environment
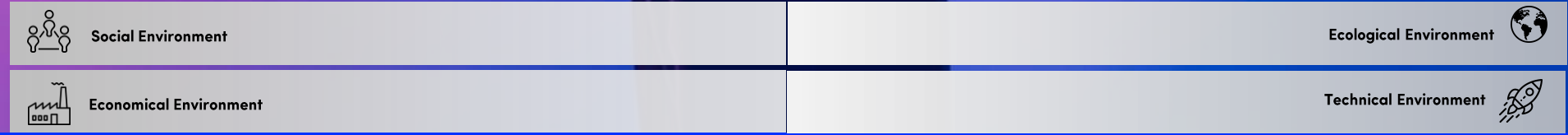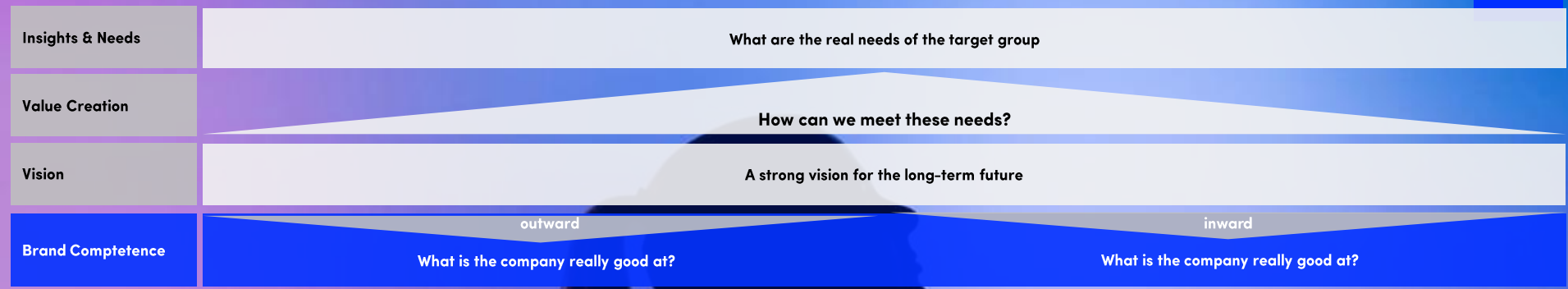
The rational and emotional value proposition.

Value Proposition

Value Proposition

What is the rational, what is the emotional value proposition of the brand?

1. The **current rational** value proposition
2. The **current emotional** value proposition
3. The **future rational** value proposition
4. The **future emotional** value proposition
5. What should be **changed**?

THE BRAND HOUSE FOR SAMPLE BRAND

Insights & Needs	What are the real needs of the target group
Value Creation	How can we meet these needs?
Vision & Mission	A strong vision for the long-term future
Brand Comptetence	outward inward What is the company really good at? What is the company really good at?
Value Proposition	Rational value proposition Emotional value proposition

Social Environment

Ecological Environment

Economical Environment

Tecnical Environment

What makes the value proposition unique and triggers action?

Unique Selling Proposition

Unique Selling Proposition (USP)

1. What made **the company/brand** unique **so far**? What was the unique **selling value proposition so far**?
2. What made **the company/brand** unique in **the future**? What will be **the unique selling value proposition in the future**?
3. What should be **change**?
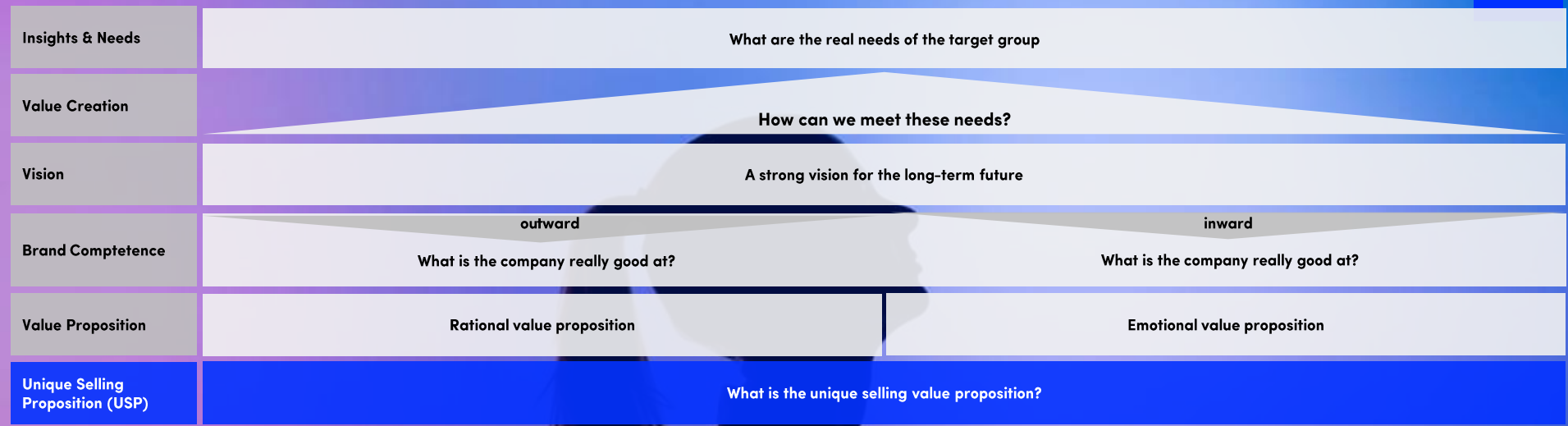
THE BRAND HOUSE FOR SAMPLE BRAND

RUP

Insights & Needs	What are the real needs of the target group
Value Creation	How can we meet these needs?
Vision	A strong vision for the long-term future
Brand Comptetence	outward — What is the company really good at? / inward — What is the company really good at?
Value Proposition	Rational value proposition / Emotional value proposition
Unique Selling Proposition (USP)	What is the unique selling value proposition?

Social Environment

Ecological Environment

Economical Environment

Technical Environment

Why should the company, the brand be believed?

Reason to Believe

Reason(s) to Believe

1. Why should **this company/brand** be **trusted** in **the past**? What **evidence was there**?
2. Why should **this company/brand** be **trusted** in **the future**? What **evidence** will there be **in the future**?
3. What should be **changed**?

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Reason(s) to Believe	Why should the value proposition be believed?

Social Environment

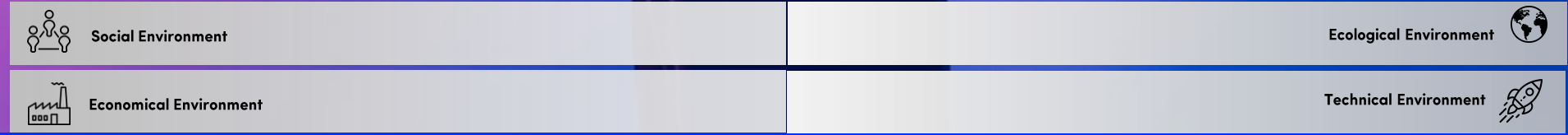Ecologoical Environment

Economical Environment

Technical Environment

Which values is the brand committed to?

Values & Personality

Values & Personality

1. What **core values** has the company/brand been committed to?
2. What **core values** should the company/brand be committed to in **the future**?
3. What should be **changed**?

THE BRAND HOUSE FOR SAMPLE BRAND

RUP

Insights & Needs	What are the real needs of the target group
Value Creation	How can we meet these needs?
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Brand Comptetence	outward — What is the company really good at? / inward — What is the company really good at?
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Unique Selling Proposition (USP)	What is the unique selling value proposition?
Reason(s) to Believe	Why should the value proposition be beleived?
Values & Personality	#1 #2 #3 #4

Social Environment

Ecological Environment

Economical Environment

Technical Environment

What is the Core message of the brand, of the company?
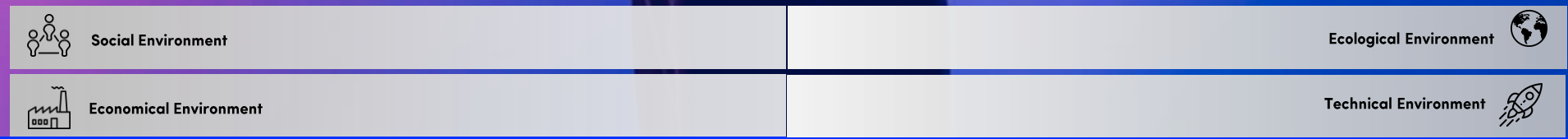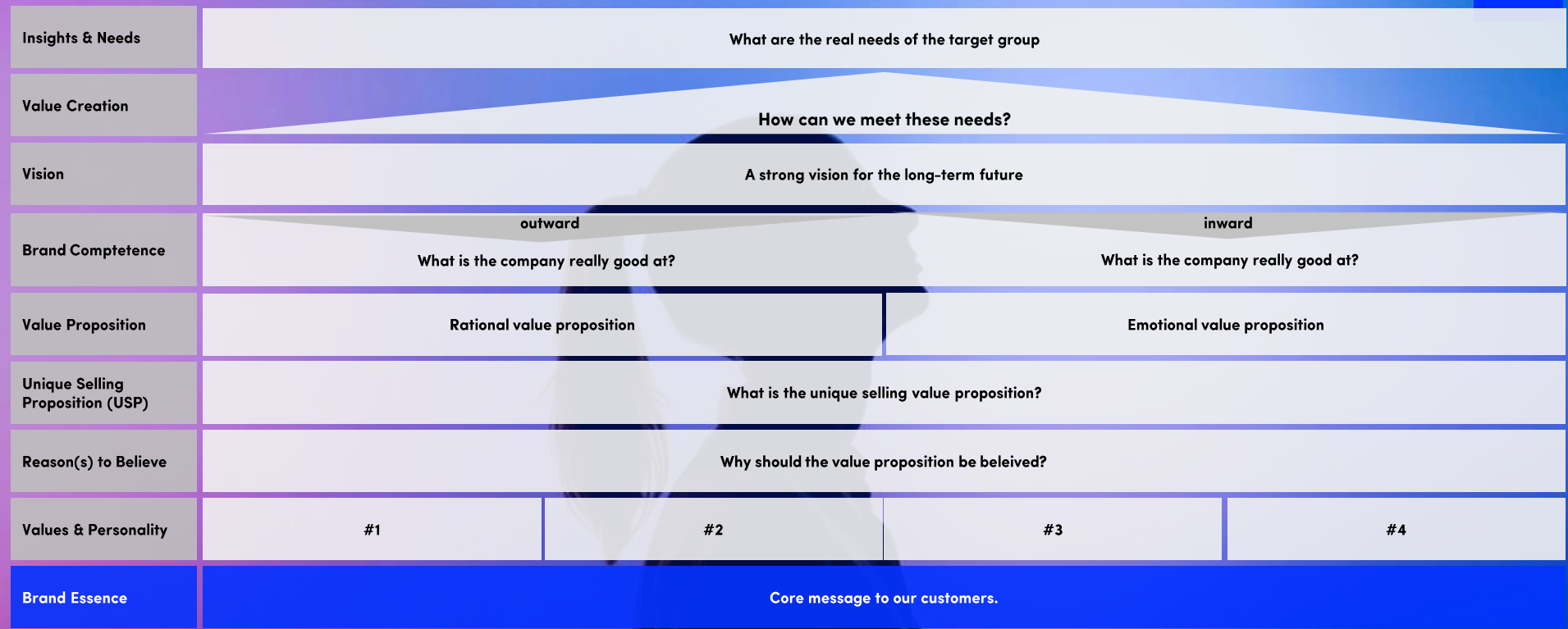
Brand Essence

Brand Essence

1. What **is** the **core message** of the company/brand?
2. What **should** be **the core message** of the company/brand?
3. What should be **changed**?

THE BRAND HOUSE FOR SAMPLE BRAND

Insights & Needs	What are the real needs of the target group
Value Creation	How can we meet these needs?
Vision	A strong vision for the long-term future

Brand Comptetence	outward	inward
	What is the company really good at?	What is the company really good at?

Value Proposition	Rational value proposition	Emotional value proposition

Unique Selling Proposition (USP)	What is the unique selling value proposition?
Reason(s) to Believe	Why should the value proposition be beleived?

Values & Personality	#1	#2	#3	#4

Brand Essence	Core message to our customers.

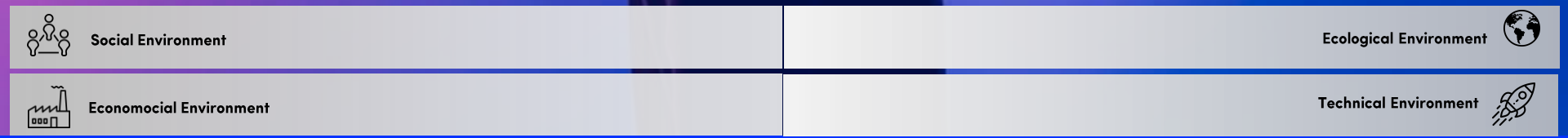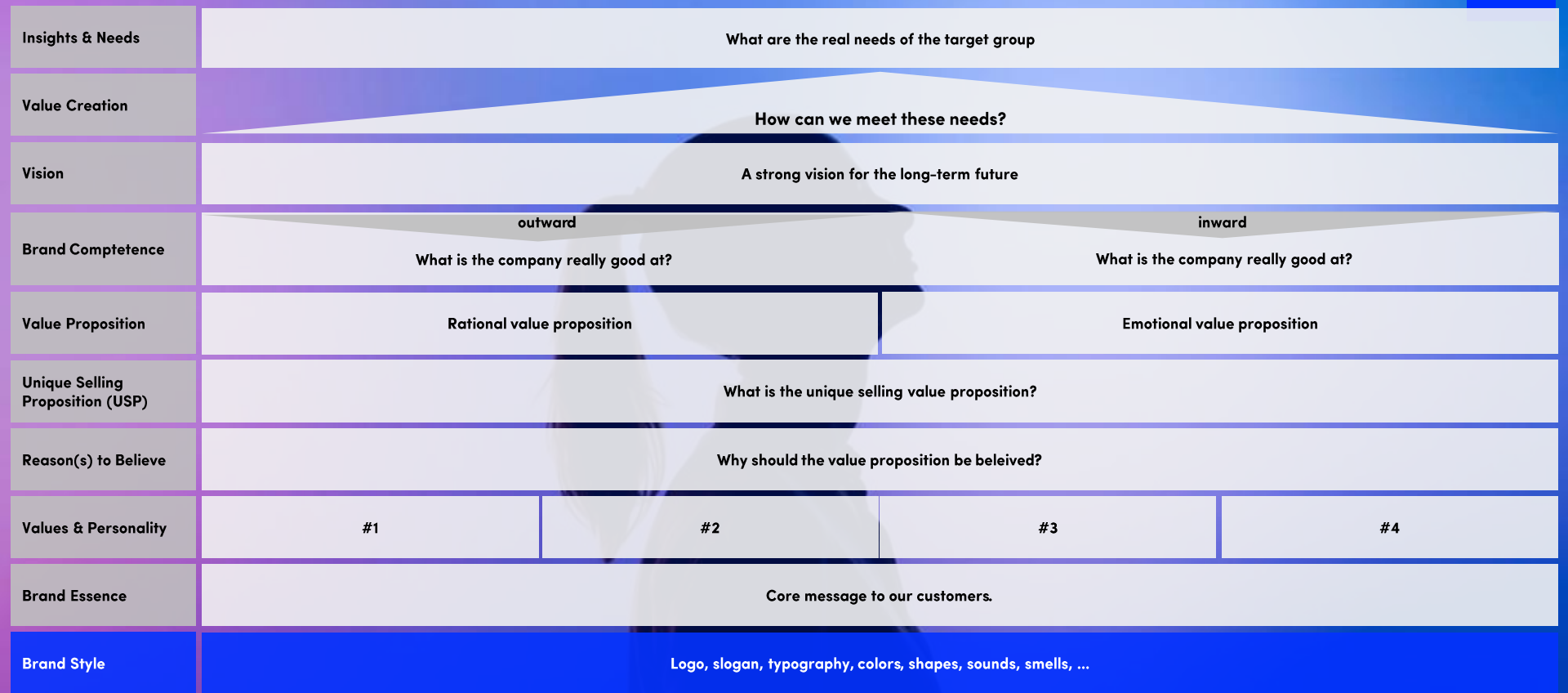| Social Environment	Ecological Environment
Economical Environment	Technical Environment

Which stylistic elements characterize the brand?

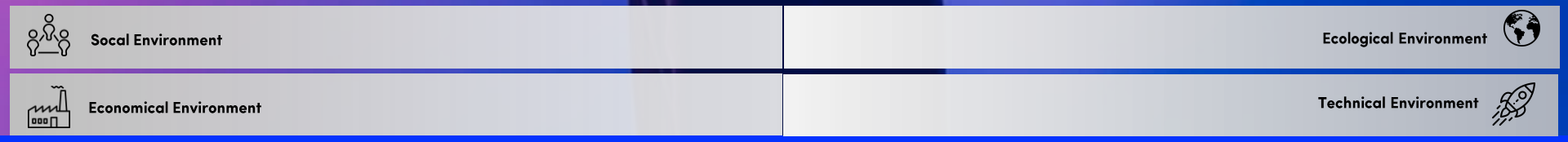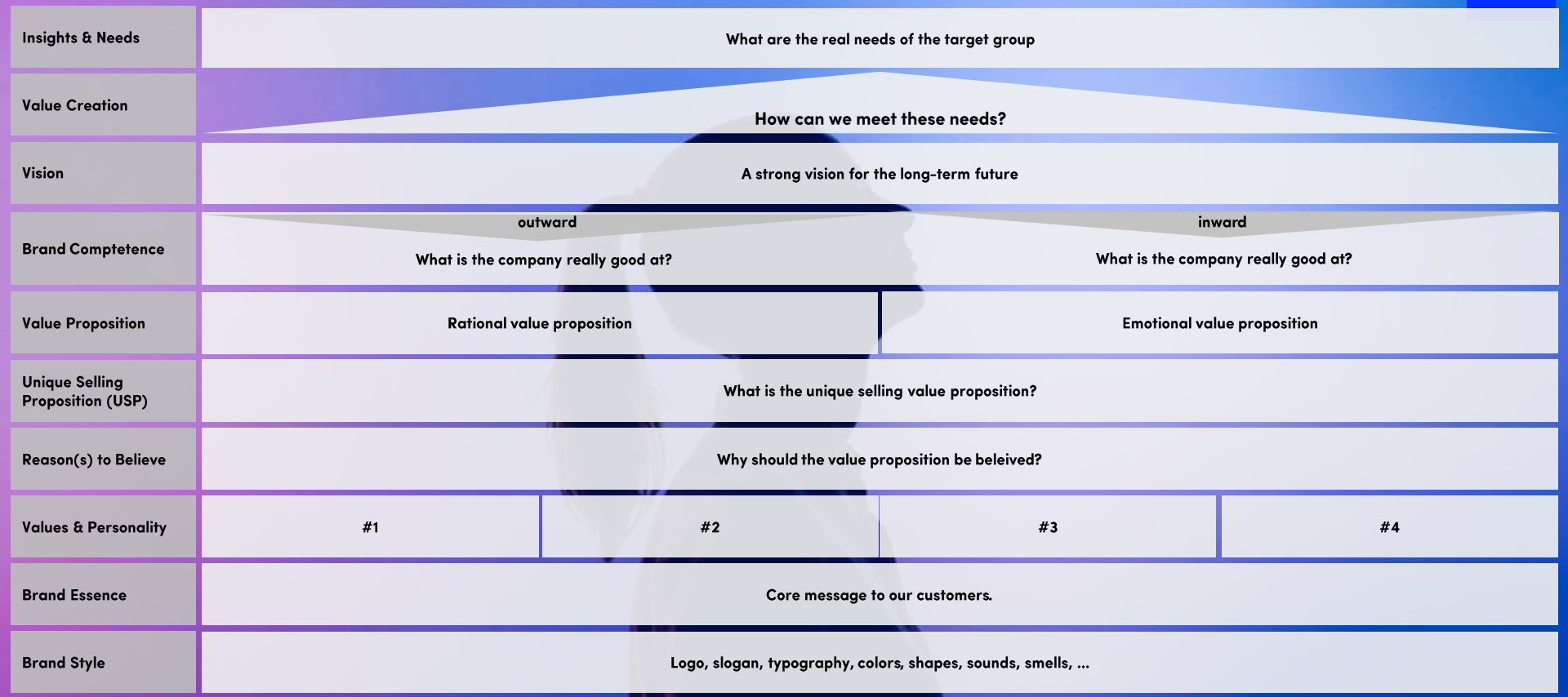**Brand Style**

Brand Style & Tonality

How is the brand style defined?
(So far and in the future)

- Brand color
- Slogan, Claim
- Sound, smell, feeling, behavior
- Verbal core, visual core
- What should be **changed**?

THE BRAND HOUSE FOR SAMPLE BRAND

Insights & Needs	What are the real needs of the target group
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Vision	A strong vision for the long-term future

Brand Comptetence	outward	inward
	What is the company really good at?	What is the company really good at?

Value Proposition	Rational value proposition	Emotional value proposition

Unique Selling Proposition (USP)	What is the unique selling value proposition?
Reason(s) to Believe	Why should the value proposition be beleived?

Values & Personality	#1	#2	#3	#4

Brand Essence	Core message to our customers.
Brand Style	Logo, slogan, typography, colors, shapes, sounds, smells, ...

Social Environment	Ecological Environment
Econromocial Environment	Technical Environment

The positioning as the basis of communication.

Brand Position

THE BRAND HOUSE FOR SAMPLE BRAND

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Values & Personality	#1 — #2 — #3 — #4
Brand Essence	Core message to our customers.
Brand Style	Logo, slogan, typography, colors, shapes, sounds, smells, ...

Socal Environment	Ecological Environment
Economical Environment	Technical Environment

Big Idea

An idea,
that strengthens the positioning,
is interesting for all target groups
is playable across all channels
and is good for several years?

Big Idea

The Big Idea is the heart of every campaign. "Mostly, sudden thought that promises success at something. Thought that solves a problem." We look for creative ideas and innovations.

The verbal core

Wording in particular is gaining in importance as a result of digital transformation. It ensures independence and counter–positioning to competitors and is also relevant for all search engines.

The visual core

Only when it succeeds in developing **an independent visual style** does a brand presence become truly independent. The visual core creates attention and ideally acts like a shot in the brain.

Campaign Goal

- **Brand building** campaign
- **Promotional** campaign

Branding

- **Brand building campaign** (Imagekampagne)
- **Employer Branding campaign**
- **Corporate Social Responsibility campaign**
- Etc.

Sales promotion

- Price promotion
- Brand promotion
- Knowledge Promotion
- Sweepstakes
- Sales promotion
- Launch promotion/launch campaign

Thx!

The measuring instrument For Brand communication.

Brand Position