

SO,
WHAT'S THE
SECRET TO
CREATING
A POWERFUL

BRAND

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SO.

OUR FIVE
TIPS

BE HUMAN

The strongest
connections
with a brand are
built through
emotional bonds.

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BE A HEAD TURNER

Yes, a logo. But it's more than that. Dress yourself! Think about your style and the unique way in which you put it together.

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#2

GET THE CHAT

How you look gives a hint to your character but personality makes the difference. It's what we all love about people.

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DON'T SIT ON THE FENCE

Views and beliefs
can make or break
a friendship. Be true
to yours and your
customers will admire
you for it.

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SOUND IT OUT

How you voice your opinion is a large part of how people perceive you. It can reveal your roots, your aspirations and is key to your audience connecting with you.

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KEEP BEING YOU

Consistency is key!
Keep to your roots
and keep it focussed
to make sure you
don't confuse your
audience.

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And, there you have it. Simple!

This knowledge can be applied to any brand whether a product or a service. It is the key to building a powerful brand and using it to communicate with your audience, tell your brand story and communicate your offer in an authentic, engaging and immediate way, propelling your business to success.

If you're feeling confused or frustrated about your existing brand or how to create a new one please email us at **info@studio-so.co.uk** or call us on **0131 560 2330**. We're more than happy to listen and give you some more pointers or help if we can. Sometimes a chat is all we need!

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WWW.STUDIO-SO.CO.UK

HELPING LOCAL HOSPITALITY AND RETAIL BUSINESSES

CREATE SPACES THAT MAKE PEOPLE FEEL GOOD,
EXPERIENCES THAT EVERYONE WILL REMEMBER AND
BUILD BRANDS THAT TAKE YOU TO THE NEXT LEVEL.