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# Why, Who, Where.

Three keys to brand relevancy.



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**WHY**

How does it become relevant?

**It boils down to your brand's story - WHY does your brand, on a human level, exist? What is the brand's purpose and mission? This is the foundational "north star" of branding. It's the DNA.**



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**There should always be connectivity between this brand story and marketing communications efforts.**



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Jet Blue - masters at  
**always connecting the  
brand story to all  
communications outputs.**  
(it's even in their legal docs)



## Above all else,

JetBlue Airways is dedicated to inspiring humanity. We strive to make every part of your experience as simple and as pleasant as possible. But we know there can be times when things do not go as planned. If you're inconvenienced as a result, we think it is



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**The WHY should be emotional.** Why, you ask?

(Jet Blue... “inspiring humanity”...)



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- 1. Brainstorm your story internally.**
- 2. Use the bullshit test.**



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How should we communicate this? (voice, personality, etc.)

What should it look like? (logo, images, packaging, product design, colors, etc.)

**This is the brand narrative/branding process, and it is where effective brand communications begins.**



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# WHO

Who are the consumer audiences your brand exists for?

Who are the consumers supporting your brand, and how can they be rewarded first and foremost? This is what we call **brand love**.



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Who are the influencers naturally motivated to support the brand? Who are the influencers already supporting? How can you leverage their passion?

**This is influencer marketing, and influencer marketing is a key strategy for holistic brand communications.**



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**WHERE**

**WHERE** does the conversation around your brand need to happen based on the **WHY** and **WHO**?



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Where should we reach the right people online? Where offline? Where in store?

**Do the research.**

**What owned channel mix is right?**



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**Now that you know the WHY, WHO, WHERE, you're ready to set goals and public engagement strategies to achieve them.**



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# Questions?