

To find oneself

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Just like in a family, a school class, a workplace or anywhere where the air is limited, the world of brands is divided into different – consciously or unconsciously chosen – roles. Some brands choose the role of “The talkative”, comments on everything and makes sure to be heard. Others see themselves as “The Truth Teller” and would never miss a chance to explain how it really is. Some care about the role as “The girl next door” – friendly and understanding, while others do just about everything to stand out. Someone feels comfortable in the role of “The Global player”, that doesn’t necessarily have to be global, but chooses to be a little bit larger and a little bit more experienced than the competition – far away from “The Locally grown” brand that would also like to develop, but not so much it’s noticed, at least not on the outside.

Go for the true and genuine

Go for the true and genuine. How many roles there are where your brand operates, no one knows. Only creativity sets the limit. But just like everyone who has been the Little Sister, the Class Clown, Student Council Chairman or He who always starts the dance – we know that the space on each post

is very limited. Finding your place as a brand is therefore difficult but above all interesting. To feel genuine, the voice of your brand should be based on what is already true about you. Is your brand a curious, forward-thinking, quick-thinking player, constantly on the way to the next hype? Well, then the role of the wise and thoughtful Nestor may not be yours. You may be tempted to offer a laugh, to always have that twinkle in your eye and not take yourself so bloody seriously. But if reassurance and quality what your brand is all about – well, then that’s where you should dig. And this is where the fun begins. Analysing oneself is an underestimated source of joy.

But you want to develop as well

But you want to develop as well. You are not done and do not intend to remain exactly the way you are for the rest of your life. In order to find a sustainable voice over time, you should also take into account your ambition. When the Student Council Chairman wants to invite the schools lowest performing students to the meeting to hear their point of view, or when the Class Clowns mission is to promote more laughter in developing counties, then something happens. Roles that the market did not know existed,

take form. Personalities who shines brighter than the competition find dedicated followers, customers and employees who suddenly feel that they want to hang out with this person. Brands that are rooted in the present but extend to the future can have that effect.

And suddenly everything falls into place

Your brand’s voice is heard both outwards and inwards with a clarity you did not think was possible. It echoes into the innovation department who now knows exactly in which direction you should develop. It guides the communication team that starts talking in the same tone of voice across all platforms so that people recognise and remember who you are. The visual identity suddenly knows what it is supposed to convey and not even the annual Christmas greeting or the kickoff t-shirt becomes a problem anymore. And suddenly it happens – customers like what they hear and potential employees queue up with their CV in tow. When even the competitors hear your voice and anxiously (and a little jealously) wonder what happened, then you know for sure what role you play. It’s the leading role.