



The NonFiction Branding™
BRANDNature™ branding / messaging system

The biggest challenge in marketing?

Knowing who you are.
So you can be it.

Every business, product, and service has a unique way of doing things. But many aren't all that good at getting full credit for it. Just pick any powerhouse brand, like Coca Cola. All they do is bottle sweet, brown & bubbly water. Or Nike. They just make shoes. And Apple—the computers they produce are no better than their Windows-based equivalents, right?

Wrong.

Each of these sector-dominating brands understands something about themselves that's much bigger than the consistent use of logo and color. That an effective brand fuels everything across their enterprises. It powers innovation, customer satisfaction, and to put it bluntly, profit margins.

And the best part is that a true brand is unassailable,
because it's the very embodiment of **you**.

COLLABORATOR creative's **BRANDNature™** system does what most people, businesses and products have real trouble doing for themselves: creating a message, theming & personality platform for a truly timeless brand. Using a series of techniques from D.P. Knudten's NonFiction Branding™ toolbox, the BRANDNature system consists of three distinct phases.

The goal: creating a high-octane brand that is uniquely yours,
because it's entirely founded on your **true** nature.

COLLABORATOR
CREATIVE



PLUS IT UP.

A 'truly you' NonFiction Brand™ starts here.

Phase I **BRANDMagnify™**

The first step to "knowing who you **are**, so you can **be** it" is to ask as many stakeholders as possible (both inside your business and out) for their opinions. Why? To kill them—the opinions, that is. The goal is to uncover the commonly understood '**true nature**' of that business, product or service, and build from there.

Phase II **BRANDPurify™**

This phase sifts through the bulk download of information revealed during the BRANDMagnify phase, and creates a written document that features 'must have' marketing message platform elements including:

- Positioning Statement • Brand Foundation (Vision, Core Values, Brand Promise) • Target Audiences • Core Attributes
- Product Personality • Primary Marketing Message • Perfect Prospect Personified (P3™) • Key Insights & Opportunities

Phase III **BRANDCodify™**

The final phase of the BRANDNature system pairs all the hard-won words with pretty little pictures suitable for framing. And I'm not kidding here. The value of an idea or brand is only as good as its packaging. The BRANDCodify phase packages all the above up into a document suite that can be used throughout your enterprise for everything from employee on-boarding to new business prospecting.



"(D.P.'s) great BRANDNature™ process allows companies to integrate feedback from diverse stakeholders, and develop a master brand strategy and messaging platform. We continue to use our BRANDNature Guide™ today as we onboard new employees and develop marketing copy and collateral."

- Jodie Johnson, Vice President - Marketing, First Business



"D.P. lead an inspired team that immersed themselves in our brand at every level. What emerged was an award-winning logo, a pledge and a new name: HelpHOPELive. I would highly recommend D.P. as the creative lead for any project and look forward to the opportunity to work with him again."

- Shannon Shensky, Director of Communications, HelpHOPELive



"D.P. was instrumental in helping Farwell transition away from 'startup mode.' Since completing the BRANDNature™ process, we now have a brand that is clear, succinct and most importantly, energizing."

- Jason Potter, CEO, Farwell Project Advisors

Meet the COLLABORATOR



I'm D.P. Knudten, the Chief Collaborator at COLLABORATOR creative, an over 20-year veteran in the fields of advertising and marketing. A copywriter by background, I cut my branding teeth in the trenches at McCann Erickson / Atlanta working on a variety of work for Coca Cola. You will never see me drink a Pepsi product, ever. From there, I've worked on a wide array of brands from the prosaic (Georgia Pacific forest products) to the poetic (HelpHOPELive), and the no-nonsense B2B (Honeywell) to the wet & wild B2C (Great Wolf Resorts).

Over the years, I developed the BRANDNature™ branding / messaging system by combining and refining the branding best practices I experienced at McCann, DDB Needham (Chicago), and several other regional agencies, while adding a little of my own proprietary spice along the way. As of this writing, I've performed this system for over 25 companies or products throughout the United States.

Want to really know who you are, so you can be it?

Then we should talk. Contact me directly at dpk@collaboratorcreative.com



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