



# Defining Your Brand Values

To Support the  
Development of Healthy  
Food & Drink Products

 **Interreg**  
Atlantic Area  
European Regional Development Fund



 **A H F E S**

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# 1. What Are Brand Values and Why Are They Important ?

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An Introduction to Brand Values



Your Brand Values are standards that you embrace as a reflection of the ethos behind your company and consequently they determine how you run your business.

## Your Business Values vs. Your Brand Values

Your **business values** reflect the way that you choose to run your business, and so will underpin all your activities and brands.

However, you may wish to adopt **specific brand values** for a particular range of products.

For instance, if you market certain products as “healthy”, you may decide that they should have an **explicit, unique brand identity**.

This product line will then have specific brand values reflecting its healthy credentials – for example provenance of ingredients, a particular defined production method, “free from” status or precise calories per portion.





# Some Well-known Examples Demonstrating Brand Values

## Kellogg's

**Your life partner for breakfast.** The business values are related to quality and transparency – Kellogg's was one of the first companies to introduce nutritional values and demonstrate how these related to recommended daily allowances in their packaging.



## Danone

The business brand projects **tradition, simplicity, health** for your loved ones.



## All-Bran

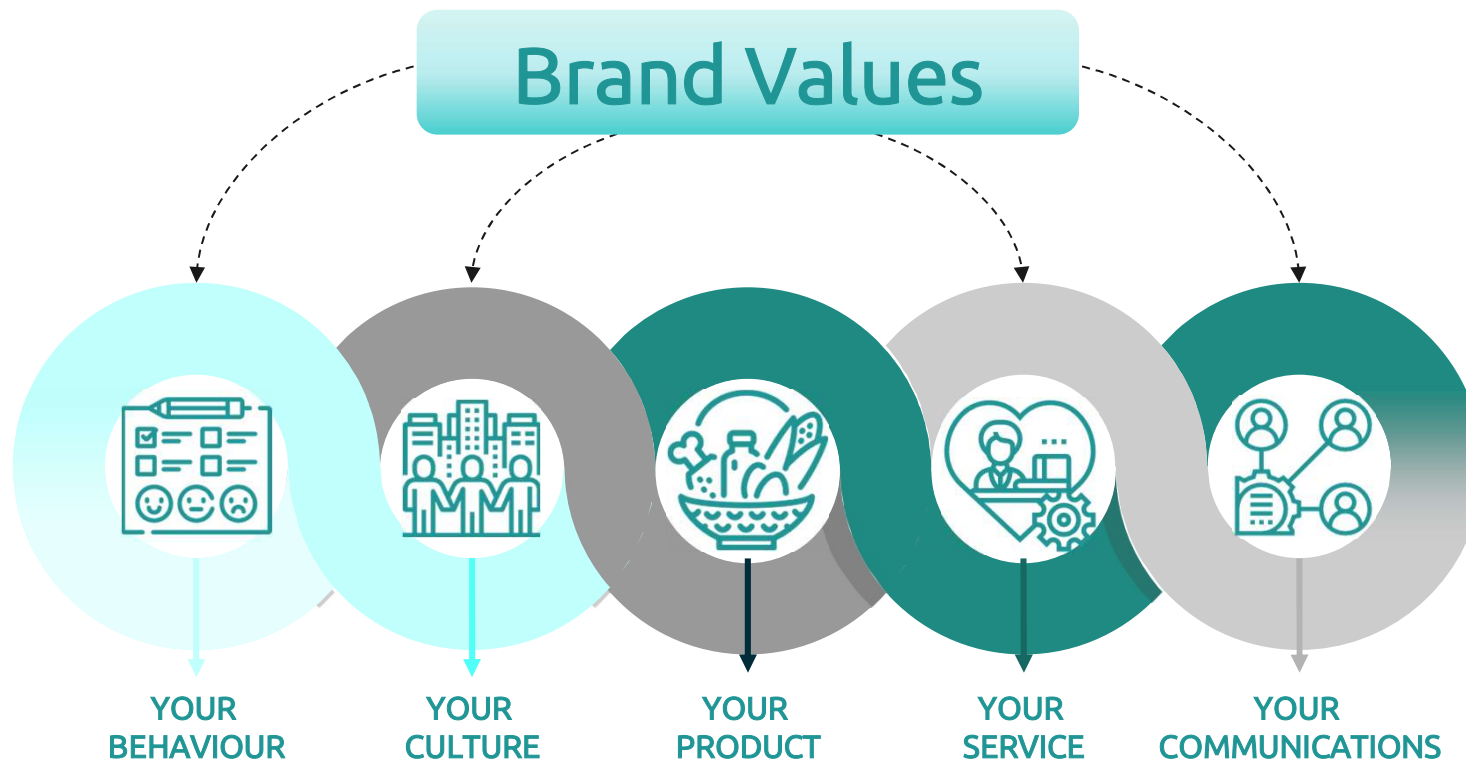
**Support of your digestive health** through a natural, high-fibre content breakfast option



## Evian

Even if Danone is mainly known for their yogurts – including different brands such as Activia, Danacol or Actimel- other product lines are recognized by their brand, with specific brand values: **healthy, sustainable, fresh** water

## Why are Brand Values Important ?



Your Brand Values influence all aspects of how you conduct your business

# Your Brand Values are your Foundation!

Perception



Action

So they need to be strong !



# Your Brand Values Must Drive Your Actions



## Ways of Working

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Meaningful brand values come to life as you conduct your business day to day with your customers, suppliers and employees.

They set the business's moral compass and define how you behave, how you bring your product or services to market and what you stand for in business life.



## Relationships with Others

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Your brand values create your business culture and are expressed in how you interact with others.

Your brand values must be experienced and embraced by your team to be meaningful.

They will influence your ability to attract talented employees, supportive suppliers as well as loyal customers.

# Brand Values Define How Your Customer Perceives Your Product



## Brand Personality

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When consistently applied, well established brand values communicate what you believe in and create a route for emotional connection with your customers.

Your sales should benefit from customers attracted to you as they share your values.



## Unique & Different

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Well defined, truly “lived” and grounded in what your customers also value, your brand values can be a key differentiator versus your competitors.

Your team know what is expected of them and how to represent your business, your marketing can be consistent and targeted, and you can stand out from the crowd.



## 2. Creative Ways To Define Your Brand Values

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Techniques and Activities to Help  
You Define Your Brand Values

# Creative Ways to Define Your Brand Values

Why not use **our helpful workbook** as you explore your brand values ?

## Define Your Dealbreakers

What would you NEVER do in business ?



## Create a Moodboard

Pictures go beyond words. Try creating a **Moodboard** of images that you feel fit with your brand. Which adjectives do these evoke?



## Talk to Your Team

Ask your team which colleagues they feel are the epitome of your business ? What words do they use that might embody your values ?



## Talk to Your Customers

What adjectives do they use to describe your products or your brand ?



## Define an Archetype

Which character would your brand be? A hero, explorer, ruler, jester, caregiver, a wizard? What values does it indicate ?



## Map your Unique Space

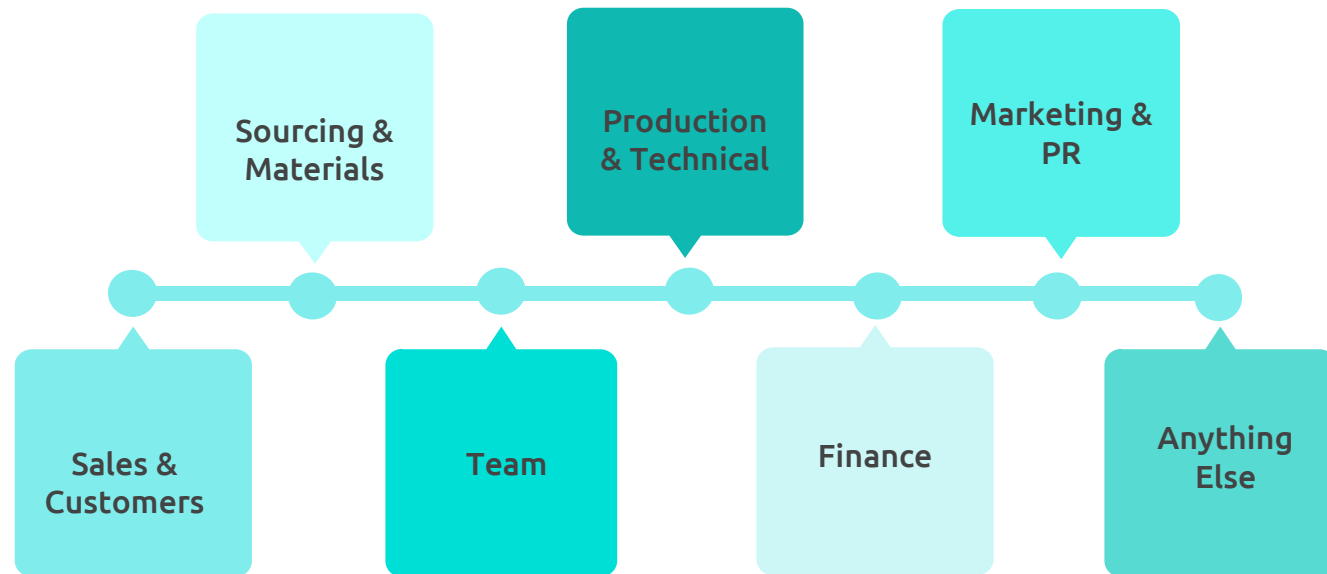
Your Brand Values need to be distinctive and set you apart from your competitors, so your customers have a clear reason to use your brand and products.



## Define Your Dealbreakers

By brainstorming the things that you would never do in the course of your business, you set the boundaries on your principles and moral stance. Having defined these “dealbreakers” now list what their opposite is: these traits are very likely to capture your business’s values

Consider all  
the pillars of  
your business!

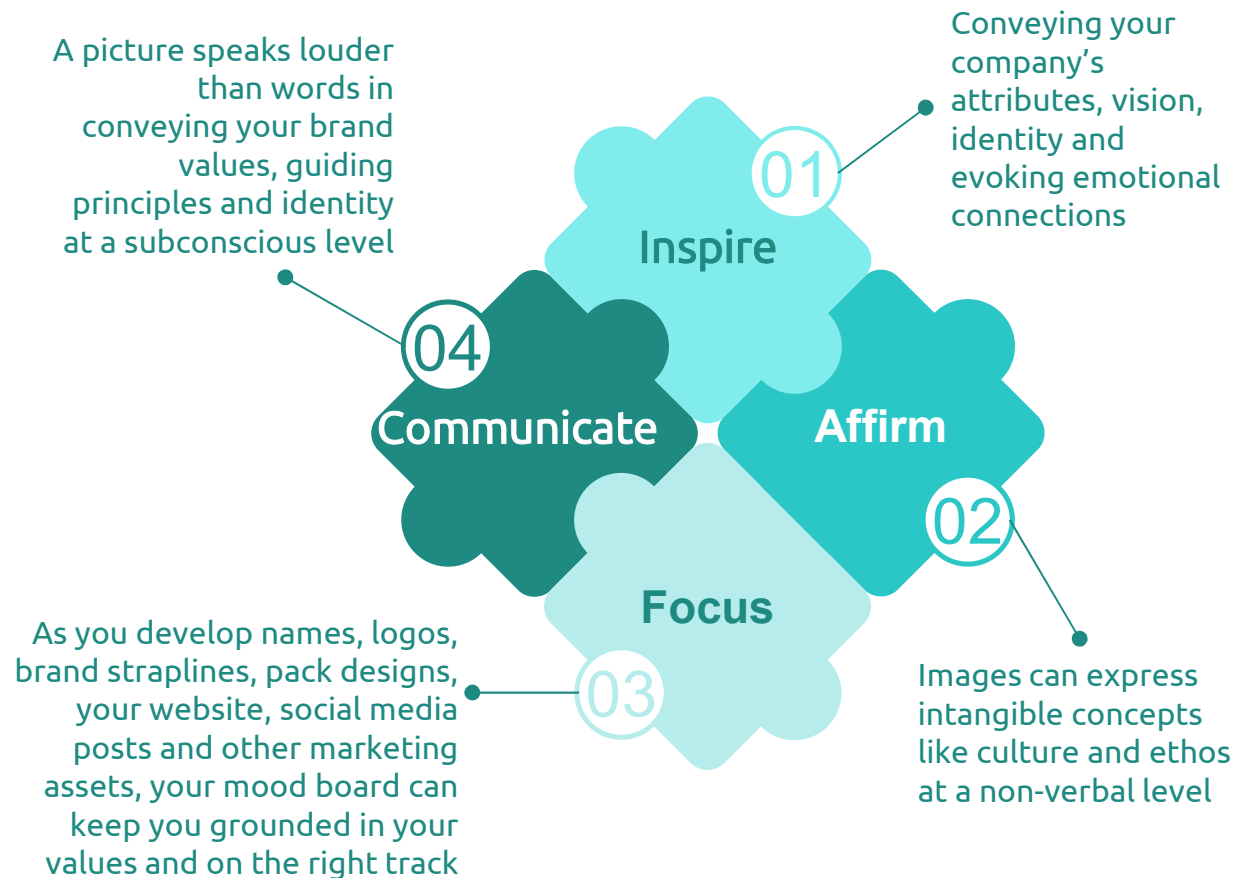


# Create A Mood Board: Purpose

Images are powerful tools to evoke, express & illustrate your brand values:

- ✓ Our human brains are designed to receive visual information and decode it from the world around us.
- ✓ Consumer psychologists have found that many purchasing decisions are taken at a subconscious, non-verbal level.

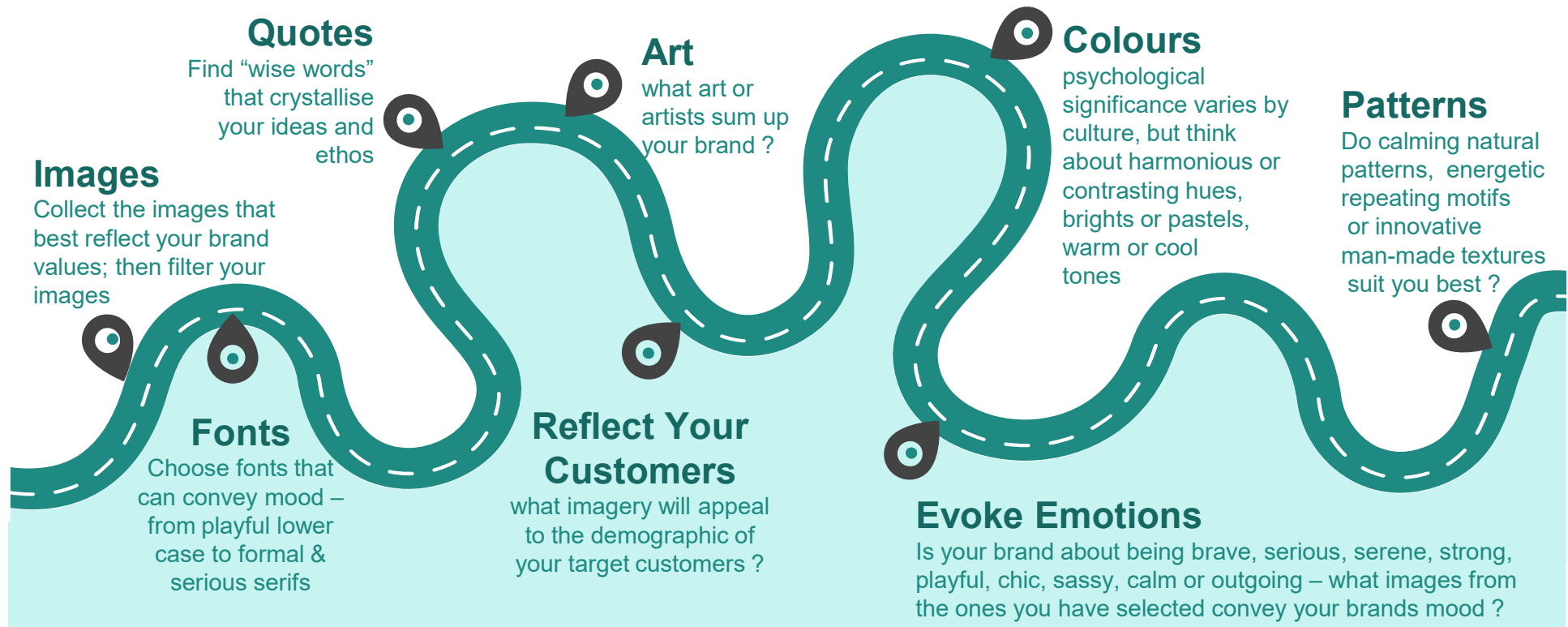
A mood board works on many levels and forms a helpful reference tool as you develop your brand values.





# Create A Mood Board: Roadmap to Create Your Identity

Before starting, you must decide if you want to make a “Physical or Digital” version of the Mood Board – what will work best given who you intend to share the board with? Then start collecting material. Either way the process will be the same, but you will need to adapt the type of resources you use.



## Talk To Your Customers

- ✓ **Try interviewing or chatting to at least 10 of your customers.**  
Capture what they say or ask them to write down their thoughts about your business, brand and products.
- ✓ **Type up a list of all the adjectives they mention.**  
Where more than one customer mentions an adjective, be sure to add it every time as it is repeated to reflect the frequency it was mentioned.
- ✓ **Map-out the results.**  
You might want to upload this list into an app such as Wordclouds.com or similar which will create a Word Cloud for you. The adjectives which have been repeated most often will dominate the cloud and give you a visually impactful insight into words that may represent your brand values.



## Talk To Your Team

If your brand values are truly embedded in your business, then you should find that the team who work there conduct themselves in ways that reflect this company culture.

Some questions you might want to discuss with your team:

- ✓ What do they enjoy about working there?
- ✓ How do their daily actions, behaviour, routines reflect the business values ?
- ✓ Is the way in which their performance is evaluated reflecting the ethos of your business?
- ✓ Are there “unwritten rules” that they have assimilated by working with others in the company?
- ✓ Are there individuals amongst the team who they think epitomises the company “through and through” ?



## Define An Archetype: Who Would Your Brand Be?

An archetype is a character with **distinctive behaviour that we immediately recognize - what does it indicate about your brand values.**

We can picture them with a set of characteristics, envisage how they would behave in a situation or predict what they might say about a topic.



SUPERHERO



WIZARD



MERMAID



SPORTSMAN

These could be an **abstract character** – such as a superhero, explorer, ruler, jester, caregiver, wizard, wise woman or rebel – or even a **famous person** from history or someone in the public eye nowadays – like an actor, sportsperson, artist or musician.

## Map Your Unique Space

### Who Are Your Competitors ?

Your competitors might be those brands & businesses who make **similar products** to you – but do also look beyond the obvious contenders.

Think about what consumers might buy as a **substitute** instead of your product area.

List them in a mind map (see following slide) prior to analysing their values.

### What Are Their Brand Values ?

**What brand values are expressed in the products from your competitors that makes them appealing ?**

Jot down in the mind map all the **key words & expressions** they use about themselves.

You can source them from their packaging, website and social media and in marketing & PR activities.

### How are You Unique & Special ?

Identify which values are **common** in the sector and which ones are **distinctive** to a brand.

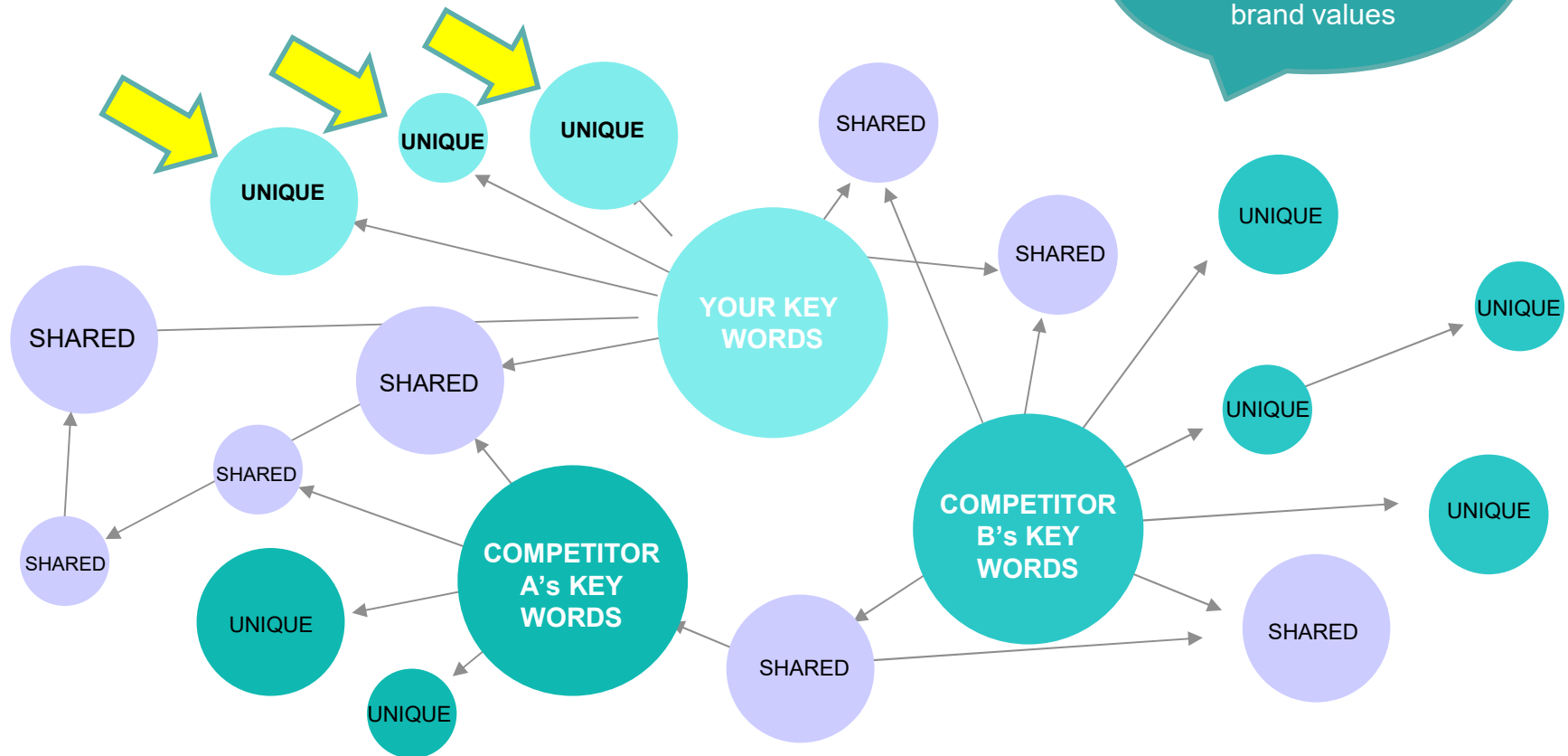
Look for **your unique values**, those that differentiate your brand from competitors.

If you struggle to find them, could this indicate you are not sufficiently well differentiated in your market ?

Your uniqueness is key to attracting customers to buy into, and become loyal, to your brand.

# Map Your Unique Space

A mind map can be a very useful tool to identify your unique brand values







## 3. Using Your Brand Values

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How Your Brand Values Help Your Decision Making & Ensure Your Brand Is Consistent

## Respecting Your Brand Values

Having put all this effort into defining and confirming Brand Values which are meaningful, relevant and robust, you will now want to use them to boost your business!



Guided by your defined ethical framework, your brand values are especially useful to refer back to during any pressurised or turbulent times.



Question your business decisions – are you making choices that are consistent with the values you set for yourself?

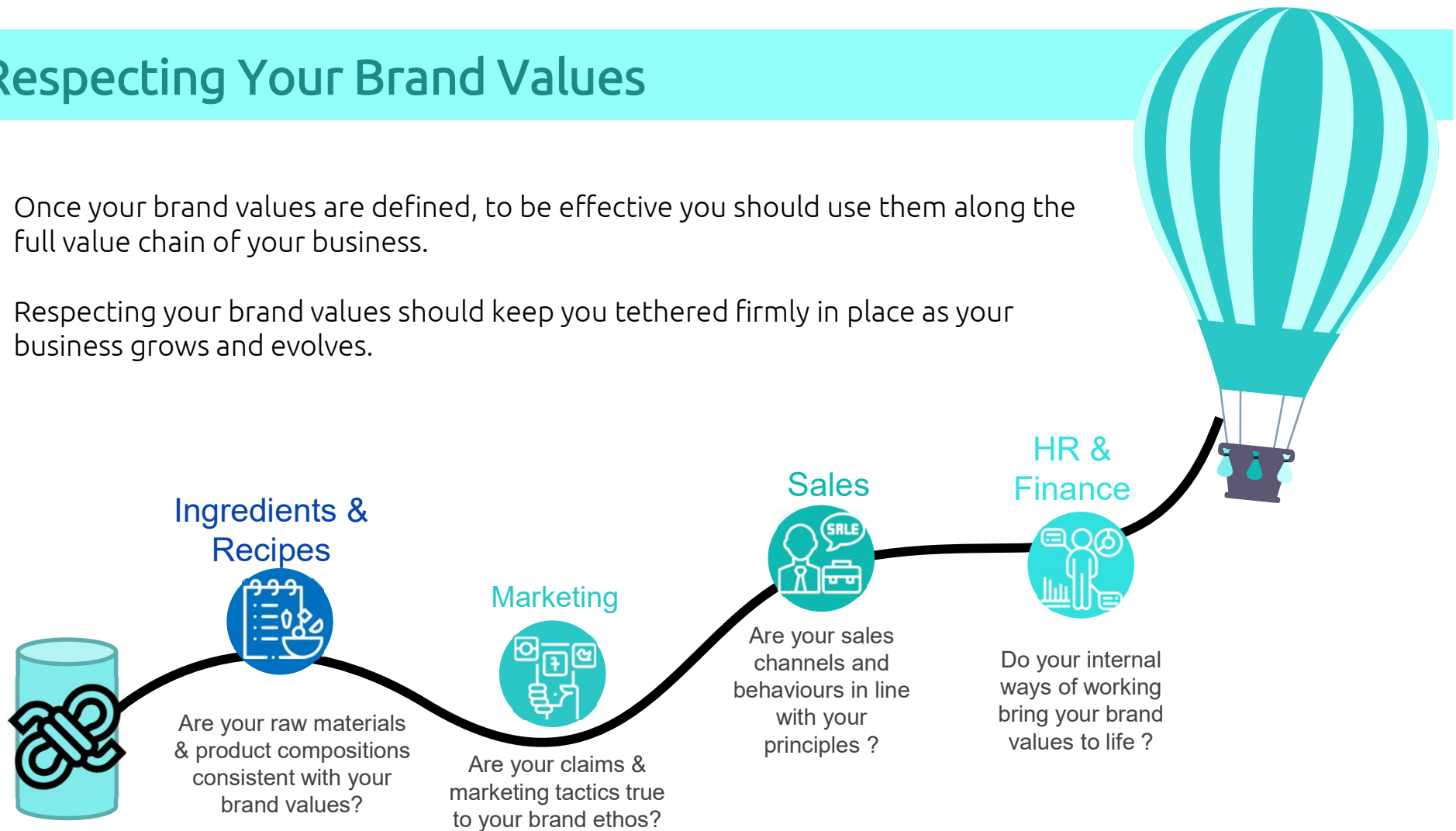


Stepping too far away from your fundamental principles can blow you off course and undermine your brand in the eyes of your customers – ultimately hurting your sales & profitability.

# Respecting Your Brand Values

Once your brand values are defined, to be effective you should use them along the full value chain of your business.

Respecting your brand values should keep you tethered firmly in place as your business grows and evolves.



# Healthy Product Brand Values in Action - Example 1



## Declarations

You list all components of your recipe in the ingredients list and do not use groupings like “herbs” or “spices”

You provide a QR code on your packaging for customers to link back to information about your raw material farmers



## Information



## Accuracy

All your nutritional information is from analysis of representative samples at an accredited laboratory not from calculation

You always flag any recipe changes that relate to allergens on the front of your packaging



## Innovation

### BRAND VALUE EXAMPLES

“TRANSPARENT”  
“TRUTHFUL”  
“HONEST”  
“OPEN”

Choosing a brand value such as “transparent, truthful, honest or open” will affect many aspects of your business – not only the customer facing examples shown above but also how you deal with suppliers and how colleagues interact with one another.

Unless your values penetrate all aspects of your business environment, you need to question are they merely “for show” or aspirational, rather than being truly embedded in your culture ?

Innocent Drinks emphasise on their labels the naturalness of their ingredients, explain how their nutritional claims benefit consumers, their charitable efforts and packaging sustainability.



This Innocent Super Smoothie is a Blend of Crushed Fruit, Vegetables, Pure Juices, Coconut Water, Spirulina Extract and Vitamins.

Guava, pineapple, apple & blue spirulina with vitamins

Helps brighten your mind

Pasteurised

No added sugar whatsoever - contains naturally occurring sugars from fruit and vegetables

Suitable for vegans

This smoothie is high in vitamins B3 and B6 which can contribute to normal psychological function and vitamin C which can help reduce tiredness and fatigue

What's in this super smoothie?

Fruit & veg

A dash of spirulina

A source of fibre

Coconut water & a bunch of vitamins

Your Brain is Amazing

Not only does it look like a giant walnut, it's been running the show since you were born and is the only organ that managed to name itself.

So it's a good idea to look after it. Try giving it a crossword to play with, a good night's sleep and this super smoothie boosted with vitamins. No brainer.

The innocent promise

Tastes good, does good

Tasty, healthy products

Sourced sustainably

10% of profits to charity see

[innocentdrinks.com/promise](http://innocentdrinks.com/promise)

Enjoy as part of a healthy lifestyle and balanced diet

PS Eat your greens

This bottle is made from 50% recycled plastic.

Please pop the cap on and recycle (be sure to drink it first).

Cap On - Widely Recycled

™ = Top Marks

Vegan Society

## Healthy Product Brand Values in Action – Example 2



### Helpful

You pack your products in ready to cook packaging and they are created to reduce cooking times to a minimum

Your company fund raises for a charity that provides nutrition education for families in developing countries



### Supporting Others

Values such as “approachable, supportive, helpful and friendly” might be brought to life in various ways in your marketing and products but could also relate to actions like giving talks to school children or community groups about healthy eating, designing your packaging to be easy to open for people with reduced motor skills, offering work experience placements for students studying for a food related degree or collaborating in projects to innovate, research and bring to market new healthy ingredients.

### BRAND VALUE EXAMPLES

“APPROACHABLE”  
“SUPPORTIVE”  
“HELPFUL”  
“FRIENDLY”

### Friendly



You run a “questions and answers” service about healthy eating on your social media

You have a performance target to respond to any customer query or complaint within 2 working days

### Customer Service





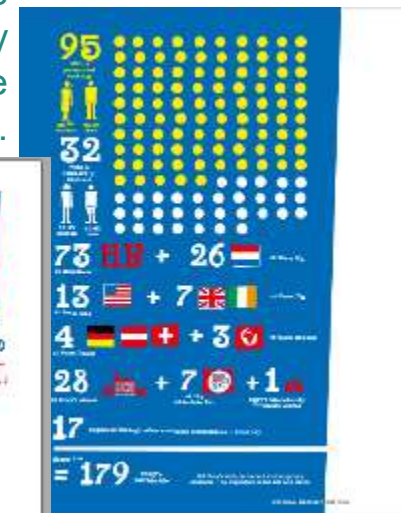
## Brands with a Mission



Welsh brand Flawsome operates with the business model of turning “wonky” fruit and vegetables, which are not deemed suitable for supermarket sales, into delicious, healthy drinks and thereby preventing significant food waste.

Each can tells the consumer how many “wonky” ingredients were “saved”, promoting a feel good factor.

Dutch company Tony's Chocolonely was founded with a mission to drive slavery out of the cocoa supply chain and through its marketing, consumer engagement and in-depth annual report emphasises its equality and diversity credentials as much as the chocolate products themselves.



## Healthy Product Brand Values in Action – Example 3



Being well informed and recognised as knowledgeable about healthy food and lifestyles, as well as being leaders in innovation might be core values for your business. This might be brought to life by setting performance targets that reward investigating, building market knowledge and creativity or providing project management skills or nutritional training to both, customers and employees. This will also give you "content marketing" materials to share via your social media, helping you build loyalty with your existing customers, boost your credibility and encourage new customer to discover and buy your brand.

# Brands Stepping Beyond Product Offers



**musclefood**  
healthy living. made easy.

On line UK protein specialist business not only offers extensive ranges of protein items but also supports their customers to achieve healthy eating & fitness goals with plans, videos and hosts a community platform which offers camaraderie, help and advice.



## WHAT YOU GET

  
Save time and money with our perfectly portioned meal prep delivered to you.

  
Select from over 100 online balanced meals and snacks to create your perfect menu.

  
Use our optional workout videos to help change your results.

  
Join thousands of others in our online community.

Choose Your Plan

# Reviewing & Refreshing Your Brand Values

Like life in general, the business world is constantly changing !

Whilst you do not want to undermine your values by shifting your position at every change of the wind, you do need to review them from time to time.

Revisiting this brand values exercise, as your sector, wider markets or business circumstances alter and evolve, can keep your focus fresh and relevant.

- ✓ What has changed and how has it affected your offering ?
- ✓ What is no longer applicable ?
- ✓ What needs to be refreshed and updated ?
- ✓ What should be retained and reemphasised ?

Use the techniques you found most helpful previously, or maybe challenge yourself to try a new approach ?

Whatever approach you take, a robust set of brand values that you put into action to underpin your whole business, and which highlight the unique characteristics of your products, will stand you in good stead for successful sales in the future.





We hope that you have found this training module a useful and helpful support to your healthy food and drink innovation.

This training module is one of a number of training opportunities, organised into themed training programmes to support SME's (small & medium sized enterprises) in the participating regions of Wales, Northern Ireland, Ireland, Spain, Portugal and France to successfully bring new and reformulated healthy food and drink products to market.

The training was created by the partners within the AHFES project which is a quadruple helix Atlantic area healthy food eco-system for the growth of SME's funded by the European Union under the Interreg Atlantic Area Funding Programme.

This programme promotes transnational cooperation among 36 Atlantic regions of 5 European countries and co-finances cooperation projects in the fields of Innovation & Competitiveness, Resource Efficiency, Territorial Risks Management, Biodiversity and Natural & Cultural Assets.

For more information about other training available [please click here](#).





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