



The 10 new rules of branding for technology companies

1: Go story. The best brands propel themselves forward by creating and telling stories, not just talking speeds and feeds. Once you have an organising story to tell, you can then bring it to life with a stunning identity, tone of voice and memorable experiences.



2: Tread the hard path. You can't simply rely on a good product to dominate your category. Great companies dig deep, poke and prod until they uncover their true purpose, a sense of mission and a clear vision of how the world will be better with their company in it.

6: Be a story maker. The best brands aren't just storytellers, they're story makers as well. There is a saying: 'The brand is what the brand does' – all the storytelling in the world won't gloss over a company that can't execute. Your challenge is to improve the lives of people your business touches so that it becomes their story as well.

9: A smarter kind of brave. One of the things that separates the good from the great is an intuitive sense of risk. The fear felt by many business leaders and visionaries to 'big change' is not uncommon. But when a calculated sense of pure courage is applied to re-imagining your business, the rewards can be category-defining.

3: People rock. The best brands are people-made and people-powered. Employees and customers are your go-to storytellers. They are the frontline ambassadors on which everything hinges. Make them feel part of something meaningful, give them the freedom to 'live your story' and your business will fly.



7: Don't fall into the truth gap. Real brand value lies in your ability to execute your story in the real world. The bigger the distance between what you say and the feeling and experience you deliver, the bigger the problem you have. We call this the 'truth gap'. Your job is to make sure the gap isn't big enough to swallow you up.

4: Emotion is where the game gets won. People buy on emotion and justify with fact, if you want them to engage with people, you have to find a way to shift the conversation from the technical to the emotional stuff. Your objective is to create meaning amongst your stakeholders that transcends what you do.

5: Don't get lost in your own technology; it's a one-way ticket to Doomsville. It's imperative that you stand up, stand out and stand for something. People desire brands that have strong opinions.

10: Play bigger. With so much new tech permeating every sector, it's more important than ever to position what you do in the minds of your customers. Helping define whether you're doing something better than everybody else or doing something different will help shape your story as just another fish in the ocean or a visionary category king.



8: Show up happy and positive. While the challenges of life get ever more complex, people find comfort in brands that show a positive and upbeat view of the world. In fact, the latest research says 49% of people are willing to pay more for a brand with positive values.

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