YOUR BRAND CHECKUP

Be Seen, Heard, and Understood

People do business with people and brands they Like, Know, and Trust. FMB | Flip My Brand brings five brand-building areas together to strengthen that connection.

Build recognition. Give people a reason to choose you.

When people recognize you, understand what you stand for, and trust what you deliver, you build preference. That can support higher prices, more followers, stronger support, or more votes. All five pillars contribute to Like, Know, and Trust. Check what is in place and used consistently; leave gaps unchecked and choose your next improvement.

01 **Have an identity**

Become recognizable and give people meaning to connect with.

02 **Have cohesive touchpoints**

Build familiarity and confidence through consistent encounters.

03 **Have a dynamic website**

Help people know your offer and trust the evidence behind it.

04 **Have video that tells your story**

Make your purpose, offer, and customer impact personal.

05 **Have imagery that matches the brand**

Make your people familiar and your promise visible.

01 IDENTITY

Have an Identity

Your identity helps people recognize you and know what you stand for. A consistent look and clear promise give them something to remember, connect with, and trust.

Start with the checklist

- [ ] Do you have a logo that stays clear at large and small sizes?
- [ ] Have you defined consistent colors and fonts?
- [ ] Can you explain who you serve and what you help them accomplish?
- [ ] Do you have a clear promise or reason people should choose you?
- [ ] Does your tone sound like the same business across your content?
- [ ] Can your team find and use the correct brand files and guidelines?

Nike | A message with meaning

Nike pairs its recognizable Swoosh with “Just Do It,” a message centered on taking action. Its “Why Do It?” campaign revisits the motivation behind that action. [1]

Why it works

Recognition helps people know the brand; the message gives them a belief to connect with. Consistent use reinforces familiarity. The identity becomes more meaningful when the experience delivers on it.

Make it yours

Write a one-sentence promise: “We help [audience] achieve [benefit] through [approach].” For a contractor: “We help homeowners improve their space through clearly managed renovations.”

My next improvement

[1] Nike campaign source listed on page 8. Brand analysis is instructional interpretation.

02 TOUCHPOINTS

Have Cohesive Touchpoints

Every encounter helps shape what people know and feel about you. Cohesive touchpoints build familiarity and reinforce trust when the experience matches the promise.

Start with the checklist

- [ ] Do your website, social profiles, and printed materials look related?
- [ ] Are your colors, fonts, logo versions, and tone used consistently?
- [ ] Do proposals, invoices, and email signatures reflect the same identity?
- [ ] Are your contact information and service details accurate everywhere?
- [ ] Does each piece make its purpose and next step clear?
- [ ] Does the experience customers receive support the promise you make?

Coca-Cola | Share a Coke

Share a Coke links personalized packaging with a digital experience. The company describes on-pack QR codes connecting people to a hub for personalization and sharing. [2]

Why it works

The connected experience makes the brand familiar while inviting personal connection. Each encounter reinforces what people know and like about it. A consistent experience can strengthen trust.

Make it yours

Choose one offer and follow it from social post to website, quote, and follow-up. Keep the promise, visual identity, and next step connected at every stage.

My next improvement

[2] Coca-Cola campaign source listed on page 8. Brand analysis is instructional interpretation.

03 WEBSITE

Have a Dynamic Website

Your website is your brand's homebase. Your voice builds connection, useful answers build understanding, and real evidence builds confidence in choosing you.

Start with the checklist

- [ ] Can a visitor quickly tell what you do, who it is for, and why it matters?
- [ ] Does the site offer a clear primary call to action?
- [ ] Can visitors find services, process details, and answers to common questions?
- [ ] Do real examples, testimonials, or results support your claims?
- [ ] Is the site easy to read and use on a phone?
- [ ] Are content, links, and inquiry forms current and working?

Apple | Help people decide

Apple's iPhone shopping page offers paths to compare models, learn more, and buy. The site supports a decision instead of asking every visitor to arrive ready to purchase. [3]

Why it works

Useful information builds Know; clear choices and a consistent experience support Trust. The website carries the same identity people already recognize into a place where they can make a decision.

Make it yours

For a service business, connect "See our work," "How it works," and "Request a quote." Dynamic means useful and maintained; movement and animation are optional.

My next improvement

[3] Apple shopping source listed on page 8. Brand analysis is instructional interpretation.

04 VIDEO STORYTELLING

Have Video That Tells Your Story

Video adds a human voice to the recognition and trust built across your brand. Purpose, explainers, and testimonials help people Like, Know, and Trust you before they call.

Start with the checklist

- [ ] Are you using video to help people understand and choose your business?
- [ ] Do you have a company story or purpose video that builds “Like”?
- [ ] Do you have an explainer video that builds “Know”?
- [ ] Do you have a customer testimonial that builds “Trust”?
- [ ] Does each video communicate one main idea and a clear next step?
- [ ] Are the sound, captions, format, and placement suited to the audience?

Company story | Build “Like”

Patagonia’s Worn Wear films connect clothing with the people and experiences behind it. The stories give the brand’s emphasis on keeping products in use a human context. [4]

Why it works

Values become easier to understand when people can see them in action. A purpose story gives the audience something to connect with beyond a list of services.

Make it yours

Tell us what led you to this work, who you care about helping, and how that belief affects your decisions. Show a real moment that supports it.

My next improvement

[4] Patagonia film source listed on page 8. These are three useful video roles, not a universal performance ranking.

04 VIDEO EXAMPLES

Build Know and Trust

The format follows the job. Explain the offer when people need clarity; show customer experience when they need confidence.

Explainer | Dollar Shave Club

The 2012 launch video uses founder Michael Dubin, a warehouse setting, and humor to introduce a razor subscription and delivery offer. [5]

Why it works

The personality earns attention while the product and buying model remain central. The viewer can understand what is being offered and how it fits everyday life.

Make it yours

Demonstrate your service in three steps: the customer's problem, what you do, and the benefit. Let the humor or style support that explanation.

Testimonial | Apple's Dear Apple

Apple's "Dear Apple" video features real customers reading stories they shared about the Apple Watch. Their experience becomes the center of the message. [6]

Why it works

Specific experiences make a brand promise more tangible. The customer explains the impact in their own words, giving the audience evidence to consider.

Make it yours

Ask: What was happening before? What did we do? What changed for you? Use genuine experiences and permission; keep the customer's meaning intact.

The same principle in a candidate ad

Illustrative example: A resident describes an issue they raised, how a candidate or officeholder responded, and what happened next. The resident supplies the experience; the candidate's slogan supplies the context. A specific, verifiable account gives viewers more to assess than general praise. This is a format example, not a claim about a particular campaign.

05 PHOTOGRAPHY

Have Imagery That Matches the Brand

Photography makes your people familiar, helps audiences understand your work, and shows evidence of what you deliver. It builds Like, Know, and Trust alongside every other pillar.

Start with the checklist

- [ ] Do you have current, professional-looking photos of your actual team?
- [ ] Can people see your products, services, or work in action?
- [ ] Do your images support the feeling and promise of your brand?
- [ ] Are lighting, color, and editing reasonably consistent?
- [ ] Do you have useful crops for your website, social media, and print?
- [ ] Are images clear, permissioned, and supported by useful captions?

Apple | Show the capability

Apple's "Shot on iPhone" approach places the resulting photography at the center of the message. The work demonstrates a capability that a specification alone cannot show. [7]

Why it works

Photography helps people know the capability and evaluate evidence behind the promise. A recognizable visual approach builds familiarity; relevant people and moments can add an emotional connection.

Make it yours

For a landscape company, photograph real before-and-after work from similar angles. For a restaurant, show actual dishes and the dining experience. Plan images around what customers need to see.

My next improvement

[7] Campaign production source listed on page 8. Brand analysis is instructional interpretation.

PUT FMB TO WORK

Choose Your Next Improvement

All five pillars work together to build Like, Know, and Trust. Choose a gap that weakens recognition, understanding, connection, or confidence in choosing you.

The FMB area I need to improve first

The specific change I will make

Who will own it and when we will review it

Sources and example references

FMB source Michael Mance, 2025 Pricing Guide, pages 7–13. Five pillars retained and connected throughout to Like / Know / Trust; explanations and checklists refreshed.

[1] Nike about.nike.com/en/newsroom/releases/nike-why-do-it-campaign

[2] Coca-Cola coca-colacompany.com/media-center/iconic-share-a-coke-is-back-for-a-new-generation

[3] Apple apple.com/shop/buy-iphone

[4] Patagonia patagonia.com/stories/culture/worn-wear/films/

[5] Dollar Shave Club martech.org/cmos-view-adam-weber-dollar-shave-club-video-marketing/

[6] Apple Dear Apple youtube.com/watch?v=N-x8Ik9G5Dg

[7] Shot on iPhone perigon.studio/project-shot-on-iphone

Brand names and campaigns belong to their respective owners. Examples illustrate communication principles; the explanations of why they work are Mance Multimedia’s teaching interpretations, not claims of endorsement or guaranteed results.