

# THE LINK

SWEDISH CHAMBER OF COMMERCE FOR THE UNITED KINGDOM

## The Journey of a Modern Family:

Älva London:  
Bringing Scandi Style

Winter Wonders  
Why You Should chose



## HUNTING THE MAGIC

How articulating the core of your brand delivers better business results

WORDS: ALEX HADDON

**The one moment when a person decides which product or service to buy is the moment that brands live for. Whether the customer is buying for themselves or their business, there is emotion and logic at play.**

The vast majority of products and services have comparable substitutes and the logical process is to examine price, suitability and logistics. But, most importantly, an emotional thought process is likely to make the final decision.

As consumers and buyers, we attach brands to our own self and for some people it even becomes a definition for who they are. A convincing and well-communicated brand quickly provides pleasure and reassurance.

Some brands have managed to become 'charismatic'. These are brands for which there is no perceived substitute and therefore, logic plays an even smaller role in the decision making process. One of the primary outcomes is it allows the brand owner to charge more.

Successful brand building is centered around a strategy that is aligned with the business goals. It is vital to understand the landscape in which the brand operates and who the most important audience is. You can then get to the core of the brand – what we call the magic. This identifies the unique aspects and provides distinction so that an engaging and inspiring brand can be created and articulated.

A flourishing brand platform should tell the story of why the brand matters and how it makes a difference. Other key elements could be centered around a sense of authenticity, experience or personality. This provides the strongest foundation for both brand awareness and tactical campaigns.

The right brand story also needs to be told in the right way. Choosing the right communication tools and channels will have a big impact on the perceived value and importance of the brand. Tough choices may have to be made where budgets are limited, but there is also nothing more expensive than communication that does not deliver results.

There are a million ways to articulate a brand. A business with a clearly defined brand and communication strategy will be powered up to maximise opportunities.



Alex Haddon is Managing Director of IC Design, a creative communications agency.  
alex@icdesign.co.uk

www.icdesign.co.uk



### The SCC Brand Story

The new responsive website for the SCC, created by IC Design, needed to deliver a compelling platform to engage the membership and reduce internal time spent maintaining the site.

Having created the logo a few years ago, IC Design updated the brand platform. The brand story is about bridging two countries together to create its own community for members. This is achieved through a clean and fresh look, punctuated by vibrant bursts of colour. The magic is in the illustrations of key architectural icons from London, Stockholm and Gothenburg, cities that have leading roles in the Chamber. The buildings are combined to create one cityscape that adapts and changes, reflecting the dynamism of the SCC and its ability to fit around its members' needs.

Overall, the new site is designed to give quicker and more immediate access to information. Built on the Umbraco content management system, which has significantly improved internal efficiency, the site is future-proofed for additional functions and development. There are a lot of intricacies in the technology - from the ability to change the logo colour on the homepage carousel, to the event booking and payments system producing reports and integrating with the Chamber's CRM system.



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