

Theoretical framework

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THEORETICAL FRAMEWORK The framework that shapes this thesis and guide the process of Concept to Launch (CTL) branding tree and Art Invision is the comprehensive model which is compiled from research findings from the study concerned with identifying the essential components of brand building and its attributes. The components and attributes for the CTL branding tree according to Alina Wheeler's five essential disciplines of brand building include the following: conducting research, clarifying strategy, designing identity, creating touch points and managing assets. CTL can also be done using Marty Neumeier's five phases of brand building which include the following aspects: differentiation, collaboration, innovation, validation and cultivation. Whilst each process was carefully considered, the first four phases of Alina Wheeler's and Marty Neumeier's second discipline, collaboration, were vital components that I considered to be essential in constructing the CTL branding tree.

The CTL branding tree serves as a tool that is flexible in terms of its usability, easy to interpret which, when carefully executed, makes consistency possible throughout the branding process. This easy to follow step-by-step process is a fundamental tool for getting to the bottom of the matter of the brand and to illustrate the importance of features in creating extraordinary characters. In other words, the use of a mnemonic tool such as the "seed to tree" growth process could be targeted by today's designers, marketers, researchers, and brand supervisors for planning, strategizing and aligning new or existing organizational goals without all the complex approaches to brand planning from the conceptual framework to launching stage.

The five major components that constitute the CTL branding tree include the

following: concept or “ big idea”, brand strategy attributes, brand identity elements, target audience and brand applications are divided into meticulous sections that formulate the brand.

COMPONENT 1: CONCEPT OR “ BIG IDEA”

Firstly, the concept or big idea or “ seed” is the thought process or general idea of the brand. This is the initial starting point of the brand and it is characterized by brainstorming ideas among the branding team, stockholders or even middle management. All ideas are carefully considered for the brand but the best ones are selected for the branding purpose.

COMPONENT 2: BRAND STRATEGY ATTRIBUTES

Secondly, the decision about the brand strategy attributes or the “ root” is done through extensive use of qualitative and quantitative research techniques to investigate the behaviour of the consumers in view of the external marketing environment which may be used to determine key attributes with regards to mission, vision, target audience, personality, core values and differentiation. In order to get comprehensive knowledge about the consumer and market, this strategy is suitable for determining the brand attributes.

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COMPONENT 3: BRAND IDENTITY ELEMENTS

The next component of brand identity also known as “ trunk” is the visual expression (image) of the brand which relates to the tangible expression that reflects and represents the mission and vision of the brand. For instance, the name, tag line, logo or symbol, color, typography and image style are all examples of visual expression or presentation of the brand. It is important to

differentiate each attribute of the brand in order to ensure that it is unique from other brands that are portrayed in various forms in both print and electronic media.

At this stage, the name “ Art Invision” comes into play as it seeks to identify as well as to convey the identity of the brand. According to Wheeler’s suggestions, the name should be meaningful, distinctive, future-oriented, positive, protectable, modular, and visual. At this point, prior to constructing the logo, tag line, color, typography and image style, the essence or objectives of the brand have to be established since they define the significance of the brand.

COMPONENT 4: TARGET AUDIENCE

Then, target audience or “ branches” is regarded as the crucial component of the CTL branding tree. It attempts to categorize the target audience or future audiences that have similar demographics so that their needs and wants are aligned.

COMPONENT 5: BRAND APPLICATIONS

Lastly, at this phase of the branding process, target audience, brand identity elements, and brand strategy attributes are effectively harnessed through the creation of the right communication tools that can appeal to the interests of the target market. Brand application or “ leaves” are the “ touch points” used to communicate with the target audience and these constitute the use of stationery such as letterhead, business cards, envelopes, ephemeras and websites.

Effective management of these phases may enable the company to differentiate its brand from others which may enable it to gain a competitive

advantage as a result of its uniqueness in the market. This will also enable the designers to maintain the consistency of the brand throughout the planning, strategizing, and aligning stages.