

Joie Brands

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HUMANISING BRANDS™

FIVE WAYS TO MAKE YOUR BRAND **MORE HUMAN**



#humanisingbrands

joiebrands.com



DEFINITION

HUMANISE

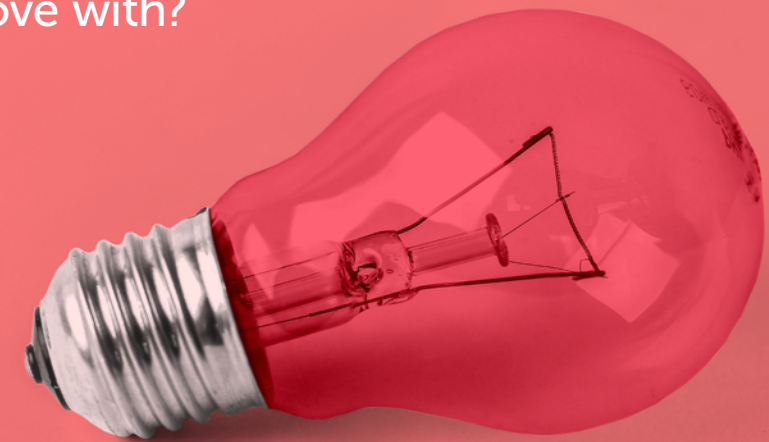
hyu • man • ize

English. Verb.

To portray or endow with human characteristics
or attributes; make human

THE QUESTION THAT GOT US THINKING

How do you create a brand that people want
to talk about; associate themselves with; or even fall in love with?








THE ANSWER IS AS SIMPLE AS 'BEING'

We believe that brands are just like people —
they're alive with unique voices and personalities.

To '*humanise a brand*' means enabling those
brands to talk to other people, just like us.



WE'RE ALL HUMAN

When we design products and services, we design for each other and for the betterment of the human race.

And when we build brands, we must also bear our fellow humans in mind.

Consumers, customers, buyers, or shoppers.
At the end of the day, terms don't matter — we're all human.



SO, WHERE DO WE START?

There are many ways to ‘*humanise*’ a brand.

We’ve identified five pillars that we believe are essential in doing so. We’ll take you through each one separately in the next few pages and explain why they work so well.

01 **BE APPROACHABLE**

02 **STAY CURIOUS**

03 **SHOW EMPATHY**

04 **BE REAL**

05 **BE EMPOWERING**

PILLAR 01**BE APPROACHABLE**

If we had a favourite pillar, it would be this one. Establishing a connection with those you're interacting with is key to building trust.

Approachable brands don't sacrifice professionalism — they use more relatable terminology and focus less on bureaucratic processes to create an environment of warmth; an environment that builds brand loyalty.

Talk to people like any fellow human would; the age of the robots has not yet come!



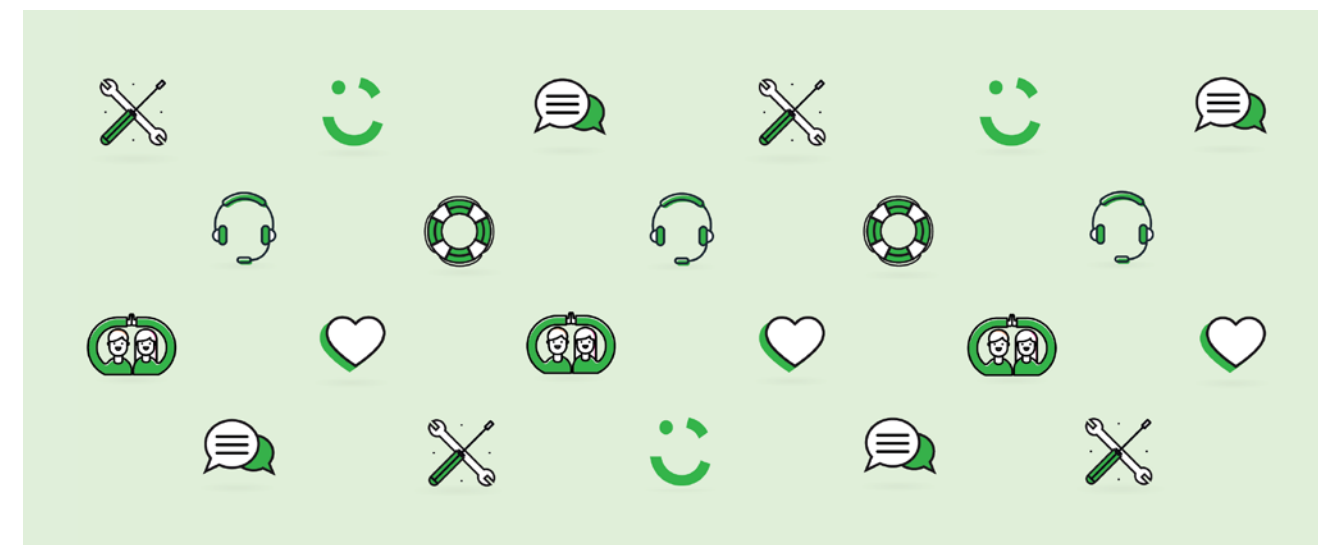
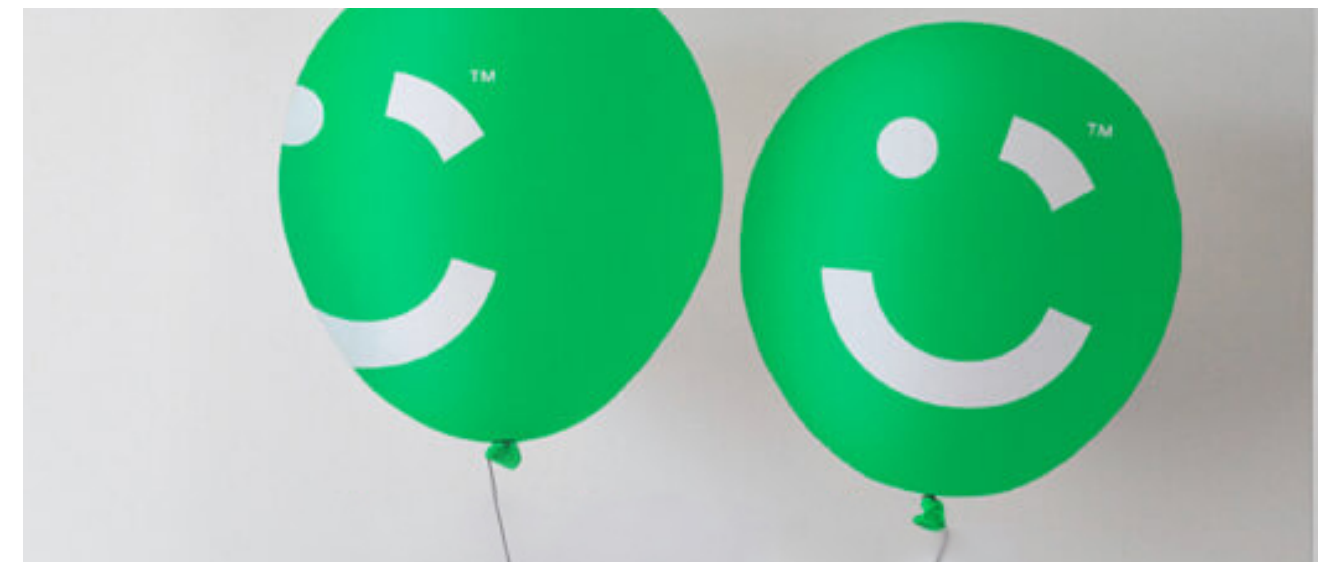
A BRAND THAT IS APPROACHABLE

MEET MY FRIEND ...CAREEM

Getting into a car with a stranger can be daunting for many — that is why establishing and maintaining trust is Careem's biggest priority.

The brand's 360-degree human approach catapulted the brand to first place within the Middle Eastern market.

An 'Arabised' name, a cheeky logo that seems to wink and smile all in one go, an effervescent visual identity, a relaxed tone-of-voice, and a friendly service team, all worked towards creating a relatable brand which riders want to engage with.



TIPS

BE MORE APPROACHABLE

1. Develop a tone-of-voice aligned with your customer profile
2. Make your customers feel like they're heard, every time
3. Stay accessible and be constantly engaging

PILLAR 02

STAY CURIOUS

Curiosity may have killed the cat.
But it propels humans forward.

The unknown motivates brand builders to constantly innovate and come up with new and exciting ideas for people to connect with.

Thoughtful conversations can reveal that which most of us would not have been initially attuned to — they allow us to open up creatively and arrive at the most unexpected of solutions.

But most exciting of all, curiosity drives evolution; it can keep your brand fresh and safe from stagnation and obsolescence.



A BRAND THAT STAYS CURIOUS

KEEPING THE CREATIVITY ALIVE

For over 75 years, LEGO has continued to win the hearts of people everywhere; and we're not just talking about kids.

Even though the brand delivers a simple toy product, it has grown beyond just that — it has formed a cult following, knowingly or not, that rallies for the brand in more ways than one.

It's LEGO's curiosity and thirst for providing larger creative experiences that have allowed it to remain relevant to every generation since its inception — theme parks, partnerships with entertainment brands like Star Wars and Harry Potter, gaming, movies and experience stores all contribute to making LEGO one of the most beloved human brands globally.



TIPS

BE MORE CURIOUS

1. Step outside your comfort zone
2. Question everything you currently know about your brand
3. Adapt to the needs of your customers

PILLAR 03

SHOW EMPATHY

Understanding each other's needs is key to delivering strong and sound results.

This is where empathy comes in — the ability to put ourselves in another's shoes and to experience the feelings they do. It makes us better suited to deliver human-centred solutions.

Not only does this approach allow us to see things from a different perspective, it actually forces us to throw out preconceived notions, which may have been holding us back.

To put it simply, brands must think like people, not like marketers.

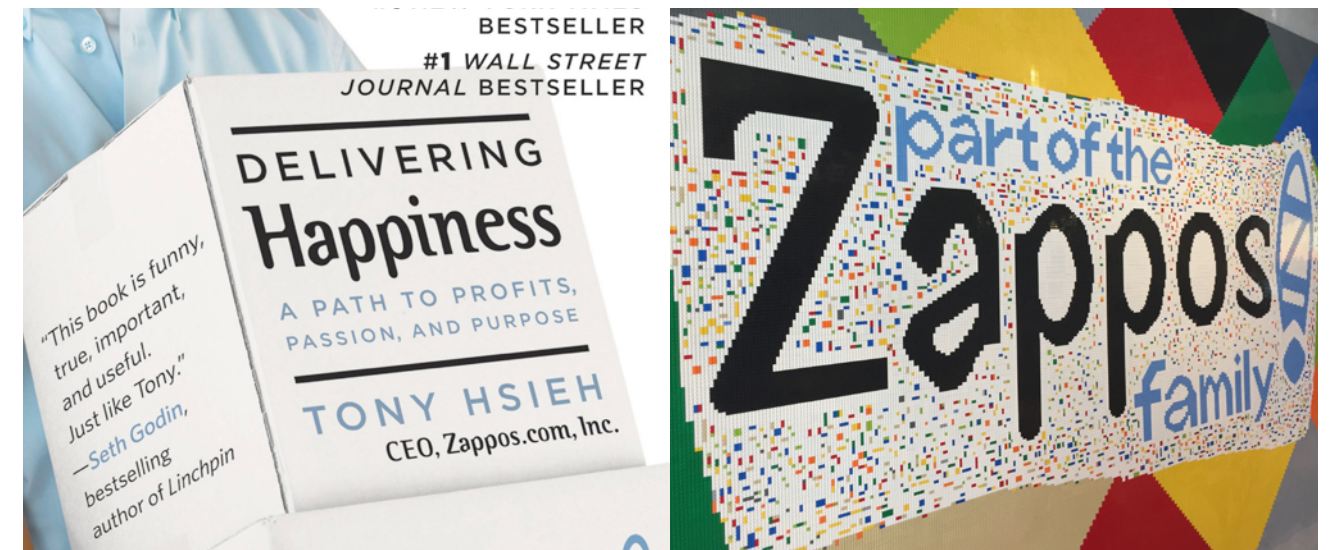


A BRAND THAT SHOWS EMPATHY

IT STARTS FROM WITHIN

There's a reason why Zappos has been called the brand with the best customer service globally — it's because the brand figured out a way to engage with their customers on a more human level.

The brand has heavily instilled an internal culture of empathy and hires only those seeking to create positive experiences. In fact, Zappos rewards agents for customer advocacy rather than productivity; meaning if you can get your customer to become your brand ambassador, then you've hit the jackpot.



TIPS

BE MORE EMPATHETIC

1. Anticipate your users' needs by taking the time to get to know them
2. Do what's right, every time, not what makes you a quick buck
3. Embrace diversity in values, cultures, ethics and backgrounds

PILLAR 04

BE REAL

Don't just talk the talk – walk the walk.

Because in this day and age, when your audience is in control of your brand, it's impossible to avoid negative backlash and 1-star reviews.

Transparency is a key element in building trust.

And it's really very simple; avoid false claims, don't overpromise and focus on who you are and what you stand for. Those who share your values will naturally gravitate towards you. Isn't that how love starts?



A BRAND THAT IS REAL

HONEST TO GOODNESS

Since its inception, Burt's Bees' philosophy has remained the same, *'What you put on your body should be made from the best nature has to offer'* — and ever since, the brand's purpose has been 'people and planet first, profit second'.

The brand has always understood how transparency works as a catalyst in building trust and has thus proudly made it clear where its ingredients come from.

And in fulfilling its promise to the planet, the brand hasn't shied away from engaging in a bit of activism — the *'Bring Back the Bees'* campaign raised awareness around the global decline in bee populations and engaged people through new technology by taking #SelflessSelfies.



— UNCAP FLAVOR —

From Wild Cherry to the original Beeswax with Peppermint, discover all the naturally moisturizing flavors of Burt's Bees® Lip Balm.



TIPS

BE MORE REAL

1. Define your purpose and why you exist
2. Be honest
3. Align your brand with your customers' values

PILLAR 05

BE EMPOWERING

You know that one friend that always gives you positive reinforcement and constantly pushes you to achieve beyond your goals?

That's who you want to be — that's the brand people will forever show gratitude towards. People love it when they're sent positive messages; it makes them feel good about themselves.

But empowerment is not only about encouraging people; it's about giving them the right tools to do so, on their terms, not yours.

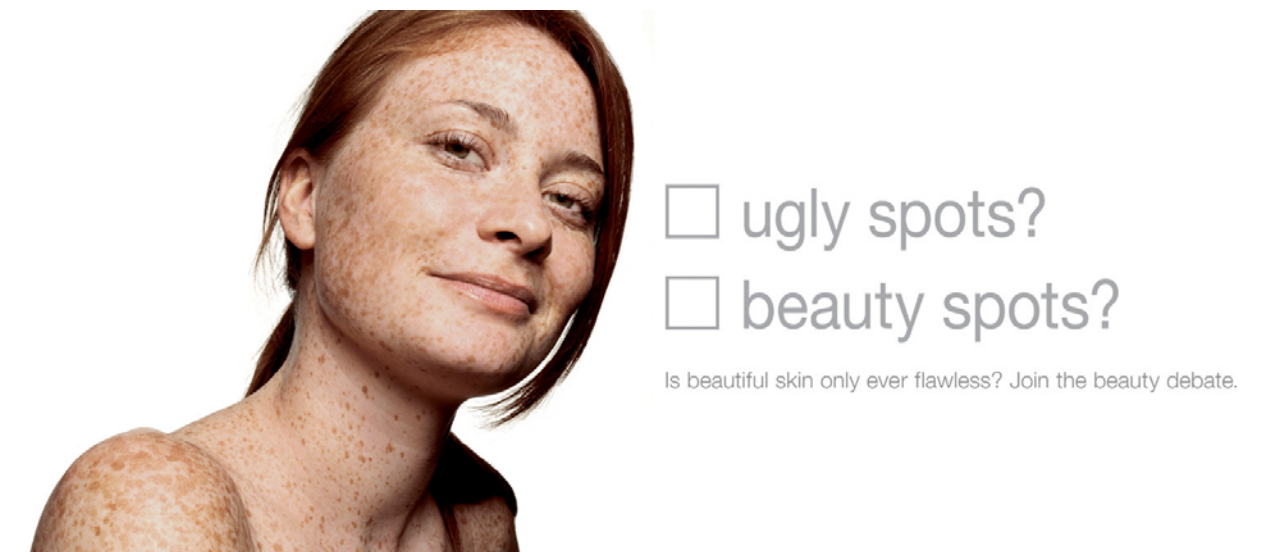


A BRAND THAT IS EMPOWERING

BELIEVE IN SOMETHING POWERFUL

On par with Nike's 'Just Do It' campaign, Dove has evolved itself into an agent of change, educating and inspiring women the world over on self-esteem.

By running 'Real Beauty' campaigns with models of different races, ethnicities and sizes, and through brand activations like the "Mindful Me" mentorship guide, the brand has given its followers something to believe in beyond just the product.



TIPS

BE MORE EMPOWERING

1. Reinforce a sense of belonging
2. Make your customers feel like your brand ambassadors
3. Invest in partnerships that align with your own objectives and values

SO WHAT DOES THIS MEAN FOR YOU?

If you've gotten this far, it means we've captured your attention and you're now wondering whether your own brand has the *'human'* quality to it.

Most likely, the answer is *'Yes, it does'*. But the real question remains, *'How well are you captilising on it?'*



YOU CAN

BE MORE HUMAN

We believe that every brand has the ability to play up its human qualities and in turn build brand loyalty and increase profits; and that certainly includes yours.

There's always room to *'Be More Human'*. Talk to us!

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