

# Branding Tips For Photographers

*beth taubner, mercurylab*

Any time of year is a good time for you to be thinking about your brand, so that you will be ready to implement your newfound knowledge into the marketing and sales activities that you initiate in the coming months and the rest of the year.

Here are two pointers to keep in mind:

- 1** Pay attention to how other brands out in the world communicate. Try to identify their brand attributes (their traits or characteristics) and their capabilities (what they make, or do). Identify their brand in a few words, or a sentence, and keep note of what you feel the brand is about. For example, Apple manages to be both a populist and insider brand. People still feel special about owning an iPhone, for example, although millions of consumers throughout the world have the same product. Apple products are known for their intuitive interface, so that they are easy-to use. Also, they were the first with much of the technology we take for granted now in all of our computers, phones and iPads, so that "visionary" is an attribute they can legitimately own. Get it? The brand is consistent at all levels no matter what product Apple is selling, whether it's a phone, a tablet, or a computer. This consistency and differentiation is what you want to do with your own brand.
- 2** This is a reminder to make the language you use to describe other people's brands, or your own brand, as dialed up as possible. Language is a very powerful tool in your branding tool box, so don't settle for a word like "detailed" when what you really mean to say is "meticulous." You will find that when you speak to yourself more clearly about your attributes that you will be able to communicate more clearly to the audiences you would like to reach.

Go forth with your new skills and stay in touch!

To  
Beth  
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m e r c u r y l a b

mercurylab  
Beth Taubner  
US + 1 718 722 7295  
UK +44 (0)20 7993 8822  
[hello@mercurylab.com](mailto:hello@mercurylab.com)

# WHAT YOU DO + HOW YOU DO IT

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Your capabilities:

+

Your attributes:

“What you do.”

“How you do it.”

Example:

Example:

A Mac is a computer

A Mac is **well-designed**.

As a company, one thing  
Apple does is **make  
computers**.

Apple makes computers that are  
**well-designed, intuitive** and  
**visionary**.

*Photographers tends to lead with their capabilities.*

*Both are equally important when defining and expressing your brand.*

# USING YOUR BRAND ATTRIBUTES

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