

# WELCOME TO THE IDOA DSD 16<sup>TH</sup> ANNUAL BUSINESS CONFERENCE AND B2BOLD EXPO

“ENERGIZING AND EMPOWERING YOU  IN BUSINESS”

Brand Perfect: Empowering Your Business Image

October 11, 2024 | 10:00 a.m. – 11:00 a.m.



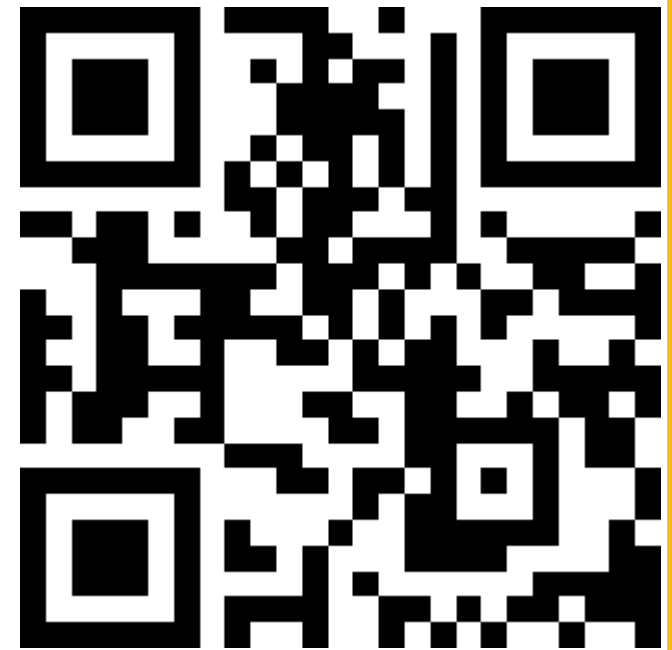
# DSD Moderator

Graham Bryant – Director of Business Development and Outreach,  
Indiana Department of Administration, Division of Supplier Diversity



## Things to keep in mind before we begin:

1. Please silence your phones.
2. The restrooms are in the hall.
3. Scan the QR code to access the conference program.
4. Raise your hand to ask a question during Q&A.



# Brand Perfect Workshop



**Graham Bryant**  
Director of Business  
Development and Outreach  
Moderator



**Terry Dove-Pittman**  
The Gideon Group, MBE/WBE  
Panelist



**Terri Wada**  
Collabo XD, MBE/WBE  
Panelist

# To Start Off...

1. What strategies can businesses use to ensure consistent brand vocabulary and tone when interacting with customers?
2. When incorporating AI into branding, what are some ways to maintain a consistent and engaging brand personality?
3. What are some common branding pitfalls businesses should avoid when incorporating AI into their branding process?
4. How can small businesses create a strong brand identity on a limited budget and what role does customer feedback play in shaping and refining a brand's image?
5. How can businesses ensure their branding remains authentic when working with AI and what suggestions do you have to make their “brand perfect?”



AND

THE **GIDEON** GROUP

We turn great organizations into powerful brands.

# A Quick Brand Check-Up

IDOA - 2024 B2Bold

Brand Perfect Workshop



# A QUICK BRAND CHECK-UP

1. What's a Brand?
2. Who are you?
3. Who do you serve?



What's a  
brand?

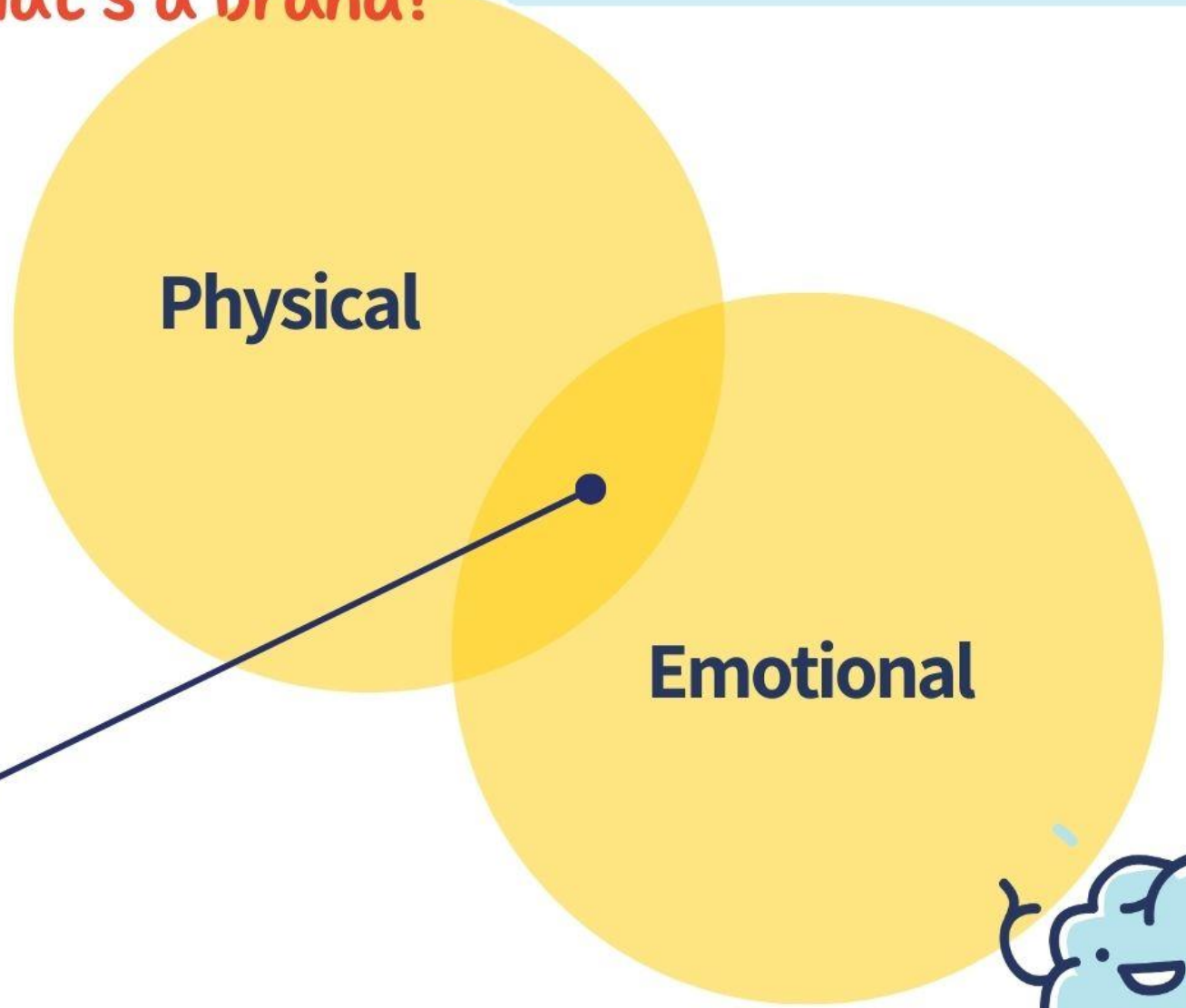




## What's a brand?

# Brand Experience

Perception



## Physical

## Emotional

### Artifacts/Assets

Logo & Brand Colors  
Photos & Graphics  
Typography  
Space & Signage  
Website



Fun & Professional  
Creative & Curated

### Actions/Interactions

Brand Voice  
Touchpoints  
Customer Journey  
Organizational Culture

“like a sophisticated art museum,  
where you know what people are  
saying and can touch and interact  
with everything.”

Welcoming & Inclusive  
Heard, Seen, & Valued

Who are  
you?



## Who are you?

how do you  
**want** to be  
perceived?

how **are** you  
perceived?

Who do you  
serve?



Who do you serve?

# Ideal Customer Attributes

## DEMOGRAPHICS

Age/Gender?  
Where do they live?  
Job/Position?  
Income?  
Hobbies?



## PSYCHOGRAPHICS

What do they do in their free time?  
Who do they follow?  
What conferences do they attend?  
Guilty pleasures?  
What brands do they love?

What's  
next?



Thanks for  
joining us!





# Questions and Answers



**We want to hear from you!**  
**Please use the QR Code below to give us your feedback.**



# Brand Perfect Contact Info



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