



*Abigail and Chloe Baldwin*

# THE BRAND POWER MANIFESTO

BRANDING BRILLIANCE FOR

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FEMALE ENTREPRENEURS

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*BIS Publishers*

BIS Publishers

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www.bispublishers.com

ISBN 978 90 636 9702 0

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*In memory of our Granddad,  
who always adopted the “ready for anything” motto.*

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# FOREWORD

*Sir John Sorrell &  
Lady (Frances) Sorrell*

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*Founders of the Sorrell Foundation and the National Saturday Club*

Creativity is an important part of Britain's identity as an innovative nation. Our creative industries are a success story economically and socially, making our reputation for edgy brilliance and business success.

The country needs more and more vibrant young entrepreneurs to bring fresh ideas, imagination and drive to grow our creative sector and build local and international commercial partnerships. One of the exciting things for us is to see young people in the National Saturday Club, which is for 13-16-year-olds, develop their talents and seize the opportunities which unfold on their learning journeys.

We first met Chloe and Abigail in 2010 when the Sorrell Foundation was prototyping the National Saturday Club and they joined the Club in Leeds. They progressed on to University and then worked incredibly hard to create and build their business and its unique approach which people really like. We are impressed by the way they talk about partners rather than clients and it is easy to see why people want to work with them. As well as their skills in design and illustration they are well organised, think strategically and are full of ideas, positivity, resilience and sheer joy in creativity. They are the kind of partner in business everybody needs.

Chloe and Abigail are immensely courageous, not just in taking the risks that are necessary if you are to grow and succeed but also by giving time to encourage others to believe in themselves.

They are great role models and we are proud to know them.



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^ *We created these screen printed portraits during our time on the National Saturday Club's programme. The prints were exhibited at Somerset House, London.*

< Our “twinship”. We have always loved being creative together, so it seemed only natural that we would work in partnership. We can’t get away from each other!



^ A comic illustration by Abigail and Chloe for the National Saturday Club’s annual newspaper (2021). It shares the story of how the Club provided a launch pad.



## *Chapter 1*

# INTRODUCTION

## *The Journey Calls*

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### **1.1 WHAT IS THE BRAND POWER MANIFESTO?**

When building a business, it can feel overwhelming when you think of the journey wholly. Branding can act as the compass to help you steer the ship and find confidence. Plus, it does not need to be a mammoth task. Instead take a step-by-step approach with The Brand Power Manifesto. This roadmap helps chart the course and keeps the wind in your sails. The book covers the following stages:

- 1.** Use your peripheral vision: An insight into strategic brand analysis
- 2.** Make it powerful: Find the core of your brand
- 3.** Give the people what they want: Communicate your unique value proposition
- 4.** Use your magic: Gain credibility and be taken seriously
- 5.** Your network is your net worth: Nurture relationships and build community
- 6.** Make it matter: Implement what you've learnt
- 7.** You got to know when to hold 'em, know when to fold 'em: Track and pivot to stay relevant
- 8.** Stay curious: Keep looking to the future

This modular system and empowering manifesto can help build a brand, one step at a time.

If you're interested in entrepreneurship, but feel the loom of imposter syndrome, we've written this manifesto for you.

After all, some people are natural-born entrepreneurs. They are born with an eye for opportunity, the gift of the gab, and steely determination. These admirable beings can sniff out a gap in the market, create solutions for their customers and run a business which doesn't run them. They've got an exit plan and they're on the road to success.

Then, some people are following the path that is placed before them with no real intention — then BAM — they have a business! Maybe they were whittling wood, teaching children to swim, or arranging floral displays, purely for joy. Then one day, their neighbour recognised their skill and agreed to an exchange. The exchange was successful, and they tell all their friends. Before you know it, the whittler is a sculptor and the swimmer is a coach.

Both groups are business people, however, we fall into the latter category.

## 1.2 WHO ARE WE?

Our business, Buttercrumble, sprouted organically from a love of design and illustration. It's challenging to envisage a time before creativity took hold. We believe everyone is born with the ability to create and we summon its power in different ways. This is what sets humankind apart.

As teenagers, we began sharing our primitive, creative experiments online for feedback. We were independent, at first, working under two separate usernames: Ablecrumble and Butterscones. However, being twin sisters, we knew “two heads are better than one”! We merged our usernames to become the one we are today, Buttercrumble. Enabled by platforms such as DeviantArt and Fiverr, we began to share our work and secure regular commissions. Despite the fact we were both illustrating characterful portraits for people around the world, the monetisation didn't click. In our eyes, we were doing something for the joy of it, and the money was a bonus.

We discovered this joy much earlier in our life before we had access to the internet. It was a rainy day and so we were imprisoned in our classroom. To fight her itchy feet, Chloe started doodling and illustrated every member of the class in a humorous typology. Before long, the news of this epic doodle spread and everyone was asking to see the handiwork. Everyone wanted a piece of the action and — oh — the joy it brought. We had experienced the unifying power of creativity.

As children, we'd always be playing make-believe. Our favourite game involved an impressive collection of TY Beanie Babies. Each toy was assigned a character with its special role to play; it was essentially a soap opera within our bedroom! We used our toys to narrate stories by designing characters with real voices. Their voices were so developed that if we had friends around to play with, the Beanie Babies were off limits to our guests. After all, they'd never be able to catch up with each character's history and development! We loved exploring narratives through the toys. We developed these soap operas using illustration as we found it could be a powerful story-telling tool. When drawing, the only limit was our imagination.

Moreover, we realised creativity can serve a purpose. Our first request (or commission) came from our Mum following a calamity! She pushed her hand through the weak glass of our kitchen door — ouch! Thankfully, she was okay and briefed us to illustrate a series of pictures to conceal the empty pane. The illustrations, painted by our five-year-old selves, were far from mini Da Vinci's. However, they patched the hole and added visual and sentimental interest to the home. A win-win situation! Of course, our Mum was one happy customer and has been an ambassador for us ever since.

Meanwhile, our outside activities were always more perilous. Perhaps this explains the comfort we find in quiet indoor activities. Our large garden was home to a swing ball, a slide and our Super Soakers. Unfortunately, British weather is not always accommodating to these activities so we'd shelter by taking it in turns to lock each other in the "dungeon". This was effectively a cupboard underneath the garage.

We'd also foolishly swing on the driveway's chain fencing, Chloe would usually over-egg it and whack her little egghead on the hard pavement.

The worst event involved scooters and a trip to the hospital when Abigail broke her leg, aged six. Yes, it's no wonder we retreated to the warmth and comfort of indoors. Pass the crayons, please!

Forming our business has always felt like an organic process. When we reflect on our journey, we realise we've been subtly directed on this path by a squad of cheerleaders (especially in education). From our very first class at the age of four, we felt encouraged to participate in creative activities.

## ABIGAIL'S REFLECTION

“ I've always known we'd do something creative as a living. Passion has changed our lives. We've loved nothing else quite so much and I'm not sure what would be a better fit. Alternatives feel unbearable. That's why we infuse as much love as we can into the brand. The brand is a vehicle that communicates our vision further than we can. You have to infuse your brand with the love for your organisation.

During this creative enlightenment, we were six years old and it was the turn of the 21<sup>st</sup> century. SunnyD was the must-have beverage, so we're looking back with orange-tinted glasses. It matches my memories, perfectly — bright and positive. It was a time when the world was freaking out about the infamous “Millennium Bug”, reality TV was just beginning to boom with the likes of Big Brother, and gaming boomed with the launch of the PlayStation 2. Everything felt fun and exciting with the development of technology. I knew the world was changing and it all felt like a huge novelty to us. This powered our imagination.

Creativity gives people a voice and a tool for self-expression. That's why we're so enthusiastic to share this tool — to do good and make a difference in people's lives through their businesses. After all, being a business owner is tough! We know that a dash of creativity (and branding) can do a lot of the hard work for you.

The crinkle of paper, pencils rolling across the table and the discussion of ideas as they whoosh through our minds! We loved drawing together at our dining room table. It was an activity that we could truly collaborate on.

I believe everyone can be creative and it occurs naturally. With a spark of the imagination, you have an idea in mind and sometimes it's so fleeting, you quickly have to scribble it down! For us, it's a desperate feeling to translate the vision into a reality. In the beginning, it can be frustrating as you can't always achieve an exact realisation. It's the frustration that can drive you to keep trying, learning and improving. This is why we love to use this skill to help others, we can realise visions through illustration and design.



## CHLOE'S REFLECTION

“ Our teacher briefed the class to produce an illustration of a sporting event so we feverishly grabbed the felt tips and got cracking! Abigail and I often sit together, heads positioned closely, avidly scribbling away. We both illustrated ourselves in running races with exaggerated gangly legs and arms, our ponytails stuck out in the breeze, and rosy red cheeks (the redness being the most accurate observation). I can remember these artworks being no Picasso's, nonetheless, our teacher was thrilled by the outcomes. She displayed the illustrations publicly — in the school hallway — on a presentation board. The artworks (along with a Christmas tree illustration I created) were showcased for many years.

We will never forget this initial praise and encouragement although it also sparks a few unwanted memories. Along with that praise came a firm telling off when I didn't colour in a bear sufficiently. This is always an upsetting thought as I genuinely believed I did my best... colouring-in sheets just don't hold the same level of excitement as drawing from scratch.

This formed a pattern throughout our schooling journey, even when we moved schools, creative cheerleaders followed us. In the Easter of 2003, we transferred to another primary school and I remember the anticipation which filled our tummies. I felt uncharacteristically confident on our first day, showing off to the other children, and grappling the social ladder. On our first day, we were ushered to the front of the assembly hall as the other children were arriving. We were introduced to our head teacher who asked us if we enjoyed art, we told him it was our favourite subject, and he expressed a shared passion for the subject.

Our love of art and design continued to be nurtured throughout our time at primary school where we attended a newly formed art club. The club was mainly attended by boys who enjoyed illustrating comic book characters and cars. But, we like to think we introduced a feminine touch to proceedings with our whimsical drawings. When I look back, I notice many children enjoy observation and realism. They want to recreate a dream car they've spotted in a magazine or cartoons they love to watch. That was a little boring to us, we fell in love with story-telling, the imagination, and producing something from our wildest fantasies. This often included chocolate, desserts, and all things sweet!

In 2013 we moved schools again. Despite being placed in a standard form group, we noticed our timetable didn't match up with our peers. We had been selected to participate in extra art classes, taking our art qualifications early. We wondered if this was a stroke of luck or something devised by our tutors. It must have been a bit of both. We were lucky enough for the opportunity and our previous school recognised our enthusiasm. This must have been communicated to our new school. We were also able to access college early thanks to the support we received at secondary school. Our art teacher was a real cheerleader and we were lucky that she recognised our passion.

When we transitioned into our penultimate school year, we could specialise in subjects and earn the respective qualifications. Naturally, we both wanted to study art and design; it was a no-brainer and we happily submitted our forms. The weeks passed and we received notice of our timetables for next year.

Where was art? Why was I up for acting? What a nightmare... drama was one of my least favourite subjects due to a string of embarrassing and unfortunate incidents.

It was Autumn in 2004 and we were rehearsing for the school nativity. I was finally promoted from shepherd to angel, a more glamorous role, and I donned my wings. I took this role very seriously as I felt liberated from my tea towel headdress and enthusiastically flew around the stage. Suddenly, the teacher-turned-director turned scarlet. "What do you think you're doing?" She screamed. The commotion was a bit confusing. Had I missed something? She continued to yell and approached the stage when I realised she was addressing me. "Angels don't flap their wings!" She thought I was joking around! I had never been so humiliated... Maybe shepherding wasn't so bad?

Drama classes at secondary school got a whole lot worse as I was heckled off stage and the audience substituted rotten tomatoes for pencils and paper spit-balls. I didn't want to risk that embarrassment again and I thought it was all behind me.

I sheepishly addressed the deputy headteacher and co-ordinator who delivered a flat-out no. I couldn't change acting to art. Exasperated, I turned to my art teacher for help who marched me back to the deputy. I was studying art.

She bolstered our art skills and drove us to the sixth-form college every Friday afternoon to complete additional art lessons. She also enrolled us in the National Saturday Club where we continue to partner in a more professional capacity. We felt at an advantage for university and higher education.

We are campaigners and advocates for education as it's catapulted us to success. We're witnessing a recent focus on science, technology, engineering and mathematics within the school due to the industry opportunities. Schools are hard-pushed with limited resources so it's understandable that with this intense focus, something has got to give. Unfortunately, we've found these to be arts subjects.



We are not alone in our quest, there is a need and want for more creative opportunities — especially for women. We once had the pleasure of meeting retail expert and agency owner, Mary Portas. She told us to use our special power to connect with others and we always keep that golden nugget in mind. Mary chatted about her book “Work Like a Woman” which we've had the pleasure of reading. The book's insights resonate with us as she describes our untapped potential (2018). There is limited support for female-led businesses from both consumers and the government. Perhaps many people see women in business as hobbyists or better-suited to low-pay pursuits like self-employed cleaners or carers. Self-employed women earn approximately half the weekly salary of a woman in full-time employment, according to Portas (2018).

Creativity is a trait which isn't always valued. Yes, you are seen as useful and resourceful, but it's not always reflected in your pay-cheque. Money talks in business and it is often those in finance

or sales who see the best rewards. This attitude has to change. Creativity is fundamental to problem-solving. Creativity kick-starts innovation. Creativity challenges the norm.

## CHLOE IN PURSUIT OF CREATIVITY

“ We were due to go to Hong Kong in December 2019 to attend Business of Design Week. This is a leading annual event on design, innovation and brands. The event schedule boasts inspiring conferences, creative exhibitions, and satellite and pop-up events. It's no wonder it attracts industry leaders from around the world. It's a key date for many business professionals, property developers, academia, construction, retail and heritage organisations.

However, with political and social unrest, it was a turbulent time for the region. Large-scale protests were broadcast on our news stations weekly and the decision was made to cancel Business of Design Week. This was a huge disappointment to us as we had spent hours preparing, we had travelled across the country to briefing meetings, we'd printed business cards, and we even arranged meetings in Hong Kong.

What were we going to do? This was a once-in-a-lifetime opportunity.

Abigail and I can be pretty risk-averse as entrepreneurs, but this was no time to pussyfoot around — we were super-pumped for our trip! Despite the cancellation and the Department for International Trade's decision, we proceeded with our trip. Sometimes you have to be fearless in the pursuit of creativity. We listened to the Government's advice about travel, took reasonable precautions, and joined expatriate groups for news updates. We had never travelled to Asia and it was the furthest we'd ever ventured, but we were prepared for the adventure.

A full day of travel was pursued. We arrived at Leeds train station at midday and travelled down to Kings Cross London. From there, we caught the tube and Heathrow Express, before catching the plane. We arrived in Hong Kong the following day (late afternoon) thousands of miles away from home. As a creative, even the most mundane can spark inspiration. I'm not sure how inspiring an airport is to most people, but it was eye-opening