

How Make My Brand an Ueber-Brand?

Some of you asked how to go about creating an ‘Ueber-Brand.’ To help you get started, I share some of the key questions that will help you determine where your brand is on the continuum from ‘mass to meaningful’ and guide you to get closer to the goal of becoming (more) priceless to your customers. These questions are taken from our book “Rethinking Prestige Branding - Secrets of the Ueber-Brands”. For a more complete set, structured answers and plenty more application examples across industries, you can consult the [book](#), our [blog-cast](#) or with us [personally](#). At Ueber-Brands, we are passionate about helping teams elevate their brands.

Happy ueber-branding! JP@ueberbrands.com

Principle 1: Mission incomparable

It’s all about the WHY. Why does your brand exist? And why should anybody care - to pay a premium? Ueber-Brands must project a sense of purpose, towards the world at large or at least their category.

What was your brand’s history, vision, mission - beyond making money?

Is your purpose relevant and desirable to your core target audience?

Does the purpose have staying power or does it risk being a fad?

Do you have shared beliefs between brand, employees, key stakeholders?

Do you act with a distinct and appealing style and attitude?

The ultimate question: does buying your product or services allow people to buy into something or are they ‘just’ consuming?

Principle 2: Longing versus Belonging

Ueber-Brands need to walk a fine line between accessibility and exclusivity. To give their customers a feeling of belonging while letting them long for more.

Do you have a clear ‘Design Target’ that shapes your proposition?

Is this Design Target distinctive and inspirational to your core buyers?

Does the Design Target inspire disciples to amplify the message?

Do you leverage limited editions/distribution, seasonality, etc to stoke desire?

The ultimate question: would your target ‘wear the brand’s tattoo’ or go to other lengths to know about you, associate with you and not feel left out?

Principle 4: From Myth to Meaning

Telling a compelling story that is relevant, relatable, memorable and sharable is key for any brand. But to become an Ueber-Brand you need to elevate your story to a 'myth'. Answer to a higher truth or guide with social value.

Is your story true to your roots, mission and your vision?

Do you allow the target to be part of the story and have a sense of intimacy and ownership?

Are you bringing your stories to life through your actions? Consistently?

Have you elevated your story beyond the factual to mythical proportions?

Is your brand myth helping to 'reach beyond' our physical or intellectual limitations? And/or is your myth a guiding one, offering social currency?

Do you evolve your brand myth to stay relevant yet respect its core to become iconic?

The ultimate question: Could your consumers (and non-consumers) tell your myth in three sentences? Could you?

Principle 6: Living the Dream

A mission must be lived to be taken seriously. A myth must be embraced to work. Ueber-Brands are such because they reflect what they believe in - inside out: From their leader through their organization to all their actions across touch points and times.

Is your brand led by a visionary Artist and an precise Operator? - Are they one or act as one? Do they project passion and pedantic precision?

Are structure, processes, culture, and ethics proof of a mission fully embraced?

Is your work environment reflecting and inspiring the brand mission and myth?

Do you make tough choices to support your beliefs? - Choices that 'cost you'?

If part of a bigger group: Does your brand benefit from 'ring-fencing' unique aspects and the protection of a high-ranking management mentor?

Do you control brand creation and experience all the way into the hands of the user to ensure nothing essential gets 'lost in translation'?

Can perfectionism, passion and view of the world be felt in your execution?

Do you go beyond the expected or known - at least occasionally - to let organization and customer keep dreaming?

Are you as clear about what you are not doing?

The ultimate question: Rather than needing to 'recruit' your employees and 'sell' your customers, can you choose among a group of soul mates and disciples who long to join?