

FEAR  
NO  
TRUTH



Introducing

# TRUE START

A Faster Way To Find Your Brand  
New Venture's True Brand Story







“Brand is the sum  
total of how someone  
perceives a particular  
organization.  
Branding is  
about shaping  
that perception.”  
Ashley Friedlein



A photograph of a storefront window, likely for an ATM, with a dark metal frame and a chain hanging from the top. The window is covered in graffiti and various posters. A prominent poster on the left features the word 'TEE' in large blue letters. To the right, there's a poster with the word 'MATCH' and 'RATE' in bold letters. Above the 'ATM' sign, there's a small poster with the word 'CHUY'. The background of the window shows a brick wall and a dark interior.

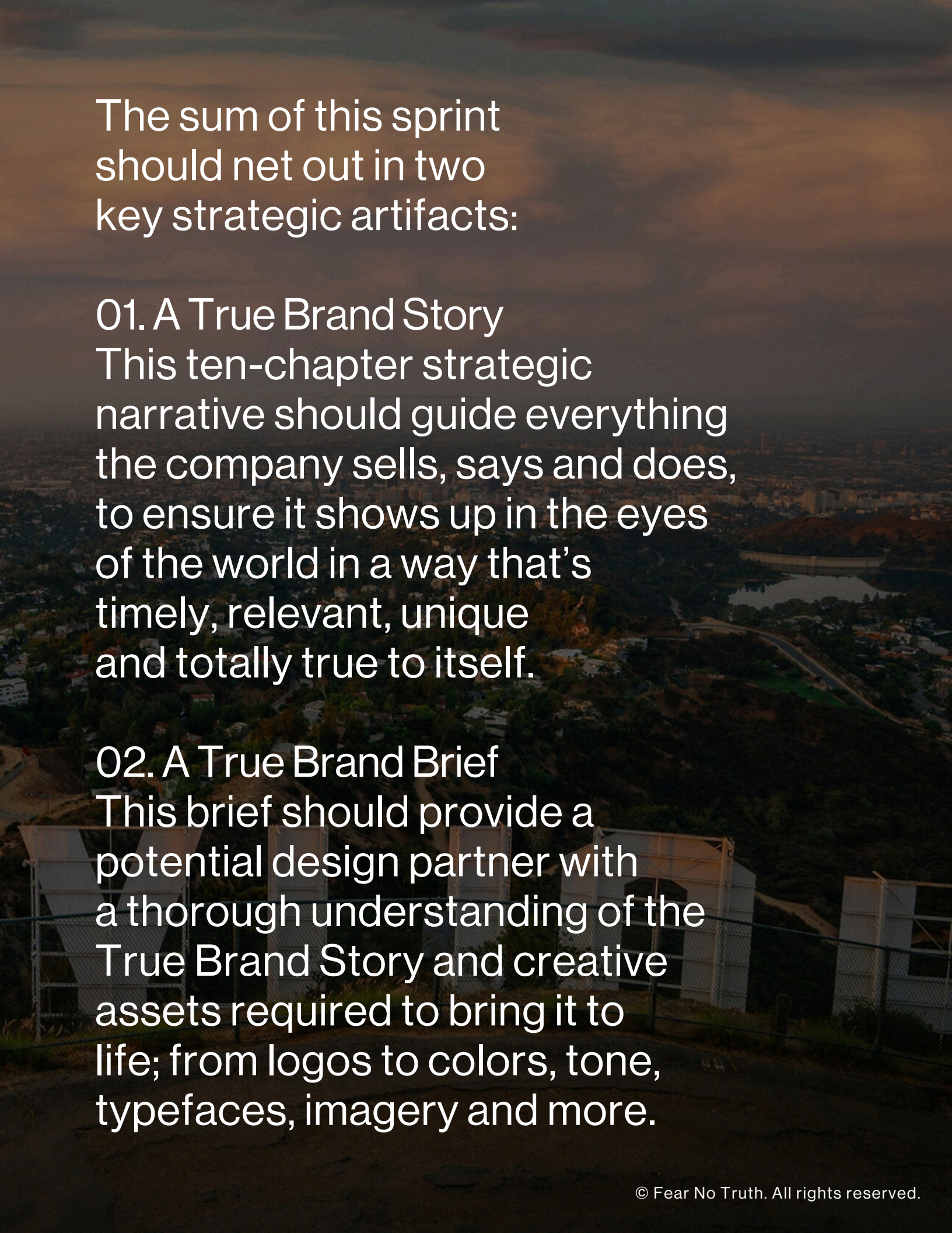
Delivered in  
partnership with  
both System1 and  
Morning Consult,  
True Start is a robust  
end-to-end branding  
sprint, designed to quickly  
find a brand new venture's  
True Brand Story.



A vertical wooden utility pole stands against a dark, hazy sky. Several horizontal power lines stretch across the frame. A metal transformer is mounted on the pole, with various wires and components attached to it. The overall tone is somber and industrial.

The True Start  
branding sprint  
is perfect for  
business leaders who  
believe in the value of  
a strong brand, need  
some help to build one  
from scratch, but can't  
lose a ton of time on it.



An aerial photograph of a city at dusk or dawn. The sky is a mix of dark blue and orange. In the foreground, there's a dark, silhouetted hillside with some trees. In the middle ground, a city is visible with various buildings and a winding road. A body of water, likely a lake or reservoir, is visible in the distance. The overall mood is serene and contemplative.

The sum of this sprint  
should net out in two  
key strategic artifacts:

## 01. A True Brand Story

This ten-chapter strategic narrative should guide everything the company sells, says and does, to ensure it shows up in the eyes of the world in a way that's timely, relevant, unique and totally true to itself.

## 02. A True Brand Brief

This brief should provide a potential design partner with a thorough understanding of the True Brand Story and creative assets required to bring it to life; from logos to colors, tone, typefaces, imagery and more.



# True Brand Story



A True Brand Story is an authentic strategic narrative, that draws its power from four sources, to move a market and build a business.

### Cultural Truths

The social trends or issues the brand can choose to champion or challenge.

### Customer Truths

The problems, desires or traits a brand can credibly solve, satisfy or salute.

### Category Truths

The norms, codes and conventions a brand has a right to defy and disrupt.

### Company Truths

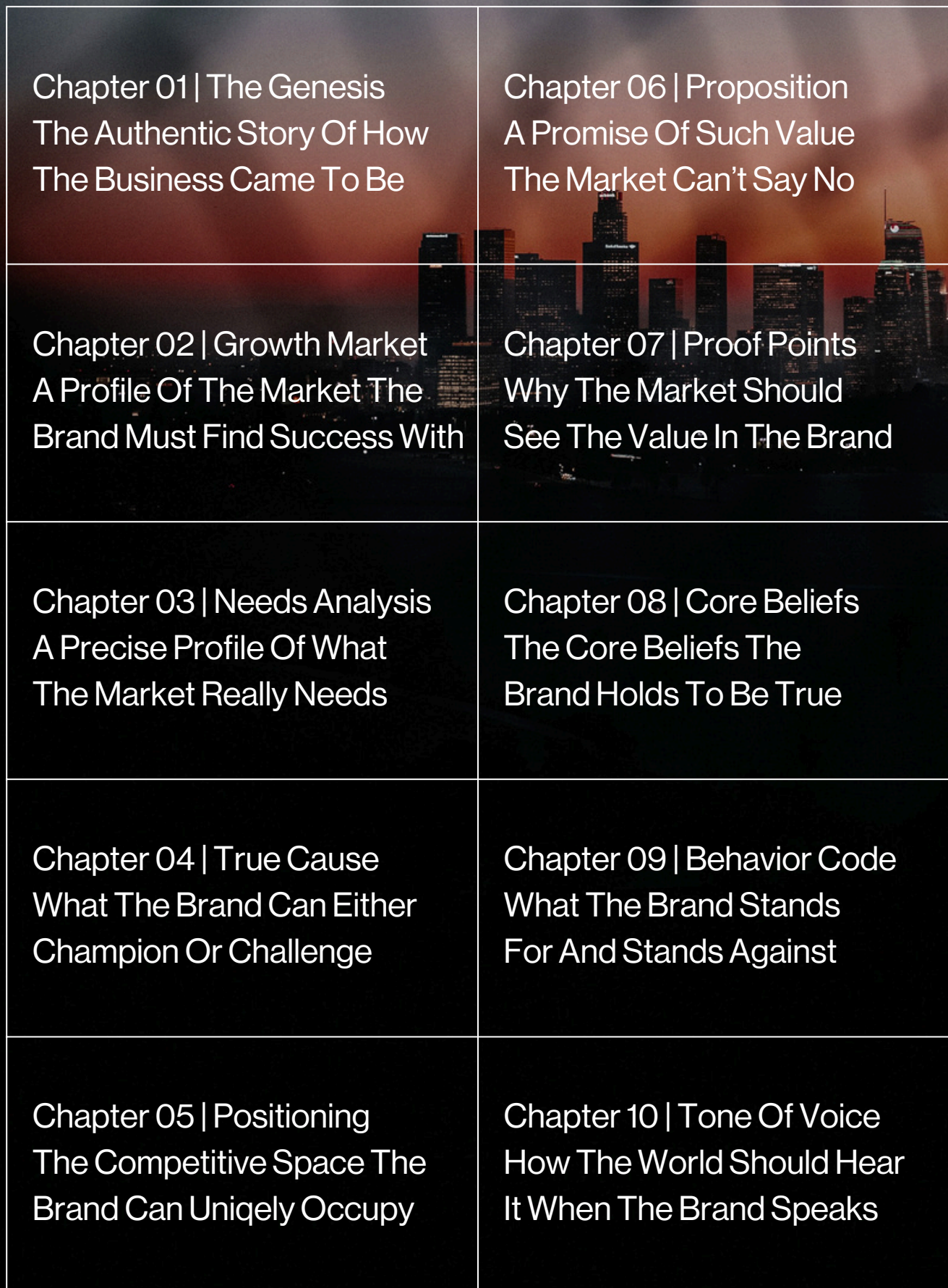
The product proof or core equities a brand can use to anchor its story.

We've seen this kind of inquiry pay back in brand and creative strategy that's better for its timeliness, its relevance, its uniqueness and credibility.



Drawn from  
these four  
sources, the  
True Brand  
Story is then  
structured  
and told across  
ten key chapters.





<p>Chapter 01   The Genesis The Authentic Story Of How The Business Came To Be</p>	<p>Chapter 06   Proposition A Promise Of Such Value The Market Can't Say No</p>
<p>Chapter 02   Growth Market A Profile Of The Market The Brand Must Find Success With</p>	<p>Chapter 07   Proof Points Why The Market Should See The Value In The Brand</p>
<p>Chapter 03   Needs Analysis A Precise Profile Of What The Market Really Needs</p>	<p>Chapter 08   Core Beliefs The Core Beliefs The Brand Holds To Be True</p>
<p>Chapter 04   True Cause What The Brand Can Either Champion Or Challenge</p>	<p>Chapter 09   Behavior Code What The Brand Stands For And Stands Against</p>
<p>Chapter 05   Positioning The Competitive Space The Brand Can Uniqely Occupy</p>	<p>Chapter 10   Tone Of Voice How The World Should Hear It When The Brand Speaks</p>





# True Brand Brief



A True Brand Brief will ensure a good understanding of the brand's needs and objectives for any potential design partner.

Here are the key components of a True Brand Brief:

**Brand Overview:** This should include the brand's genesis, mission, values, and key products, features and benefits, to help the design team fully appreciate the substance of the brand.

**Target Audience:** A portrait of the target's demographic, attitudinal and behavioral characteristics, to ensure the design communicates effectively with them.

**Clear Objectives:** These should specify what the brand hopes to achieve with the new design.

**Competitive Analysis:** This should provide insights about the competitive landscape to inform the design process and ensure the brand stands apart.

**Tone of Voice:** This is about the character of the brand and should guide stylistic and aesthetic design choices.



**Required Assets:** A precise list of all the design assets needed on completion of the work.

This should specify formats and versions of key assets, files for print or digital use, etc.

**Timeline:** A schedule for the project, including important milestones and the final deadline.


**Budget:** An outline of the financial resources available for the project.

**Success Metrics:** Define what success looks like for the project from your perspective.

**Inspirational References:** Providing visual examples and references that you do or don't like can in fact be very helpful for a design team.

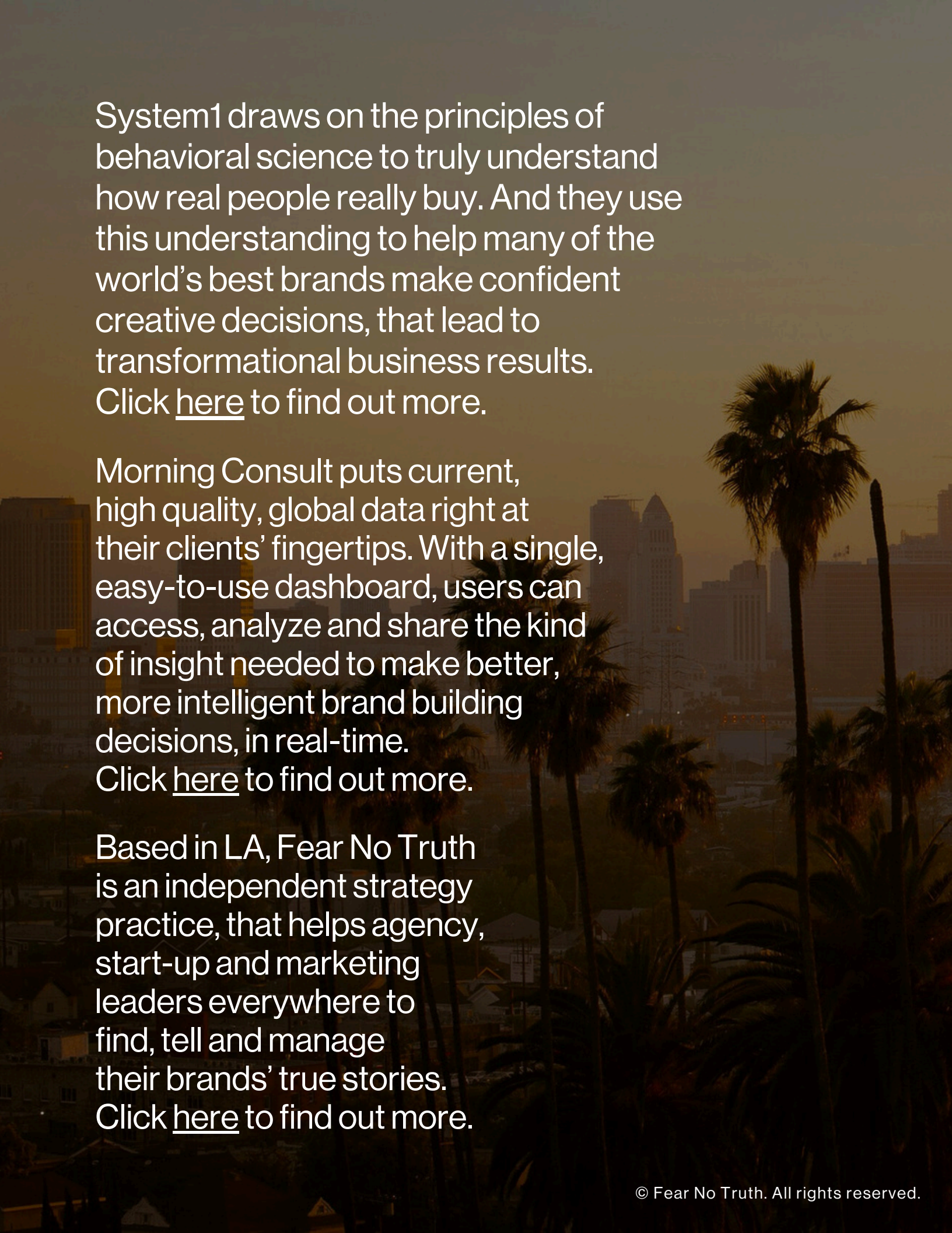
Much of this information will come directly out of the brand story we will craft.





# Three Partners One Purpose





System1 draws on the principles of behavioral science to truly understand how real people really buy. And they use this understanding to help many of the world's best brands make confident creative decisions, that lead to transformational business results. Click [here](#) to find out more.

Morning Consult puts current, high quality, global data right at their clients' fingertips. With a single, easy-to-use dashboard, users can access, analyze and share the kind of insight needed to make better, more intelligent brand building decisions, in real-time. Click [here](#) to find out more.

Based in LA, Fear No Truth is an independent strategy practice, that helps agency, start-up and marketing leaders everywhere to find, tell and manage their brands' true stories. Click [here](#) to find out more.





With System1's behavioral science-based testing and Morning Consult's decision intelligence, combined with an accelerated process and the peerless power of the real thing, the True Start branding sprint provides business leaders everywhere with a rare fast-track to finding a true brand story the world will want to hear.





# Get In Touch

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