

# THE DEMAND ENGINE

22 Ways to Build a Brand  
That Can't Be Ignored.



The **BIG IDEA** behind the brand

# THE DEMAND ENGINE

## 22 Ways to Build a Brand That Can't Be Ignored.

The problem isn't your product.  
It's that your marketing sounds like everyone else's.

You can't out-spend the noise anymore. The brands winning aren't the ones with the biggest budgets, they're the ones with the sharpest idea. One idea that owns real estate in the consumer's mind. One idea that makes everything else, every post, every ad, every email, work harder.

I've spent 30 years building those ideas for 400+ brands. Guinness. Volvic. Smirnoff. Ford. eBay. Brands that people remember, repeat, and buy.

This guide gives you 22 ways to do it yourself.

No fluff. No theory. Just the thinking I use with every client, laid out so you can use it tomorrow.

One condition: you have to believe your brand is too good to sound like everyone else.

If you do, keep reading.

## WHO THIS IS FOR

Founders, CEOs and CMOs who believe their brand is too good to be forgettable.

You're at a launch moment, a growth plateau, or a rebrand, and you know that more activity isn't the answer. You need a sharper idea.

You control your marketing decisions. You're not waiting for a committee.

You believe one powerful idea is worth more than a year of incremental content.

## WHO THIS IS NOT FOR

If you're looking for someone to run your Facebook ads, manage your HubSpot, or post three times a week on your behalf, close this now.

I build the BIG IDEA. The one thing everything else is built to serve.

Your team executes. I give them something worth executing.

## WHY LISTEN TO ME?

I'm Mip Phillips. I've spent 30 years building the BIG IDEA for 400+ brands.

Guinness. Volvic. Smirnoff. Ford. eBay. Halifax. Renault.

I've launched category leaders, repositioned forgotten brands, and created campaigns that people still remember decades later.

Volvic Touch of Fruit became the first flavoured still water and a category leader. Smirnoff Ice changed how a generation drank vodka. A folded A4 mailer for eBay Motors cut through more than any digital campaign that year.

I'm not an agency. You don't get handed off to a 24-year-old account manager. You get me.

The trade-off? I only take on a handful of clients at a time.

If your brand is ready for a BIG IDEA, book a 40-minute discovery call at [mipphillips.com](http://mipphillips.com)

## THE 22 WAYS

These aren't hacks. They're not growth tricks. They're the thinking I use with every client to build a brand that earns attention rather than buying it.

Some you can do this week. Some take a month. All of them work, if you commit to the idea behind them, not just the execution.

## **THE 22 WAYS TO BUILD A BRAND THAT CAN'T BE IGNORED**

### **1. THE LOGO-OFF TEST**

Strip your logo from every piece of marketing you produced last month. Print or screenshot your last 10 posts, ads, or emails. Cover the logo. Ask: could this be any brand? If yes, your brand has no voice, and no amount of media spend will fix that. Fix the idea first.

Do it: 30 minutes. Today.

Measure: How many pieces pass? Aim for 8 out of 10 being unmistakably yours.

### **2. THE ONE CORE LINE**

Your brand needs a single line that captures what you do, who it's for, and why anyone should care. Not a tagline. A positioning statement sharp enough to cut through. Start with the problem your customer has, not the product you sell. Compress it until it does all the work in one sentence.

Do it: 2 hours to draft. 2 weeks to pressure-test on real people outside your industry.

Measure: Read it to someone who doesn't know your brand. If they immediately get it, it works. If they ask a follow-up question, it doesn't.

### **3. THE MESSAGE-MATCH AUDIT**

Every touchpoint from first ad to landing page to email follow-up should say the same thing in the same voice. Map your customer journey. Write your core message at the top. Check every touchpoint against it. The moment the message shifts, the buyer's trust drops.

Do it: Half a day to audit. One week to fix.

Measure: Conversion rate from click to enquiry. Consistent message funnels outperform mismatched ones by 2-3x.

### **4. THE HONEST FILTER PAGE**

Publish a page on your website that tells people exactly what you're brilliant at and what you're not. Write five things your brand does better than anyone. Write three things you don't do, won't do, or aren't right for. Be specific. Repel the wrong buyers. The right ones lean in harder.

Do it: 2 hours to write. Publish this week.

Measure: Quality of inbound enquiries. Fewer time-wasters. More pre-sold buyers.

### **5. THE ONE-IDEA RULE**

Every campaign, every quarter, every channel, one idea. Not five. One. Before commissioning any creative work, write the idea in a single sentence. If you can't, you don't have an idea yet. You have a list of things to do. Start again.

Do it: Ongoing discipline, not a one-off task.

Measure: Ask five customers what your brand stands for. If you get five different answers, you have no idea. If you get one, you do.

## **6. BUILD BRAND MEMORY, NOT JUST AWARENESS**

Awareness fades. Memory compounds. Identify three distinctive brand assets that are yours and yours alone, a colour, a phrase, a character, a sound, a shape. Look at your top competitors. Find the gap. Own something they don't. Repeat it relentlessly across every touchpoint until people can describe your brand without seeing your logo.

Do it: 1 day to audit your competitors. 3 months to build consistent recognition.

Measure: Unprompted brand recognition. Can people describe your brand without seeing your name?

## **7. THE 90-DAY ROLLOUT PLAN**

A BIG IDEA without a deployment plan is just a document. Map 12 weeks. Weeks 1-2: launch the idea. Weeks 3-6: prove it with evidence, results, case studies, testimonials. Weeks 7-12: extend it into new channels. Brands that stay on-idea for 90 days build more recall than brands that pivot every three weeks.

Do it: 3 hours to plan. 90 days to execute.

Measure: Consistency of message across the full 90 days.

## **8. AI CONTENT, WITH JUDGEMENT**

Use AI to accelerate production, not to replace thinking. The idea comes first. AI helps you move faster once you have it. Write your core message and brand voice in a one-page brief. Feed that into your AI tool as context before every prompt. Every piece of AI-assisted content needs a human edit pass for tone, truth, and distinctiveness. If it sounds like it could have come from any brand, it wasn't good enough.

Do it: 2 hours to build the brief. Ongoing discipline after that.

Measure: Apply the Logo-Off Test to every piece of AI-assisted content before it goes live.

## **9. THE PROOF POST SYSTEM**

Every week, publish one piece of content that proves your brand's claim, a result, a customer story, a before-and-after, a testimonial. Don't just say you're good. Show it. Specific numbers, specific outcomes, specific timeframes. Vague claims are invisible. Specific proof is memorable.

Do it: 30 minutes per week. The results already exist, you just need to use them.

Measure: Engagement rate on proof posts vs. opinion posts. Proof consistently outperforms.

## **10. PRICE FOR POSITIONING, NOT JUST PROFIT**

Your price is a brand signal. A £500 product and a £15,000 product say completely different things about the quality behind them, even if the difference isn't obvious yet. If you're serious about being the best in your category, your price should reflect it. Higher prices attract more committed buyers.

Do it: 1 hour to review your pricing. Implement immediately.

Measure: Average deal value and the quality of customers you attract.

## **11. THE FIRST CONVERSATION TEST**

Your first conversation with a potential agency, supplier, or creative partner is the most important piece of due diligence you'll do. Prepare three questions that show you've done your homework. Ask what they've done for brands like yours. Ask what

they think your problem is. Then ask what they think the real problem is. If they can't answer that last one, they're not ready to work on your brand.

Do it: 30 minutes of prep per conversation. No shortcuts.

Measure: How quickly you can tell whether someone understands your brand or is just selling you their process.

## **12. THE COMPETITOR GAP AUDIT**

Map every major competitor's positioning, tagline, and visual identity in one document. Screenshot their website hero, their LinkedIn banner, their last five posts. Lay them side by side. Look for the gap, the positioning no one owns, the tone no one uses, the audience no one speaks to directly. That gap is your opportunity. If your brand looks like your competitors, it is your competitors.

Do it: Half a day. Repeat once a year, minimum.

Measure: How differentiated your positioning is from the top five players in your market.

## **13. THE EMOTIONAL OUTCOME STATEMENT**

Your website probably says what you do. It should say what your customer gets. Not "we offer brand strategy", but "you'll walk away knowing exactly what your brand stands for and why anyone should care." Rewrite every product or service description to lead with the transformation, not the transaction. Buyers buy outcomes.

Do it: 2 hours to rewrite your key pages. Test for 30 days.

Measure: Time on page and enquiry rate from your key landing pages.

## **14. THE ANCHOR CUSTOMER STRATEGY**

Identify one dream customer, a brand or buyer you'd be proud to have, and create something specifically for them before they've asked for it. A spec campaign. A tailored case study. A piece of thinking that shows you understand their world. Publish it. Tag them. The best brief is the one you write yourself.

Do it: 1-2 weeks to build. Indefinite shelf life.

Measure: Inbound from the target brand or similar buyers who see the work.

## **15. THE REFERRAL ENGINE**

Build a deliberate referral system, not a passive one. After every successful project or purchase, ask one specific question: "Who else do you know who's about to launch something or rebrand?" Not "do you know anyone?", that's too vague. Make it easy for happy customers to send you warm introductions.

Do it: 10 minutes per customer relationship. Ongoing.

Measure: Percentage of new business that comes from referrals. Aim for 40% or more.

## **16. THE CONTENT PILLAR SYSTEM**

Stop posting randomly. Build three content pillars and only post within them. Every piece of content fits one of the three. If it doesn't fit, don't post it. Your pillars should map to the three things you want to own in your market. Random content builds random audiences.

Do it: 2 hours to define your pillars. Ongoing discipline after that.

Measure: Follower growth and engagement rate over 90 days vs. the 90 days before you implemented pillars.

## **17. THE BEFORE AND AFTER STORY**

Document every project, product launch, or campaign as a before-and-after. Where were you before? Where are you now? What changed? Use your customers' words, not yours. Ask them three questions 60-90 days after launch: what was the problem before? What's different now? What would you tell someone considering this? Their answers are your best sales tool.

Do it: 30 minutes per customer conversation. Publish within a week.

Measure: Conversion rate on before-and-after stories vs. generic testimonials. Stories consistently outperform.

## **18. THE ANTI-COMMODITY OFFER**

Look at every brand in your category. List what they all promise. Now stop promising that. Find the one thing only you can deliver, something proprietary, something with your name on it, something that can't be replicated. If your offer looks like everyone else's, your price will too.

Do it: 1 day to design. Immediate implementation.

Measure: Are prospects saying "I haven't seen anyone else offer that"?

## **19. THE 48-HOUR IDEA SPRINT**

When you need to move fast, a launch, a rebrand, a new campaign, demand a fast-track process from whoever you're working with. One brief, one intensive session, one BIG IDEA in 48 hours. Any creative partner worth hiring should be able to do it. Speed sharpens thinking. Six-week strategy decks often don't.

Do it: Use it when speed matters. Don't accept "we need more time" as a default.

Measure: Quality of the idea vs. a standard-length process. Speed should sharpen, not dilute.

## **20. THE PLATFORM PROOF POST**

Once a quarter, publish a long-form piece that proves your brand's thinking works at scale. Pick one campaign, product, or project. Show the problem, the idea, the execution, and the result. Don't hide the process, that's what builds trust with sophisticated buyers. People want to see how you think, not just what you made.

Do it: 3-4 hours to write. Promote it for 4 weeks.

Measure: Inbound enquiries in the 2 weeks after publishing. Long-form proof posts have a long tail.

## **21. THE POSITIONING AUDIT**

Every six months, reread your own positioning as if you were a new prospect seeing it for the first time. Ask: is this still true? Is this still differentiated? Is this still the problem my best customers are trying to solve? Markets shift. Your positioning should shift with them, deliberately, not reactively.

Do it: 2 hours every six months. Non-negotiable.

Measure: Alignment between your positioning and the language your best customers use to describe you.

## **22. THE BIG IDEA PRESSURE-TEST**

Before you commit to any campaign, put the idea through five questions. One: is it one idea or a list of things? Two: could a competitor run this without changing anything? Three: does it work across every channel without losing its meaning? Four:

would it still make sense in five years? Five: does it make the right people lean in and the wrong people walk away? If it passes all five, it's a BIG IDEA. If it fails any one of them, it's not ready.

Do it: 30 minutes per idea. Every time. No exceptions.

Measure: Campaign performance vs. campaigns that weren't pressure-tested

## READY FOR YOUR BIG IDEA?

You've just read 22 ways to build a brand that can't be ignored.

Now ask yourself one question: does your brand pass the Logo-Off Test?

If the honest answer is no, that's where I come in.

I build the BIG IDEA. The one thing everything else is built to serve. The idea that owns real estate in the consumer's mind and makes every post, every ad, every email work harder.

I've done it for Guinness, Volvic, Smirnoff, Ford, and eBay. I can do it for you.

Book a free 40-minute discovery call at [mipphillips.com](http://mipphillips.com)

No pitch. No pressure. Just clarity on what your brand needs to stop being forgettable.

MIP PHILLIPS, Executive Creative Director, [mipphillips.com](http://mipphillips.com)

© MIP PHILLIPS CREATIVE MARKETING. All rights reserved.

This material is protected under international copyright laws. No part of this document may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the copyright owner.

For permission requests, contact: [legal@mipphillips.com](mailto:legal@mipphillips.com)

Unauthorised use, distribution, or reproduction of this material may result in legal action.



[MIPPHILLIPS.COM](http://MIPPHILLIPS.COM)

**mip**

The **BIG IDEA** behind the brand