



Brand Example: Gateacre Gardens

Our vision

To become the No 1 garden equipment and landscape company in the UK

Brand Promise

To bring you maximum enjoyment from your garden.

To save you time and effort; we do the work, you enjoy the results.

To help you make the most of your garden so it works for you all year round.

Beliefs – “We believe that...”

- Our customers are all different; they want different things from their garden and will vary in their involvement in gardening
- We should listen to customers needs and expectations
- We should offer options and recommendations
- We should inform our customers and show them the long term plan
- Everything we do, we do with utmost care and respect for our customers property
- If get something wrong we should know about it so we can put it right!


In other words we care about your garden as much as we would our own.

Our Values

Passion for gardens and creating landscapes

Integrity - doing the right thing (not choosing the easiest option)

Honesty with our customers; we don't say we can do things if we don't believe we can!

The Brand Behaviours “On Brand”	The Brand Behaviours “Off Brand”
<p>We introduce ourselves on the doorstep and show proper ID</p> <p>We are friendly, upbeat and have a “Can do” attitude</p> <p>We use +ve language “Yes”, “Can” etc We ask questions and offer suggestions</p> <p>We treat property and plants with respect</p> <p>We get to know our customers likes and dislikes</p> <p>We go the extra mile and do a little more than is expected</p> <p>We are flexible and find the right solutions</p> 	<p>We offer no greeting and look unprepared</p> <p>We are disengaged and look unhappy to be doing what we’re doing</p> <p>We use –ve language “no” , “cant” or neutral language “try to”, “perhaps” etc</p> <p>We make a mess</p> <p>We just give the customer what we have in stock; we fail to check their preference</p> <p>We do barely enough</p> <p>We are rigid and stick to rules and policies</p> 