



## 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> 