

The Power of Why: Building a Purpose-Driven Brand



By: Miles Ramsay, 52 Eighty Creative

In our fast-paced world, it's easy to get caught up in the "what" and "how" of our businesses—what services we offer and how we deliver them. But I've found that the real magic happens when we dig deeper and ask ourselves, "Why do we do what we do?"

This idea was powerfully articulated by Simon Sinek in his book "Start With Why." He explains that it's not just about having a product or service that works; it's about having a purpose that resonates. When we understand our "why," we can **discover** a brand that not only stands out but also builds meaningful connections with our audience.

Notice that I use the word "discover" instead of "create". I firmly believe that the why behind any brand already exists in the hearts and minds of the organization's leadership. It should never be your goal to create it. Your goal is to find it, extract it, and polish it.

At 52Eighty Creative, our "why" has always been about more than just delivering branding and creative solutions. We are a faith-based company. For us, it's about making a positive impact, fostering genuine relationships, and serving a greater purpose. This core belief guides everything we do, from our collaborations with clients to the way we approach projects.

I want to encourage you to take a moment and reflect on your own "why." What drives you? What are the deeper motivations behind your work? When you align your brand with your purpose, you not only create a more authentic and compelling message, but you also inspire others to join you on your journey.

A couple paragraphs above, I referenced the idea of “discovering” your brand vs. “creating” it. I was once the director for a video series about how maple syrup is made. The process begins with the extraction of maple sap and finishes with reducing the sap over a boil to get the final product. BTW, the ratio of sap to syrup is 40:1. In other words, it takes a lot of sap to equal that bottle of maple syrup you pour on your pancakes.

The process of discovering your brand is no different. I’d HIGHLY recommend this simple exercise (and would recommend separating each of these tasks by 48 hours)...

- Write a full page about your why (the passion and mission that drive you)
- Take that full page and try to revise it down to one paragraph
- Take that paragraph and reduce it to one sentence
- Take that sentence and reduce it to just 1-3 words
- Now, rewrite the full page based on that 1-3 words

I think you’ll be surprised at both the changes in the full page from start to finish, as well as the clarity this exercise brings to your brand.

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Miles Ramsay
Creative Director/Owner
www.52EightyCreative.com