Santa

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Santa
Brand Book

AD 2010

Santa is a Concept, not an idea. It's an Emotion, not a feeling. It's both Yesterday and Today. And it's Tomorrow as well. *Santa* winds infinite Possibilities around finite Limitations to evoke the essence of invention and the Odour of Nostalgia. It has the complexity of Simpleness and the Simplicity of complexitiveness. It begins with the Hiss of Power and ends with the Ah of Surprise. *Santa* is.

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Santa
Brand Book

001

How to live the brand

Meet it
Greet it
Eat it

Distribution of this Brand Book is strictly controlled and limited to authorised *Santa* franchisees and partners. Our lawyers know where you live.

Our brand journey

Our brand journey is the Key that unlocks our History, and the Bolt that secures our Future Understanding of where we are going and what we will do when we arrive at that place that we've gone to.

We began our brand sleigh-ride with an Imagination Shower Away-day Team Event in Stornaway. There, we looked at what *Santa* might be if it weren't a fat man in a red suit. We projected that if *Santa* were a bird, it would be a stork. If it were a river, it would be the Danube. If it were a biscuit, it would be a Hobnob. If it were a holiday, it would be Easter.

The key learning from this was that *Santa* IS brand. PARTLY literally and TOTALLY metaphorically.

Did you know:
Santa is striving to become a carbon-neutral corporation by 2056?

Why *Santa*?

*** – the introductory asterisk reminds customers of a snowflake alighting on the eyelash of a fawn.**

SAN – the first three letters represent South and North. We are headquartered in the North, but our reach is global.

N – the N also symbolises nitrogen, the most abundant atmospheric element, calling to mind the abundance of gifts we distribute.

**TA – the final two letters are the (abbreviated) thanks of the world's children. Note: TA can also stand for Territorial Army.
This should not be referenced in our communications.**

*** – the terminating asterisk points customers to the polar star, and hence the birth of dreams.**

'Santa' backwards is *atnas,* which is Lithuanian for chimney.

Our brand promise

X excellence
M measurability
A accountability
S snow

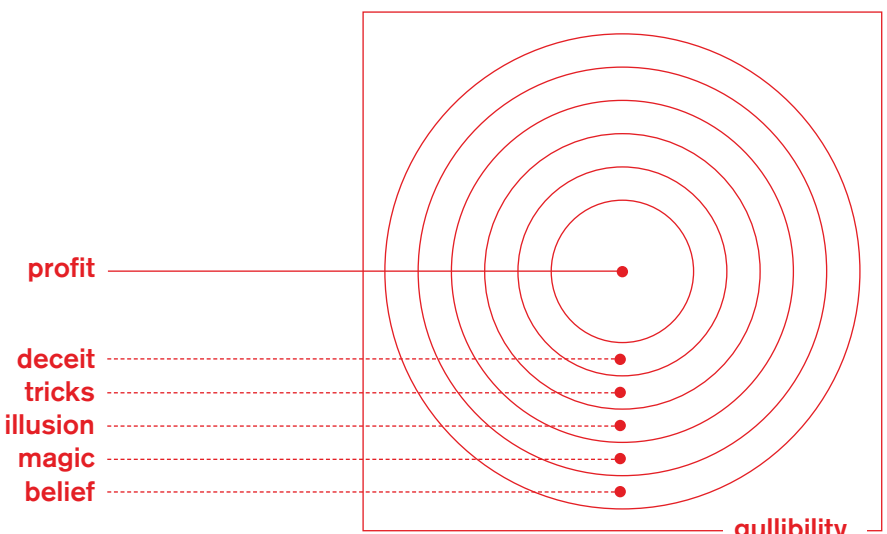
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Our brand essence

Our brand essence is the very essence of our brand. A brand is like a sack on a sleigh of belief. At the emotional heart of our brand sack is profit. Profit is foundationed in deceit, which is emulsified in tricks. Tricks are quasi-authenticated through illusion, and further end-gamed via magic. Enveloping this magic is the belief of our customers. The sack then hangs within a metaspace of gullibility.

What our customers say about us

"Thank you for your assistance with what turned out to be a splendid Christmas this year. Some of the presents I got were extremely satisfactory."
Freddy Haycock, age 7, Caerphilly

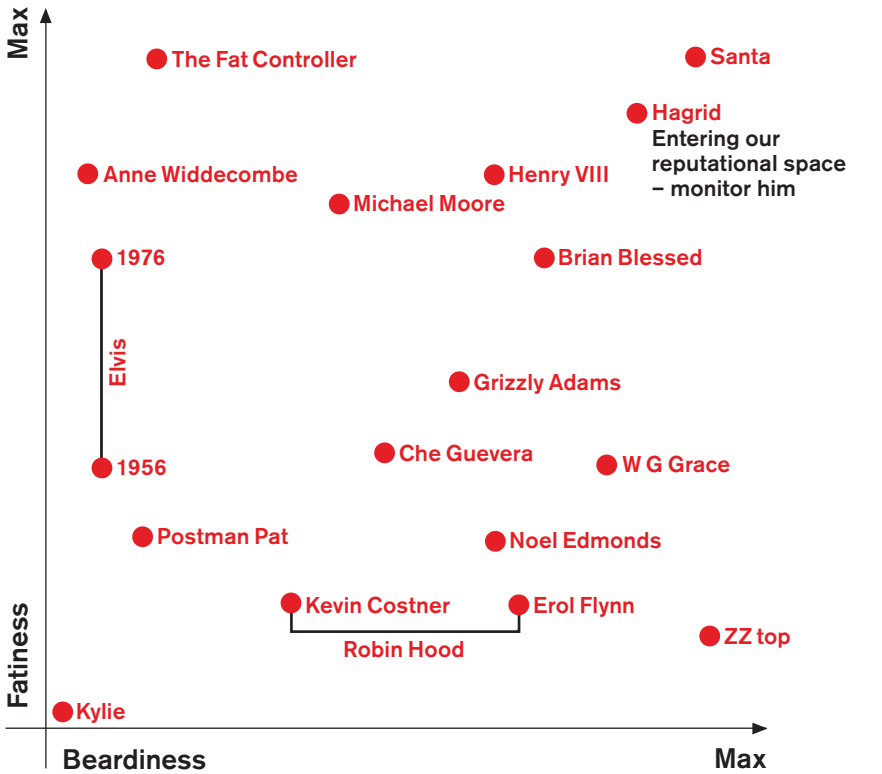


Our brand assets

Who else is occupying *Santa*'s space?

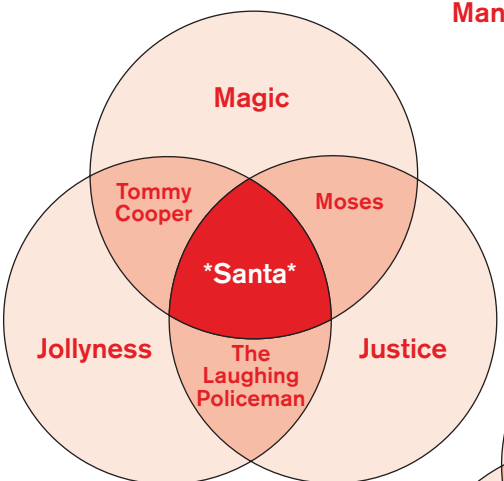
The greatest assets of any brand are its brand assets. Our critical asset duopoly is Volume of Beard (beardiness) fused with Extent of Fat (fatiness).

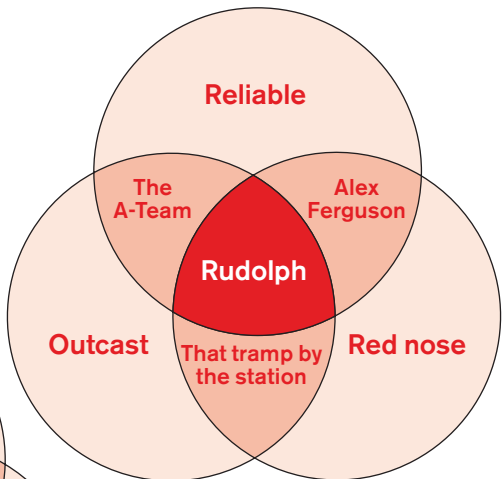
This schematic geographilises us and our key competitors on the fatiness/beardiness spectrum.

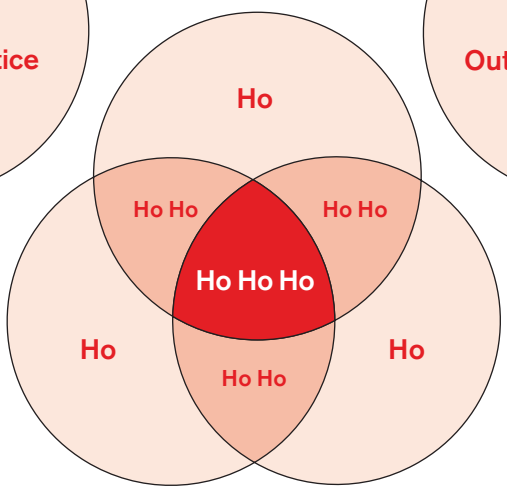


Our brand assets

Mandatory Venn diagrams







Our brand language

1. Use approved vocabulary

The words we use must always be convivial, festivious and jollificatory.

Santa is	*Santa* is not
Fond of children	A bit creepy
Generous	A complete mug
Round and jolly	Morbidly obese
Red faced	Half cut

2. Avoid familiarity

Don't use the over-familiar and paternalistic 'Father Christmas'. If only because it anagrams to 'the rich Mr Fat-Ass'.

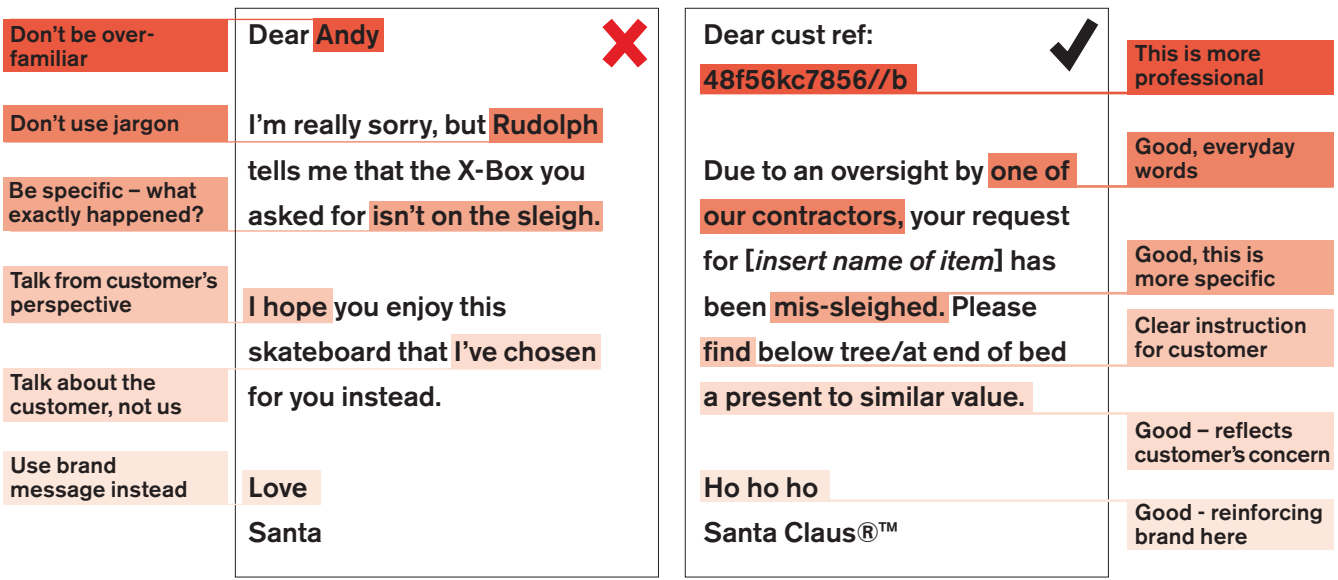
3. Use this year's legend

Following our original 'Chimneyz Meanz Giftz' and the popular 'I Bet He Drinks Sherry', our slogan for all channels going forward is 'Never Knowingly Undersnowed'.

Our brand language

4. Always communicate on-brand

Deploy brand language to build the *Santa*:Customer relationship. This real-life example shows simple mistakes, and how to correct them.



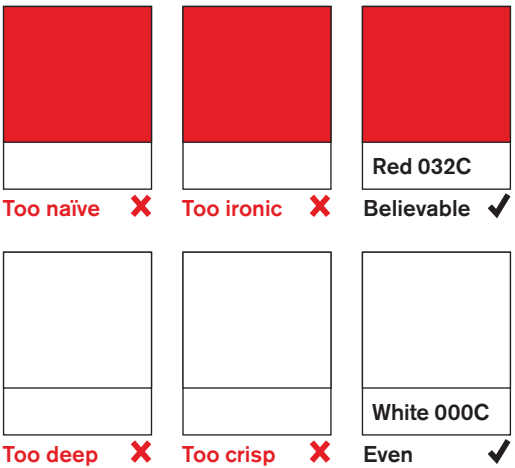
Our brand imagery

Colour

Our primary brand colour is red. White is our secondary brand colour. There is no tertiary colour.

We chose red because it connects to blood, which signifies family, and communism, which alludes to sharing.

Pantone reference chart—



Our font is—

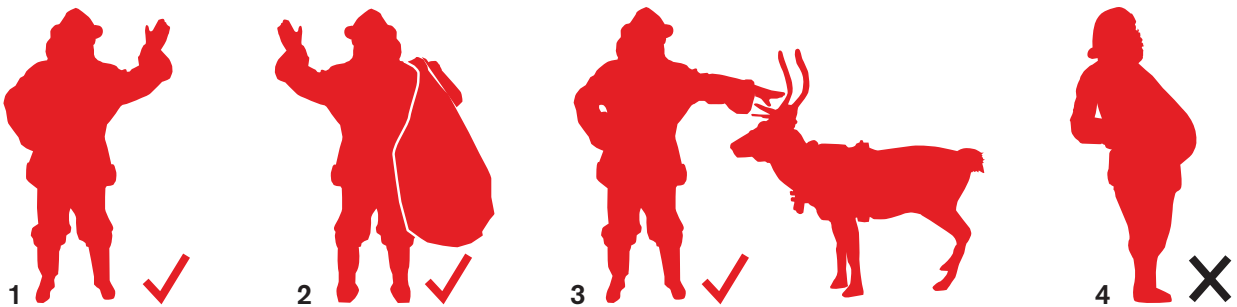
santa serif and
santa serif bold.

Our brand imagery

What our customers say about us
"I have always been satisfied by the consistently high level of seasonal magic you have demonstrated. Many Thanks."
Olivia Johnson, age 5, Leicester.

Correct use of iconography

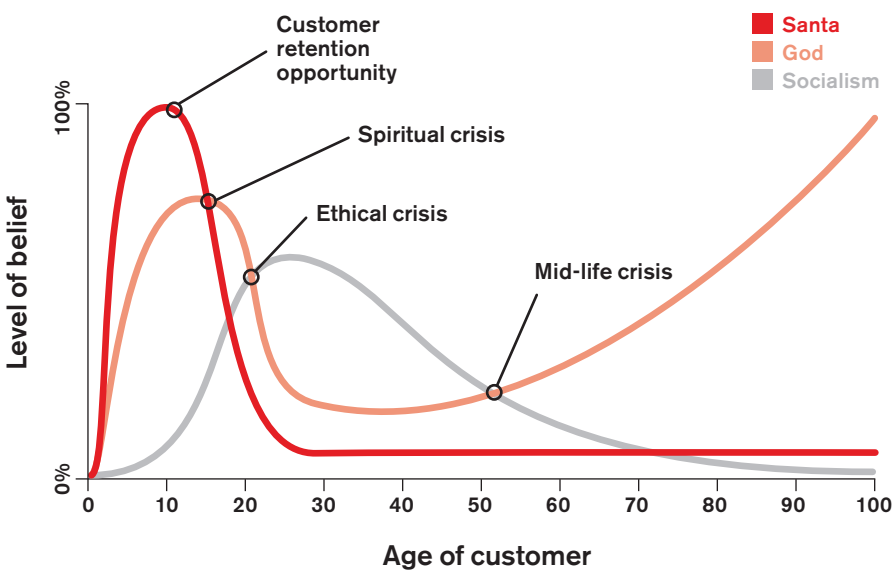
There are very strict guidleines for imagery orientation.
Always check — twice.



Curve of credulity

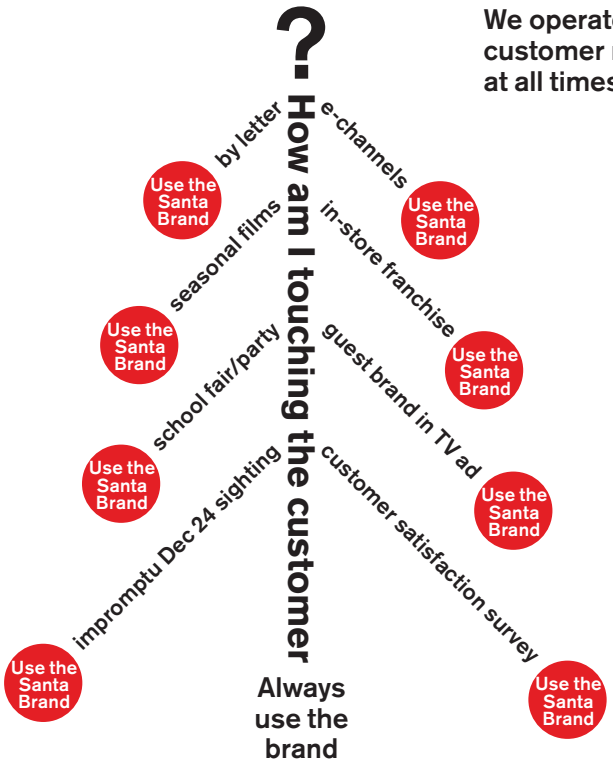
Customers' belief in *Santa* correlates directly to their chronological status. This graph places our brand against key competitors in the belief vortex.

Did You Know:
Santa is the industry standard for child-centric gift-delivery solutions?



Brand decision tree

We operate in a crowded market place. So it's crucial to build the customer relationship at every touch point. Always ask yourelf, at all times, should I use the Santa Brand?



Have a really great Christmas
and a fantastic 2011