



What is Brand Value?

Description

Let's Take a Look: What is Brand Value?

Brand values are the deeply held beliefs and guiding principles that shape how a brand behaves, communicates, and delivers its promise. These values serve as a compass for decision-making—internally guiding teams on how to act, and externally signalling to customers what the brand stands for beyond its products or services.

More than just buzzwords, brand values translate the intangible essence of a brand into tangible actions. They define **how** the brand brings its essence to life. If the **brand essence** is the soul, then **brand values are the heartbeat**—ensuring that everything the brand does is consistent, meaningful, and purposeful.

These values should not be generic ideals like "excellence" or "trust" without clear context. Instead, brand values must be **authentic, specific, and actionable**. They should reflect the brand's unique personality, operating style, and the kind of relationships it wants to build with its audiences.

Why Brand Values Matter

Brand values are not just internal statements; they influence everything—from the way a team collaborates, to how a product is made, to the tone of customer service, and even the type of partnerships a brand chooses. Strong brand values:

- **Build internal alignment:** They help employees understand what is expected of them and how to embody the brand.
- **Create external consistency:** Customers experience the brand consistently across every touchpoint.
- **Foster emotional connection:** When customers resonate with a brand's values, it builds trust, loyalty, and advocacy.
- **Guide decision-making:** Whether it's product development or crisis management, values provide a moral and strategic compass.

Let's take a look at how brand values can be structured and expressed with depth and meaning.

Example: Brand Values for a Mattress Brand

1. PROTECTION

We believe that sleep is sacred and should be safe. That's why we prioritise sleep safety and wellbeing through rigorous material choices and uncompromising quality controls. From certified non-toxic and halogen-free components to our proprietary HRC foam, every element of our mattresses is engineered to create a healthier sleep environment. By meeting strict Swiss safety standards and using breathable, hypoallergenic fabrics, we shield customers from harmful substances—ensuring every night's sleep is worry-free, restorative, and protected.

2. QUALITY

Quality is not just a claim—it's our standard. Rooted in Swiss precision engineering, every mattress we create combines innovative design with meticulous craftsmanship. We select only premium, high-resilience materials that are tested for durability, shape retention, and comfort. This commitment ensures that our products withstand the test of time, offering consistent performance and support year after year. Our customers don't just buy a mattress—they invest in years of deep, uninterrupted, and luxurious sleep.

3. SUSTAINABILITY

Sustainability is at the heart of everything we do. We are committed to protecting the planet while delivering on comfort and performance. Our production process uses up to 30% fewer materials without compromising on functionality or quality. We avoid harmful substances, and our mattresses are certified halogen-free and CFC-free. Every step—from material sourcing to packaging—is thoughtfully designed to reduce environmental impact. For us, sustainability is not a feature; it's a philosophy that shapes the future of sleep.

Crafting Brand Values for Your Brand

To develop meaningful brand values, ask:

- What principles drive your business decisions?
- How do you want to be perceived by customers, partners, and employees?
- What behaviours are non-negotiable in your culture?
- How do your values support your brand essence?

Each value should come with **clear behavioural intent**—what it means, why it matters, and how it shows up in real life. When communicated well, brand values build credibility, authenticity, and distinction in the market.

Conclusion

Brand values are more than a branding exercise—they are a foundational element of how a brand lives, breathes, and grows. When defined with intention and lived with consistency, they become a powerful force that shapes culture, guides growth, and builds deep emotional bonds with customers. They [help brands act with clarity](#), compete with purpose, and stand the test of time.

Key Takeaways

- **Brand values** define how a brand behaves and expresses its beliefs in action.

- They **guide internal culture** and **external perception**—shaping everything from operations to marketing.
- Effective brand values are **authentic, actionable, and distinctive**, not vague or generic.
- When lived consistently, brand values build **trust, loyalty, and long-term brand equity**.
- They are not just words—they are commitments that define how a brand shows up every day.