



Your Business is Tasty, But Your Brand is Stale

Creative Thinking for Brave Businesses

by Jamie Spurway

made for use with the 'Frosting Master Prompt' for building branding for businesses

Your Brand as a Personality

Every business would love to be looked at the way people see Nike or Coca-Cola. Those are brands that live beyond their product. A swoosh is just a curve of a line, but it carries decades of meaning. Coke is sugared water in a red can, but it became a symbol of joy and togetherness.

This isn't about charts or jargon. It's about feeling. Branding is about how people remember you, not what your "brand pyramid" looks like in a slide deck. The only "thought-leadership" here should be the sense of your brand that you hold in your mind, and what creative things we are going to do with it.

If you're stuck in a mindset that works with "we only have to" or "just copy what they are doing", you're missing the most important aspect about branding: people want to see the personality behind the brand. That should not mean a minimal campaign or copying another brand guidelines. This is about cultivating the unique brand that you already have, and seeing it flourish.

The Power of the Master Prompt

Most AI tools can generate. The Frosting Master Prompt can think. It's built on the same strategic foundations used by real creative agencies — positioning, audience mapping, brand personality frameworks, and visual cohesion — distilled into one intelligent workflow. Instead of getting a random logo and tagline, you get a structured, strategic brand that feels cohesive from the inside out.

The Problem with Playing Safe

“I always wanted to be an artist, a Graphic Designer to be specific. My parents were in radio broadcasting, marketing, and sales and I saw how edited material came together. It was fun to contribute to summer radio ad campaigns and be in the control room. In my early years I had some inspiring mentors that showed me what great design was. I was working with the early versions of Adobe software and Silicon graphics workstations. Web Design was new and felt like a new way of publishing.”

Safe feels professional. Safe feels grown up. But a safe brand is forgettable. Most businesses play it safe, and most businesses feel part of the same group of impressions. Your brand could be a beacon of strength and intelligence, giving potential customers a clear choice among many, all while doing it with a wink and smile. Show your confidence.

Think about the brands you admire. Apple made technology feel personal. Levi's turned workwear into fashion. Local businesses you notice on your street like the ones you tell friends about are memorable because they stepped out of the safe zone.

Playing safe is like speaking in a monotone voice. You may get the facts across, but no one remembers what you said. Imagine all the times a guest goes by, all it would have taken is a little 'wow'.

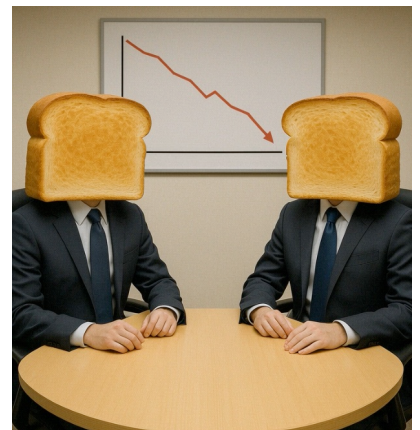
Let's explore new aspects of your branding and help other people see you differently. Please be inspired and I hope you read this and feel like you have discovered new creative territory.

The Curse of the Beige Brand

Beige is useful for walls. It's neutral. It doesn't offend. But nobody drives across town to see a beige wall. Warm grey is not a brand.

When your brand feels beige, people don't hate it, they just don't notice it. Your social feed looks like wallpaper. Your logo feels like clip art. Your advertising blends into the background. Where do new strong ideas come from?

And here's the danger: beige doesn't stay neutral forever. Every day your brand doesn't stand out, somebody else's does. They get remembered. You get passed by. Strong ideas come from people whose business is exactly that. Frosting is creativity as a business model.



“My creative opportunities have included 5 years creating broadcast advertising and corporate media for a Multicultural Agency. I was lucky to develop campaigns for markets like Hong Kong and India and in multiple languages top of North American media markets. I experienced new sets of metaphors and humour as well as create filmed and animated commercials. It sharpened my editing and made me flexible to see content in new ways.”

Your Business is Tasty

You make something people want. You fix a problem. You care about your customers.

But people don't know that at first glance. They can't taste the product until they pick it up. They can't feel the service until they hire you. You give things a moment of attention then judge them, so you should exercise the same thinking about how customers find you, in the moment. Make sure they see something they like.

That's why your brand has to be the aroma that pulls them in. It has to be the poster that sells the movie before the film ever rolls.

But the Brand is Stale

If your brand feels stale, people assume the business behind it is stale too. Stagnant is not a place to be seen. Does your brand need an update? Are we adapting as we grow?

This isn't just about design. Branding is personal. It's how you walk into a meeting. It's the confidence in your voice. It's whether someone feels they can trust you when you shake their hand.

That's personal branding. A logo can help. A website can help. But at the core, your brand is the feeling people get when they meet you, online or in person. Find strength in character, in novelty, in whimsy.

“After the agency I was given the opportunity to edit a trailer for a documentary, the producer saw I could adapt fast to new software (trying to learn Avid in a day), and related to the filmmakers. They wanted to get the best out of their 100 hours of material. He offered me a chance to edit their new broadcast 30min series. I cut the pilot and we set the format. I was happy to edit 29 episodes and see the audience reactions on forums the next day”

Agency Thinking, Without the Agency Price

Behind every strong brand is a team that knows how to ask the right questions. The Master Prompt replicates that agency process — the discovery call, the strategy session, the mood board alignment — and compresses it into a single conversation with AI. It guides you through the same thought patterns a creative director, strategist, and designer would use, so you don't just get output, you get insight.

A Brand is Not a Logo

A logo is a napkin. A brand is the whole dinner. Build a proper menu for your guests.

The logo matters, but it's only a piece of the experience. Your brand is the story people tell about you when you're not in the room. It's the memory they carry away. It's the small details like the way staff greet them, the way your emails sound, the way your store smells.

If you think a rebrand means swapping fonts, you're mistaking the napkin for the meal. A rebrand is a chance to redefine ones goals and position as well as look and feel.

The Psychology of Boldness

People remember daring moves.

Coke painted barns red. Levi's added rivets that made jeans indestructible. Crumbl turned their stores into Instagram stages where the line outside became the marketing.

We remember these choices because they weren't safe. They were bold. Boldness leaves a mark on memory. And branding, at its core, is the art of being remembered. Don't people want to attach themselves to those they see as bold and actionable?

"My first music video was for an Indian rap artist. I had worked with the Director from commercials and he needed an editor. The turnaround time then was about three days of post. I had a day job and worked on it nights but our goal was to cut it like the videos we wanted to see. I remember the Indian broadcasters calling us while we were still editing. It took three weeks but it was voted Best Music Video that year. I still meet people that know the video well."

Fear is the Enemy of Growth

Fear makes businesses stall. Is your marketing based on fear, then your advertising must appease their anxiety, instead of being creative and grabbing an audience.

Fear of looking silly. Fear of offending someone. Fear of trying something new. Fear convinces owners that it's better to blend in than to stand out. Lots of pressure when advertising budgets only allow so much ad space and all of it counts. Do you gamble with a dozens spots that show mediocre, or one spot that people will remember for years and set trends for a decade? Who do you trust to jump the shark creatively?

Every time fear of creative wins, your competition grows stronger. They take the risks you avoided. They capture the attention you hesitated to grab.

Fear doesn't protect you. It only guarantees you'll be forgotten.

Pulling the Trigger

Ideas lose power when they sit on the shelf. The ideas that make you vibrate with excitement, the ones that grab you in the moment, follow those instincts.

I've seen it in film, in writing, and in branding. The longer you wait, the more reasons you invent not to act. Most "great ideas that never happened" died not because they were bad, but because they weren't given the chance to live.

Pulling the trigger doesn't mean being reckless. It means trusting your feelings enough to move forward before the idea goes stale. Recognize that ideas are of a time and place, and must be sparked at the right moment to gain flame.

Built Like a Creative Team

When you run the Master Prompt, you're not talking to a single AI. You're engaging an entire simulated team:

- A **Creative Director** shapes the visual tone and emotional resonance.
- A **Brand Strategist** defines your message and market position.
- A **Copywriter** finds the words that stick.
- A **Designer** translates everything into a clear, consistent identity.
This isn't guesswork — it's agency methodology expressed through prompt architecture.

Creativity is a Muscle

Creativity isn't magic. It's a feeling brought with action.

You don't need to be an artist to build creative strength. You just need to use it. Small risks, small experiments, small attempts to see things differently, those repetitions make you stronger.

All aspects of life are opportunities for creativity, and when creativity is needed, it is the unique aspects of life that come into play and become the building blocks for great ideas.

When I was writing screenplays the films grew out of noticing little patterns. The way jealousy twists into care. The way pain becomes contagious. Those patterns didn't appear all at once. They showed up because I kept paying attention.

That's creativity. Not waiting for lightning. Practicing until you see the connections.

“Spending years watching things render, from 1990's Alias software to years of Cinema 4D, anything to get frames out the door faster. Pushing compositing layers to their maximum, squeezing design time until the last minute before you have to render it overnight. Things have gotten incredibly fast like using game engines to build realistic shots and render them out as cinema in real-time is amazing.”

From Intuition to Implementation

Most small businesses struggle to turn intuition into language — they know what they want, but not how to explain it. The Master Prompt bridges that gap. It translates vague ideas like “modern but warm” or “premium but approachable” into concrete visual and verbal systems, ready for design, web, or social media use.

Ideas Don't Happen in a Vacuum

Ideas are not born in isolation. They come from influence.

In an essay on consciousness, I wrote that most people live only in the “first world” of senses and facts. Real creativity happens when you connect those senses to something deeper like memory, symbol, meaning.

The answers are usually already in the influences around you. A story you heard as a child. A conversation you had last week. A film scene you can't forget. Creativity is the act of connecting those dots in a new way.

Countless times the formidable internal creative problems were solved by reaching out to the practical situations I saw in the real world and using them.

Parasocial Brands

People don't just buy products. They build relationships with brands.

Think about the way we talk about Google, Meta, or Apple. We describe them like personalities. We cheer when they do well. We criticize when they misstep. They're treated almost like characters in our lives. We love our brands, but everyone else is 'in a cult' for liking an opposing brand or product.

That parasocial relationship, the same kind people form with TV characters or musicians, it's why your brands need more than information. It needs a voice, a point of view, and a human quality people can connect with.

Find a hook and start a cult.

A Shortcut to Creative Clarity

Using the Master Prompt isn't about skipping the creative process — it's about accelerating it. You still make the decisions, but now you're doing it with structure, clarity, and professional framing. What normally takes a week of back-and-forth with an agency can be mapped out in an hour. The result: a brand foundation that feels intentional, aligned, and ready to grow.

The Viral Edge

Information spreads slowly. Surprise spreads fast.

No one shares a press release for casual fun. But people share the unexpected, the infamous, the salacious. Anything armed with humour, absurdity, boldness, beauty. The things that make them feel. Imagine combining those feelings and attaching them to your brand, enough for people to broadly associate so strongly.

Branding isn't just about being seen. It's about being shared. If a brand sparks an emotion, it becomes something people want to pass along. That's how attention multiplies.



Case Study 1: The Beige Bakery vs. Crumbl

Two bakeries. Same cookies.

“Using tools like Virtual Reality to create objects and sculpt anything is fun, but also using photogrammetry to scan real world objects and use them for content speeds things up exponentially. The real world becomes a high resource of objects to collect, and creating scenes and worlds becomes efficient and creative. I can then focus on Art Direction and achieving the right look.”

One hides behind lace curtains and polite signage. The other puts its line on display. The boxes are designed for Instagram. Staff bring energy to every interaction. The line outside is part of the marketing.

Guess which one becomes a destination.

Branding doesn't just show what you sell. It shapes the way people experience you — before they've even tried the product.

Case Study 2: Blueberry Real Estate

Most real estate firms lead with listings. Blueberry was different in personality but their media did not reflect who they were. Template website, scattered socials. So we took Blueberry and flipped the stack.

We put people first, voice second, listings third. Then we built a viral campaign, the “Blue Hands” viral that gave the brand a character in the city. Suddenly, it wasn't “just another brokerage.” It was a story people wanted to follow.

That's the power of branding led by creativity instead of convention. We brought them a chance to attract the public on top of new clients, and strengthened their existing media and branding stack.

The Artist's Advantage

Consultants make charts. Artists make movements.

A chart can tell you where your weaknesses are. An artist shows you what you could be. That's the difference. One is about analysis. The other is about transformation.

Creative-led branding is dangerous in the best way. It can't be copied because it's alive. Which lane do you want to be in? Behind the traffic or ahead of the curve, making the trends.

Frosting: From Prompt to Presence

The Frosting Master Prompt doesn't just build brands — it builds confidence. It helps small business owners see their business the way a creative director would: as a living system with voice, tone, and story. Whether you hand the results to a designer or keep developing them yourself, you'll have a professional base layer that every decision can build on.

“After working with hundreds of brands and creating my own content from features to comedy shorts, I like finding new ideas for growing content formats. Corporate campaigns don't have to be stale and viral spots don't have to be annoying. Overwritten ad scripts can't compensate for 'what should it feel like when you watch it?' The best content is the answer.”

What Happens When You Don't Change

When you don't change, a brand fades. Do not let yourself be the faded photos in the shop window.

The customer trickle slows. Competitors who look fresher and braver start taking your share. Eventually, your business is still tasty, but no one bothers to try it.

It's not failure. It's erosion. And it happens quietly, year by year, until it's too late to reverse. What is your next menu? Your next album? It should not matter what industry you exist in, ideas have a certain momentum and you should refresh and ride a new wave. Treat your business like an artist releasing new material, so branding becomes evolution.

What Happens When You Do

When you do change, the opposite happens.

Energy returns. People talk about you when you're not in the room. Customers brag about finding you. Staff feel proud to wear the shirt.

Creative branding doesn't just grab attention. It builds momentum. Momentum is what every business is really chasing.

Taste the Difference

Your business is tasty. But your brand might be stale.

And stale doesn't sell.

Branding is not about jargon. It's not about charts. It's about feeling first. It's about the courage to show more of yourself.

Creativity isn't sitting with your hand on your chin, waiting for brilliance. It's staying open. It's seeing connections. It's noticing the influence that existed all along.

So pull the trigger. Add the frosting. Make the move.

Because the difference between being remembered and being forgotten is often just one brave, creative decision.

About Frosting

We are artists who help businesses see themselves differently.

Your business is tasty. But your brand is stale. Let's fix that.

[Frosting.design](#)

About the Author

Jamie Spurway is a digital designer and motion graphics artist with over twenty years of experience bringing stories to life across agencies in broadcast, film, and interactive media. His work spans everything from commercials for Fortune 500 brands to award-winning indie films and innovative digital projects. Specializing in cinematic storytelling, immersive 3D environments, and high-impact branding, Jamie has collaborated with major networks, production studios, and international clients. His projects include Canadian Screen Award-winning *Bit Playas* for CBC Gem, *Mega Marine Machines* for Arcadia Content, and photorealistic Unreal Engine environments for *Brojects*. Through Frosting, Jamie combines this depth of creative expertise with a clear vision: helping businesses transform solid products into unforgettable brands.

Beyond film and digital production, Jamie has built a career in branding and creative direction, helping businesses turn ordinary marketing into memorable identities. His focus is on brand creation and shaping the personality, story, and emotional presence of a business so it resonates with customers. With Frosting, he works at the intersection of strategy and artistry, developing brands that feel alive, bold, and impossible to ignore.

