

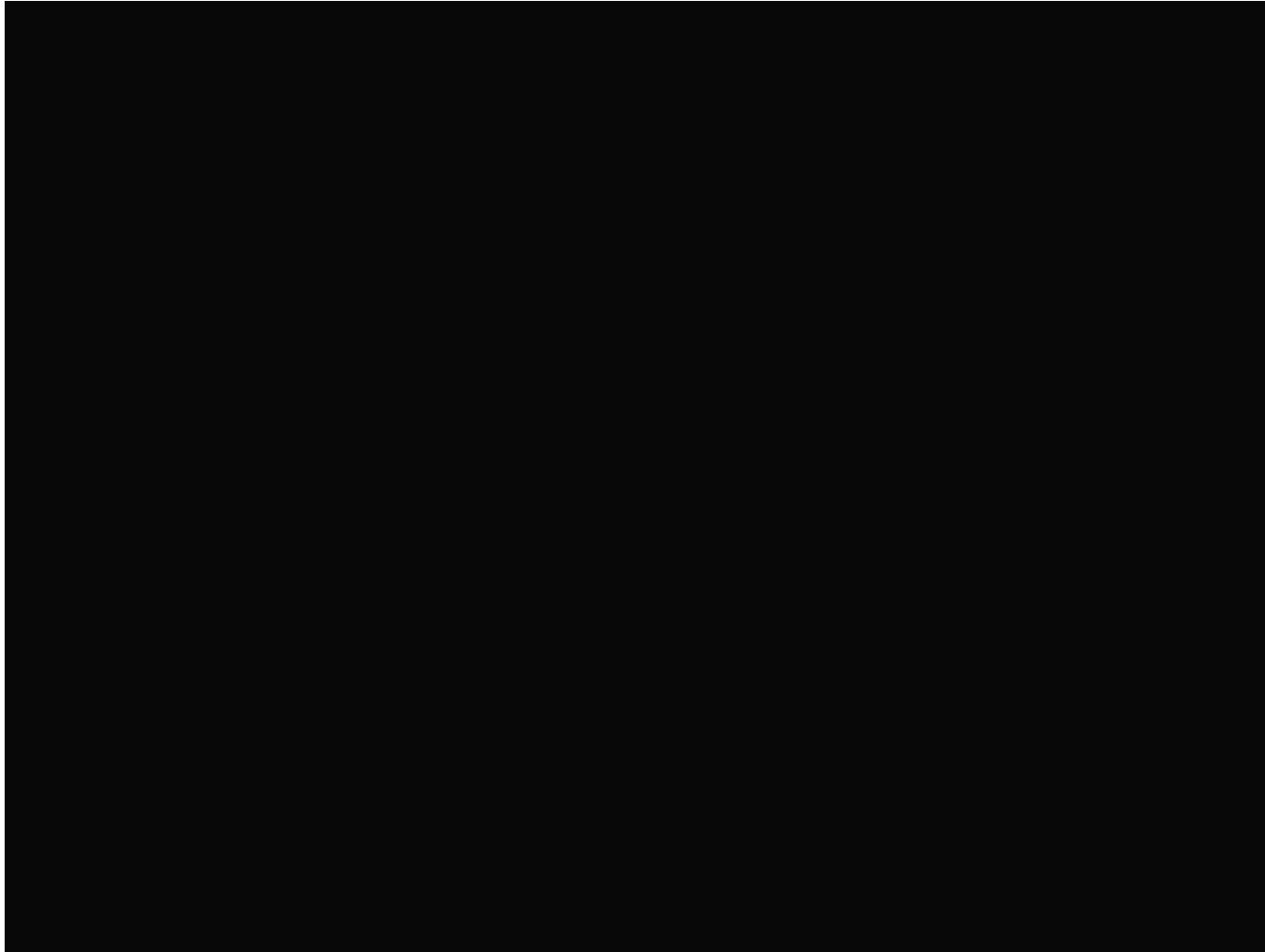


Branding Your Business

Branding Is...

- A process of making your company's personality, values and characteristics part of its public identity.
- About getting your prospects to perceive you as the only solution to their problem.
- An opportunity to reach your audience.

Apple



Wendy's



Branding Puts Companies on the Map

- The commercials separate the two companies' products/services from their competitors.
- The messages clearly highlight characteristics to be associated with each company.
- Branding enhances certain qualities.

Why is Branding Important?



- Establishes credibility
- Allows target audiences to connect emotionally
- Motivates the buyer
- Solidifies user loyalty

Branding as a Process



- Branding does not happen overnight. It requires time, research and expertise.
- Before beginning the branding process, research your product/service.

Designing Objectives

Define your audience and ask:

What do I want my brand to do for the company?

What do I want my audience to say about my products or services?

How is my company unique?



Successful Branding is Consistent Communication

- After determining your brand, bring it to the public's attention.
- Keep advertising, marketing, logo design and mission statements consistent.

Branding Through Employees

- Employees are your audience's first points of contact.
- Keep employees tuned into the brand by developing a company philosophy.
- The philosophy will further cement the brand.



Brand Management

- Brand management is managing the tangible and intangible aspects of the brand; i.e., the product, packaging, customer service, identity, communication and people.
- Frequently evaluating messages vs. brand keeps companies viable.

Rebranding

- Brands are evolving and sometimes need to adapt to their environment.
- Rebranding is the process in which the brand is recreated or refocused.
- Rebranding can be a difficult but necessary process.

Nike & Tiger Woods



Final Thoughts

- Remember that branding is a lifelong process.
- Make sure that employees understand the “brand vision” and reflect it on a daily basis.
- Brands are promises to your customers. Keep them and customers will remain loyal.