

Branding

WHAT IS IT?

- Your brand is the grand total of everything your “customer” sees, thinks, feels, and perceives about you. How your customers perceive your brand will determine whether they will buy it, identify with it, defend it, and be loyal to it.
- It creates in the mind of your prospect that there is no other product on the market quite like it.
- It's the aura that surrounds a product or service that communicates its benefits and differentiates it from the competition for the consumer.
- The brand acts as the logical and primary connection and mode of communication between the producer and the consumer.
- It is a collection of value-added characteristics that transcend its core essence.
- The components of branding: identity, image, and positioning.
- Brand is the person, identity are the clothes

DELIVERING THE BRAND

Are people connecting and staying connected to your brand?

1. *ideologically*— is the audience aligned with your belief systems
2. *psychologically*—is there a sense of personal satisfaction and achievement
3. *sociologically*—do people feel like they belong and do they interact
4. *culturally*—are you up with the times, current
5. *visually*—are you consistent, is it memorable

BUILDING THE BRAND

1. *be present* in the marketplace to build awareness
 - advertising, marketing
2. *be relevant* to meet the personalized needs of customers and to become part of their lives
 - refine message, mission, vision, and style
3. *be unique* and show how you are different from the competition and the best choice
 - clearly state purpose and creed
4. *be credible*
 - stay on course, walk the talk, stay consistent
5. *be visual*
 - create unique imagery that becomes recognizable



ELEMENTS OF BRANDING

1. Identity— are you recognized?

Identity is probably the first exposure to a brand—it's visual

- a. name
- b. mark
- c. symbol
- d. color
- e. font
- f. grid/layout
- g. style

2. Positioning — are you relevant?

Positioning is how the customer compares you with the competition.

Where is your organization on their scale?

- a. mission and message

3. Image — are you respected?

Image is your reputation and “their” experience

- a. integrity, honesty, consistency

BRAND AND COMMUNICATION

A. Focus

Conscientiously staying aware of our brand can drive the entire communication process. It keeps us focused and efficient:

- 1. how we look—identity
- 2. what we say—content
- 3. how it's delivered—media
- 4. who it goes to—audience

B. Action steps

- 1. get the leadership to sign on
- 2. appoint and empower a coordinator
- 3. conduct a communications audit
- 4. identity audit
- 5. branding evaluation
- 6. develop a communications and branding strategy

