

Branding Basics

Your *Brand* is the Most Important and Sustainable Asset of Any Organization.

Branding vs. Image/Advertizing

Simplistically put, your *brand is equal to your image plus your reputation developed over time.*

It is not a single or simple image that will determine success in the marketplace. Simplistically put the old fashion term “reputation” has been replaced with the term “brand equity” and reputation in reality is our ability to fulfill our promises with a lag effect. Brand equity comes from the customers’ experience of buying and using products and services sold under the brand name.

In short your brand is equal to your image plus your reputation delayed.

Branding starts with a distinct idea.

We move from being a commodity product to an emotional product. Through real attachment and engagement that comes from creating an experience we will produce much greater results, although the degree of differences in our products and competitor’s products might be quite small. We must distinguish ourselves from other organizations and generate excitement and an *emotional attachment*.

If a brand delivers what it promises, behaves in a responsible fashion and continues to innovate and add value, people will continue to vote for it with their wallets, their respect and even their affection.

Hence, building a valuable brand can *never* be done by marketing people alone since the buying and using experience entails more than getting attention with a clever advertisement. The fact is the value of your brand equity is based on the contract you keep with the marketplace. If you supply quality products or services at reasonable and competitive prices people will vote with their dollars and continue to buy.

The power of our image can’t be underestimated.

Never forget the intangible, more creative, visual and verbal element of brands can sometimes be taken less seriously by management than they deserve. Yet these elements will engage and inspire people externally and internally to the advantage of the organization. However beware, no matter how clever and talented a team is, unless the team members are united to create some kind of distinctive and sustainable brand offer, they will be just another group of talented people, working together for while but not creating anything of lasting value.

In the marketing process we purpose to utilize powerful images (media campaigns) to get our customers Attention, Interest and Desire (AID) to attract customers and begin to develop a trusting relationship from use of its products and/or services.

Making the emotional connection

The key to winning your share of the market is in creating a *Unique Selling Proposition*, a *Unique Position in the Market Place* and Creative Campaigns that make an *emotional connection* with your market. It's not the *how* and *what* but the *why* your brand has value to the end user that must be made with a heartfelt message.

Marketers often focus on rational product messages. In fact, emotional campaigns are more powerful, even in "rational categories;

Binet and Field; Marketing in the Era of Accountability

All great brands build on bedrock of trust.

In the twenty first century, branding ultimately will be the only unique differentiator between companies since technologies in our field have no significant advantage. Brand equity is now a key asset. Trust is derived from their customers' experience of buying and using products and services sold under the brand name. Note trust is earned through a positive experience with a product or service and management will quickly understand that the real power of successful brands as they meet or exceed expectations. They represent a promise kept... trust. This means we need more than a great campaign. We must deliver.

Use of new technologies and the internet and social media are a must.

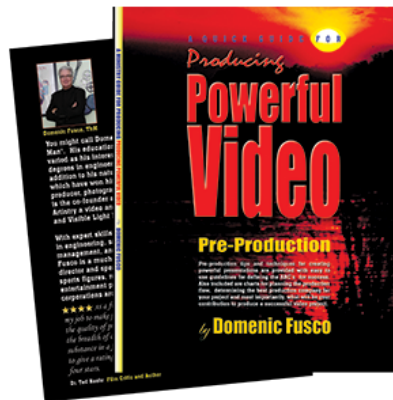
John Wanamaker, considered by some to be a proponent of advertising and a "pioneer in marketing" said, "Half the money I spend on advertising is wasted; the trouble is, I don't know which half." Times have changed. We can immediately obtain customer feedback through restaurant table computers, Facebook, Twitter, email campaigns and website questionnaires. We learn market opinions with lightning speed. The organizations with exceptional products and services that neglect the consistent use of image-making and communications through high tech tools will not reach their greatest potential.

Jesus rowed off shore and used the moisture of the Sea of Galilee to carry his voice to the amphitheater shaped hillside thereby using the *highest technology of His day* to communicate the Good News to thousands.

We should follow the example of the Master!

A Quick Guide for Producing Powerful Presentations

Never forget that the intangible, more creative, visual & verbal elements of a brand can sometimes be taken less seriously by management than they deserve.



Although written to assist corporate minds to become educated buyers when contracting media production, the contents give insight on analyzing your audience, campaign approach and call to action. The principles will assist you in creating powerful presentations for any audience.

Market Research (Market Knowledge)

1. Define your Purpose, Mission, Goals, etc.
2. Define the Stage of Product or Service is presently at (startup, competitive, maintain market share).
3. Define your unique position in the market place (UPM).
What's the different about your service or product? Why is it better than the competition? Define it.
4. Define your Unique Selling Proposition (USP).
Is it price, performance, service, a guarantee, experience, etc.? Define it.
5. Story Board Competitive Images.
Then proceed to create a stand out or look alike image. Read the 4 A's below.

Image Making with Media Production and Communication

The basics for producing any *cohesive* corporate image, campaign, marketing program or visual media production begins with specifically defining for each project the **Aim, Audience, Approach,** and the **Action** (included in detail in the book above). Projects include but are not limited to:

1. Logo, Business Card, and Stationary
2. Brochure/Flier
3. Video Promo (Cast the vision)
4. Website
5. Photography
6. Video News Letters - Announcements
7. Auto Responder Campaigns (email)
8. Social Marketing Materials: Facebook, YouTube, Twitter
9. Educational Materials
10. Sales and Marketing Campaigns
11. Public Relations: External and Internal
12. Corporate Reports

Impact of Social Media

Social media (sites, blogs and social networks) allow people to form connections with other users and brands to share content such as messages, news, video and photos. Sites such as Facebook, YouTube, Twitter, Google and LinkedIn are an integral part of the fabric of doing business today.

**Think like your customer, connect with them, and keep your promises.
Successful business people possess core principles that never change,
however the only constant in the image making process is change.**

Brand Management

Your Organization's Brand Management Activities should be consistently attentive to your creative visual and verbal image elements fused with Brand Equity (reputation) monitoring...

Be sure to make the Emotional Connection!!!

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