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The Basics on Establishing and Implementing a Strong, Profitable Brand:

The Right Brand. The Right Connection.
Brand Strategy.

Final Touch
MARKETING™

Established in 1987

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The Right Brand. The Right Connection.

A **brand** is the total experience gained from the behavior and relationship one has with an organization, product or service. It is not an event, it is a process.

A brand has two living parts

- the part that the organization, product or service creates
- the part kept in the mind of those experiencing it

Brand systems must strive for simplicity, and strive to maintain internal and external consistency. Brands evolve over time with cumulative experiences. Weakness in a brand can occur through inconsistencies (misrepresentation and misunderstanding).

A look at the inside of a brand:

Every
organization
has a brand,
whether they
have consciously
developed it or
not.

Principles of the Brand

Who are we and what we stand for ...

You begin by focusing on three key principles - clarity, coherence, and control.

Clarity.

Your customers and prospects are unlikely to make an effort to figure out what the brand offers, why your offering is superior to others, or what value you can deliver. As such, you must ensure that you articulate clearly and consistently what your brand is about and why it is preferable.

Coherence.

Not only do you want to understand that effective brand communications are coherent and logical, and reinforce your brand promise to be a pro-active innovative service, you also want to know that your success lies in delivering a brand message and presentation that remains consistent and, over time, tell and re-tell the big story, as well as create a framework for presenting all the other relevant messages of your brand.

Control. Brand Strategy

Control is crucial to your brand initiative. You must instill guidelines and direction that are adaptable to marketing needs while still reinforcing a lucid and consistent message. Your brand management guide will provide your employees and staff members the requisite tools and resources needed to communicate your brand in a consistent manner.

The Brand Story:

Your brand story is important to your business. It provides:

- a memorable message about your brand history
- it differentiates you as desirable
- it brings your brand to life as it humanizes your brand
- It gives you a distinct competitive advantage
- your target market becomes hugely responsive
- It positions you as a visionary in your field.

The Brand Vision:

Your brand vision is comprised of your statement of purpose and keys to success.

The Brand Purpose:

Your brand is based on the premise of providing a “resonating result”. It is an emotionally appealing claim. It should inspire a relationship with your customers, employees and stakeholders.

Long - Term Goal:

Example: Becoming a recognized industry leader requires you to never allow your attention to your customer’s need for innovative product solutions and delivery to falter. You want to strive to build long standing, trusted “relationships” through sincere interactive activities that engage your customers as a friend relying on your best.

Core Values:

Your core values provide a strong foundation for your brand. One value leads the customer to the next.

Examples of Core Values:

- excellence
- integrity
- innovative
- trust
- partnership

The Brand Promise:

This is who you are, and what you stand for as a company and as a partner with your customers to drive and sustain a quality, valuable brand experience.

Brand Position:

Your brand position statement reflects who you are, the problems you solve, the methods you use, and what it is like to work with you. Examples: tag lines, brand promise statement, one-page descriptions, and web site home page.

Brand Substantiation:

You take who you are and what you say that you do and give the market the sense that what you’re saying is genuine and defensible.

Core Attributes.

Core attributes represents the essence of the brand. Brand attributes are a set of characteristics that identify the physical, character and personality traits of the brand, similar to the attributes that allow us to consistently identify individuals.

Example: Accessible

- Approachable, friendly, attentive, convivial, genial, welcoming, propitious, helpful, companionable, gracious, helpful, kind, warm, sincere

- Collaborative, synergetic, cooperative, unified, concerted, co-acting
- Smart, talented, bright, astute, effective, keen, resourceful, adept, intelligent, nimble, proficient, skilled, capable, accomplished
- Unbounded, vast, unrestricted, limitless, infinite, unfettered

Brand Strategy:

Your business strategy should focus on where you want to go. Your brand strategy should focus on how you're going to get there.

Benefits of a Branding Strategy

- Enables your organization to firmly define and establish its identity in the minds of your market, customers, and employees
- Separates you from your competitors; gives you value; and makes you special and relevant to your customers and prospects
- Establishes a promise and an expectation of your products and services
- Outlines how all "Defined Brand" elements will be used, enhanced and strengthened
- Enables you to launch new products more quickly and cost effectively
- Provides mechanisms for measuring impact

Creating a Branding Strategy

- **Step 1: Focus Group:** 3 hour working session among 8 - 12 students, parents, staff and key stakeholders that has three objectives:
 1. clearly define and gain agreement on "What is your Defined Brand?"
 2. take account of current company's position in relation to its Brand (focus on SWOT analysis - strengths, weaknesses, opportunities, threats)
 3. focus your organizational efforts on an effective Brand Strategy

Brand Strategy Analysis

Brand Strategy Analysis provides an overview of what your existing Brand stands for and recommendations for improvement. this is accomplished by:

- **Step 2: Competitive Analysis:** audit the marketing communications of major competitors to determine the range of "values" that drive the category, how competitors "position" themselves, and what positions are claimed, how strongly, and which are not claimed, hence available.
- **Step 3: Brand Perception Audit:** surveys reveal your customers' perceptions of your company and the "Brand Values" that are most important to them. It allows the company to compare its "Brand Image" with the company "Defined Brand."The audit will help you determine which factors most influence your customers' perceptions.
- **Step 4: Brand Repositioning:** specific recommendations enhance your Brand, improve customers' Brand recognition and suggest strategies for reinforcing the new Brand, while maximizing the effectiveness of limited budgets.

Branding Strategy Implementation

- **Step 5: Brand Identity System:** conveys a single Brand image and personality through all your marketing communications. This includes defining your brand's voice, typeface, look and feel and graphic style.
- **Step 6: Integrated Marketing Strategy:** leverage Brand Strategy across all marketing communications (e.g.,

traditional social media, online marketing, search engine optimization) and extend the strategy into related departments (e.g., customer service, tech support). Reinforcing your “Defined Brand” through interactions both internal and external to your organization will strengthen your Brand.

Measurement, Evaluation and Adjustment

- **Step 7: Response Analysis and Tracking System:** obtain feedback by setting up a Response Analysis and Tracking System for individual media, as well as measuring the effectiveness of marketing investments. An important tool is to have objective metrics that measure the performance of your branding Strategy in creating awareness/exposure, inquiry and action/sale.
- **Step 8: Evaluation and Adjustment:** ongoing evaluation of performance is critical to gauge the impact of your Brand on your market(s). Building your Brand takes a combination of patience and responsiveness to the feedback, in order to make effective adjustments.

