



brand & branding primer



WHAT IS A BRAND?

A brand is what people say, feel and think about an organization. It's a set of mental and experiential associations that, when taken together, tell the story of who you are.



DID YOU KNOW?

The word "brand" is derived from the Old Norse brandr meaning "to burn." It refers to the practice of producers burning their mark onto their products (i.e. cattle).



WHY DOES IT MATTER?

FOR CONSUMERS

strong brands add value.

A strong brand allows organizations to stand out in a crowded marketplace and compete on aspects other than price. Strong brands help consumers build trusting relationships with them, and encourage customer loyalty.

I like the way this brand does business.

This brand reflects my personality.



FOR MANAGERS

strong brands inform strategy.

A well-defined brand gives all members of the organization a simple way of being on the same page and acts as a guide during the decision-making process.

Is this consistent with our brand values?

How does this contribute to the story of our brand?



FIRST THINGS FIRST

A good first step developing a strong brand is to define what your group's mission and values are. Here are some questions to get you started.

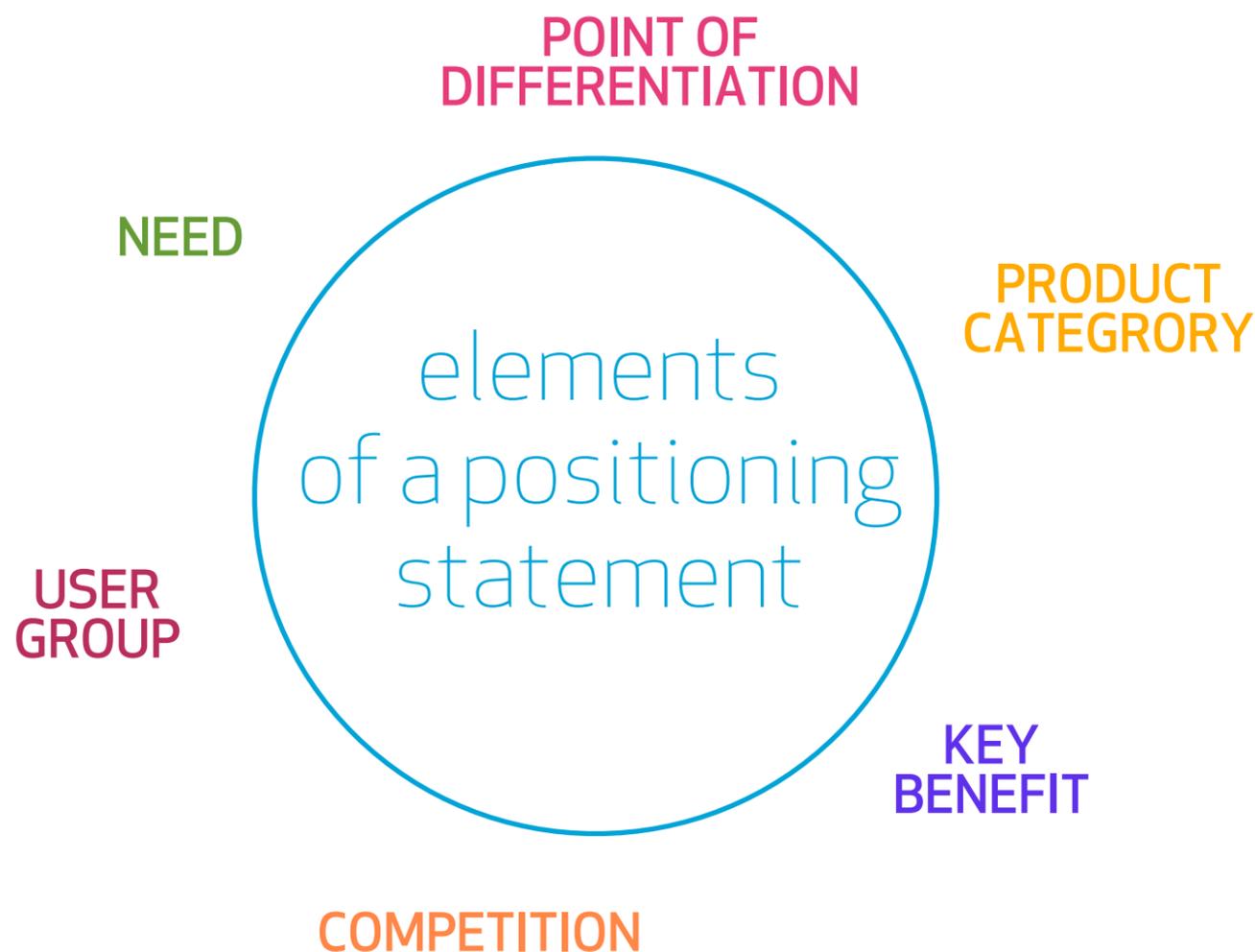
who are you and why does it matter?

what do you stand for & why do you stand out?

STRONG ANSWERS → STRONG BRAND

POSITIONING

Organizations that try to be everything to everybody quickly discover that there's no such thing as a one-size-fits-all brand. A clearly articulated positioning statement can help focus resources and promote consistency.



POSITIONING STATEMENT TEMPLATE

For ___ (target segment) who ___ (statement of need / opportunity). The ___ (name of product) is a ___ (product category) that ___ (statement of core benefit; i.e. a compelling reason to buy). Unlike ___, (competing alternative) our product ___. (key point of difference).

NAMING

Your name is the workhorse of your brand. It will be seen, read and heard more than any other aspect of your brand, so it's important to get it right.

GOOD NAMES SHOULD BE...*

distinct.

Your name should stand out from the names of your competitors and carry some weight in a sentence.

appropriate.

Your name should not be generic. It should fit your organization as well as you fit it.

protectable.

You should "own" your name. Managing URLs, trademarks, and public perception are all part of staking your claim.

easy to spell and say.

A name is no good if people can't spell or say it. People need to feel confident in their ability to use your name.

brief.

Long, complex names are hard to remember. Oftentimes they are shortened into nicknames and initials.

extensible.

Great names can suggest visual puns or wordplay that can be great for campaigns and product lines.

likeable.

People should like using your name. Likeable names get used more, which means free marketing for you.



**and of course there are countless exceptions to all of these "rules"*

WHAT'S IN A NAME?

It can often be a daunting task to come up with a name for your organization. Here are some examples that can help get your creative juices flowing.

acronym.

Name made from initials such as UPS, IBM, or PwC often sound more formal.

alliteration and rhyme.

Rhyming and alliterative names such as Reese's Pieces or Dunkin' Donuts are fun to say and very catchy.

neologisms.

Completely made-up words like Wii, Kodak or Zynga can be useful when looking for available URLs.

founder's name.

Using the names of real people, and founder's name like Hewlett-Packard or Disney ties a company to often iconic personalities.

descriptive.

Names that describe a product benefit or function like Whole Foods or Facebook are clear and to the point.

evocative.

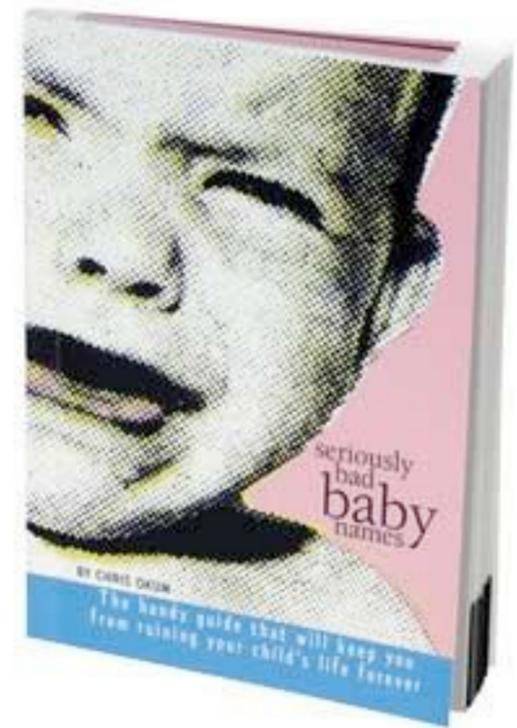
Names that evoke vivid images relevant to the brand like Amazon or Crest are creative ways of adding a visual component

foreign word.

Adopted words from other languages like Volvo or Samsung or even pseudo-foreign names like Haagen-Daaz can add a certain cachet.

geography.

Brands can also be named for regions and landmarks like Cisco and Fuji Film



VISUAL APPLICATIONS

Logos and icons are only a few of the components of a brand's visual identity. The brand's presence on packaging, retail environments, advertisements, and websites should all be taken into account when developing a brand. Maintaining consistency across all of these platforms is essential.

the mark.

Logos, avatars and wordmarks are all common devices brands use to put their "stamp" on their product. They each have their strengths and weaknesses and can be used alone or in conjunction with one another.



LOGO



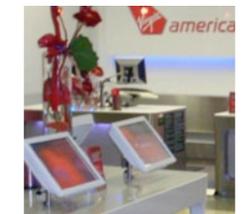
AVATAR



WORDMARK

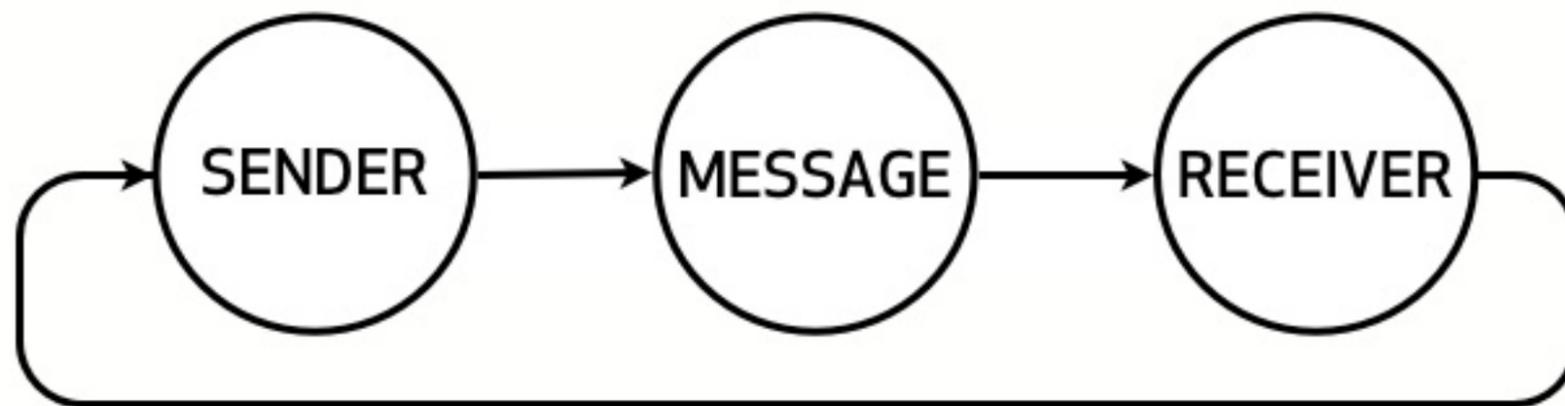
the application.

Brands should be visually consistent across multiple platforms. This means that the brand's visual system needs to be both well-defined and flexible to accommodate multiple applications.



ENGAGEMENT

In order to maintain a healthy brand, companies need to get their customers involved. Companies can roll out a thoroughly considered branding strategy, but without consumer cultivation, the brand will soon wither and die. Thinking of consumers as partners in the branding process is a pathway to success.



SOME USEFUL FRAMEWORKS

from marketing 101

3 C's

Corporation
Customer
Competitor

STP

Segmentation
Targeting
Positioning

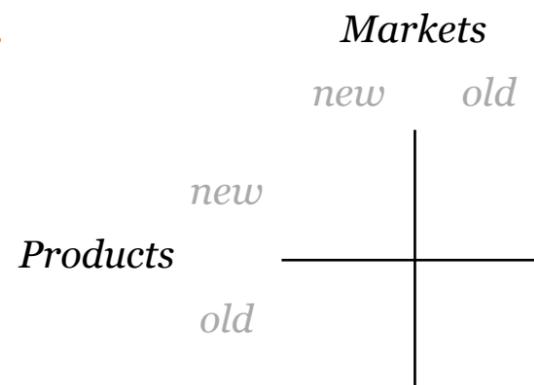
5 P's

Product
Price
Promotion
Placement / Physical Distribution
People

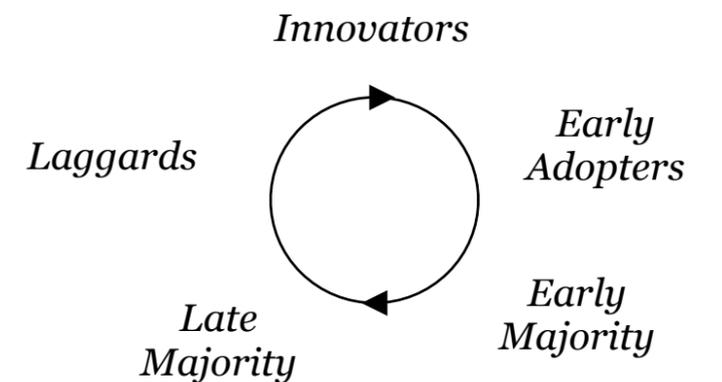
5 forces

Customers
Competitors
Substitutes
Suppliers
New Entrants

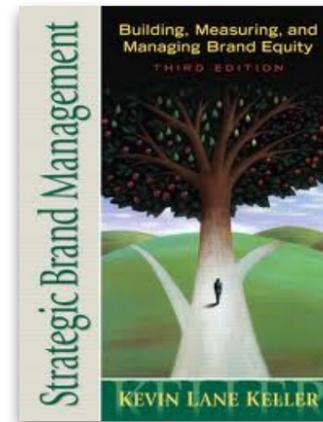
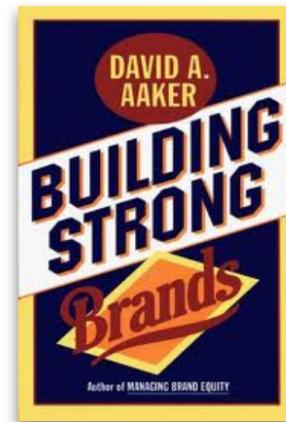
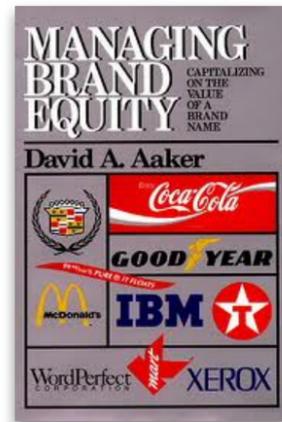
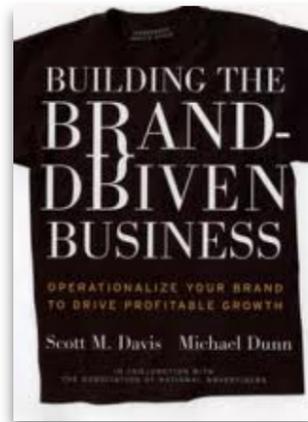
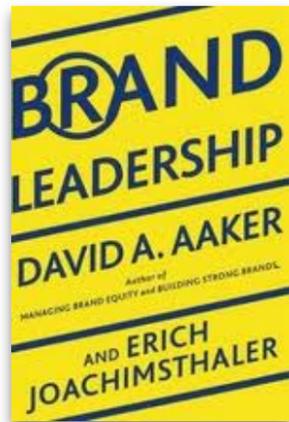
market opportunity 2x2



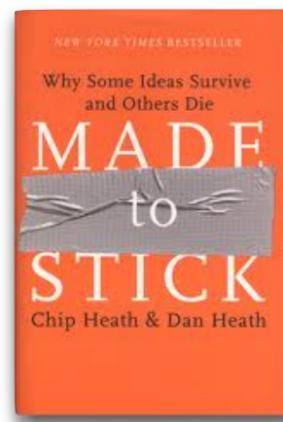
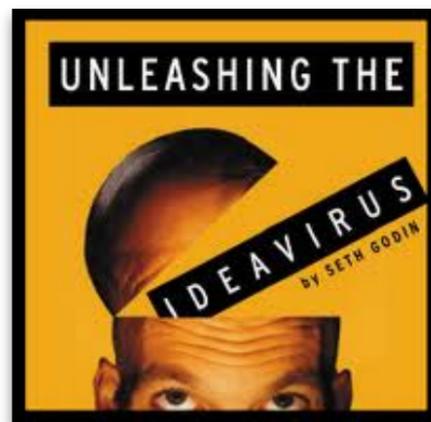
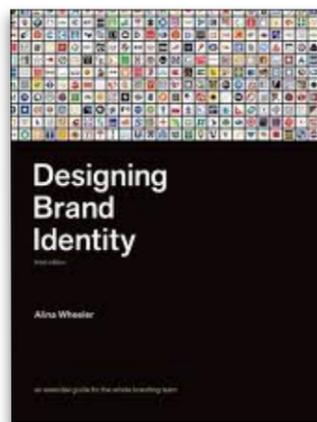
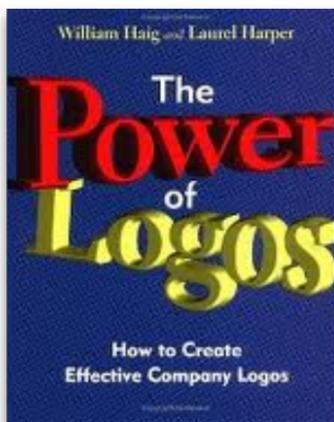
product life cycle



IF YOU WANT SOME MORE...



Keller's *Strategic Brand Management*
 Aaker's *Managing Brand Equity, Building Strong Brands and Brand Leadership* (with Erich Joachimsthaler)
 Davis and Dunn's *Building the Brand Driven Business*



The Brand Gap by Marty Neumeier
Unleashing the IdeaVirus by Seth Godin
The 22 Immutable Laws of Branding by Al and Laura Ries
Made to Stick by Chip and Dan Heath
Punching In by Alex Frankel
The Power of Logos: How to Create Effective Company Logos by William Haig and Laura Harper
Corporate Identity: Making Business Strategy Visible Through Design by Wally Olins
Designing Brand Identity: A Complete Guide to Creating, Building and Maintaining Strong Brands by Alina Wheeler

