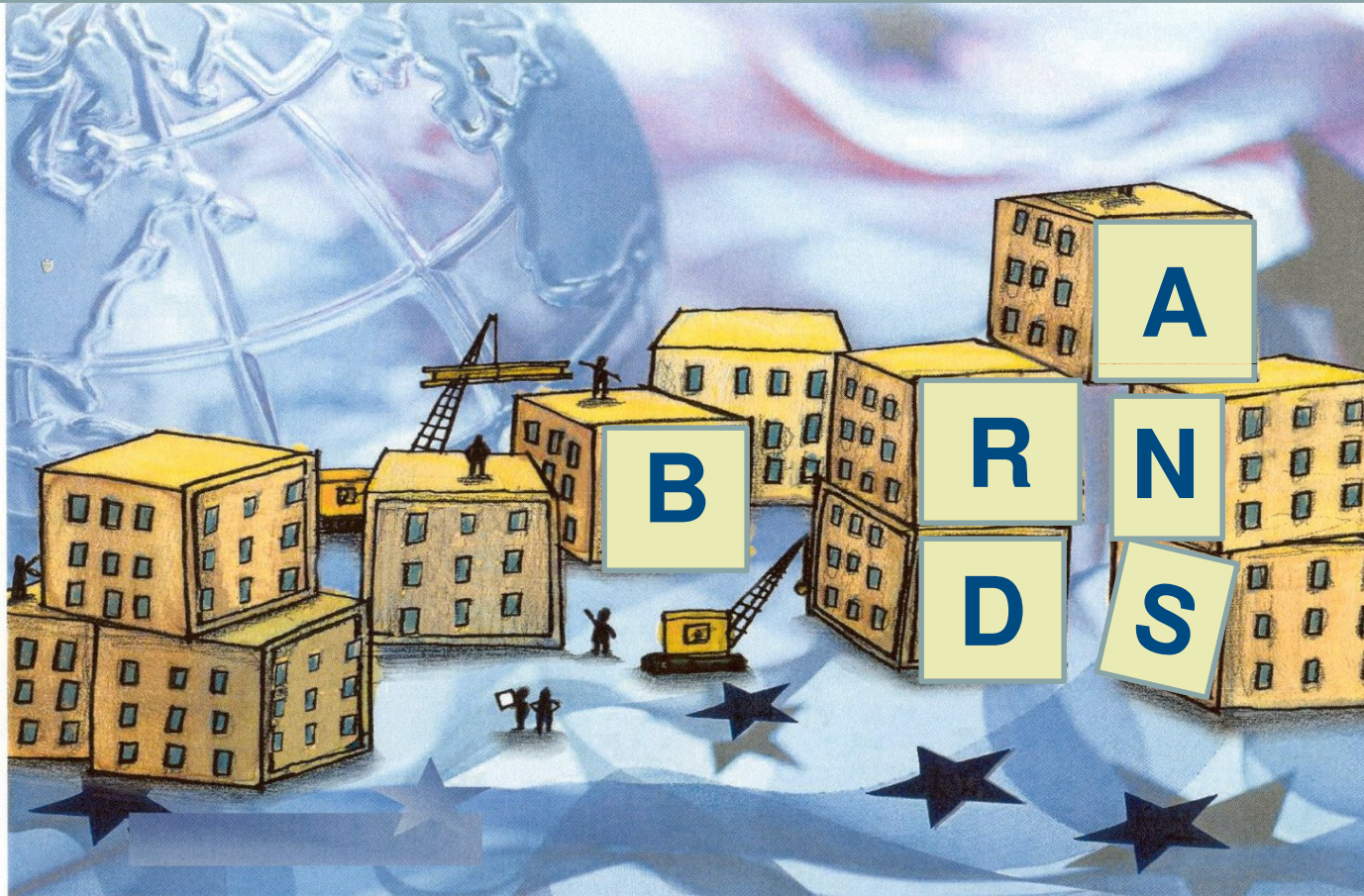


Branding: Building Long-term Profitability



Brand Power

Products exist on supermarket shelves...



... but brands exist in the minds of people.



Brand Definition

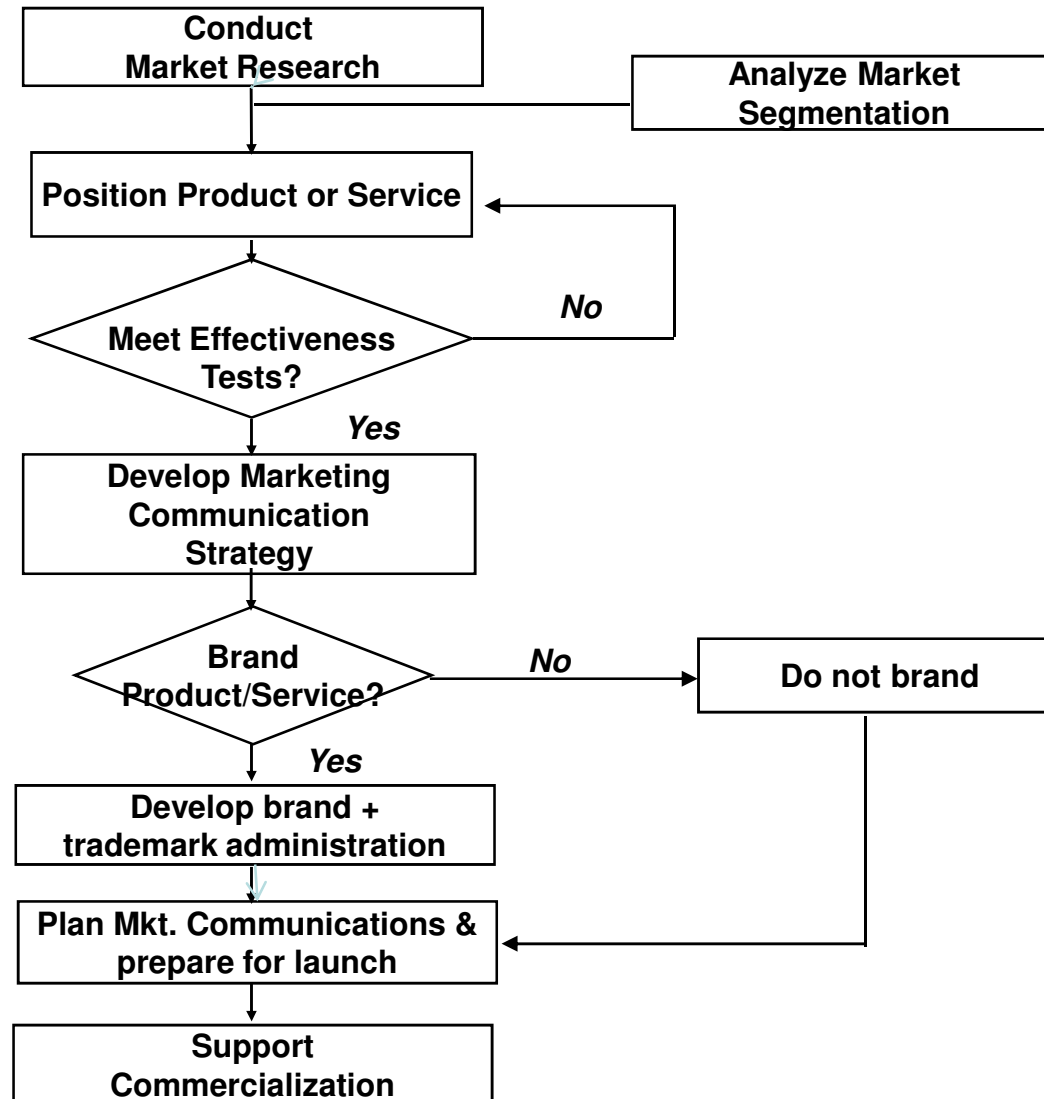
A brand is ...
a relationship that
secures future
earnings
by securing customer
loyalty

Interbrand

Brand Benefits

- **Customer promise; a mark of quality**
- **As choices multiply, brands permit simplification**
- **Serve as an introduction when entering new markets or offering new products**
- **Identity for employees and face to public**
- **Asset which can be sold**

Marketing Communication Process



Positioning

The process of presenting a product, service or company in such a way that allows an audience to easily differentiate that product, service or company from its competition.

Positioning Benefits

- **Market the brand & add value to products/services**
- **Differentiate from competition**
- **Effectively project product/service to key audiences**
- **Focus and target selling and communications**

Tests for Effective Positioning

- **Development Tests**

- Customer focused
- Differentiates; provable and deliverable
- Defines value proposition
- Simple sentence

- **Execution Tests**

- Rings true with employees
- Actionable and not easily countered by competitors
- Sufficiently communicated over time

Benefits And Costs Of Specific Branding

- **Benefits**

- Protect name use and remove risk of having to change brand
- Support product positioning and achieve higher sales price/volume
- Reinforce market leadership images

- **Costs**

- Generation, search, registration and administration of names
- Potentially higher product packaging and inventory costs

Developing names and tag lines

1. Draft positioning and name attributes
2. Brainstorm potential names
3. Refine name
4. Consider tag line to support

Global joint venture company

Positioning: Committed to delivering definitive service to customers in the worldwide petroleum additives market through a unique blend of responsiveness, flexibility and innovation.

Brand attributes:

- Infinitely superior service
- Possibilities are endless
- New force in worldwide supplies
- Broader product portfolio



Global joint venture company



Consulting firm example

Positioning: A brand strategy and communications strategy consulting firm of choice in Metro Dallas to help middle-market firms and nonprofits reach their goals via results-driven brand strategies and communications.

Brand Attributes:

- Strategic, business-goal focused, results-oriented
- Visionary, forward-looking, anticipate problems
- Technical understanding, industry experience
- Comprehensive and consistent
- Collaborative and value-added approach

**Above seems to be captured in words
“Strategic foresight”**

Consulting firm example



Results - driven communications

Brand Audit – some key questions

Brand Scope

Business?

Customer base?

Brand performance & trend

Category health?

Brand positioned and performing?

Who is the brand up against?

Where's the growth coming from?

Key Marketing Issues

Key strengths and opportunities?

Key weaknesses and threats?

Major market segments?

Customer value and messages being communicated?

Marketing Mission

Marketing objectives, strategies and activities?

Critical Success Factors?

Actionable marketing plan?