

BUILDING YOUR BRAND!

BREAK THE GAME & Rethink Branding!



brandgroup
branding | communications | strategy

Building and Growing Your Company's Brand

Branding is critical to you or your organization's success. When done right, branding can help you to build awareness for yourself and your business, or even help you to win new business. When done wrong you become easily lost in the competition.



WHAT IS A BRAND?



It's not what YOU say it is.

It's what THEY say it is!

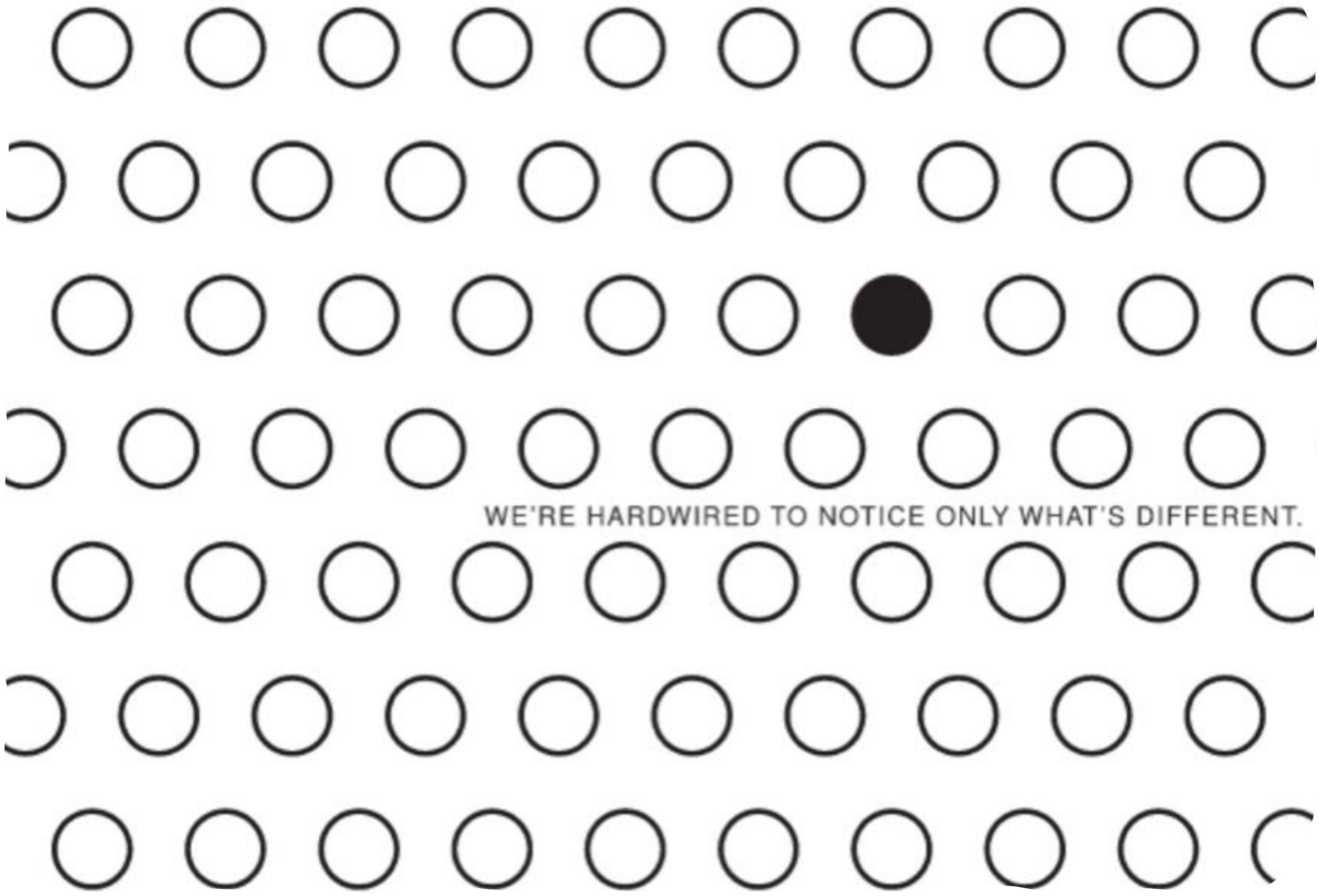
{the customer}





BRAND BUILDING RULE #1!

KNOW WHAT MAKES YOU DIFFERENT!



WE'RE HARDWIRED TO NOTICE ONLY WHAT'S DIFFERENT.



BRAND BUILDING RULE #2!

REFER BACK TO RULE #1!



**WHAT MAKES
YOU DIFFERENT?**





5 Questions to help you build brand identity

1. What does your brand stand for (in the eyes of those who use it)?
2. What is the one thing you can boldly say that others around you can't?
3. What competitive advantage do you have that separates yourself from the pack?
4. What is it about your attitude, your style, your service, or your product that causes people to become hooked and ambassadors of your brand?
5. What's that one thing that people cannot resist about you and that no one can deny?

The Answers: "WHAT YOUR BRAND OWNS"



BRAND BUILDING RULE #3!

ALIGN YOUR BRAND TO MEET
A DEMAND OR SOLVE A PROBLEM!

Example:



**TWO MEN
AND A
TRUCK®**



BRAND BUILDING RULE #4!

STAY FOCUSED!

:15 sec FOCUS TEST..

1. WHO ARE
YOU?

2. WHAT DO YOU
DO?

3. WHY DOES IT
MATTER?

If your statement doesn't explicitly give its intended audience value, it's dead on arrival.

"Over 20 years in providing quality business consulting"

Vs.

"No matter how big or how small, Our goal is simple - to provide you with solutions to differentiate you from your competitors and increase your profits through game-changing ideas".



BRAND BUILDING RULE #5!

Know Thy Customer!
(Behaviors, Desires, Attitudes)



Believe in something. Even if it
means sacrificing everything.



What did it cost Nike?

- The sportswear giant revealed its "Just Do It" anniversary campaign during its second quarter, which ended on Nov. 30. The campaign starred former San Francisco 49ers quarterback Colin Kaepernick, and quickly sparked both praise and calls for a boycott. Sales rose, however, with the company reporting a 10 percent jump in income to \$847 million!



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Questions!



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