

# BRANDING

## IS THAT WHICH MAKES

### YOU MEMORABLE

BRANDING CAN BE THOUGHT OF AS  
**A SET OF PERCEPTIONS**  
TRUE OR UNTRUE  
WHAT WE BELIEVE -  
BASED ON PAST EXPERIENCE

IN BRANDING WE ARE  
STRIVING FOR  
OUTER AND INNER ALIGNMENT

You are “branded” with something; or perhaps you are not memorable at all.

**YOUR BRAND IS A COMBINATION OF WHO YOU ARE, WHAT YOU SELL,  
HOW YOU SELL IT, AND HOW YOU REPRESENT YOURSELF IN THE MARKET PLACE.**

A GOOD EXAMPLE IS STARBUCKS

- CONSISTENT PRODUCT AND ATMOSPHERE
- SELL A \$10 EXPERIENCE NOT A COFFEE
- SELL A PLACE TO MEET (A SUBURBAN COUNTRY STORE) THE 3RD PLACE
- SEE AND BE SEEN, KNOW WHAT TO EXPECT, MARKET BY BEING THERE

## BRAND LAYERS

### A WORDMARK

- Type your name so it is distinctive and memorable

### A SLOGAN

- This is one of two things: aka “the steak”, or, “the sizzle”
- either a straightforward list of product (or service), or,
- a statement about what you promise/ what you want people to remember  
a promise you are willing to stand behind even when times get really tough.

### A COLOR COMBINATION

- one you can afford to carry through with (analyze your media medium)

### A THEME

- this is how we most easily appeal to the emotions
- this gives us flexibility in our communications without getting off track

# ESTABLISH A NON-NEGOTIABLE PURPOSE, THEN SAY IT WITH CLARITY • CONSISTENCY • AUTHENTICITY

WHEN THE BRANDING PROCESS STARTS ONE MUST IDENTIFY THAT  
**ONE THING THAT MAKES YOU  
DISTINCT FROM ALL COMPETITION...**  
ONE THING THAT YOUR TARGET MARKET  
CAN REALLY IDENTIFY WITH

## DO

- stand for one idea  
West Jet stands for fun -- Air Canada tried "fun Jaxx", but Air Canada is not authentically fun
- set the standard for an industry  
Welch's grape juice is photographed in wine glasses royal chinette
- promise only what everyone in the organization is willing and able to consistently commit to  
Martha Stewart promised perfection
- do consistent marketing and service = activities and experiences demonstrated over time  
Oprah promises humanity
- be distinct from all others
- do wear your identity as a badge of honor (be proud of your message and materials)
- be passionate and know your WOW quality

## DO NOT

- do not be greedy and try to be 'something to everybody'
- do not be afraid to offend someone  
ex: Retail greets customers. IKEA branded in another way: do not greet customers. The core group love it. It's okay some people do not like it.
- do not be arrogant - a brand is for the customer more than you  
Schneider's president loved blue and blue is not appetizing
- do not rely on a cool look
- do not confuse your customer by changing looks
- do not confuse people by writing terribly clever text