

building brand identity ...

1) what is a brand for ...

2) why companies often don't build brands ...

3) why companies often should build brands ... 1/2

4) cont., ... 2/2

5) points to remember when building a brand ... 1/2

6) cont., ... 2/2

... how to build a brand

what is a brand for ...

- **branding is about building meaningful, distinctive and sustainable relationships, relationships which are mutually beneficial and profitable**
- **for organisations, branding is about generating experiences and expectations that help attract and retain customers, retailers, and other stakeholders**
- **for customers, branding is an experience, an experience which provides the basis for individual identification, association and expression**
- **branding is about signalling and satisfying values, beliefs and attitudes, it provides: a guarantee, a promise, a sign of intent, a reason to trust; a reason to choose**

... a brand is a 'trademark image' which signals all of the above

why companies often don't build brands ...

- **general unwillingness to change a strategy which appears to be working**
- **a belief that technological superiority alone will sell the product**
- **management think it's another 'fad' which will pass**
- **management underestimate the strategic value of a brand — ref. core-competence criteria**
- **the company has never identified it's core-values and has no identifiable position upon which to develop a brand strategy and architecture**

(Sources: Laskey (1996-7); finnish design management institute fdmi PMcG '99)

why companies often should build brands ... 1/2

for customers ...

- **in a world of similar products and services brands provide a compelling reason for preference**
- **brands provide a way to cope with the constant flow and barrage of messages, they provide a way to deal with increased choice and change**
- **brands provide stability in times of complexity and uncertainty, they simplify and clarify complicated and complex lives**
- **for customers brands are about individual identification, association and expression**

(Sources: Laskey (1996-7); finnish design management institute fdmi PMcG '99)

why companies often should build brands ... 2/2

for organisations ...

- **branding is about demand creation and differentiation**
- **brands provide a way to create, transfer or extend the goodwill that has been built up through positive experience with one of the companies products or services to other products or services it offers or intends to offer in the future, via. brand extensions, sub-branding, co-branding etc.**
- **in crowded markets brands provide: a) a basis for marketing control; b) a focus for growth; c) a launching pad for innovation**

... it's free — once put in place, it does not cost more to invest in your companies future equity than it does to waste it

it is important to remember that ... 1/2

- **successful brand-building depends on a profound understanding of the message and belief systems on which brands are built**
- **brands have the values we give them — values which are distinctive, desirable and sustainable**
- **brands are not only valuable, but alive. they are the way organisations build and sustain relationships — relationships which are anything but static**

(Sources: Laskey (1996-7); finnish design management institute fdmi PMcG '99)

it is important to remember that ... 2/2

successful brand-building depends on:

- **the totality of the customers interaction with the company, including it's products and services; it's communications; it's environments; it's people, it's behaviour**
- **aligning all functions of the business, distribution and communications channels, with and to, the core-values, brand vision and promise**
- **an integrated design and communications management approach**

(Sources: Laskey (1996-7); finnish design management institute fdmi PMcG '99)

to be strategically significant design must supply or help supply ...

- 1) **significant and perceivable customer benefits which are both distinctive and desirable ...**
- 2) **benefits which apply across a variety of product/service applications, product/service generation, markets, businesses ...**
- 3) **benefits which are difficult for competitors to copy.**

brand reputation — it is the third criterion, of Hamel and Prahalad's core-competence criteria, which proves most difficult for organisations to attain. However, this is where an 'intangible asset' such as a companies favorable 'brand reputation' or 'brand-position' can help satisfy all three criteria. This is why brand-building has become a strategic priority for many organisations in todays increasingly competitive global business environment.