



BRAND

(Market Driver)

What's in a name?

- Particularly your brand name?
- What does it stand for?
- Is it recognizable in your industry?



Some brands grow to such an extent that their name is synonymous with an entire industry; Kleenex for facial tissue, Jacuzzi for hot tubs, etc. Other brands, often because of the industry and product or service they provide, do not become household names. But nevertheless, all brands go through the common questions “test” when marketing to their target audience:

- “Has anyone heard of them?”
- “What do they stand for - what makes them special?”

What images are conjured up when someone thinks of your brand? Do they picture quality? Luxury? Fun? Cheerfulness? When a company first starts out, its brand identity is usually based on the founder's vision and then is rarely thought about again. It pays to revisit your brand identity on a regular basis.

As the company grows, this brand identity should be expanded upon and clarified to ensure that it is consistent with the company's values, mission, and goals. Branding is not just a logo or tagline - it is the sum of a company's reputation, identity, and differentiating factors.

A strong brand can help a company attract and retain customers, enter new markets, and charge premium prices. Branding can make a small company appear larger and more professional, and it can make a large company seem more human and approachable.

Whether your brand is a household name or not, treat it - guard it - like it means everything to the success of your company, because in the long run, it could!



GOAL: To enhance brand effectiveness, even for existing brands (without starting from scratch) ask your employees and customers 3 things then adjust your message and tactics as necessary:

1. Do you have a strong, singular brand identity that is consistent across all lines of service or products?
2. What does your brand identity convey or stand for? Is this what you want to be known for?
3. Do you present it in all channels, across all media, with existing customers and your target audience?