

Branding

Definition

- Process of establishing and managing the images, perceptions, and associations that the consumer applies to *brand*, based on existing values and beliefs associated with *brand*.
- Managed through application of *brand* elements (name & graphic components e.g., logo, symbols, taglines etc.) and **consistency** with positioning and all communications related to *brand*.

Components

- **Brand Profile**
 - Description of *brand's* Brand Personality/Image
- **Consumer Profile**
 - Description of *consumer's* Personality/Image
- **Positioning Statement**
 - The "position" *brand* holds relative to its competitors in the minds of the people who *brand* wants to buy its goods/services. The key to successful positioning is ensuring that what is offered matches what the consumer wants most and it should be *different* than what another brand can offer. *difference* can be real or perceived. *Difference* can be a physical benefit or emotional connection. In an intensely competitive environment where everyone is offering same/similar benefits, the most distinctive aspect of a brand may be its personality.
- **Creative Brief**
 - The basis of all communications—branding, advertising, promotions, packaging, sales force, merchandising, and publicity. Provides concise direction on what should be communicated and how it should be communicated in any and all materials/messages associated with *brand* that can influence consumer perception. All communications should be consistent so they reinforce the positioning/image.
 - Style of all written and visual communications issued about *brand* including:
 - Logo
 - Identity Kit (stationary, business cards, business forms, signage, etc)
 - Web site
 - Physical Space
 - Virtual Space (facebook, myspace, twitter, etc)
 - Press Releases/Portfolio Sheets/Case Studies
 - Advertising/Promotional Communications
 - Client Presentations/Capabilities Pitch