

What is a Brand?

... and

**What Makes Great
Brands Great**

... and

**How to Create Your Own
Great Brand**

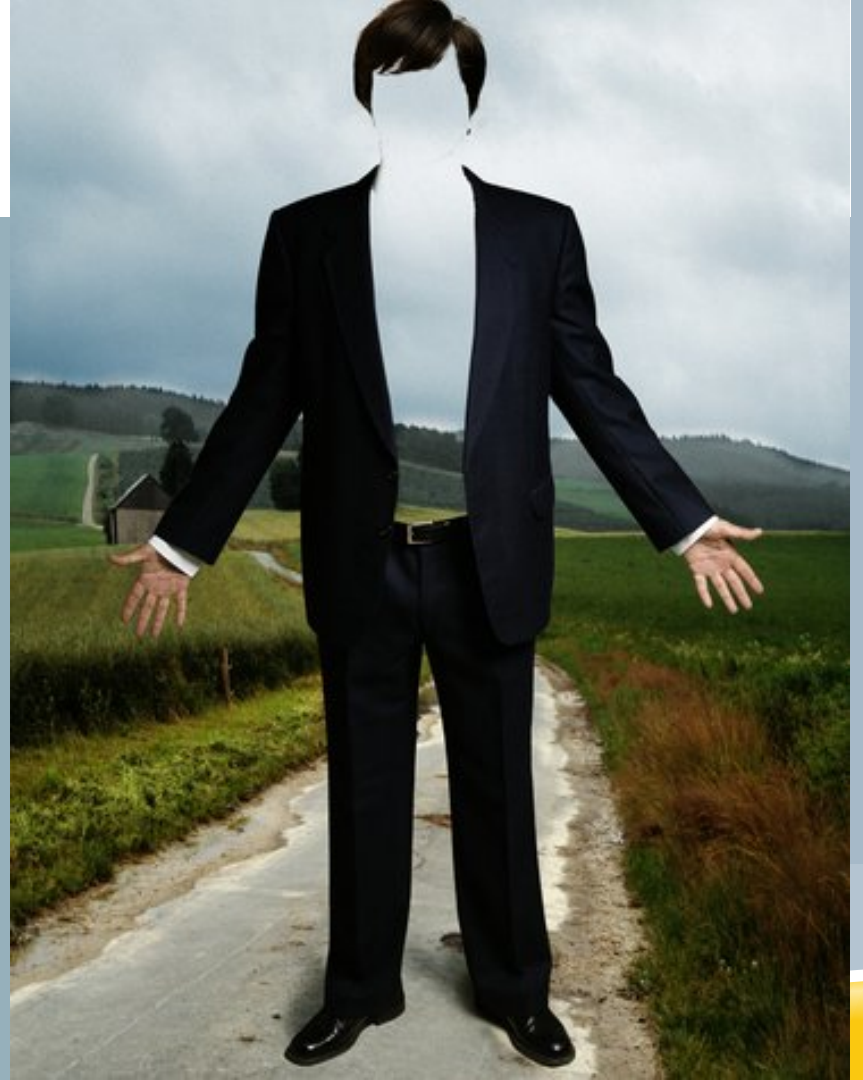


What is a Brand?

- ▶ The organization is identified by its symbols: logo, tagline, graphic format
- ▶ The brand is everything known about who you are, what you stand for and what you do and is conveyed through those symbols

What is a Brand?

- ▶ Each and every little thing you say and do sends a message about who you are.
- ▶ All of the little things roll up into your single organizational identity.

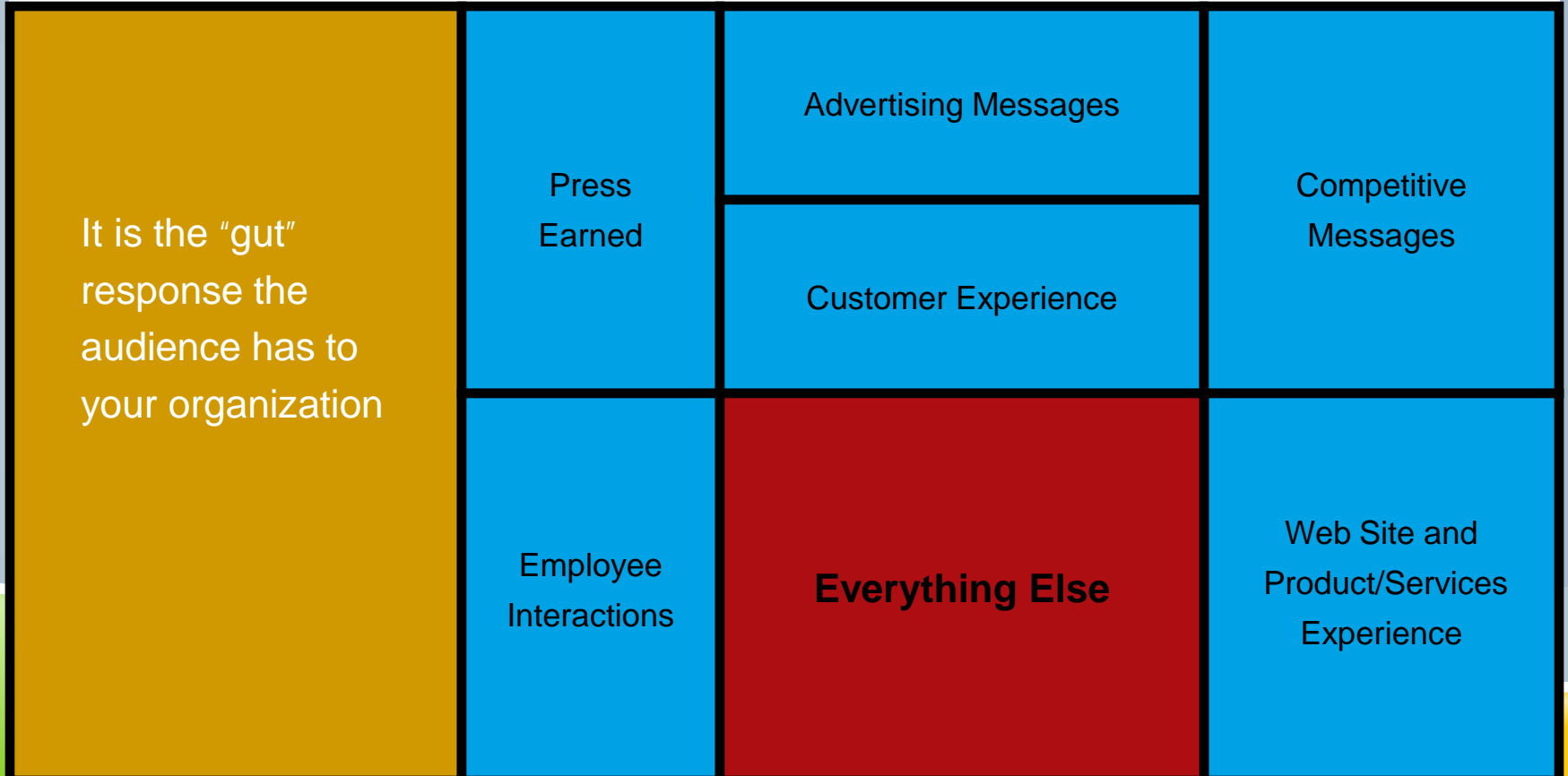


What is a Brand? Cont.

The sum total of everything the marketplace knows, believes and feels about you, all rolled up into a single...



Who Are You? Cont.



What Makes Great Brands Great

- Great brands act and communicate in alignment with a clear, guiding brand vision that:
 - conveys **meaning**,
 - fulfills a **role** for its customers, and
 - consistently portrays its **authentic** personality

What Makes Great Brands Great

WHO YOU ARE VS. WHAT YOU DO

Audiences form emotionally-based relationships with organizations with which they do business.

They will learn to fall in love with – or to dislike – ***who your are*** and the role you play in their lives – not ***what you do.***

What Makes Great Brands Great

- ▶ **Meaningful** and **Fulfills Role**
 - ▶ Relevant vs. Meaningful
- ▶ Messages about **what you do** can be relevant
- ▶ Messages about **who you are** and the **role you fulfill** for your audiences can be meaningful

Nike - Just Do It

What they do
Manufacture
athletic shoes



**We Manufacture
Athletic Shoes**

Nike - Just Do It

Role they play

Help people to overcome obstacles and fears and take difficult action



How to Create Your Own Great Brand



How to Create Your Own Great Brand

- ▶ Create your own powerful guiding brand vision
- ▶ Apply intense focus on that vision and personality
- ▶ Relentlessly align your communications, decision making and actions with that identity and its personality

What is a Brand? Cont.

- ▶ Your brand is an understanding of who your organization is and what it stands for
- ▶ Branding is the ongoing process of creating alignment between your actions and communications with your aspirational brand vision in a way that creates a significant and differentiated marketplace presence

The Result of Great Branding

▶ Internally:

- ▶ A clear, focused organizational vision that inspires, guides and empowers your employees

▶ Externally:

- ▶ A series of fully-aligned and consistent audience messages and experiences that create a powerful – and meaningful – brand and reputation