



Improving Lives. Improving Texas.


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BRANDING AND ADVERTISING

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Setting the Scene

- Why are we here?
 - ▣ Recognized key to success
- What can you expect by the end of this session?
 - ▣ An appreciation for the power of the brand
 - ▣ Insight into keys of brand success
 - ▣ Knowledge of how to convey your message
- My perspective



What's in a name?



- The Coca-Cola Company
 - ▣ \$2.6 billion cash
 - ▣ \$6.9 billion property, plant, equipment
 - ▣ \$30 billion total assets
 - ▣ All lost or burned up in a fire...
- Rebuilt on two things...
 - ▣ The secret recipe
 - ▣ The **brand**

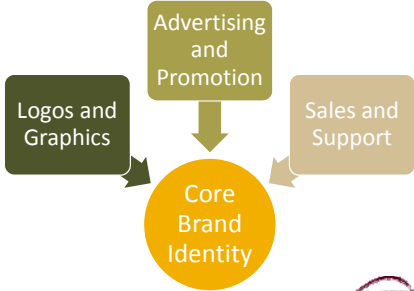


What is a brand?

- BRAND NAME
 - ▣ A word or group of letters that can be spoken
- TRADEMARK
 - ▣ Brand names, symbols, and other marks that have received legal recognition as a branding device
- BRANDING
 - ▣ The identification of a product or service by brand names, trademarks, etc.
- Brands are promises




The Working Brand





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    graph TD
      A[Logos and Graphics] --> C((Core Brand Identity))
      B[Advertising and Promotion] --> C
      D[Sales and Support] --> C
  
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Brand Recognition

The Happy Problem of Branding

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- Can branding be too successful?
- Who benefits?
- How far do you go to protect the brand?




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Branding is a Message

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- People don't want to be sold, but they love to buy
- Being Sold
 - Its all in the head
 - Logic and facts
- Buying
 - Its in the heart
 - Feel and experience is more important
- Your brand experience needs to take the customer from his head to his heart

"I'm being sold."

"I want to buy!"



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Branding Building Blocks

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- A brand consists of eight basic building blocks
 1. The name
 2. The logo (icon)
 3. The brand's colors
 4. The slogan and branding message
 5. The sound of the brand
 6. The brand's position
 7. The brand packaging
 8. The brand experience

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Brand Experience

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- When brand encounters are not what the customer expects...
 - You break your promise
 - You break your business' reputation
- Constantly reinforcing your brand promise strengthens your brand
- What you say pales in comparison to what you do
- Excellence in customer experience trumps the fanciest graphics, advertising, and marketing efforts every time

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Your Blind Spot

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- Consistency is key
 - People who experience your brand should have the same great experience every time
 - Inconsistency is the enemy of branding and will destroy a brand faster than anything else
- Lack of continuity can be difficult to see
 - Companies may not see this because they are the cause of it
 - Seeing through this blind spot may require an outside perspective
- Customer service is never "good enough"
 - Exceptional customer service can establish a significant competitive advantage

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Product Positioning

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- Choose a market segment
 - Choice affected by competition and company objectives and resources
- Identify your comparative advantage
 - What can you do better? Price? Quality? Variety?
 - Show consumers why your product is a better value
 - Differentiation of product, services, personnel, image (trademarks help)

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Demographic Segmentation

- Used a lot in marketing
- Matches well with the identification of consumer needs
- Easily measurable
- Must be careful not to stereotype your targeted market
- Geography
- Age
- Gender
- Household size
- Income
- Occupation
- Education
- Ethnicity
- Religion
- Life-cycle stage



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Effective Segments Are...

- Measurable
 - Are you actually (effectively) able to identify your segment? (e.g. lefties)
- Accessible
 - Where is your target group? Can your message reach them effectively?
- Sustainable
 - Is the segment large or profitable enough?
- Actionable
 - Do you have the ability to design and support a marketing program for your segment?



Positioning the Brand

- Positioning the brand requires both attraction and distinction
- Attraction
 - Value and attributes that customers genuinely want or need
- Distinction
 - Value and attributes that customers can only receive from your product or service
- To win a meaningful, distinctive position in the marketplace, you must shine the spotlight on your most outstanding attributes
- Specific products are targeted to specific market segments



Building the Brand Experience

- The uniqueness of your product
- Your pricing structure
- How you promote
- Your people and organizational structure
- Your processes and systems
- Your guarantees, warranties, and allowances
- Your sales process
- The brand position
- Your company history and culture
- Touch points



Brand Experience Challenges

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- Listen to what the market is saying
 - ▣ Truly listen
 - ▣ It is human tendency to invalidate, ignore, or disregard unwanted information
 - ▣ Products can face negative as well as positive differentiation
- Get information from the front line
 - ▣ Talk to employees and customers through interviews or surveys



Front Line Questions

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- In a sentence, how would you describe our business?
- How would you describe our products or services?
- What one reason, above all others, causes you to buy from our business?
- When you consider buying from our business, what three other companies or brands do you also consider?
- What one reason, above all others, do you think causes people to buy from one of our competitors?
- Do you think there is a high or low awareness of our business or brand in the marketplace?
- Do you think there are clear and distinct differences between our offerings and those of our competitors? If so, what are a few of the distinct differences that make our offerings unique or more desirable?
- If you were to compare our business to a car, what car would it be and why? What car would you associate with each of our top three competitors?



Front line Questions

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- First, answer the questions yourself
- Pose questions to others
 - ▣ Employees
 - ▣ Business associates
 - ▣ Customers
 - ▣ Prospects
- Differences in answers may surprise you and lead you to an honest assessment of your brand



Made to Stick

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- Why do some ideas stick with us?
- Do cell phones really start gas station fires?
- Factors of Stickiness
 - ▣ Simplicity
 - ▣ Unexpectedness
 - ▣ Concreteness
 - ▣ Credibility
 - ▣ Emotions
 - ▣ Stories

Conveying Your Message

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- You can't be all things to all people, but you can emphasize different features to different segments
- Products that sell into different market segments with different competitors require separate evaluations
- Your message should appeal to the wants and needs of a specific segment
- Speak directly to your target audience, not to the market as a whole
- What reaction does your message provoke?
 - ▣ "Aha, this is exactly what I need!" or
 - ▣ "Well I should hope so..."
- Like the best baseball pitchers, you end up winning more often if you develop more than one good pitch



America's Milk Processors


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Branding Considerations

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- Are the brand's benefits portrayed accurately and in a compelling manner?
- What does the brand represent in terms of values, sensibilities, and identities?
- Will the target consumer understand or appreciate characters, music, action, etc.?
- Advertising must also communicate effectively and take advantage of the equity built in previous campaigns



Success in Advertising

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- Establish clear, measurable objectives
- Rely on ad frequency over reach
- Choose media fitting your product or service, the marketing system, and the buyers' attitudes and habits
- Use a professional advertising agency
- Consider your ability to spend sufficient money to achieve your objectives
- Plan to evaluate your results



Advertising Frequency

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- Media planners suggest that you need to place your ad 8-10 times to reach your target audience
- At any given time, a portion of the potential audience is tuned out or not in the right mindset to hear what you are saying
- The latest Yankelovich study suggests that consumers get an onslaught of 5,000 messages per day
- You need to overcome that clutter to lodge your message in the mind of the buyer
- Most ads need to run or air up to 27 times to do the job you want them to do
- You may reach your audience sooner through publications and programs targeted to a highly devoted audience that reads or tunes in without fail



Value of Advertising

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- Say it often, say it convincingly, say it again and again
- Value frequency over size
- If your budget allows for two full page ads or 12 one-quarter page ads...
 - Buy the 12 one-quarter page ads, or maybe
 - Buy one full-page ad and 6 quarter page ads

Benefit Driven

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- Don't be so enamored with what you have to offer that you focus on features
 - CUSTOMERS BUY BENEFITS!
- Let benefits drive your ads
 - Limit the focus to no more than three main benefits in an ad for maximum impact
- Talk to your customers
 - Look for hidden benefits that might not occur to you
 - They can be incorporated into future ads
 - The new benefits, AND
 - Customer testimonials



Taking Action

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- Advertising is good, but publicity is better
 - The world is flooded with advertising
 - The average person is subjected to thousands of advertising impressions every day
- There is an ever-worsening credibility problem
 - People tend not to believe ads because they know they are only there to sell something
- When people hear or read something from what they perceive to be a legitimate news source, they view the information as more objective and reliable
- Studies have found that people give five times more credibility to what the media covers than to what's shown in advertising



Advertising Tactics

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- Conduct competitive intelligence online—study your competitors' web sites
- Engage in cross-promotion with other businesses
 - Who do you share customers with?
 - Develop win-win cross referral arrangements
- Use cooperative advertising
 - Run ads that feature supplier products with part of the ad paid by the supplier
 - Coattail onto regional and national ads created by large organizations
- Join with other businesses to advertise to specific market segments



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For More Information

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