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…
It is the “gut” response the audience has to your organization.

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Web Site and Product/Services Experience
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
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 you 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
Role they play
Help people to overcome obstacles and fears and take difficult action
How to Create Your Own Great Brand

Brand Identification

Strategic Planning

Integrate identity into all you say

Integrate identity into all you do

ZiYen
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
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