



## on: BRANDING

The average American has thousands of brand experiences every day. With the heavy competition of today's market, it is imperative to create brand awareness, and to enhance the quality of each brand experience every time we come in contact with it. The importance of your brand is relevant with the advertising, public relations, and direct marketing, as well as with every delivery of your product or service. From the messages you communicate internally to the design of your Web site, your brand must be considered with every element.

When developing a brand, you need to take a look at all of your media and use it effectively to build your brand. The goal is to help you differentiate yourself and your products from the competition. You must communicate your brand in every way you can, in every point of contact with the many groups who invent your brand with their perceptions. All your audiences, all your relationships affect what the brand is—the collective images which, over time, develop your brand.

Most companies are reluctant to accept any limitation on the image of their brand—they want it to appeal to all people. They generally end up with a brand that has no identity at all and doesn't appeal to any particular audience. It is easy to give in to the pressure to change your

image. But the advertiser who remains patient and sticks with their initial position for the long haul will eventually reap the rewards.

The success of a brand is measured by “brand loyalty” – the stream of profit generated by repeat and referral sales. Many agencies spend too much of their resources

on making people feel good for the moment and not enough on creating a lasting relationship with the consumer. This process involves constant reevaluation of the brand, which includes reading the market, researching the changing environment and listening to the consumer. Once your brand creates a buzz, not only does it accelerate the branding

process, but sales too. It is of the utmost importance to constantly keep that fire burning. So many brands die as a result of indifference, and that begins when the agency kicks back and throws their feet up while the praises for a job well done allow complacency to set in.

By offering the consumer the added value of a brand name, yours will more easily become their brand of choice. Branding is such an integral player in the success of your marketing campaign – it is essential that it receives the appropriate consideration.



*“When building a brand, not to be different is virtually suicidal.”*