

**brandmentoring**  
presents



**Branding  
Fundamentals  
For Managers**

Pecanne Eby, MBA  
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***Let's talk ... Your Overview***

- **Branding how and why it began**
- **What is a brand?**
- **How are brands really “made”?**
- **Six success factors to brand building**

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## Brandmentoring Poll ...

Do you have  
a recognized  
brand?

Yes

No

Not Sure

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## *Branding...*

*It's easy to understand,  
hard to implement  
and everyone is doing it.*

*The secrets are ...*

*Vivid Clarity*

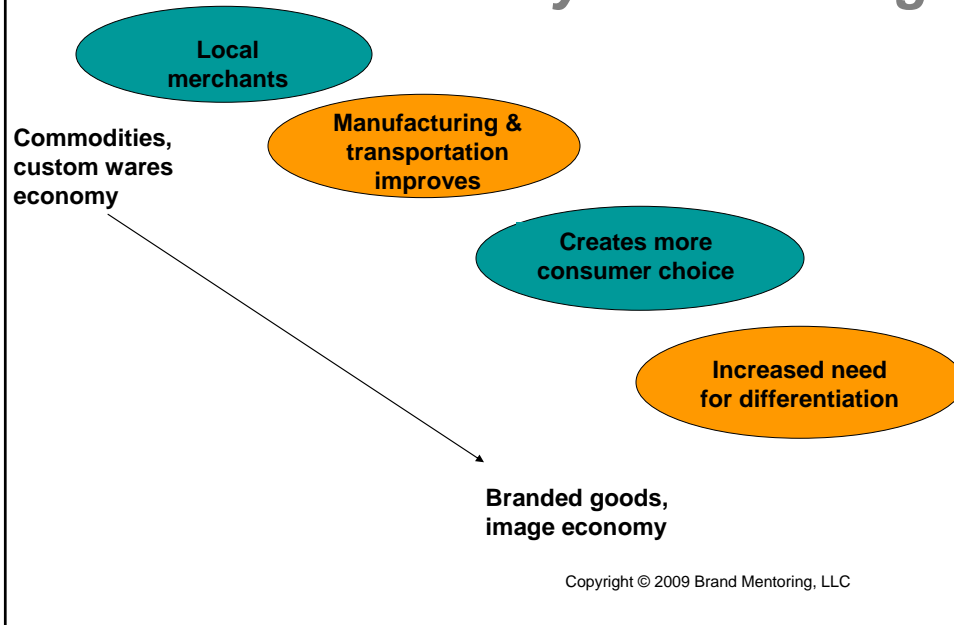
*Simplicity*

*Consistency*



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## *History of Branding*



## *Early Power Brands*

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## Brandmentoring Poll Results ...



Do you have  
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**Yes**

**No**

**Not Sure**

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## Brandmentoring Poll ...

How well is  
your brand  
positioned?

- 1 **Positioned just right**
- 2 **Under promising**
- 3 **Over promising**
- 4 **Vaguely positioned**
- 5 **What is positioning???**

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## What is a Brand?

- Consumer ... **Buy**
- CFO/accounting ... **Intangible asset**
- Graphic designer... **Identity system**
- CMO ... **Experience and differentiator**

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## Definition of a Brand

A **brand** is a collection of **perceptions** in the mind of the **consumer & stakeholders** created from a variety of **inputs**.

Word of Mouth



Experience



Advertising



Unpaid Editorial

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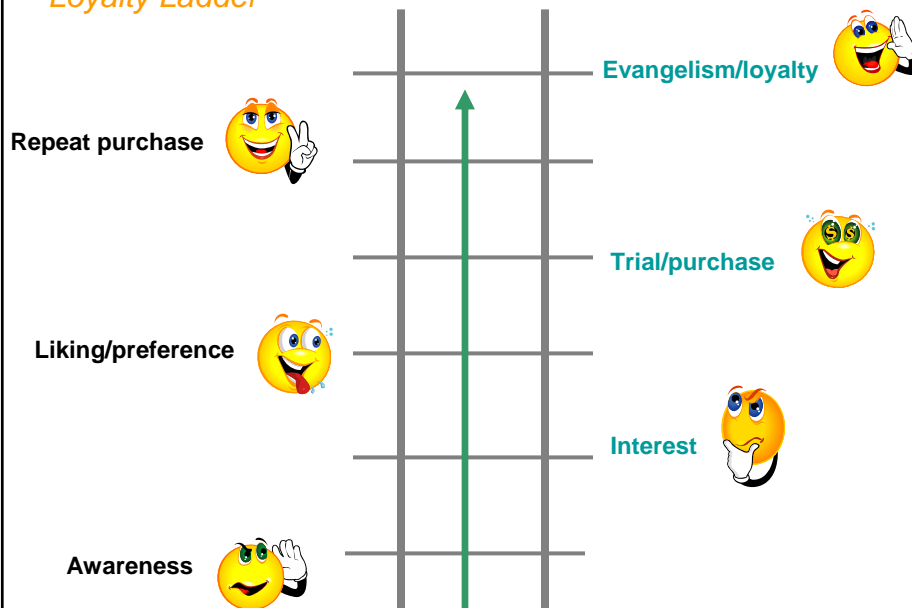
## All Brands Are Not Created Equal

- Brand building is a *journey* up the loyalty ladder
- Many consumers *can't find* the "ladder"



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### Loyalty Ladder



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## ***What if You Don't Brand?***

- **Awareness is much harder to build**  
*You become invisible*
- **Marketing becomes fragmented**  
*No North Star to follow*
- **Competitors will brand you**  
*De-positioning*
- **You'll never achieve brand loyalty**  
*Lost revenue, no buying habit formed*
- **No brand equity to leverage**  
*PR crisis, hiring employees, sale of company*

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## **Brandmentoring Poll Results...**



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- 5 What is positioning???**

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## ***Six Key Success Factors***

- B ... Be perceptive**
- R ... Review the current brand experience**
- A ... Address strategic issues**
- N ... Note the naysayers**
- D ... Deliver a brand promise in outreach**
- S ... Show results**

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## **BRANDS**

### **B ... Be Perceptive**

**Listen and stimulate dialog**

**Conduct research**

**Remember you are NOT the target audience**

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## BRANDS

### *Pecanne's Tip:*

*Million dollar ideas can come from  
anywhere.*

*Get input from **target audience** AND  
**internal stakeholders.***

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## BRANDS

### **R ... Review the current brand experience**

- **Goal is to figure out where you're at**
- **Audit all possible customer touch points**

**Optimize or extend those touch points**

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# BRANDS

## ***Pecanne's Tips:***

***First impressions count.***

***Treat your Web site as the **initial** brand touch point.***

***Make it **findable**, make it **clickable**.***

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# BRANDS

## **A ... Address Strategic Issues**

- **Deal with the big questions regarding:**

**Positioning strategy ...** Do you have one?

**Brand promise ...** Is it clear? Do you OWN it?

**Brand architecture ...** How do you deal with it?

**Marketing outreach plan ...** Optimal or comfortable?

**Internal brand culture ...** Is it supportive?

**Support systems ...** Customer feedback, Web analytics, customer database, brand asset management?

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# BRANDS

## ***Pecanne's Tips:***

***Hire experts that create **SYNERGY** (1+1=11).***

***Test your ideas with target audiences.***

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# BRANDS

## **N ... Note the Naysayers**

- **Pay attention ... constructive vs. destructive**

**Are they pointing out blind spots or just whining?**

**Do they represent the majority or the minority?**

**Clarify semantics**

**Give them a job/role**

**Make it FUN**

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## BRANDS

### ***Pecanne's Tips:***

***Brands need cultures to support them.  
And people make those cultures.***

***Unsupportive people are catalysts for  
policy changes.***

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## BRANDS

### **D ... Deliver a Brand Promise in Your Outreach**

- **Work from the inside out**
  - **Develop internal education**
  - **Align employees with the brand promise**
  - **Integrate the marketing communications**
- **Work from the outside in**
  - **Test your ideas, get feedback**

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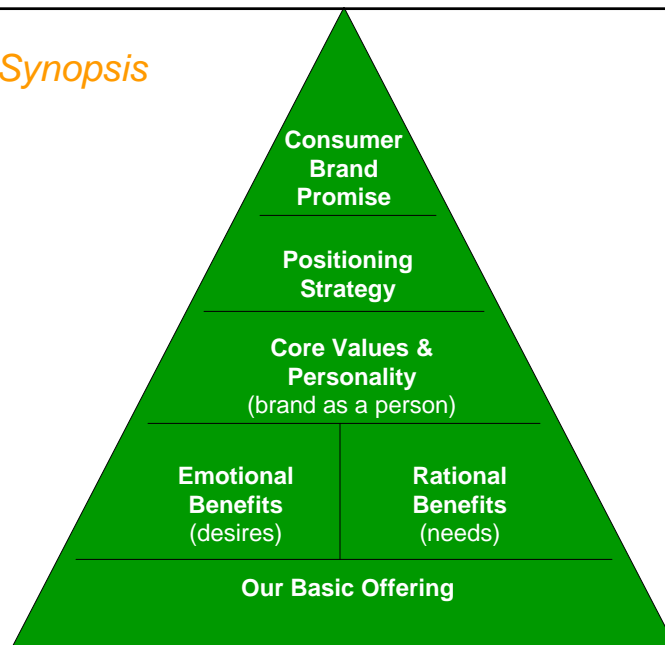
# BRANDS

## ***Pecanne's Tip:***

***For internal brand education, convey your brand's strategy and multiple dimensions.***

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## ***Brand Synopsis***



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# BRANDS

## S ... Show Results

- Leading indicators, changes in...  
Web traffic, search engine rankings  
call volume, number of leads
- Lagging indicators, changes in...  
Sales volume, conversion rates
- Brand benchmarking, changes in...  
Brand awareness, brand perceptions  
likelihood to repeat/refer

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# BRANDS

## ***Pecanne's Tip:***

***Start simple with 2-4 metrics, get into a routine with these.***

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## ***Six Key Success Factors***

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***So... what will you now do  
differently?***

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**Questions? Answers?**  
**Clear as Mud?**

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**brandmentoring**  
*discover* ▪ *develop* ▪ *deliver*



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