

The Basics of Branding

- ① **A BRAND is more than a logo. It refers to a product or service that is being sold in the marketplace.** It is a combination of many things including a name, packaging and price, history and the way it is marketed. A brand is also defined by customers' impressions of the people who use it as well as their own experience. Branding can be found among all kinds of businesses - not just consumer products. Here are some of the features that are associated with strong brands:

- High awareness among the target audiences
- A distinguishing name and/or symbol
- A distinct personality
- An implied guarantee to customers

>> Does your brand meet this criteria?

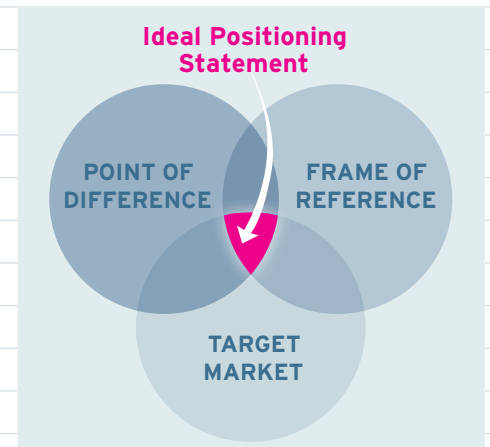
- ② **A POSITIONING STATEMENT defines who you are and why someone should buy or support your product or service.** It is one of the most critical business decisions you will make. A good positioning statement allows you to stand out from the crowd and from other products and brands that you compete against. An ideal positioning statement for a brand is one in which the **Target Market, Frame of Reference** and **Point of Difference** are all taken into account.

>> How does your product or service differ from your competitors?

TARGET MARKET - Considered to be good potential users, supporters or stakeholders of your brand.

FRAME OF REFERENCE - Refers to how people group products or services within your competitive framework.

POINT OF DIFFERENCE - The specific difference that you want people to associate most readily with your brand.



- ③ **KEY MESSAGES should support the overall positioning statement for your brand.** They should represent the "proof" as to how your brand delivers on its unique position in the marketplace in a concise manner. Ideally, the key messages should answer the following questions:

- How do you want your target market to think about your brand?
- How do you want people to feel about your brand?
- What do you want people to do - what action do you want them to take?

>> Do your key messages succinctly support your brand's positioning?

- ④ **A TAGLINE is an often-repeated phrase or slogan associated with a brand, that conveys its essence and its unique position in the marketplace through a handful of powerful words.**

>> Do you have a tagline that conveys the essence and benefits of your brand?

BEYOND THE LOGO™, will help you develop these powerful business tools AND MORE!

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