

BRAND BASICS

a smart client guide





WHAT IS A BRAND?

As competition creates infinite choices, companies look for ways to connect emotionally with customers, become irreplaceable, and create lifelong relationships. A strong brand stands out in a densely crowded marketplace. People fall in love with brands, trust them, and believe in their superiority. How a brand is perceived affects its success, regardless of whether it's a start-up, a nonprofit, or a product.



We view branding as the core and essential system that ties together the core essence of a company, explaining:

WHO YOU ARE
WHAT YOU DO
WHY IT MATTERS

3 FUNCTIONS OF A BRAND

David Haigh, CEO, Brand Finance



Navigation

Brands help consumers choose from a bewildering array of choices.



Reassurance

Brands communicate the intrinsic quality of the product or service and reassure customers that they have made the right choice.



Engagement

Brands use distinctive imagery, language, and associations to encourage customers to identify with the brand.

NOT JUST YOUR LOGO

A brand is a person's gut feeling about a product, service, or company.

- Marty Neumeier, The Brand Gap



ASSETS:

A brand is an asset that needs to be protected, preserved, and nurtured. Actively managing the asset requires a top down mandate and a bottom up understanding of why it's important. The best companies provide their employees with tools that make it easy to be a brand champion. Building, protecting, and enhancing the brand requires desire and a disciplined approach to insure its integrity and relevance.

We create the foundational elements of which brand frameworks exist including:



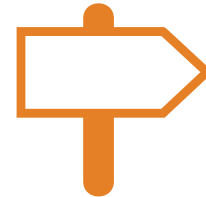
BRANDMARK

Designed with an almost infinite variety of shapes and personalities, brandmarks can be assigned to a number of general categories. From literal through symbolic, from word-driven to image-driven, the world of brandmarks expands each day.



NAMING

The right name is timeless, tireless, easy to say and remember; it stands for something, and facilitates brand extensions. Its sound has rhythm. It looks great in the text of an email and in the logo. A well-chosen name is an essential brand asset, as well as a 24/7 workhorse.



POSITIONING

Supporting every effective brand is a positioning strategy that drives planning, marketing, and sales. Positioning evolves to create openings in a market that is continually changing, a market in which consumers are saturated with products and messages.



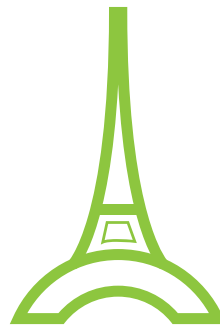
TAGLINE

Taglines influence consumers' buying behavior by evoking an emotional response. A tagline is a short phrase that captures a company's brand essence, personality, and positioning, and distinguishes the company from its competitors.



GRAPHIC STANDARDS

Managing the consistency and integrity of a brand identity system is facilitated by intelligent standards and guidelines that are easily accessible to all internal and external partners who have the responsibility to communicate about the brand.



ARCHITECTURE

Brand architecture refers to the hierarchy of brands within a single company. It is the interrelationship of the parent company, subsidiary companies, products, and services, and should mirror the marketing strategy. It is important to bring consistency, visual and verbal order, thought, and intention to disparate elements to help a company grow and market more effectively.

brandmark

naming

positioning

tagline

graphic standards

brand architecture



BUSINESS GOALS = BRAND STRATEGY

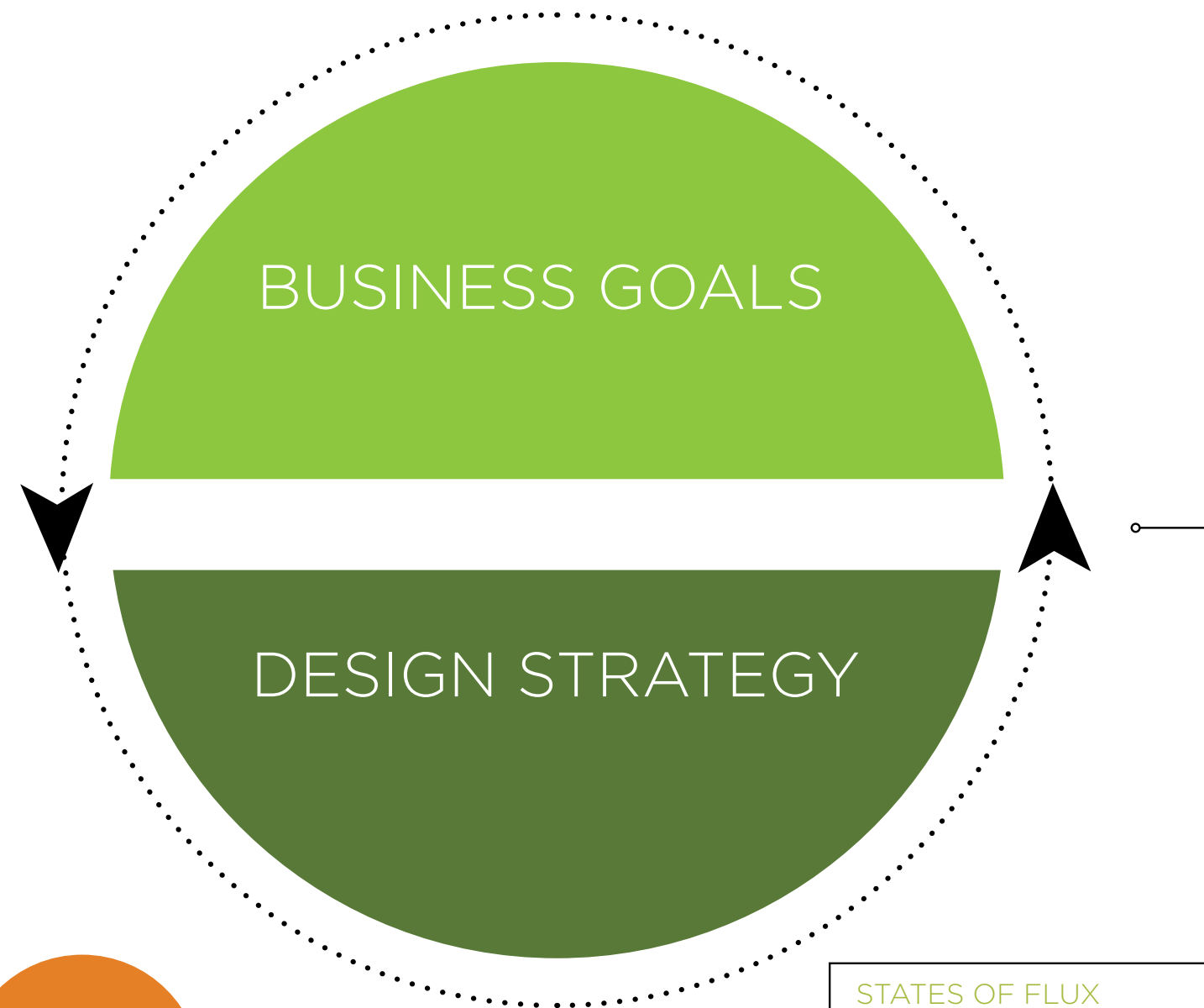
You would fire your accountant if he bounced your books. The same applies for design, but not one truly fires their designer, now do they. Why? Because traditionally businesses and leaders with MBA's associate the bottom line with business goals, not type or colors or things centric to visual or verbal design. Instead, they've missed how to articulate your goals completely. And keep getting paid.

Effective brand strategy provides a central unifying idea around which all behavior, actions, and communications are aligned. It works across products and services, and is effective over time. The best brand strategies are so differentiated and powerful that they deflect the competition. They are easy to talk about, whether you are the CEO or an employee.

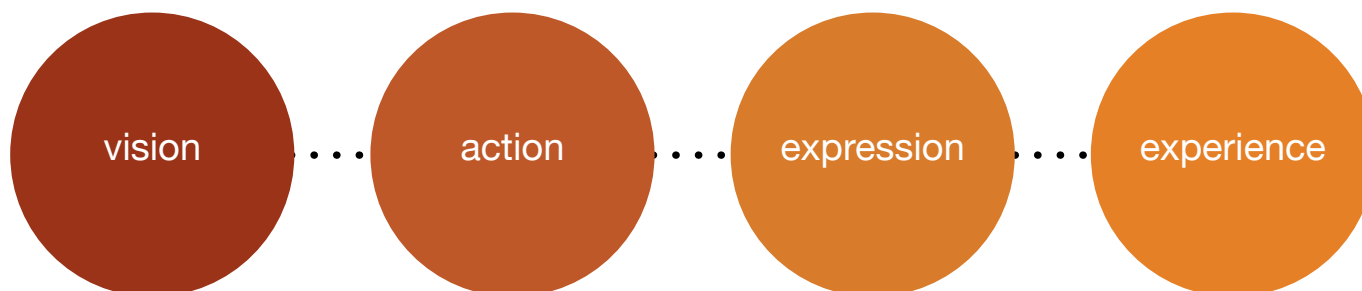
Brand strategy builds on a vision, is aligned with business strategy, emerges from a company's values and culture, and reflects an in-depth understanding of the customer's needs and perceptions. Brand strategy defines positioning, differentiation, the competitive advantage, and a unique value proposition.

Brand strategy needs to resonate with all stakeholders: external customers, the media, and internal customers (e.g., employees, the board, core suppliers). Brand strategy is a road map that guides marketing, makes it easier for the sales force to sell more, and provides clarity, context, and inspiration to employees.

We view brand strategy as the core of what we do, ensuring that EVERYTHING we do is traceable back to your business goals and purpose of being, ensuring that everything hinges on WHY YOU MATTER.



Alignment



STATES OF FLUX

By creating an evaluative system, we're always addressing our brand values in light of our business goals.

Therefore, our goals and strategy can and will always change as our brand grows and matures over time.



BRAND BRIEF

The foundational document of a brand that provides shared understanding and brings focus to all branding initiatives



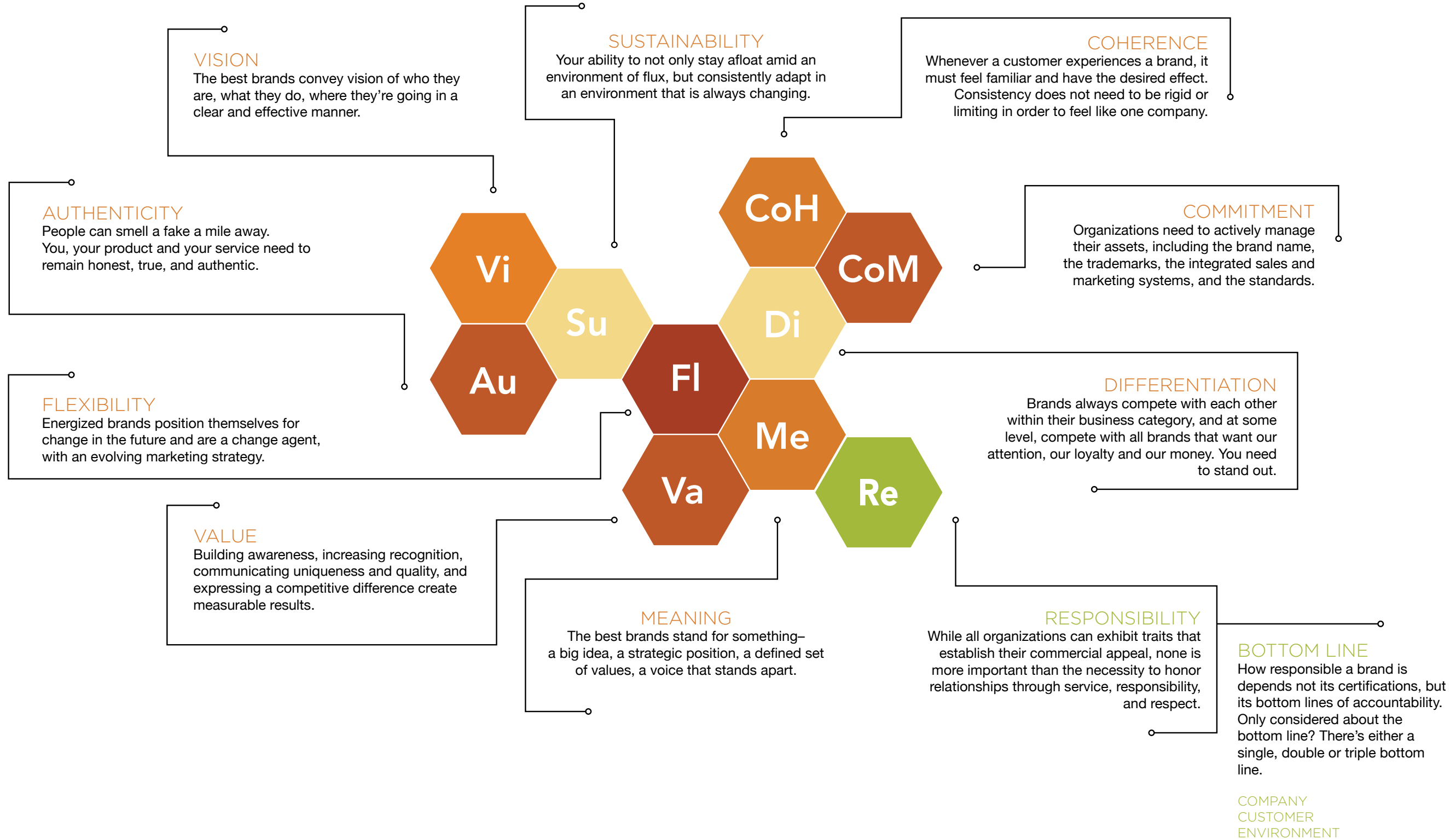
BRAND BRIEF

The foundational document of a brand that provides shared understanding and brings focus to all branding initiatives



BRAND VALUES
definitions

We measure and balance each values of your brand to create and leverage your brand's success, as it is tied to your brand strategy.



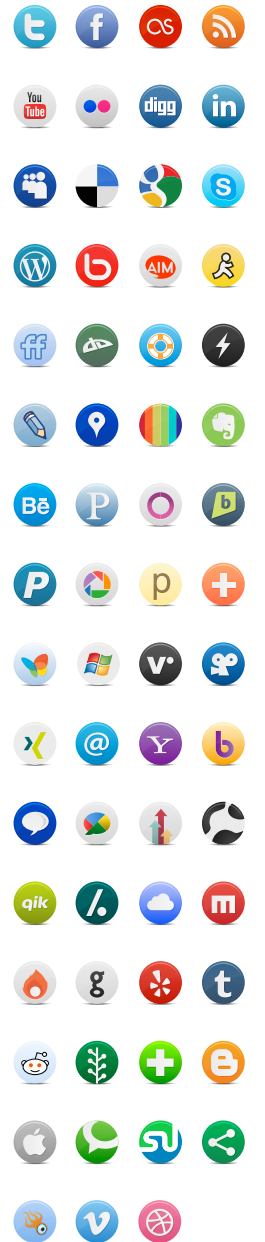
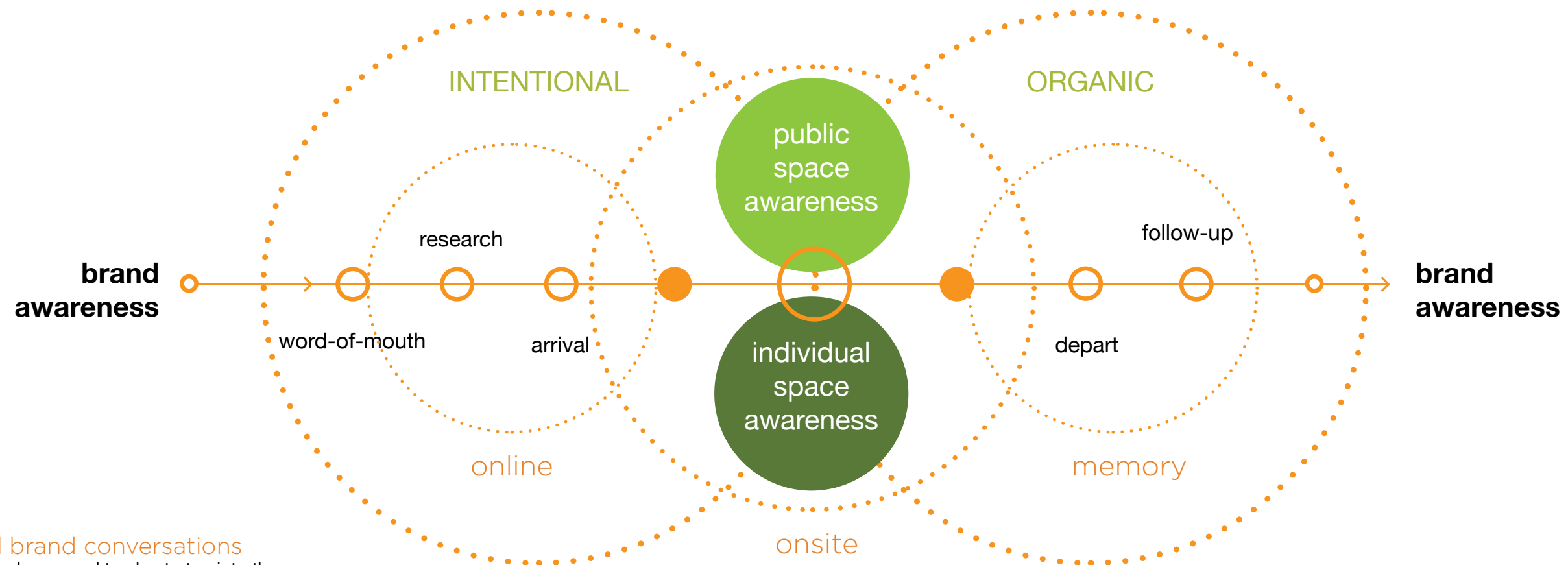


THE CUSTOMER'S EXPERIENCE

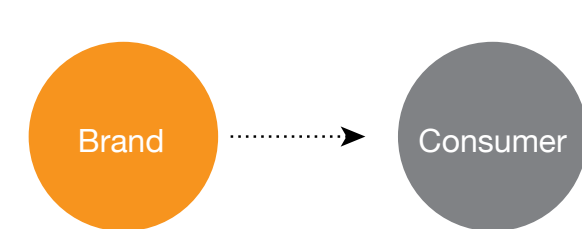
It is essential for the branding team to look up from the desktop and see the world through the eyes of the customer. Shopping has become a subset to being both engaged and entertained. The next disciplinary seismic shift in branding is customer experience: building loyalty and lifelong relationships at each point of contact.

The point of this strategem is to focus on creating unique and memorable brand-centric experiences that a customer experiences, identifying the most important moments to create, connected by the business goals and brand strategy.

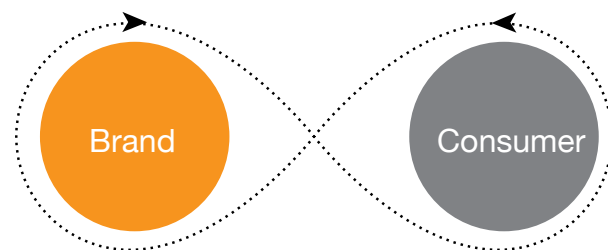
We view each touchpoint as an opportunity to create a memorable and positive experience to support the brand culture.



no more on-sided brand conversations
In order to build your brand, we need to also to tap into the raw enthusiasm of web users in order to be successful.



Before social media



After social media

BEING SOCIAL

Chances are, there's a network of people that are passionate about the same things as you. And if not, there's networks of people that WILL CARE, but just need to understand WHY YOU MATTER

This document is informative because
its a proprietary document,
© 2011 QCMG.

Want to see more?
Check out our website, silly!

<http://www.quantum-cmg.com>

