

Branding Basics

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Today's Discussion

- What is brand?
 - Brand Strategy
- Brand Identity
 - What its made of
- How Strong is Your Brand?
 - Measurement
 - Research
- Building Brand on a Budget
 - Simple tactics
- Questions

Brands

The Disney logo, featuring the word "Disney" in a stylized, black, cursive font.The Coca-Cola logo, featuring the words "Coca-Cola" in a red, cursive script.The Google logo, featuring the word "Google" in its multi-colored, sans-serif font.The Kellogg's logo, featuring the word "Kellogg's" in a red, cursive script.

What is a brand or branding?

- In first definition “brand is the name given to a product or service from a specific source”
 - Fizzy caramel-colored beverage....COKE
 - Trademark
 - Branding Iron
- Your brand is derived from who you are, who you want to be and who people perceive you to be.
 - Factual and perceived or emotional
 - Good or bad

What is a brand or branding?

- Simply put, a brand is your promise to your customers/clients.
 - Proof point
 - Sets the expectations for your products/service
 - Must be believable
- It doesn't matter what you think about your brand, if its not translating to the consumer's perception.

Brand Strategy

- Your brand strategy:
 - how, what, where, when and to whom you plan on communicating and delivering on your brand messages
 - Where: distribution channels
 - What: communicate visually and verbally
- Consistency:
 - Strong Brand Equity
 - Added Value: the worth brought to your company's product or services

Coke

Advil

Nike

Apple

Kleenex

Band-Aid

Google

McDonalds



Defining YOUR Brand

- What makes up YOUR brand?
 - Your mission
 - Benefits/Services
 - Unique Experience/offerings
 - What people think of you...or what you want them to think of you.
- Consistency:
 - Strong Brand Equity
 - Added Value: the worth brought to your company's product or services

Developing Your Brand

- Logo
 - A clear, concise and simple graphic representation of your company
- Brand Message/Promise
 - Narrative description of what you mean to those you serve
- A Tagline
 - A shorter, direct statement that defines you
- A Voice
 - Choose a consistent language or set of words that will be used on all your materials (friendly, customer-focused, formal). Your persona.
- Creative/Materials
 - Templates, color palate, look/feel...consistency is key!

Brand Promise

- National Brand Message/Promises
 - Coca-Cola: “To inspire moments of optimism and uplift.”
 - Nike: “To bring inspiration and innovation to every athlete in the world.”
 - Starbucks: “To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.”
- Meaningful
 - A brand promise is nothing if it’s not followed through with action
 - The ones who interact with your customers daily make the strongest and most lasting impression

Taglines

- A tagline is a catchphrase or small group of words that are combined in a special way to identify a product or company
- In many ways, they're like mini mission statements.
- A Great Tagline:
 - Its memorable
 - Includes key benefits
 - Differentiates
 - Imparts positive feelings about the brand
- Examples:
 - Just Do It
 - Shave Time. Shave Money.
 - The Ultimate Driving Machine

Measuring your Brand Strength

- Value and Credibility
 - Determine the value in your brand and what credibility it brings to the services you provide:
 - When people think of (your organization) they think of _____ (quality, affordability, approachable, helpful...)
 - For preference-building purposes, determine what differentiates your organization in the mind of key stakeholders and target audiences
 - Cost, location, superior services, staff, etc.
 - This can be accomplished in a survey or focus group settings
 - Tap in to current clients/customers and those you do not have a relationship with.

Measuring your Brand Strength

- Employee and Volunteer Engagement
 - Once a branding strategy has been determined, engage employees and volunteers to support the brand and feel “part of the same team”
 - Inspiration
 - Education
- Successful branding is also rooted in authenticity; employees can’t be forced to feel engaged.

“Employees rank higher in public trust than a firm’s PR department, CEO or Founder. 41% of us believe that employees are the most credible source of information regarding their business.”

2013 Edelman Trust Barometer

Measuring your Brand Strength

- Competitive Landscape
 - Duplication of services- who does what you do
 - Examine populations served- broad or niche
 - SWOT Analysis
- Perceptions
 - Old perceptions are hard to change
- Brand Audit
 - Market research
 - Strategic plans
 - Marketing plans
 - Marketing / communications materials

Branding on a Budget

- Social Media
 - Facebook, Pinterest, Instagram, LinkedIn and Twitter
 - Social Media Content Calendar
 - Seasonality
 - Share content that pertains to your specific audience
- Customer Experience
 - The satisfaction of your customers/clients should be a priority
 - Word-of-Mouth is more valuable than paid advertising
 - Creating a sharable experience is earned (free) advertising
- Co-Branding
 - Partner with other trusted local organizations to help cross-promote, sharing costs and build loyalty

Branding on a Budget

- Internal Branding
 - Educate and engage your employees and volunteers
- Physical Appearance
 - Keep your work/office/retail space neat and clean
 - Be Findable....signage, location, directions/address up to date online
- Materials
 - Create brochures or flyers that explain your services and represent your brand. Distribute these in applicable areas to reach your customer/client base.
 - Consistency...make sure your materials match in color, voice, logo, content.
 - Audit- check your website, newsletters, ads, brochures...do they consistently represent your brand?

Questions?