

Creating a brand

Young Talents - Creating New Multicultural Brands

A brand?

- A brand is a name, term, design, symbol, or other feature that distinguishes an organization or product from its rivals in the eyes of the customer.
- The practice of branding is thought to have begun with the ancient Egyptians who were known to have engaged in livestock branding as early as 2,700 BC. Branding was used to differentiate one person's cattle from another's by means of a distinctive symbol burned into the animal's skin.
- In marketing history the term became popular in 1800 –century, when mass produced goods entered the market



A brand?

- There is a company behind every brand
- A company can have many brands in its portfolio
- A brand usually has a collection of goods, very seldom one single product takes you that far that you get your living out of it!
- The company's business idea should support the brands business idea (values etc.)
- The branding process usually starts with the "bigger picture" and evolvs to the specific products or lines of the collection



A brand?

- A strategic personality for a product or company, so that 'brand' means the values and promises that a consumer may perceive and buy into.
- A brand is in essence a promise to its customers of what they can expect from their products, as well as emotional benefits.
- When a customer is familiar with a brand, or favours it incomparably to its competitors, this is when a company has reached a high level of brand equity.

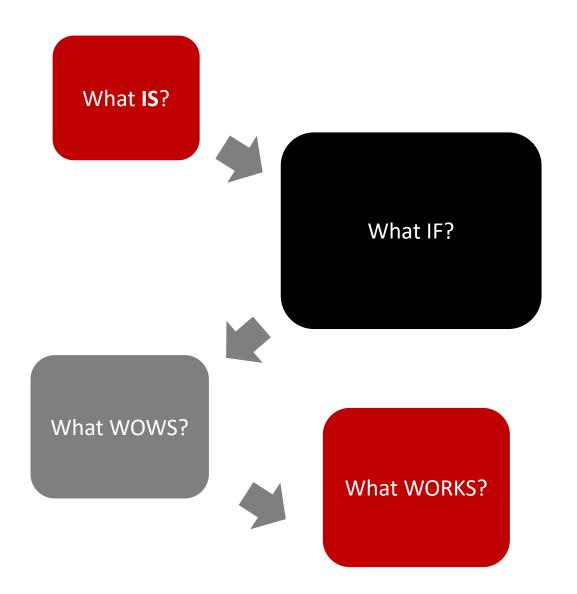


Branding

- Branding is a set of marketing and communication methods that help to distinguish a company or products from competitors, aiming to create a lasting impression in the minds of customers.
- The key components that form a brand's toolbox include a brand's identity, brand communication (such as by logos and trademarks), brand awareness, brand loyalty, and various branding (brand management) strategies.
- Many companies believe that there is often little to differentiate between several types of products in the 21st century, and therefore branding is one of a few remaining forms of product differentiation.



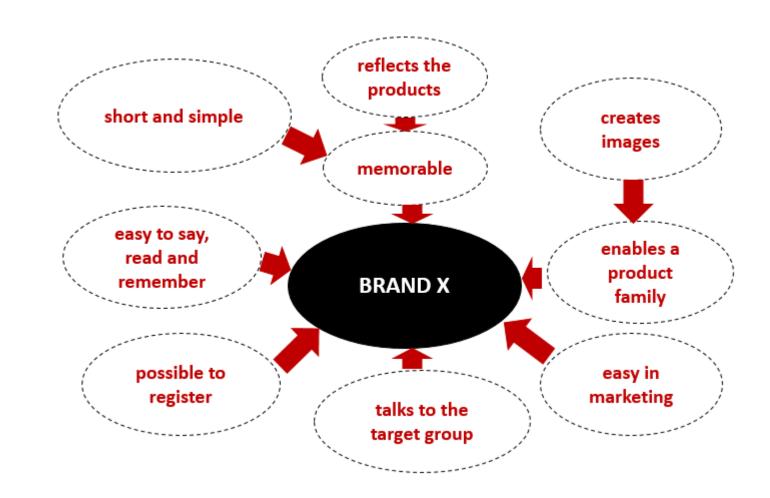
Design and branding process

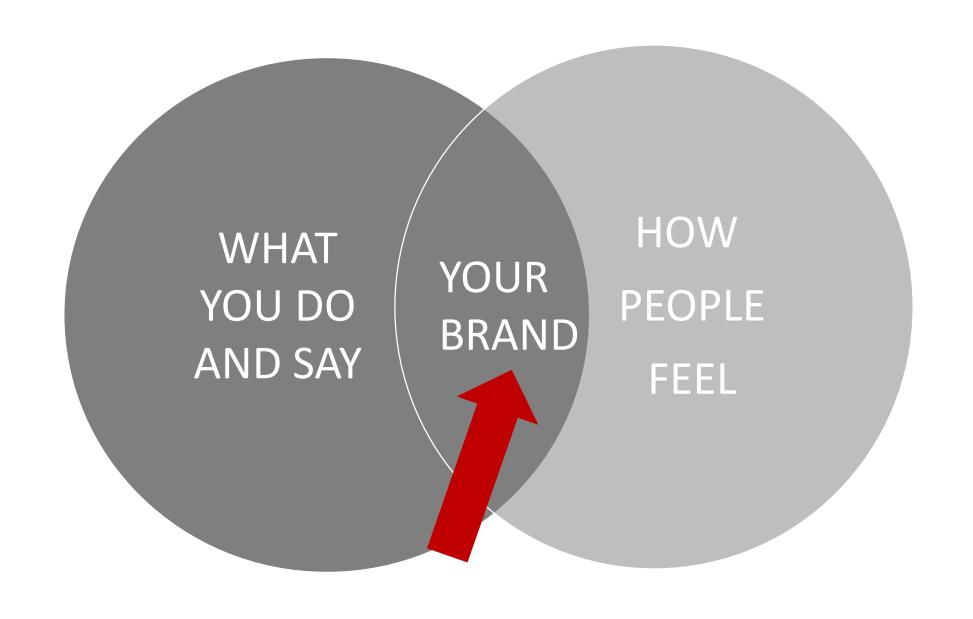




Branding

- A brand is born on the market not in a factory
- A brand can be made for a company or a product
- The basic element of a marketed product is the brand attached to it
- There are many notions that are closely tied to the brand:
 - **Product name** (the spoken part of the brand)
 - **Logo** (the visual presentation of the brand)
 - Trademark (the juridical cover)
 - Copyright





Brand identity

- more than a logo (a logo and color palette do not make a brand identity)
- an essential way to differentiate yourself from your competition
- the sum total of <u>how your brand looks</u>, <u>feels</u>, <u>and speaks to customers</u>—the elements that help them decide if they want to engage with you



Building a brand identity

- no matter your organization, your brand identity should be front and center
- building the brand identity is no easy task
- requires deep thinking and foresight, but the results are well worth it!



A strong brand

- long-lasting
- easy to adopt and multiply
- high quality image
- a better margin than in average
- does not have actual lifeline, but develops and morphs

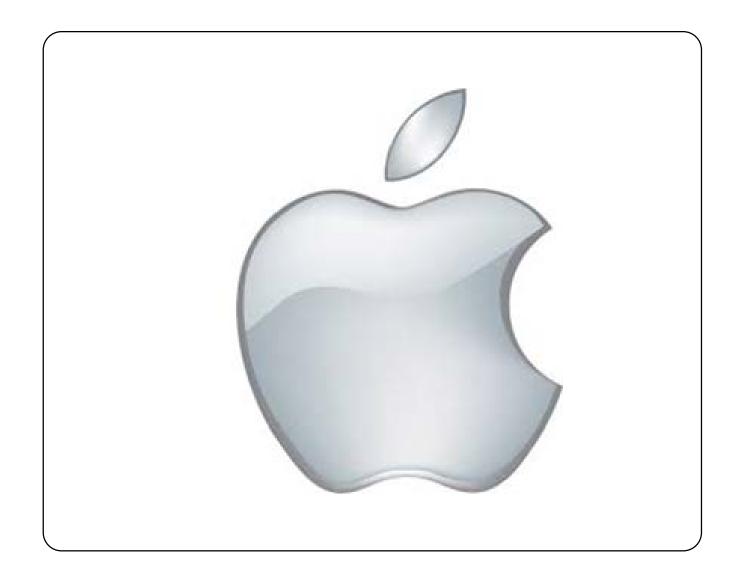


Give them what they never knew they wanted.

DIANA VREELAND

A good brand identity

- **Distinct:** It stands out among competitors and catches your audience's attention.
- Memorable: It makes a visual impact. (consider Apple: The logo is so memorable, they only include the logo—not their name—on their products)
- Scalable and flexible: It can grow and evolve with the brand
- Cohesive: Each piece complements the brand identity
- Easy to apply: It's intuitive and clear for designers.



The process behind the brand identity

1. Research & Discovery

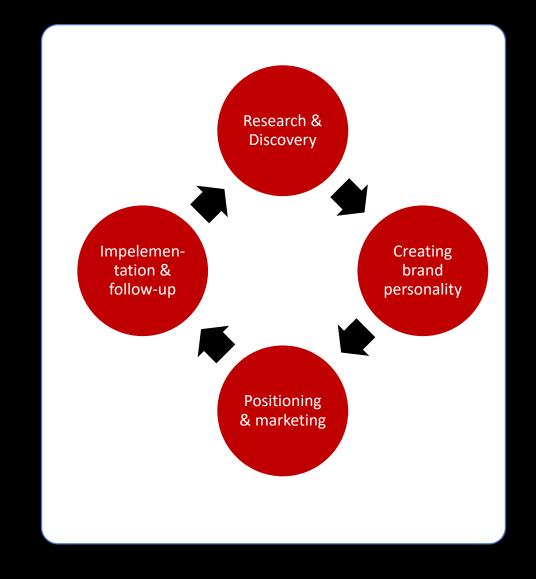
- Who is our audience / target group?
- Who is our competition?

2. Creating brand personality

- Who are we?
- What kind of feeling do we want to express?

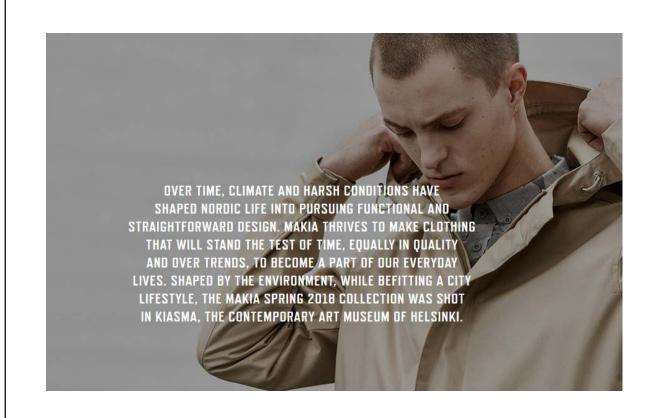
3. Brand positioning & marketing

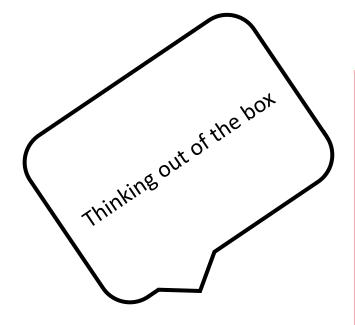
- Where do we want to be on the market?
- 4. Implementation & follow-up
- Do we need to make alterations?



Storytelling

- How your brand was born
- What inspired you to create the brand
- What your mission is with the brand





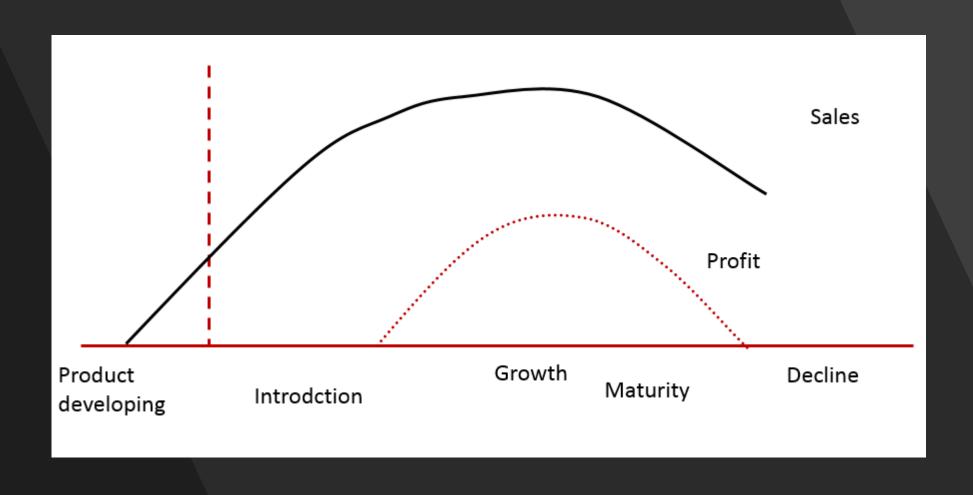


Visual brand identity

- Logo
- Color palette
- Typography
- Iconography
- Design system
- Photography/graphics



Lifeline of a brand



The business -

Key Partners

Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquaiting from partners? Which Key Activities do partners perform?

MUTACIONA POD INSTRUDIDOS

Optimization and moreony Reduction of risk and associately Association of particular resources and activities

Key Activities

What Key Activities do our Value Propositions require? Our Distribution Charmele? Customer Relationships? Revenue abagens?

Production Problem Solving Pathenn/Brisant

\checkmark Value Propositions

What value do we deliver to the customer? Which one of our quatomer's problems are we helping to solve?

What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?

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Pediconame
Cadominition
Validay the Job Care*
Design
Heart Claim
Print
Gast Behavior
Heir
Accessfully
Conveniency Unability
Conveniency Unability

Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them?

Which ones have we-established? How are they integrated with the rest of our business model? How costly are they?

Customer Segments

For whom are we creating value? Who are our most important quatomen?

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What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?

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Key Resources



Channels

Through which Channels do our Customer Segments want to be reached?

How are we reaching them now? How are our Channels integrated?

Which ones work best? Which ones are most cost-efficient?

Remarks are the grating them with quidomer routines?

CHARRE PLANE

- Columns reasons

 I Amazerous

 How do we make annowman about our company's products and services?

 I Featurities

 How do see bely confuseron readants are organization's likely Proposition's
- Previous
 Has also conference in purchase questite products and services
- A Delivery
 How the own deliver a Value Proposition to make men?
- 2. After sales.
 Here do on provide puriparshape customer apport?

Revenue Streams

For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?

Hills.

Asset saile

Usage for

Salescription From

Londing Smiling II

Lineway for

Advertising

Cost Structure

What are the most important costs inherent in our business mode? Which Key Resources are most expensive? Which Key Activities are most expensive?

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Rake Direct (Sourced on sakes ornalites, premium sakes proposalites).

MARKE CHEMOTORING

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- •QUESTIONS?
- •COMMENTS?
- •CONCERNS?



And now...

Let your imagination fly

THANK YOU!!!

