



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**



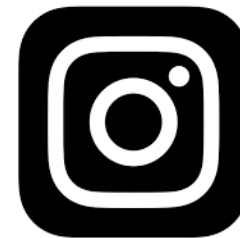
A brand?

- **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 evolves 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.

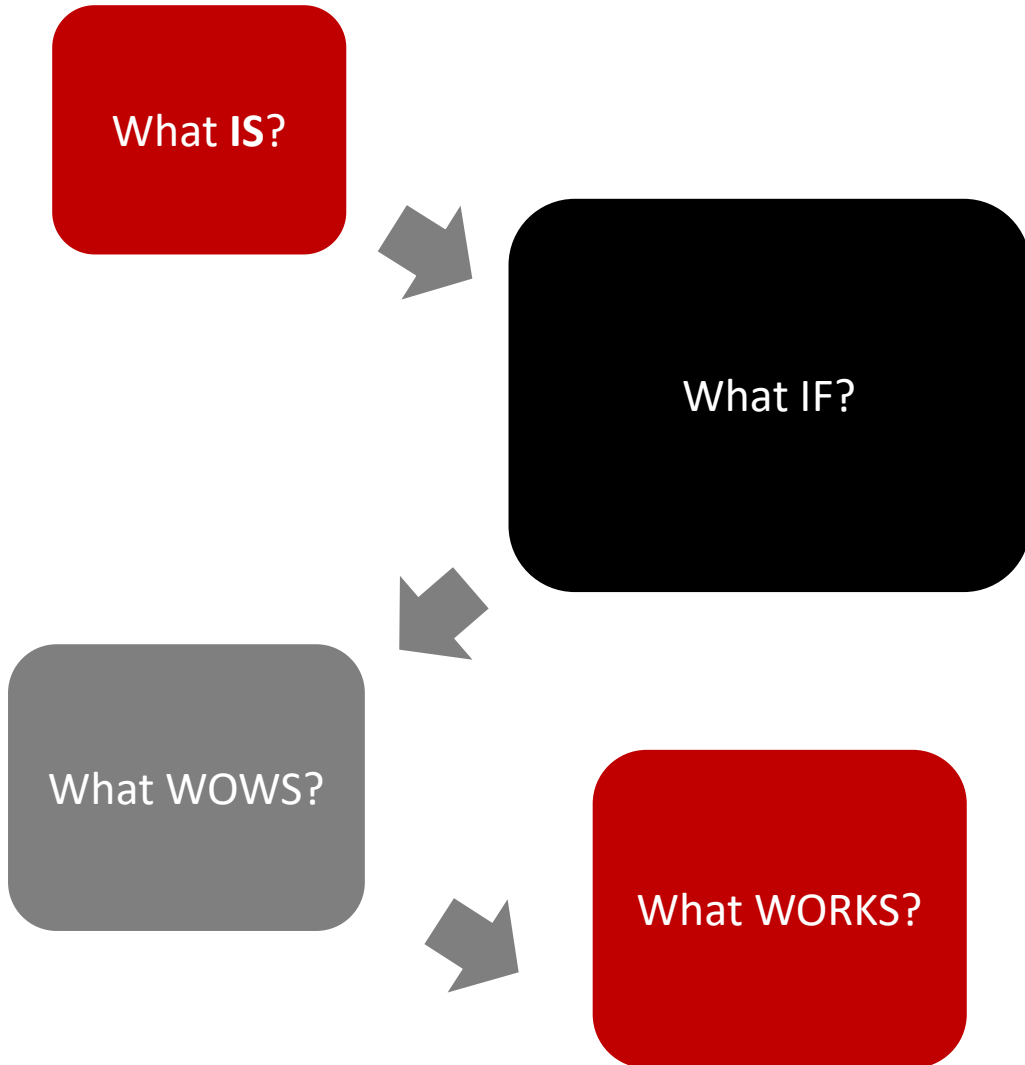


Branding

- **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.**

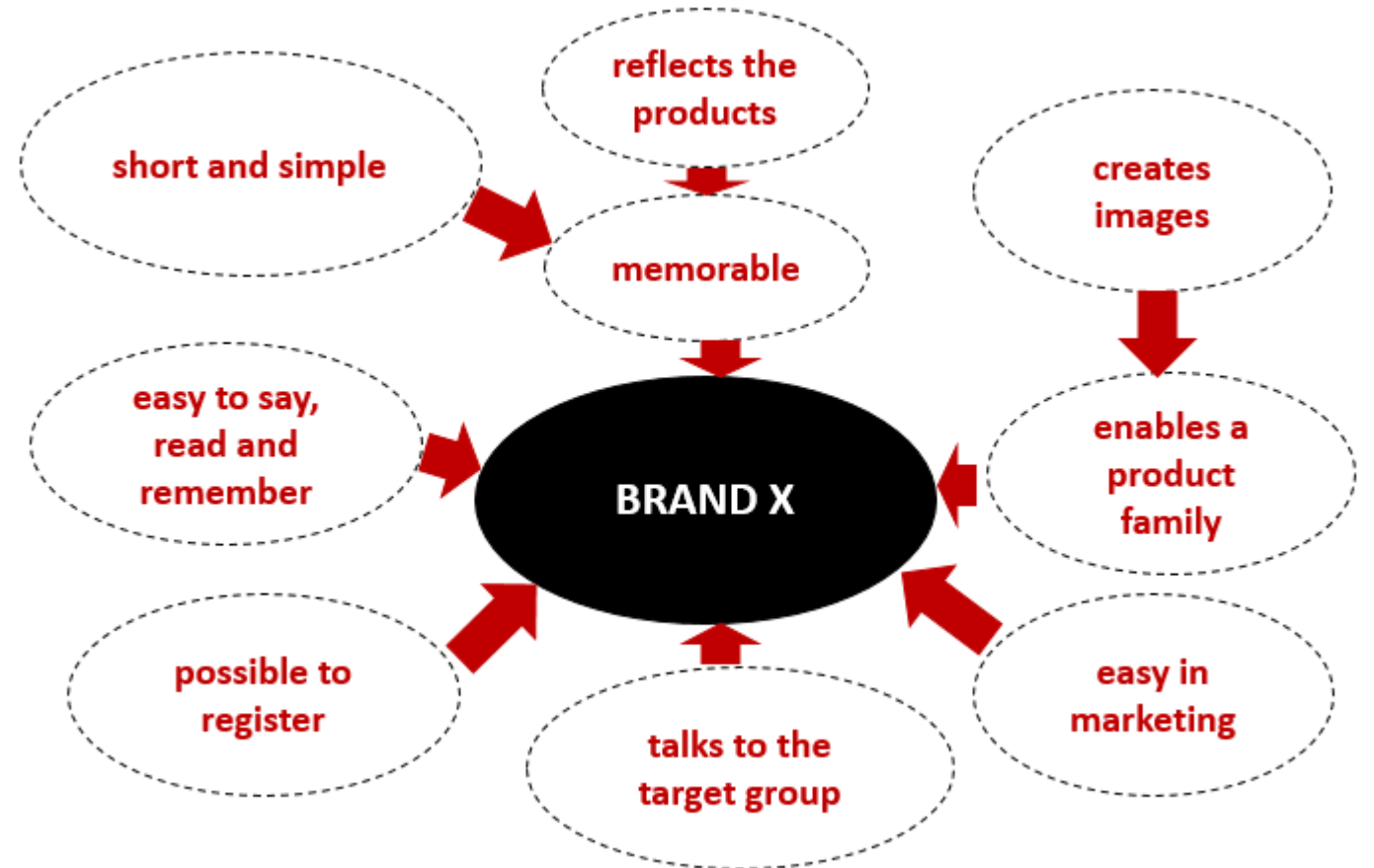


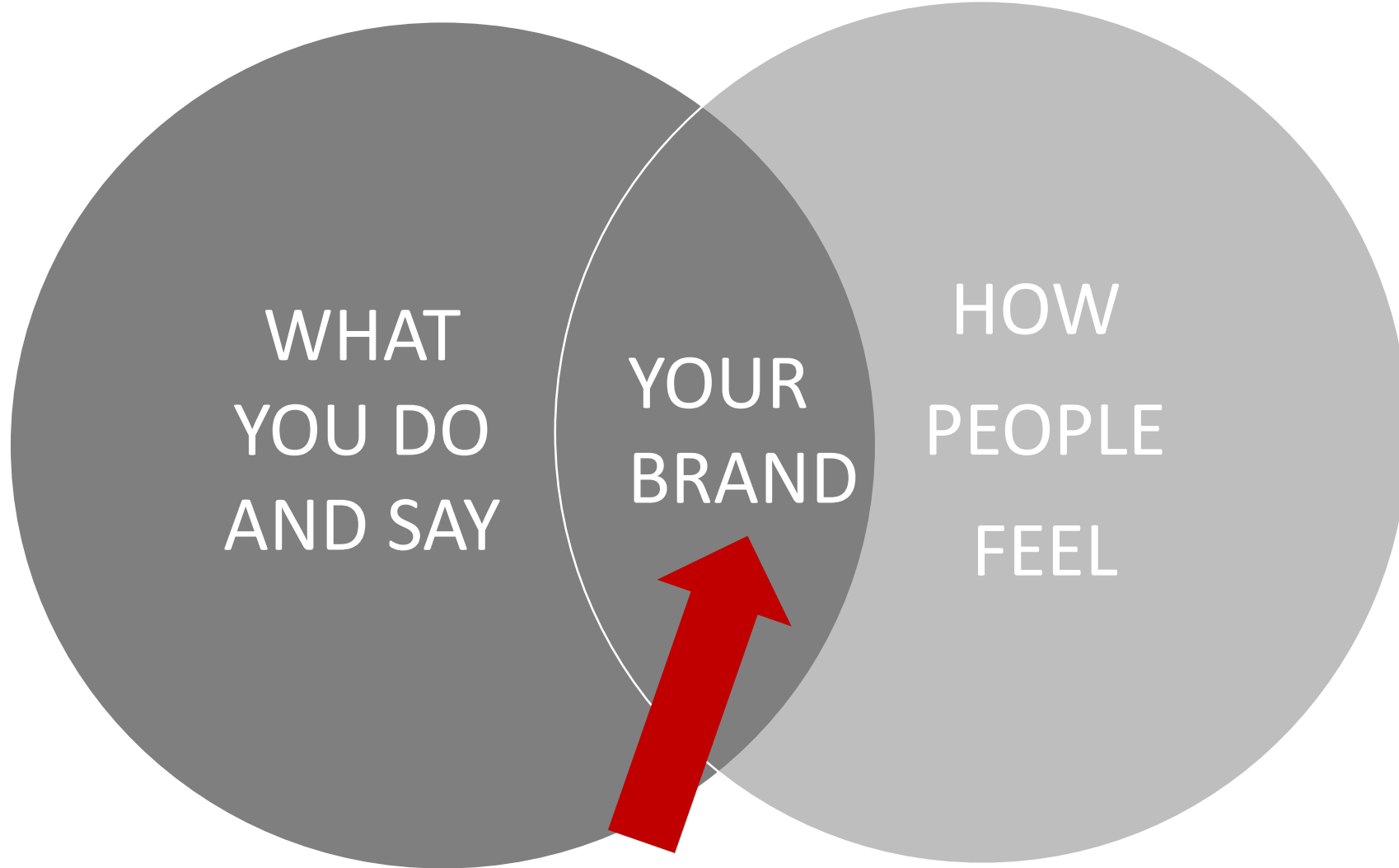
Design and branding process



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**





WHAT
YOU DO
AND SAY

YOUR
BRAND

HOW
PEOPLE
FEEL

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 how your brand looks, feels, and speaks to customers—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

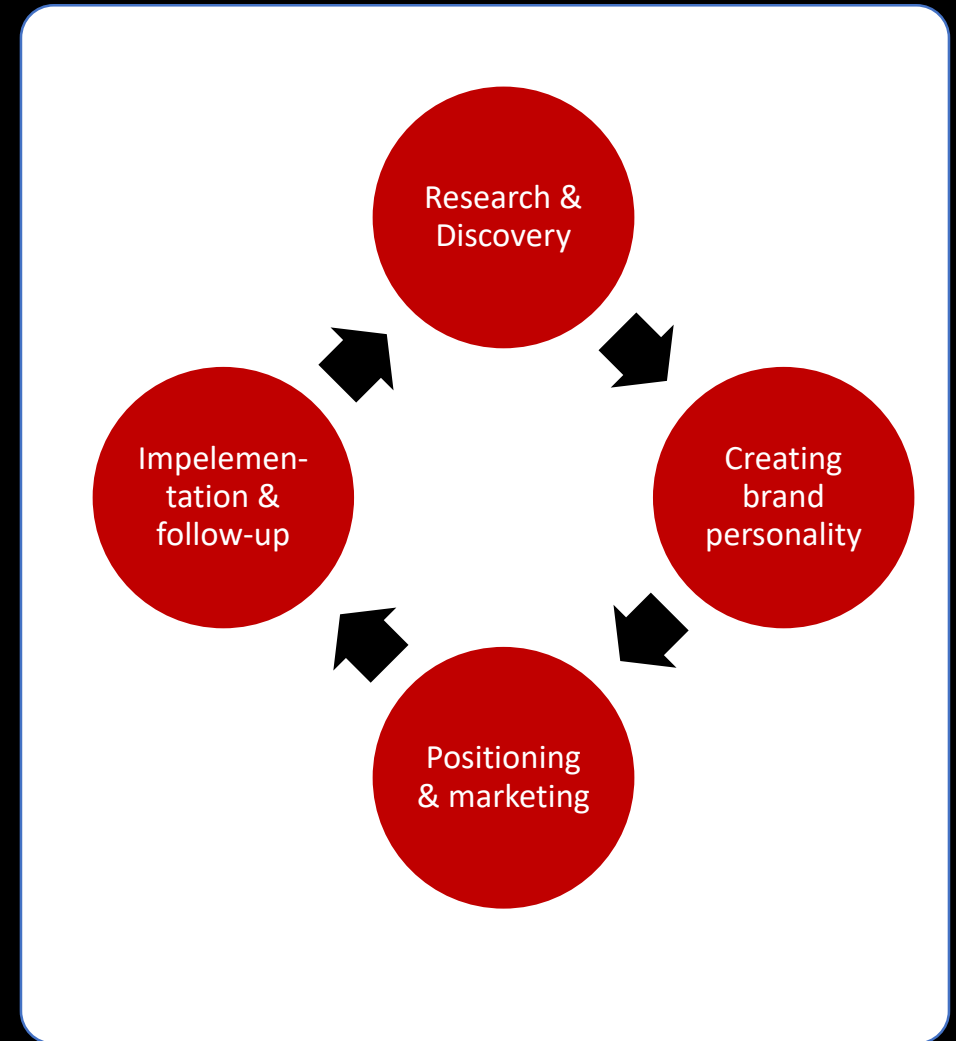
- Who are we?
- What kind of feeling do we want to express?

3. Brand positioning & marketing

- Where do we want to be on the market?

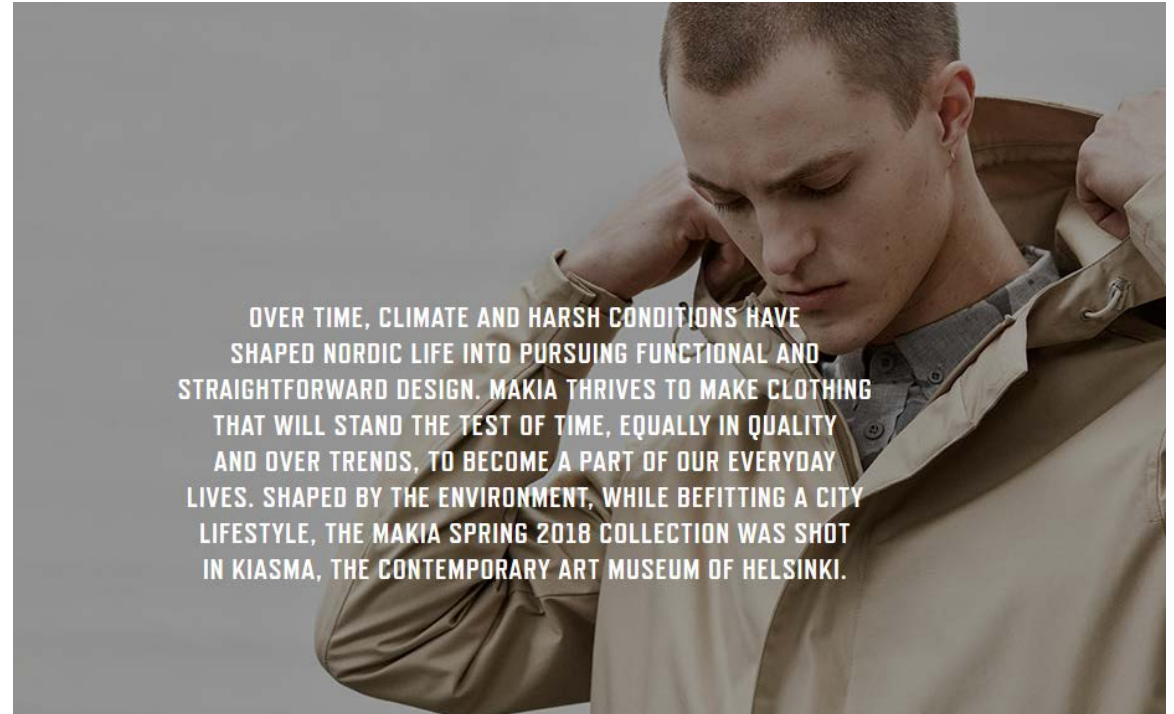
4. Implementation & follow-up

- Do we need to make alterations?

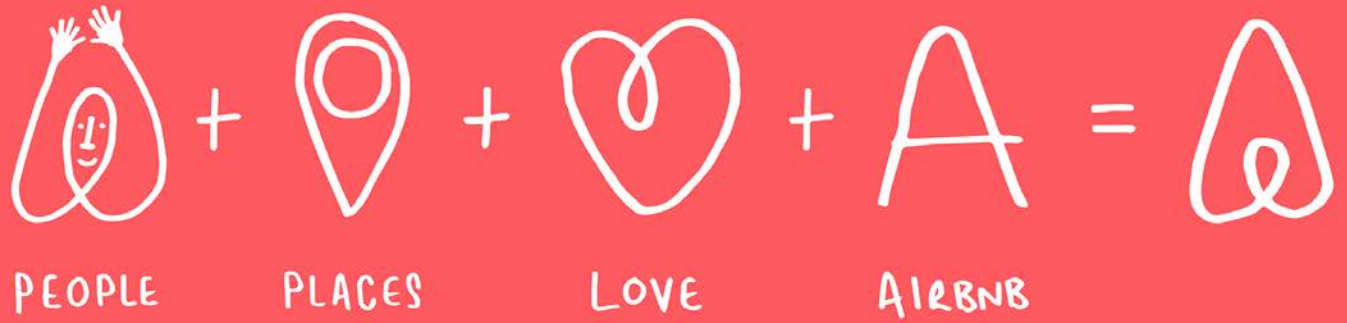


Storytelling

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



Thinking out of the box

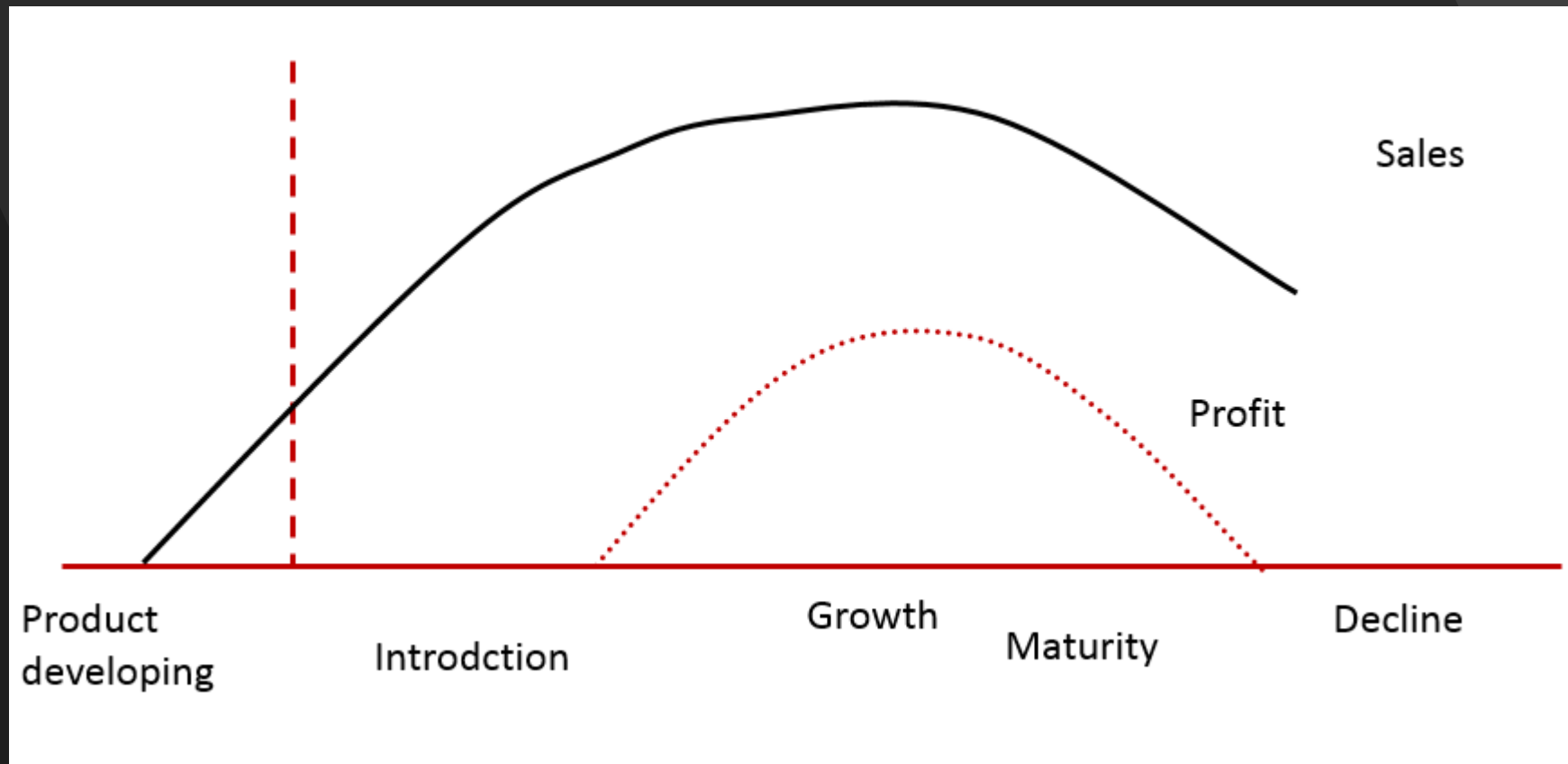


Visual brand identity

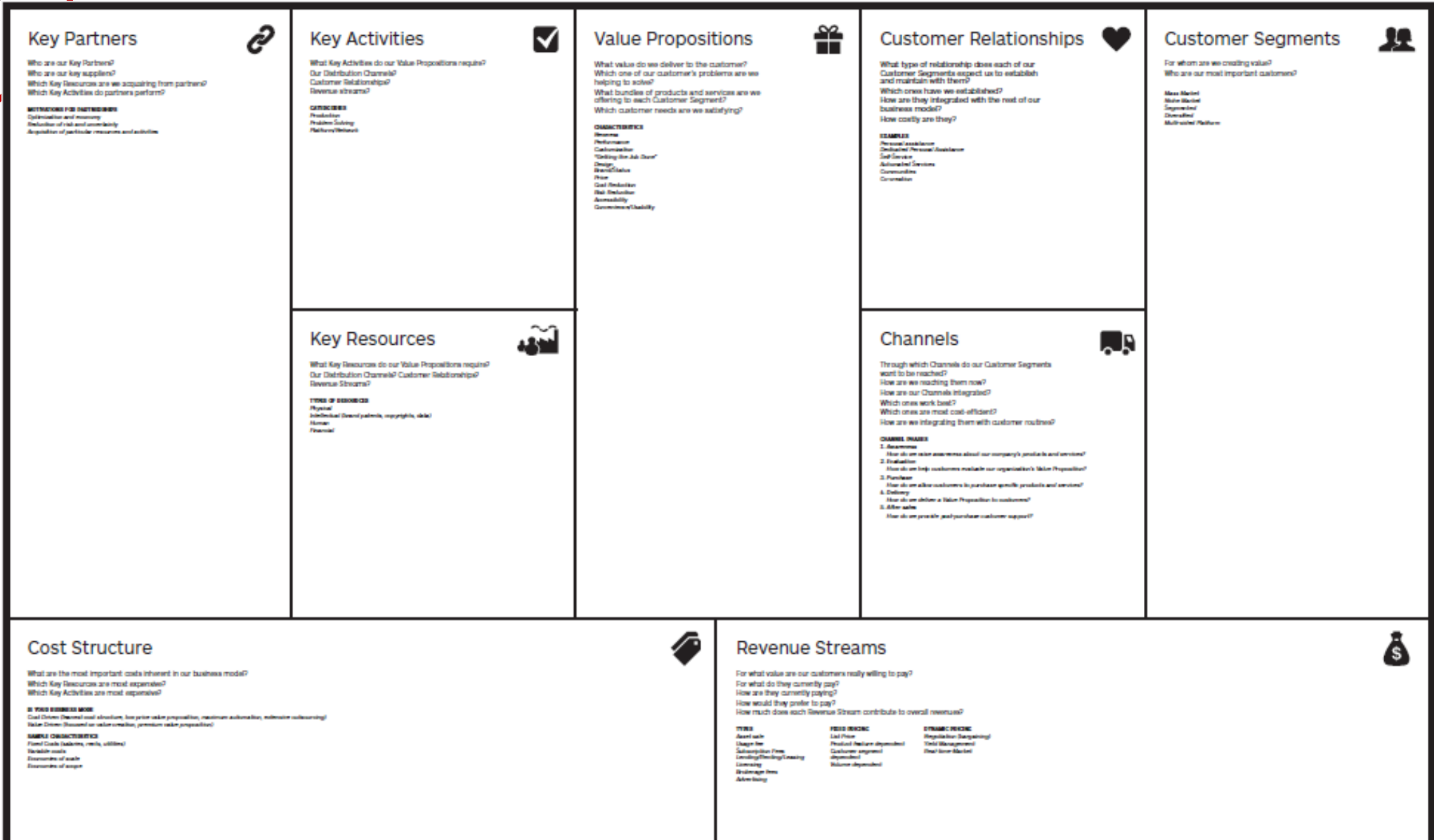
- Logo
- Color palette
- Typography
- Iconography
- Design system
- Photography/graphics



Lifeline of a brand



The business model canvas



- QUESTIONS?
- COMMENTS?
- CONCERNS?



And now...

Let your imagination fly

THANK YOU!!!

