



Better Branding: Beyond Logos and Tag Lines

Tod Kallenbach, Vice President

Dornenburg Group Advertising & Marketing Communications

Simply put, a brand is a single, clear promise that a company makes and fulfills for its customers. And branding is the strategic process of establishing both the tangible and intangible attributes that differentiate your organization.

Qualities of a great brand:

- Makes an emotional connection with the target audience
- Reflects a clear understanding of what the marketplace wants and expects
- Has a well-defined brand character/essence/promise
- Establishes both tangible and intangible attributes
- Has a strong logo and positioning line
- Has high levels of awareness and familiarity
- Delivers on promise at every point of customer contact

Positioning is a powerful tool to differentiate a brand in the market – there are several ways to approach it:

Do you have a brand story?

- Your organization may not have one as famous as KFC or Hewlett-Packard – but it may surprise you what type of history your organization may have.
- This legend of how the brand got started can preserve and enhance a brand's heritage.

Identify your best prospects

- These are the customers who value what you offer and are motivated to purchase it.

Understand customers' unmet needs

- Dig to discover what customers want that the competition isn't addressing.

See yourself through their eyes

- Talk to customers.
- Ask what would make a difference.
- Listen to the words they use.

Identify your strengths

- Find your strengths that are closest to customers' unmet needs – focus on the top few.

Continued on next page

Find the emotional link

- Find the emotion that connects customers' needs with what you can deliver and support.

Develop your elevator pitch

- Describe briefly how your product is different and how it serves customer needs.

Support your claim

- Give customers simple yet powerful ways to believe that you will deliver.
- Tie each rational point to the emotional benefit.

Keep these ideas in mind and you can build a better brand and success story for your business.