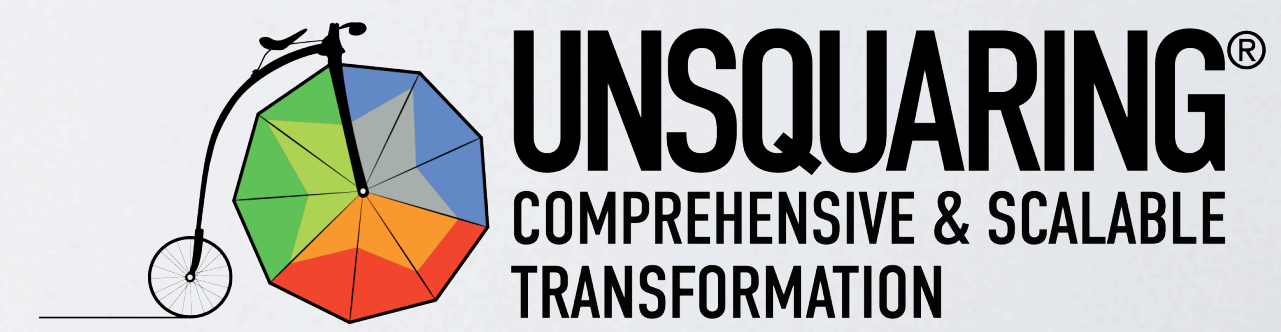
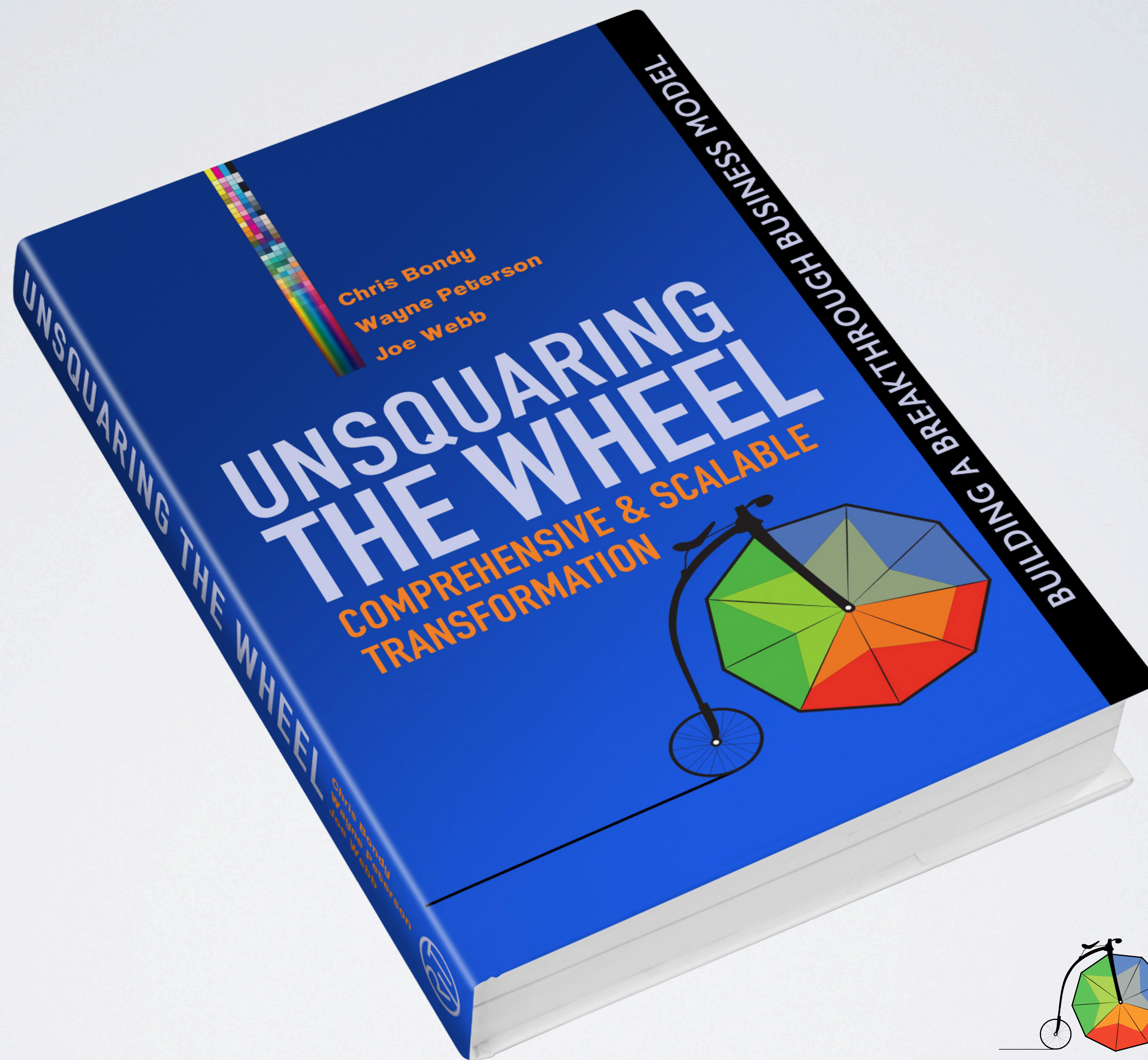


BUILDING A POWERFUL BRAND







MYTHS ABOUT BRANDS

- Branding is simply using your logo consistently and widely.
- Branding is simply advertising and sales promotion.
- Branding is simply about being known.
- Branding applies primarily to consumer / retail.
- Branding applies primary to individual products.



WHAT IS A BRAND?

A BRAND IS A PERSON'S GUT FEELING
ABOUT A PRODUCT, SERVICE OR
ORGANIZATION. IT IS BOTH
RATIONAL AND
EMOTIONAL.



WHY BUILD A BRAND?



BECAUSE LOCAL WORD-OF-MOUTH
ISN'T ENOUGH ANYMORE



BECAUSE MARKETERS EXPECT YOU TO
WALK THE TALK



BECAUSE IT IS ESSENTIAL TO EVERY
EFFECTIVE BUSINESS MODEL



BECAUSE THRIVING COMPANIES ARE
RESPONSIBLE FOR MORE THAN EVER
BEFORE



WIDER RESPONSIBILITIES

- Execute elements of larger programs and projects.
- Execute whole projects.
- Transfer whole processes.
- Execute whole programs and campaigns.
- Recommend, plan, create, execute, and track whole programs and campaigns.

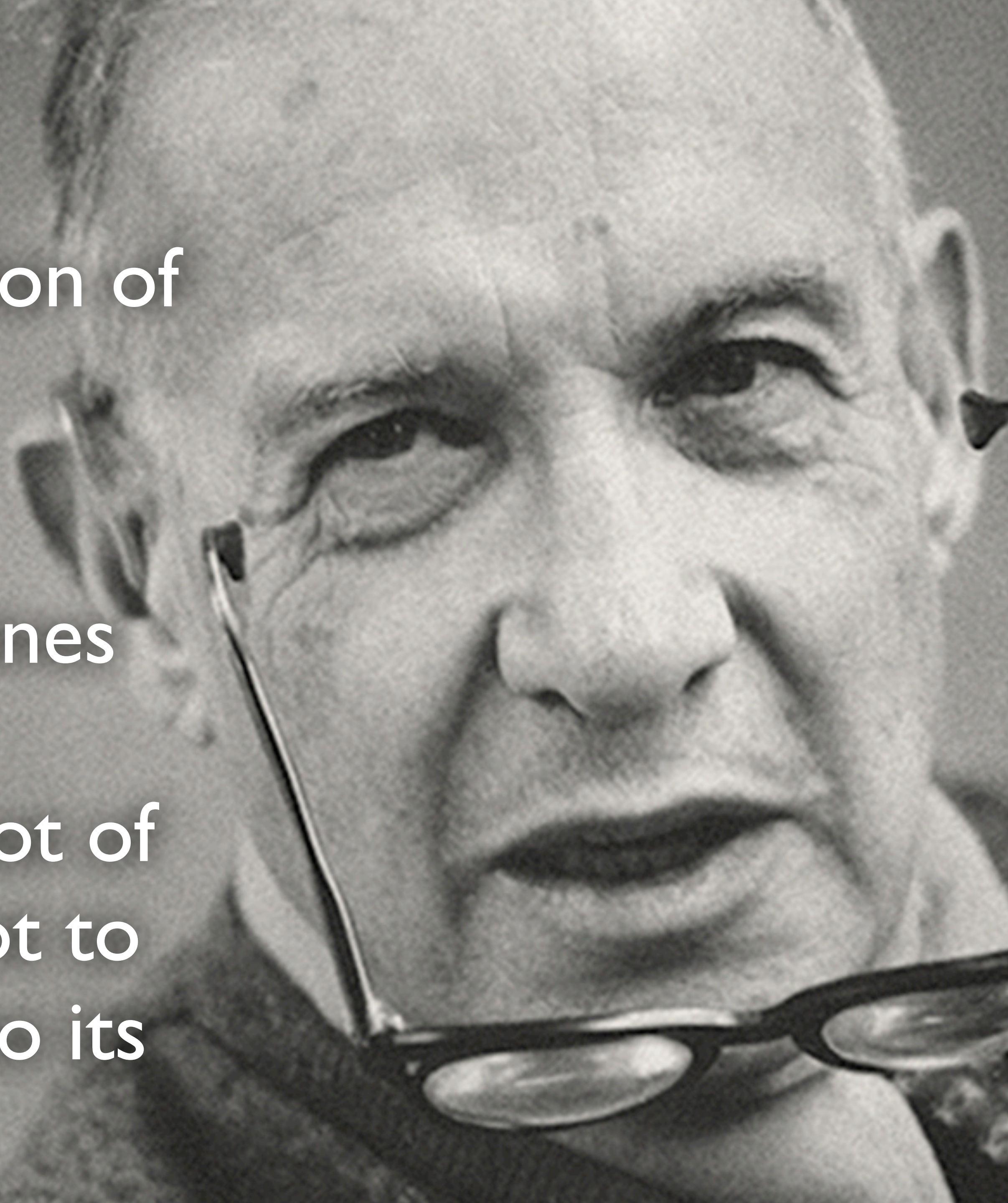
WHAT'S NEEDED

- Strategies focused on best opportunities and best customers.
- Brands that define what companies do for their customers.

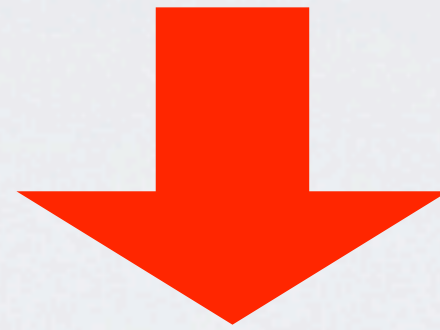
PURPOSE

“There is only one valid definition of business purpose: to create a customer.”

It is the customer who determines what a business is. What the business thinks it produces is not of first importance -- especially not to the future of the business and to its success.”



PURPOSE



STRATEGY



BRAND

PURPOSE

“The purpose of a business is to get and keep a customer.”

Who are you?

What do you do for your customers?

Why does it matter to your customers?

STRATEGY

“A strategy is ... a response to a challenge. If the challenge is not defined, it is difficult or impossible to assess the quality of the strategy”

Where do you compete?

How do you win?



Marketing Leadership

High

Low

Best Relationships

Customer intimacy
and customized
solutions

Best Product

Market-shaping,
radical innovation

**Applied
Technology &
Process Focus**

Weak
differentiation

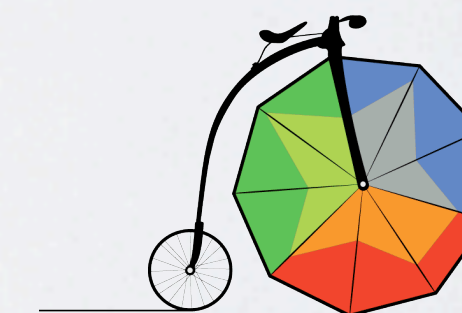
Best Total Cost

Operational
excellence, customer
agnostic.

Low

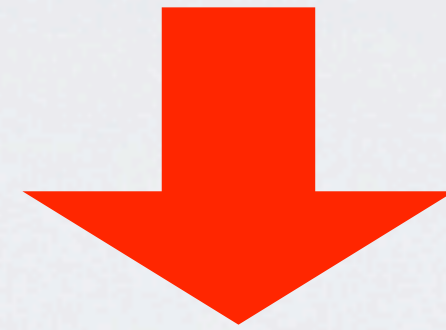
High

Innovation Leadership



UNSQUARING®
COMPREHENSIVE & SCALABLE
TRANSFORMATION

PURPOSE



STRATEGY



BRAND

STRATEGY TO BRAND

The most effective way to
express a strategy is as a
Brand Promise.

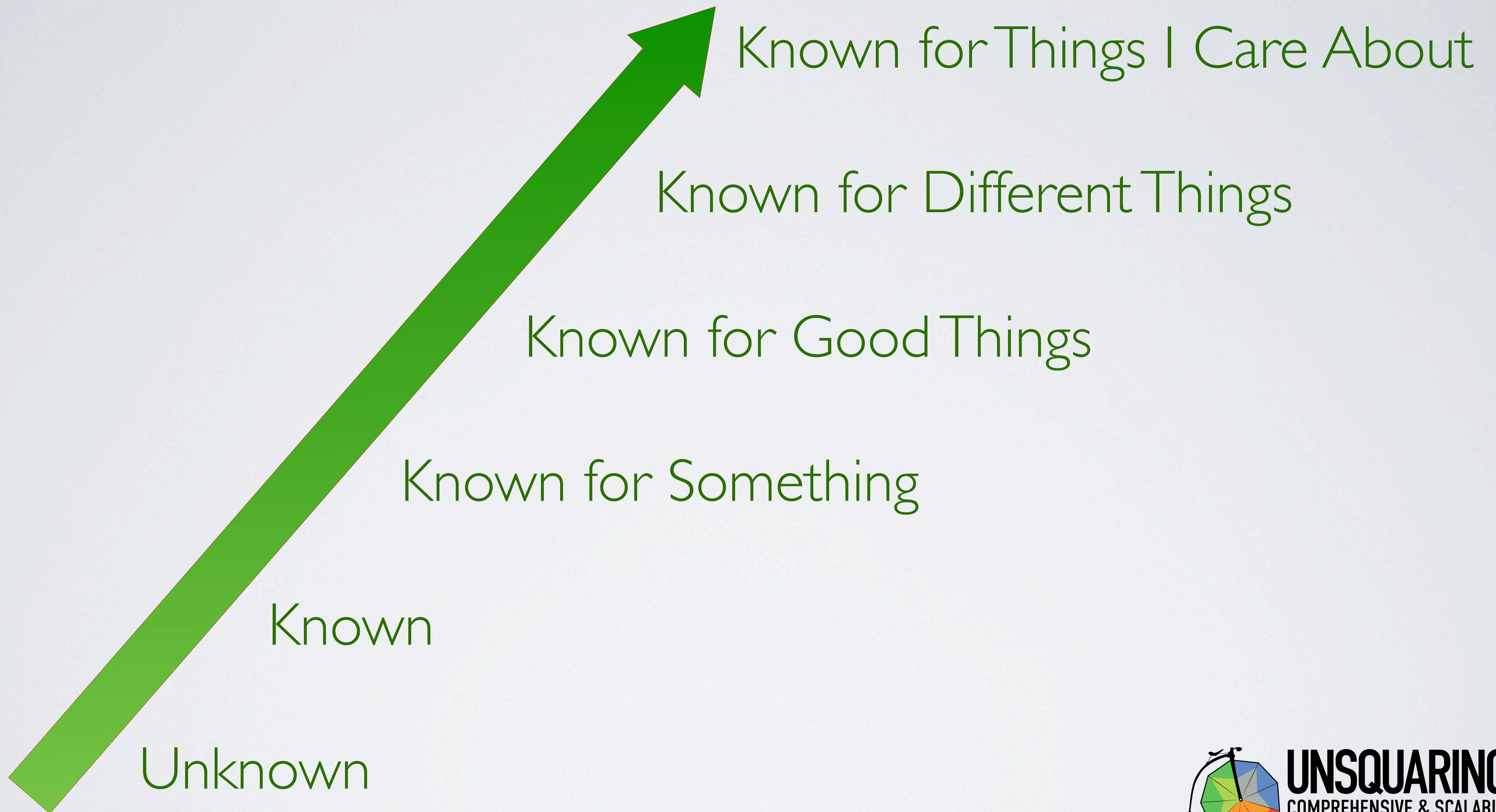


THE WORLD ON TIME





THE ULTIMATE DRIVING MACHINE



EVERY COMPANY HAS A BRAND,
INTENTIONAL OR NOT.

AN ANCHOR BRAND IS ONE FOR
WHICH PEOPLE BELIEVE THERE IS NO
SUBSTITUTE.

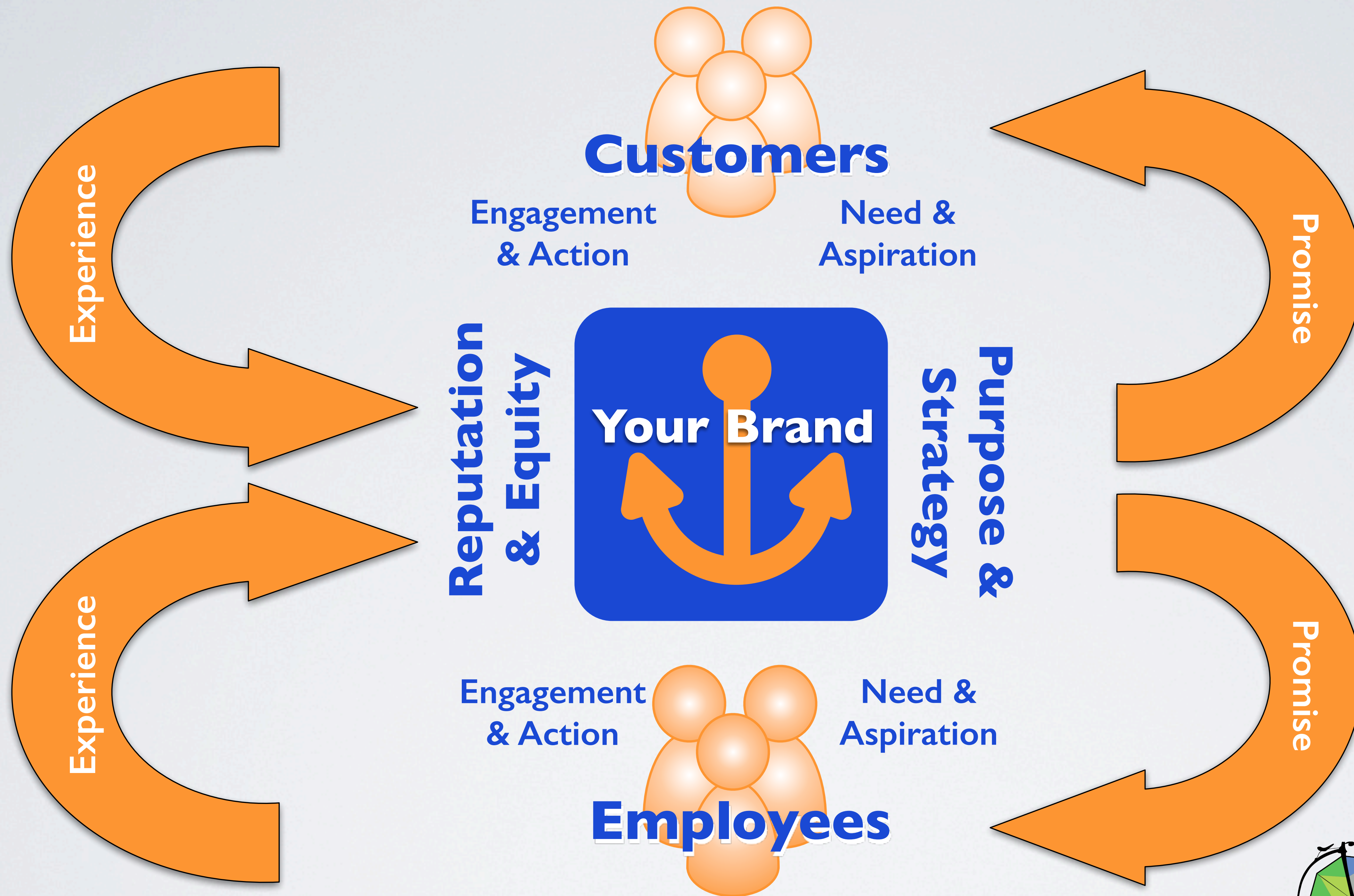


*A STRONG BRAND PLOWS THE ROAD IN
FRONT OF YOUR SALES EFFORT*



COHERENCE

ALIGNMENT



NAMES, IMAGES AND TAGLINES

ELEMENTS OF A STRONG NAME

Different from those of competitors.

Brief - four syllables or fewer.

Appropriate but not too descriptive / generic.

Easy to spell

Memorable

Satisfying to say

Suitable for “brandplay”

Legally defensible

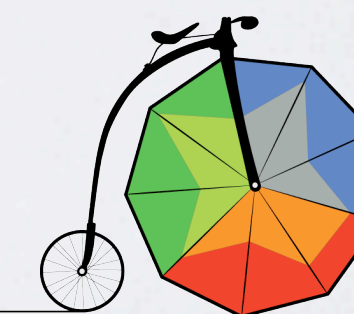
LOGOS, ICONS AND AVATARS

- Logo - a two-dimensional trademark.
- Icon - a name and visual symbol that communicate a market position.
- Avatar - an icon that can move, morph, and operate as the brand's alter ego.





Diversified
"...very resourceful." printers



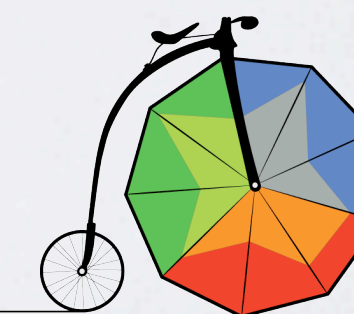
UNSQUARING[®]
COMPREHENSIVE & SCALABLE
TRANSFORMATION

“TRUE LINES” AND TAG LINES

- The one thing (a single proposition) you can say about your brand based on your brand promise.
- Something your competitors cannot or will not claim.
- Something your customers find valuable and credible -- the reason your brand matters to your customers.



Diversified
"...very resourceful." printers



UNSQUARING[®]
COMPREHENSIVE & SCALABLE
TRANSFORMATION

TRUE LINES TO TAG LINES

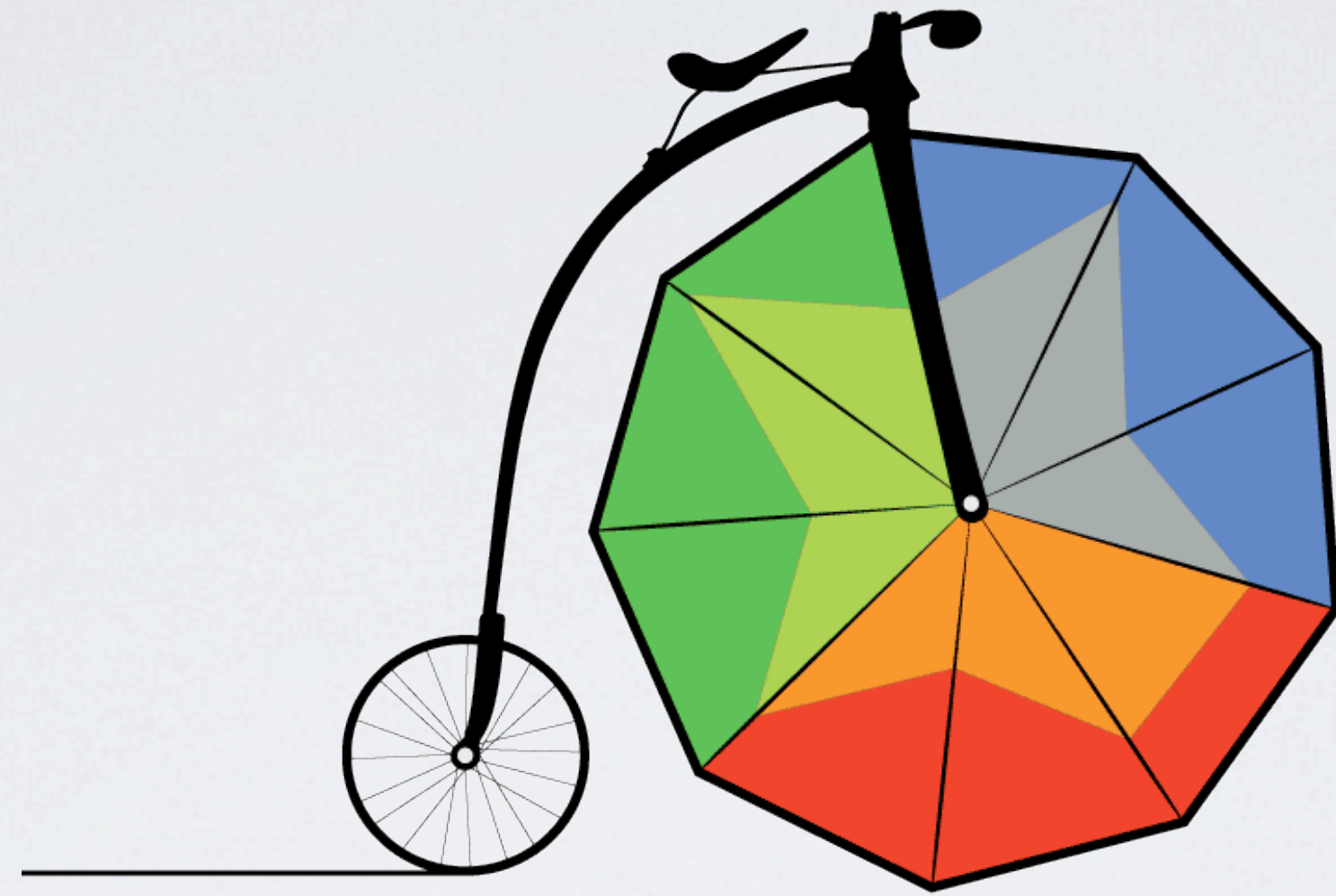
Company	True Line / Positioning Statement	Tag Line
Citibank	Money is only a means to happiness.	Live Richly
Chapstick	Healthy lips whatever the weather.	My lips are sealed
Bowflex	Gym-quality results at home.	Work yourself out
Disneyland	The world's favorite amusement park.	The happiest place on earth
Hooters	Politically incorrect restaurant for rowdy men.	Delightfully tacky yet unrefined.

TRUE LINES TO TAG LINES

Company	True Line / Positioning Statement	Tag Line
Audi	Audi makes cars for people who take the road less traveled	Never Follow
Nike	Nike helps you find your inner athlete	Just do it.
Charles Schwab	Charles Schwab isn't just a service, but real people.	Talk to Chuck
Las Vegas	Las Vegas is where the world goes to be naughty.	What happens here, stays here.
Lending Tree	Lending Tree rounds up bids from competing lenders.	When banks compete, you win.

BRAND BUILDING EXERCISE





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