

BUILDING YOUR BRAND

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*A Company is known by the
customer it Keeps*



If you are Noticed, you are remembered

BRAND ?

- Brand is the communication of companies inner worth over a period of time.
- It build up into a shared understanding of :
 - who you are ?
 - what you stand for ?
- It attracts people and helps them to become loyal
- Brand can be product or service as well a person also
- Brand : Recognition, differentiation and generate faith
- Brand communicates values



How to decide Brand

- DNA
- Mission
- Vision
- values



DNA

- Shows uniqueness
- Gives reason for organizations existence (essence of organization)
- Explains :
 - Who we are?
 - Who we want to be and why?

*Example-: MindTree co. (IT service & consulting, digital solution company) -: **Imagination, Action, Joy***

vision



- It outlines what the organization wants to be, or how it wants the world in which it operates to be.
- It is a long-term view and concentrates on the future. It can be emotive and is a source of inspiration.
- For example, a charity working with the poor might have a vision statement which reads "A World without Poverty."

Mission

- ❑ Defines the fundamental purpose of an organization or an enterprise, succinctly describing why it exists and what it does to achieve its vision.
- ❑ For example, the charity above might have a mission statement as "providing jobs for the homeless and unemployed".

Component Of Mission Statement

- A Mission Statement describes how your business is going to accomplish its vision.
- The Mission Statement describes the 'what' of your business. It states why your organization is in business and what you are hoping to achieve.
- A typical mission statement contains three components:
 1. The overall purpose of your business - what are you trying to achieve.
 2. What your business does - products and services it provides.
 3. What's important to your business - the values your business lives by.

Dell Computers mission statement



- "With the power of Dell's team of talented people, we are able to provide customers with superb value; high-quality, relevant technology; customized systems; superior service and support; and products and services that are easy to buy and use".
- **Purpose:** provide customers with superb value technology
- **Business:** high quality, relevant technology, customized systems
- **Values:** superior service and support, easy to buy, easy to use

Pfizer Pharmaceutical's

on statement:

- "We dedicate ourselves to humanity's quest for longer, healthier, happier lives through innovation in pharmaceutical, consumer and animal health products".
- **Purpose:** quest for longer, healthier, happier lives
- **Business:** pharmaceutical, consumer and animal health products
- **Values:** innovation



McDonalds

- "To provide the fast food customer food prepared in the same high-quality manner world-wide that is tasty, reasonably-priced & delivered consistently in a low-key décor and friendly atmosphere."
- **Key Market:** The fast food customer world-wide
- **Contribution:** tasty and reasonably-priced food prepared in a high-quality manner
- **Distinction:** delivered consistently (world-wide) in a low-key décor and friendly atmosphere.



Unilever

Unilever

- Our mission is to add Vitality to life. We meet everyday needs for nutrition, hygiene and personal care with brands that help people look good, feel good and get more out of life.
- **Purpose:** to add Vitality to life
- **Business:** nutrition, hygiene and personal care
- **Values:** look good, feel good and get more out of life.

Choosing a Name for Brand

- Attention must be paid to its uniqueness
- Right name provide great opportunity to begin branding process well.
- Example – Amazon, Pepsi, Microsoft, Volkswagen, Xerox, Samsung, Nike, Sony, Vodafone....

Visual Identity i.e. Logo



Take a look at what's highlighted in pink. Look familiar? It's a 31, which is the number of flavors they offer.



Unilever produces so many different products that sometimes it's hard to keep track of everything they do. Lucky for us, there's symbols for literally everything they make right in their logo.



See where that arrow points? It suggests that you can buy everything from A to Z on Amazon.



Piece of bitten shows great temptation.



Convenience stores; renamed from "U-Tote'm" in 1946 to reflect their newly extended hours, 7:00 am until 11:00 pm

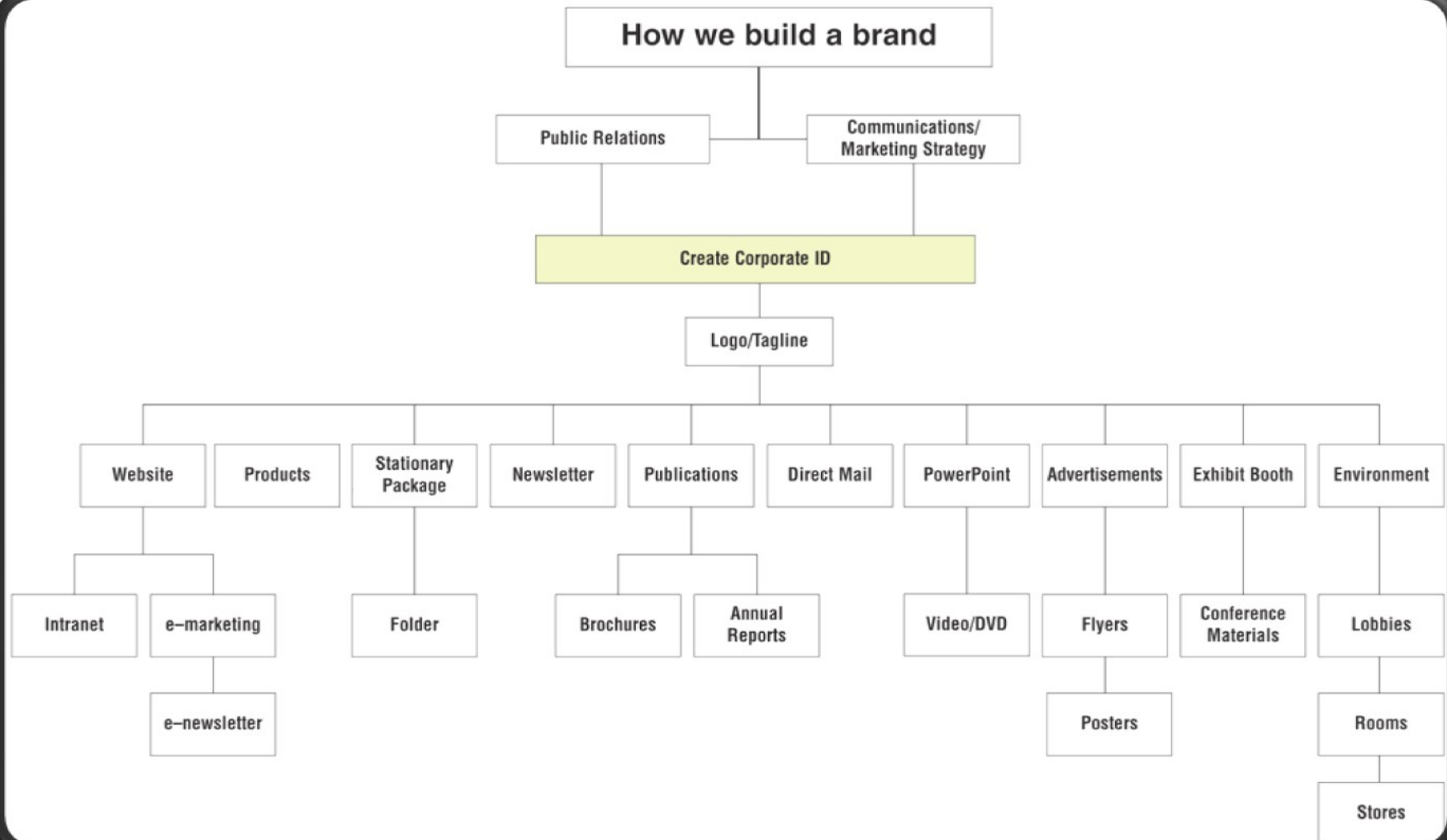


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Positioning

- How differently you would be perceived from your competition based on differentiation through:
 - Domin (Focused)/ Specialized
 - Tools (For improving Productivity)
 - Methodology (Your special way of doing things)
 - The way you influence the customer
 - BMW – Driving
 - Volvo – Safety
 - Mercedes- Engineering
 - Jaguar – Styling
 - Toyota – Reliability
 - Ferrari – Speed

Brand Building



Keeping Right Customer

- Identify valuable Customers
- Evaluate likes and dislikes of the customers (Need & Want)
- Build Relationship

How it will work

- ✓ Sell more
- ✓ Improve efficiency
- ✓ Improve customer service



VICTORINOX



xerox



CREDIT SUISSE



patagonia

LACOSTE

