

3.1 Brands and branding

PRODUCT
DISTRIBUTION
PROMOTION
PEOPLE
FINANCE
RISK
GROWTH

- > *What is branding?*
- > *What does a brand do?*
- > *How does branding add value?*
- > *Developing your brand*
- > *Business to business branding*
- > *Brand equity*

“Building a stand out brand is the best way to compete, especially when you are small.”

Tim Pethick, Chief Nudie of the Nudie Juice Company

“Branding is not merely the logo, some catchy tagline or the creative pastime for the marketing department. Branding is the heart and soul of a business. Your brand should stand for something, be authentic and uniquely yours.”

Karen Post, The Branding Diva

What is branding?

A brand is a name, a symbol and a perception applied to a product or service in a manner that adds value to the product. Branding is the management of the business reputation so that the opinion people have of the business is positive and memorable.

“A brand is a collection of perceptions in the mind of the consumer.”

Colin Bates www.buildingbrands.com

What does a brand do?

Brands help you to

- > Define how your target market benefits from using your product or service
- > Define how the product is different from the competition—branding is not only about what you do, it is about what you do differently from your competition
- > Promote a clear message about the difference to the target market
- > Remain focused in all your marketing effort
- > Ensure that all supporting services reflect the brand
- > Be credible to the target market
- > Be relevant to the target market
- > Reach the target market on an emotional level
- > Create loyalty and finally

- > Integrate everything you do that relates to the product around a core idea.

How does branding add value to your product?

Consistent branding adds value to your product by:

- > Implying consistency (if consumers have had your product before, they expect it to be the same each time)
- > Helping the consumer make efficient purchasing decisions (if they know the brand they will skim over other brands quickly)
- > Communicating key benefits
- > Generating loyalty to the branded product
- > If protected legally, assists in developing a defendable competitive advantage

Developing your brand

Remember that the brand must be relevant to the consumer.

Brand components	Hints
Brand values	<p>These are the values that underpin your brand, giving your brand personality and integrity. These values must be intrinsic to how the whole business works and include the tradition and rituals that go with the brand.</p> <p><i>Example:</i> Maggie Beer products are based around the Barossa tradition</p> <p><i>Example:</i> Everything about Beerenberg emphasises their home made, traditional image</p> <p>The values will also guide anyone representing your brand as to the type of service and the behaviour that is expected of them</p> <p><i>Example:</i> Virgin Blue and their staff</p>
Name	<p>Developing the name entails reviewing the product, its benefits, the needs of the target market and the manner in which you plan to market the product. The name must:</p> <ul style="list-style-type: none"> • Suggest something of the products benefits and qualities

Brand components	Hints
	<ul style="list-style-type: none"> • It must be easy to say, recognize and remember • It must be distinctive • It must be in a style that fits the target market • If possible it should be translatable into other languages • It must be legally defensible (ie trademark) <p><i>Example:</i> Mexican Express</p> <p>If you have an existing brand, have a range of business associates (suppliers, sellers, customers) give you three words that describe your product. Often those outside the business will see it quite differently. You may be inspired by their comments! Or you may realize that what the outside sees is quite different from how you wish the business to be seen. You may choose to:</p> <ol style="list-style-type: none"> 1. Go with how the outside sees your product. 2. Change the way in which you market the product so that it better reflects the values you aspire to.
Logo	<p>The logo must visually impart the name in some way plus communicate the colours and the shapes linked with the brand</p> <p><i>Example:</i> Coopers</p>
Positioning statement	<p>Positioning creates your space in the market. A positioning statement is a short statement that defines your product offering. It should capture what the one key thing that is unique about your business—your Unique Selling Proposition (USP). A positioning statement is also called a byline or tag line.</p> <p><i>Example:</i> Wendy's—Works a Treat</p>

- > Staff
- > Stationery
- > Uniforms
- > Customer service
- > All marketing activities including advertising, tastings, displays
- > Visual merchandising including point of sale material
- > The look and feel of the retail outlet (if there is one)

The best brands are when a clearly defined message is communicated in everything that the brand is associated with.



Business to business branding

Branding is as important in business markets as in consumer markets. However, business buyers look for a different set of brand values. They ask what a product or service can do for their business. The sourcing and purchase decision is often consciously competitive, and will be more objective and less emotionally driven than retail consumer purchase decisions.

However, always remember that a sale connects people with people. Emotional brand attributes such as quality, reliability and innovation are very important. They just need to be packaged in a way that appeals to the people who will purchase for business reasons.

You should therefore think carefully about who will make the purchase decision, and what they are looking for. Are they distributors, importers, or principals? What do they want for themselves in the product? What do they believe their customers will want?

Generating continuing value from your brand

Once the brand is developed then everything that you do must reinforce the look and feel of the brand. This includes

- > The quality and consistency of the product
- > Packaging

Key attributes that need to be defined and tailored for the business to business market include

- > Fitness for purpose
- > Value for money and quality
- > Extendibility—does the brand extend to all your products and services
- > Company reliability
- > Tried and tested products
- > Investing in product development
- > Distribution and finance
- > Service backup
- > Training
- > Customisation of products
- > Partnership
- > Administration and customer service
- > Technical support
- > Ordering and product information
- > Delivery
- > Customer base

Books

Marc Gobes, *Emotional Branding: The New Paradigm for Connecting Brands to People* (Allworth, 2001)

Kevin Roberts, *Lovemarks: The Future Beyond Brands* (Powerhouse, 2004)

Websites

www.allaboutbranding.com

www.thebrandingdiva.com/PDFfiles/BeUnique120502.pdf

www.buildingbrands.com

'B2B Branding: Building the Brand Powerhouse'

[www.apqc.org/portal/apqc/ksn/01%20B-to-](http://www.apqc.org/portal/apqc/ksn/01%20B-to-B%20Exec%20Summ.pdf?paf_gear_id=contentgearhome&paf_dm=full&pageselect=contentitem&docid=100562)

[B%20Exec%20Summ.pdf?paf_gear_id=contentgearhome&paf_dm=full&pageselect=contentitem&docid=100562](http://www.apqc.org/portal/apqc/ksn/01%20B-to-B%20Exec%20Summ.pdf?paf_gear_id=contentgearhome&paf_dm=full&pageselect=contentitem&docid=100562)

Case studies

The Nudie Story www.nudie.com.au

Patties Foods www.patties.com.au/patties.html

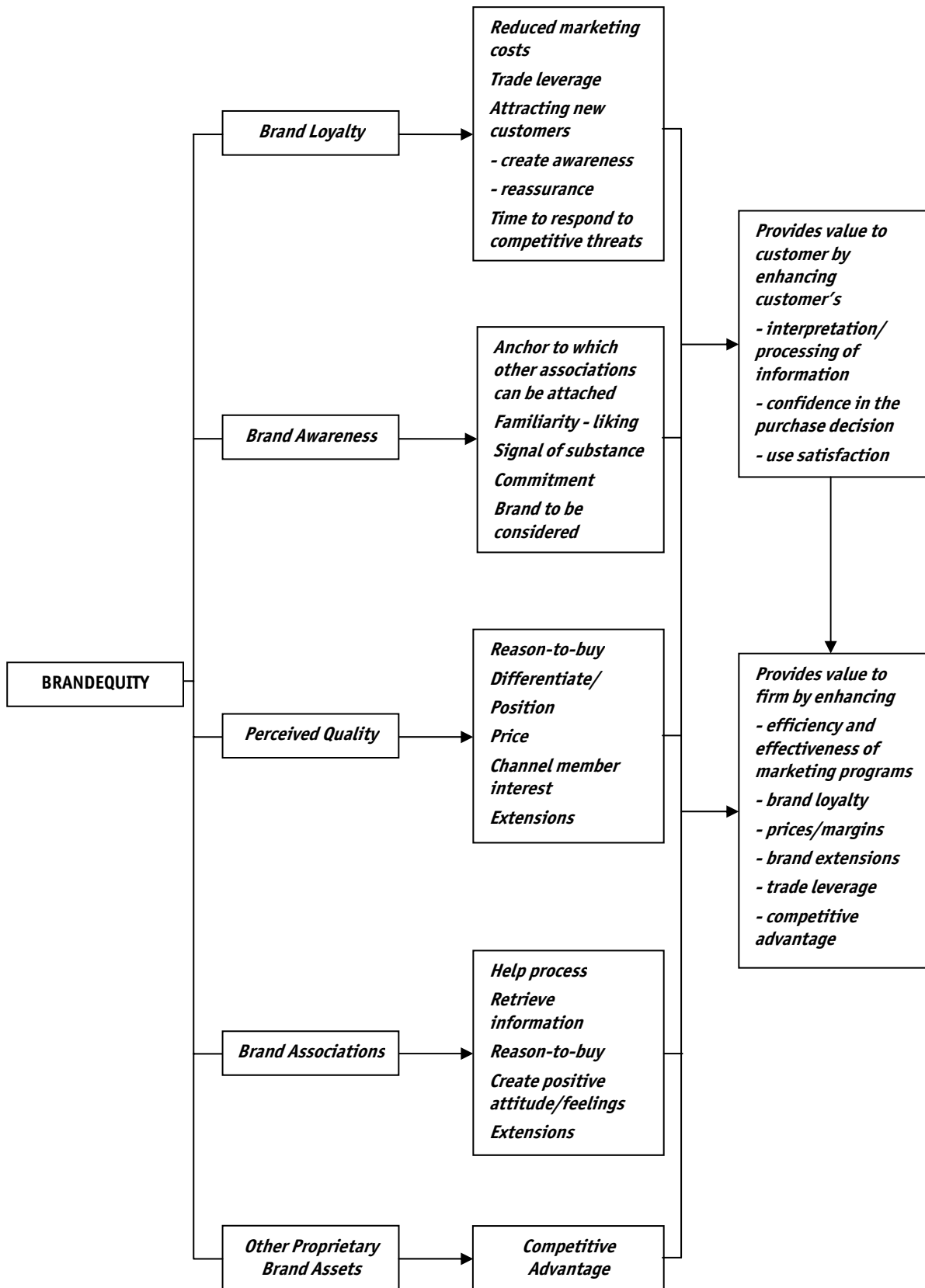
Golden Circle www.goldencircle.com.au/content/?action=getfile&id=122

Boost Juice www.boostjuice.com.au/documents/Boost_marketing.pdf

www.theaustralian.news.com.au/commonstory_page/0,5744,11834882%5E23289,00.html

Murraylands Export Identity Program

www.murraylands.org.au/export/exporting/exporting.cfm



David Aaker (1991), 'How brand equity generates value from managing brand equity', *Managing Brand Equity*