



WEBINAR

BRANDING

It's More Than A Logo

DATE

July 21, 2016

PRESENTED BY

Linda Thomas - Marketing Director @ Real Green Systems

TODAY

1. Is branding important?
2. How is branding different from marketing?
3. What does branding do?
4. How do you create your brand?
5. How do you determine your brand equity?

IS BRANDING IMPORTANT?

Yes



IS BRANDING IMPORTANT?

Yes



IS BRANDING IMPORTANT?

Yes



IS BRANDING IMPORTANT?

Yes



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HOW IS BRANDING DIFFERENT FROM MARKETING?

It's like marketing, right?

But they work closely together.

No

HOW IS BRANDING DIFFERENT FROM MARKETING?

It's the heart of your business



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WHAT DOES A BRAND DO?

Today's branding is about your company's interactive voice. It is no longer solely the voice of your company, but of your workforce, your customers, your followers.



WHAT DOES A BRAND DO?

Marketing may convince someone to purchase their first Harley

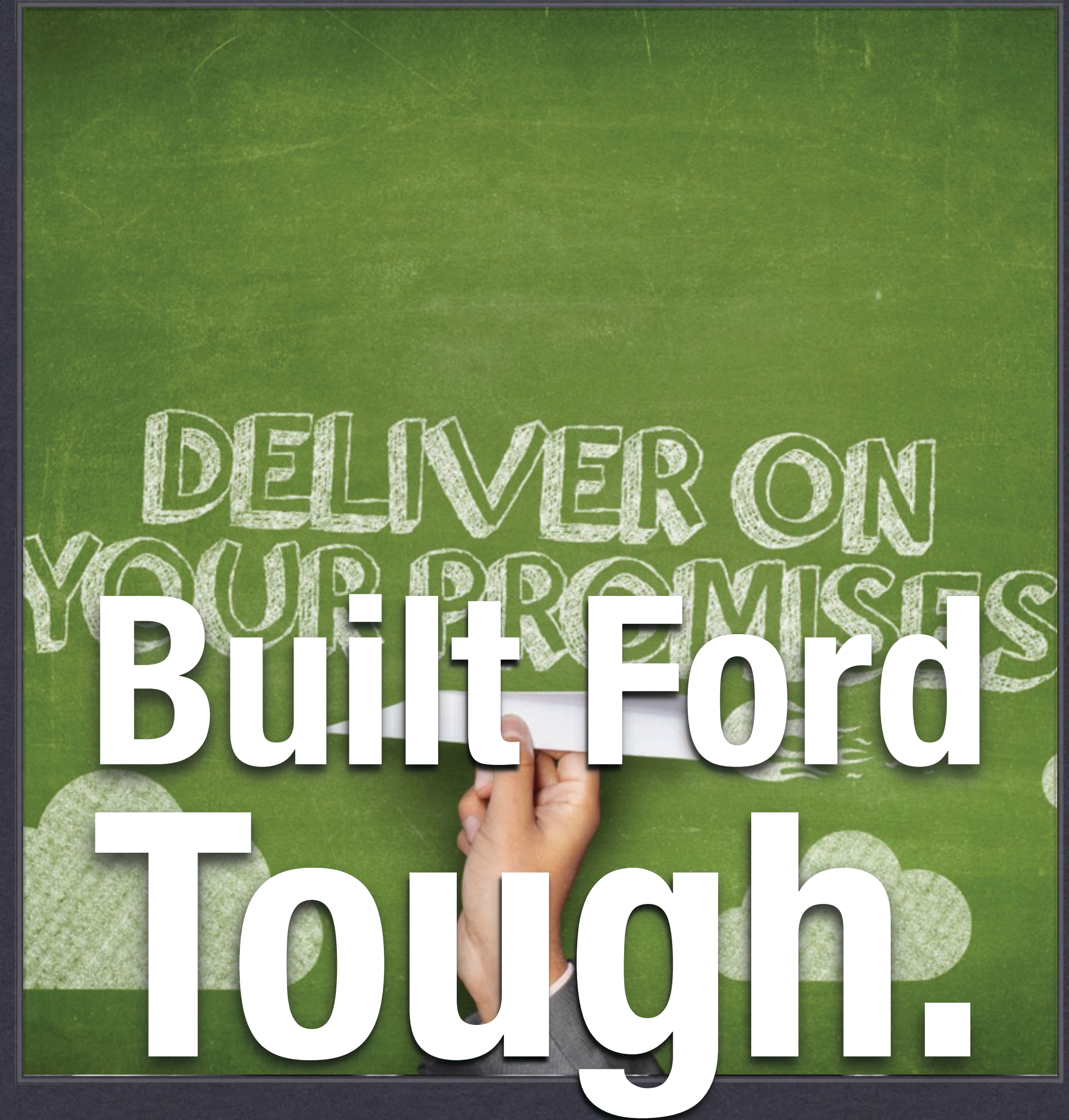
Branding can determine if they will be a customer for life



WHAT DOES BRANDING DO?

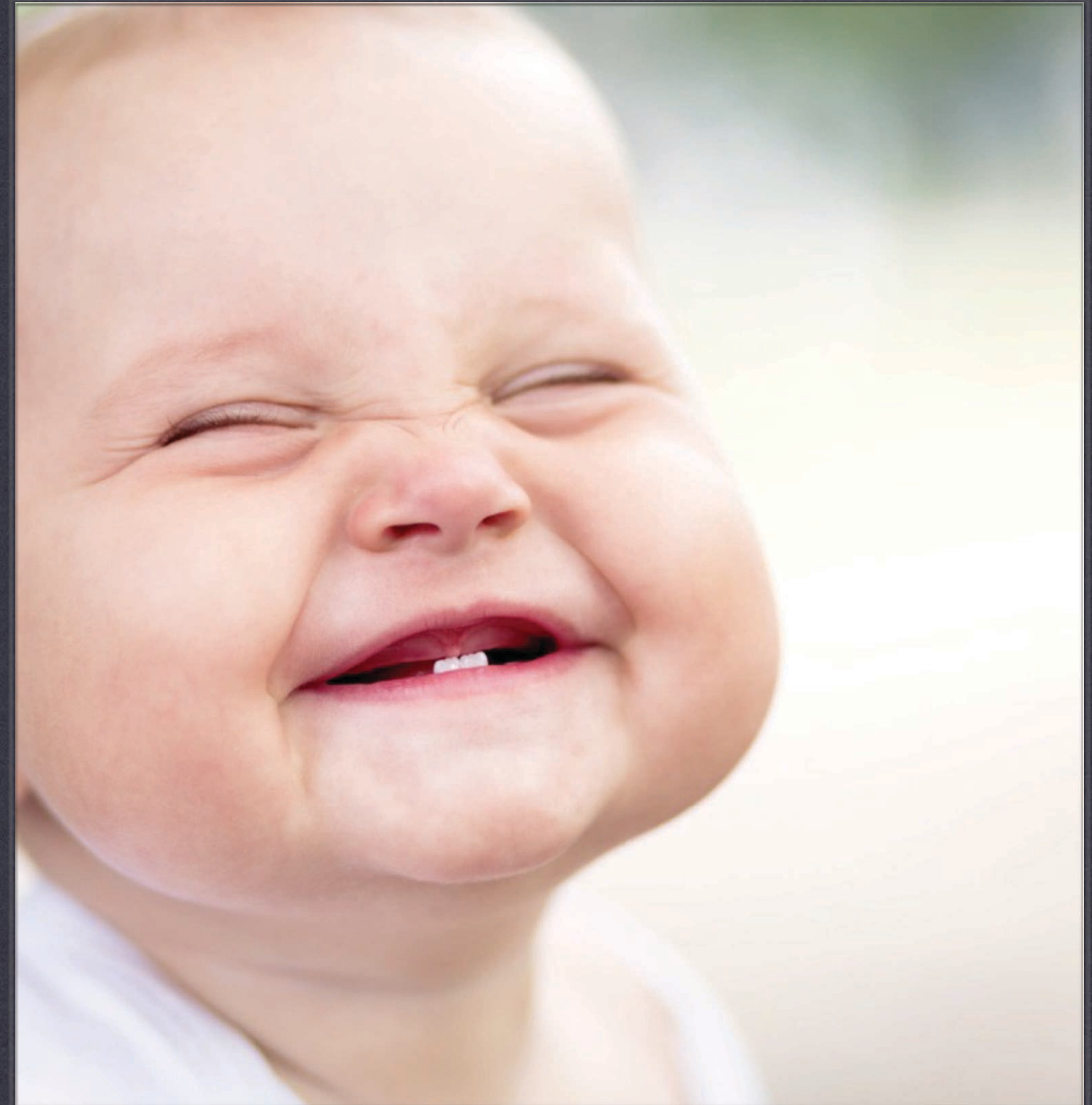
Branding is your core promise to your customers

It tells them what they can expect from your products and services



WHAT DOES BRANDING DO?

Makes people feel connected to or disconnected
from your company



WHAT DOES BRANDING DO?

It differentiates you from competitors



WHAT DOES BRANDING DO?

It leads to brand loyalty and advocacy

“Customer loyalty is the single most important driver of growth and profitability.”

– The Harvard Business Review



WHAT DOES BRANDING DO?

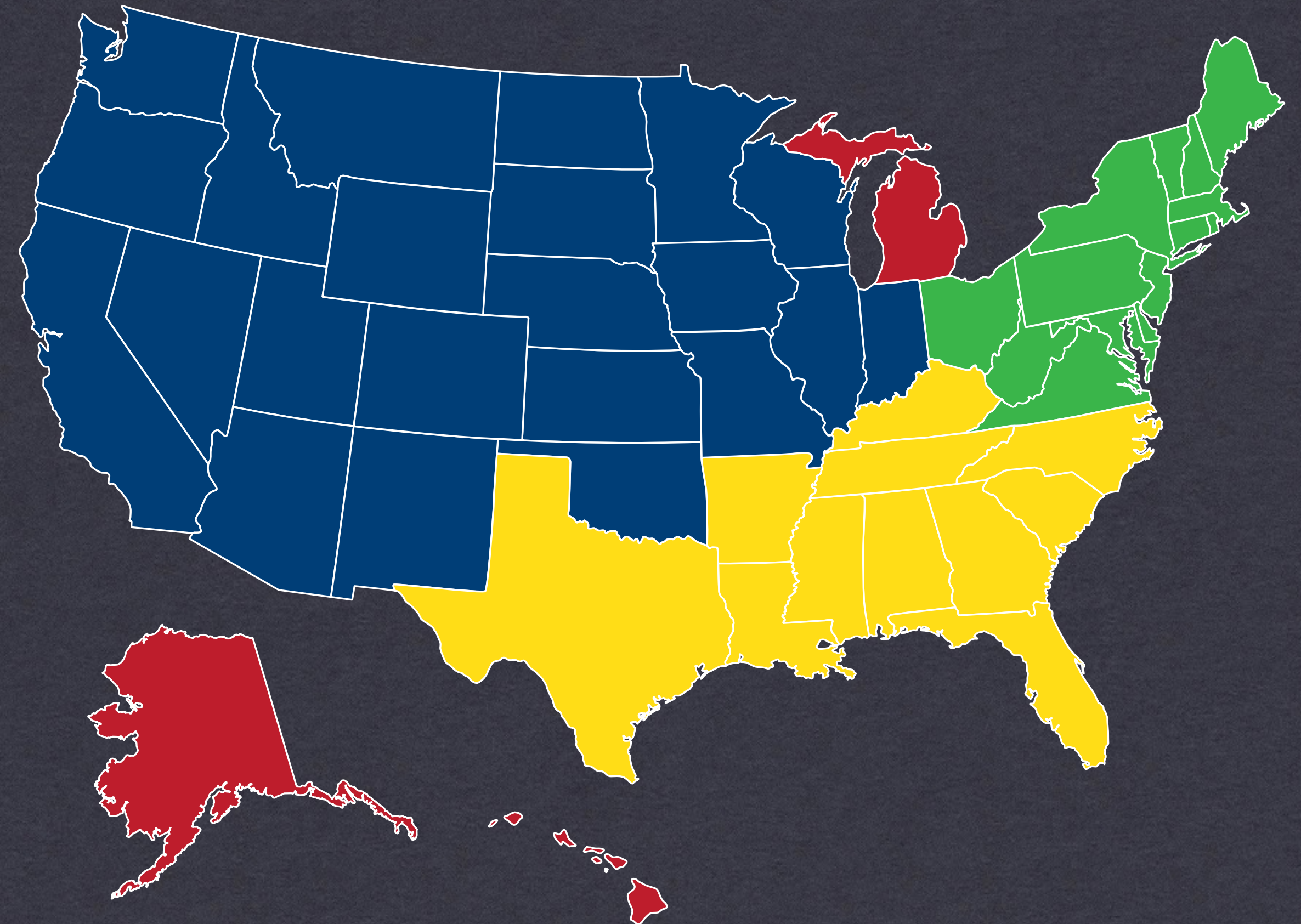
Price protection

How often do these brands slash prices? —>



WHAT DOES BRANDING DO?

Makes it easier to grow into other markets
and territories



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10-STEP BRANDING

1. Define your brand
2. Build your brand
3. Drive your brand
4. Aim your brand
5. Speak your brand
6. Repeat your brand
7. Distinguish your brand
8. Innovate your brand
9. Consider your brand
10. Flow your brand



1. DEFINE YOUR BRAND

What products and services are you offering?

Who's your competition?

Who is ahead of you or behind?

Where do you want to be positioned?



1. DEFINE YOUR BRAND

Who is in your customer community?

Who is in your potential customer community?



1. DEFINE YOUR BRAND

Define your brand's character

Don't make your brand something it's not



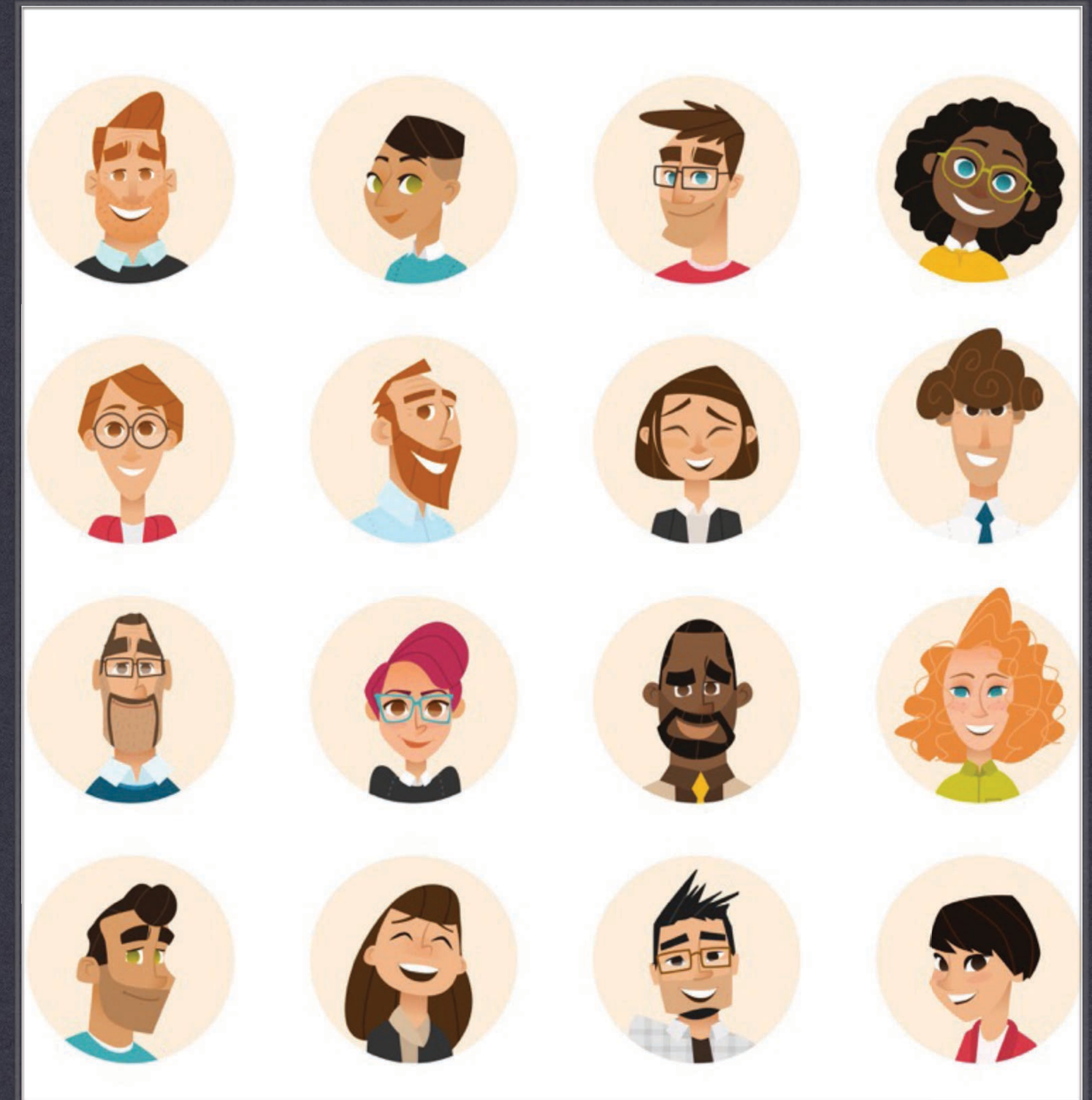
2. BUILD YOUR BRAND

Think of your brand as a person

What are your brand's beliefs?

What are your brand's values?

What is your brand's purpose?



3. DRIVE YOUR BRAND

What does your brand believe in?

What is its purpose?

What is your brand personality?



3. DRIVE YOUR BRAND

What is a brand personality?

Defines who your brand is going to be within its community



4. AIM YOUR BRAND

Keep realistic expectations - don't over-promise

Create trust with honest branding

Be clear who your company is

Stay true to your values everyday



5. SPEAK YOUR BRAND

Reinforce your business and brand character

Clarify what you offer

Make sure customers know exactly what to expect

Communicate your brand's message to your staff
— so your message is consistent — everywhere



6. REPEAT YOUR BRAND

Think of ways to convey the same message, so that it sounds fresh each time without losing its meaning



6. REPEAT YOUR BRAND


Chevrolet has had 3 repeating themes since 1914

Affordability

Dependability

Nationality

CMC 100



CCHEVROLET "Four-Ninety" Touring Car meets completely the national need for dependable and economical transportation.

The first cost is low. The upkeep is never a burden.

Electrically started. Electrically lighted. Demountable rims. Completely equipped.

"Four-Ninety" Touring Car \$735, Roadster \$715
F. O. B. Flint, Michigan

CHEVROLET MOTOR COMPANY
(Address of Retail Store)

This advertisement appears in the following publications

Baltimore American	-	March 5th
Baltimore News	-	March 5th
Buffalo Express	-	March 2nd
Buffalo News	-	March 1st
Cleveland Plain Dealer	-	March 2nd
Cleveland Press	-	March 1st
Detroit Free Press	-	March 2nd
Detroit Journal	-	March 4th
Detroit News	-	March 2nd
New Haven Register	-	March 5th
New Haven Times-Leader	-	March 5th
Richmond News-Leader	-	March 5th
Richmond Times-Dispatch	-	March 5th

Instructions to Newspapers

Get local address of Chevrolet Motor Company from Retail Store Manager. Submit to him proof of ad with local address in type for his O K before running this advertisement.

7. DISTINGUISH YOUR BRAND

Carve out your own unique identity

Be independent

Be original, authentic, and honest



8. INNOVATE YOUR BRAND

Stay agile with your branding
Dare to be different

Look at your brand from all angles – what may seem clever or funny to you, may be offensive to a large sector of your market



9. CONSIDER YOUR BRAND

Try to offer more, rather than slash your price

Use promotions to reinforce your brand's mission

Some of the best offers don't slash prices, they inform customers of the product/service value



10. FLOW YOUR BRAND

Keep your branding fluid and engaging
Respect your customers' intelligence by not
giving everything away up front

Tell a story



10. FLOW YOUR BRAND

Branding is like a flirtation – different channels provide information that adds to your brand, but doesn't exactly repeat what the other channels have said.



10-STEP BRANDING

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McMASTER
Pest Services





Making Western New York **Greener**,
One Lawn At A Time

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DETERMINING BRAND EQUITY

What is “Brand Equity”?

“Brand Equity is the value premium that a company realizes from a product with a recognizable name as compared to its generic equivalent. Companies can create brand equity for their products by making them memorable, easily recognizable, and superior in quality and reliability.”



DETERMINING BRAND EQUITY

Brand Equity is one of the few business assets
that can provide sustainable competitive
advantage



DETERMINING BRAND EQUITY

Typically, if you sell your business, you:

Value your customer list

Value your equipment

Value your product on-hand

Value your building (if applicable)

Value your vehicles

Remember to value your brand



DETERMINING BRAND EQUITY

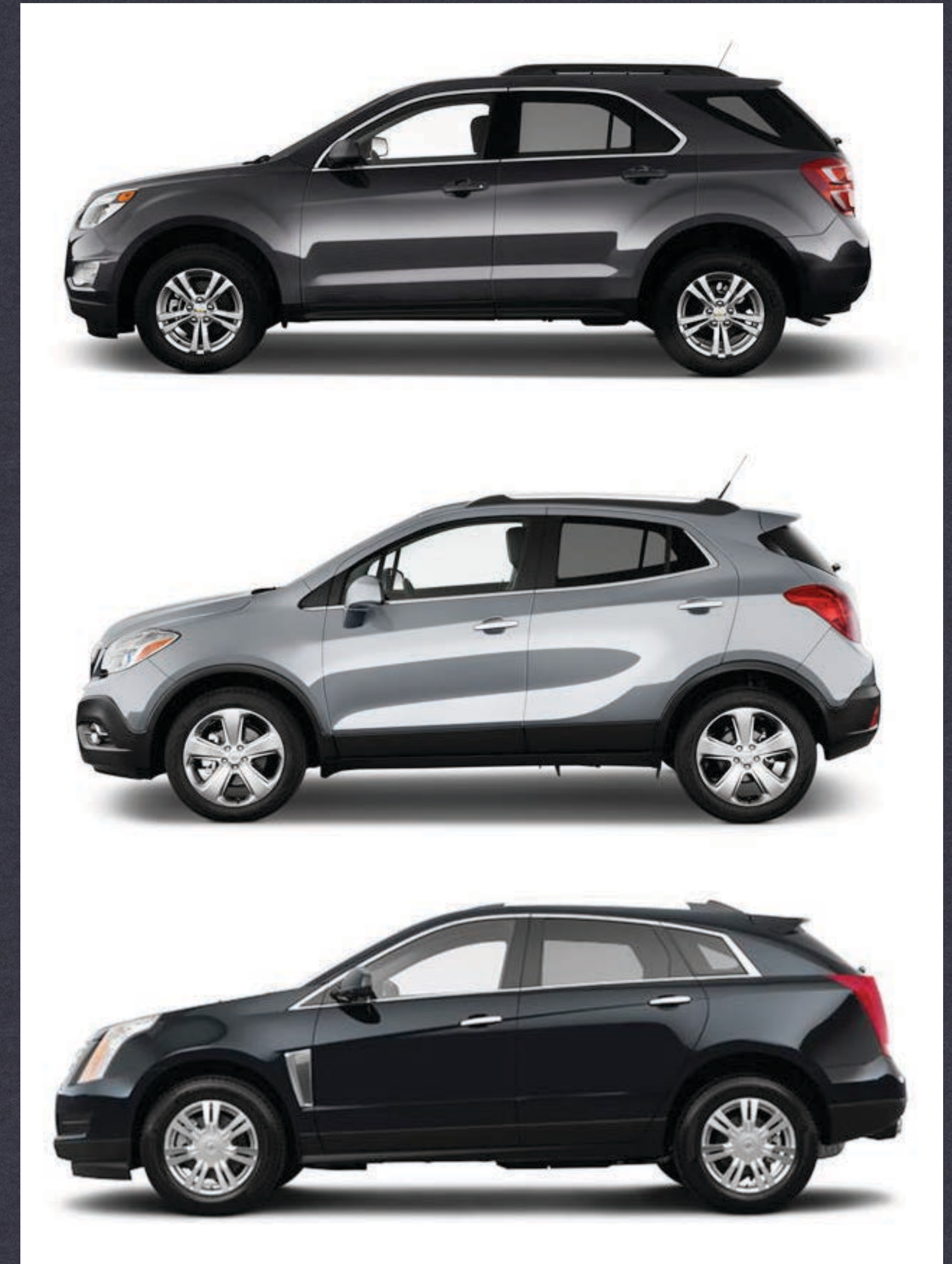
Brand Equity is glaringly apparent in the auto industry

Let's look at these vehicles:

Chevy Equinox BASE: \$22,600

Buick Encore BASE: \$24,065

Cadillac SRX BASE: \$37,605



DETERMINING BRAND EQUITY

They are the same base model

Share approximately 85% of their components

Certain cosmetic and “luxury” amenities differ

The main difference driving price?

Brand Perception



DETERMINING BRAND EQUITY

Some industry experts believe the brand perception makes up 10% of a vehicles retail value

10% of value = Brand

DETERMINING BRAND EQUITY

1. Cost-Based Brand Valuation
2. Market-Based Brand Valuation
3. Income Approach Brand Valuation



DETERMINING BRAND EQUITY

1. Cost-Based Brand Valuation

Cost-Based Valuation requires you to evaluate the cost of your brand and restating actual expenditures in current cost terms. The same method can be used if you just relaunched your brand.

Basically, how much did you pay for the brand?



DETERMINING BRAND EQUITY

1. Cost-Based Brand Valuation

Items you would include when evaluating costs include historical advertising, promotion expenditures, the cost of campaign creation, licensing and registration costs.



DETERMINING BRAND EQUITY

1. Cost-Based Brand Valuation
2. Market-Based Brand Valuation
3. Income Approach Brand Valuation

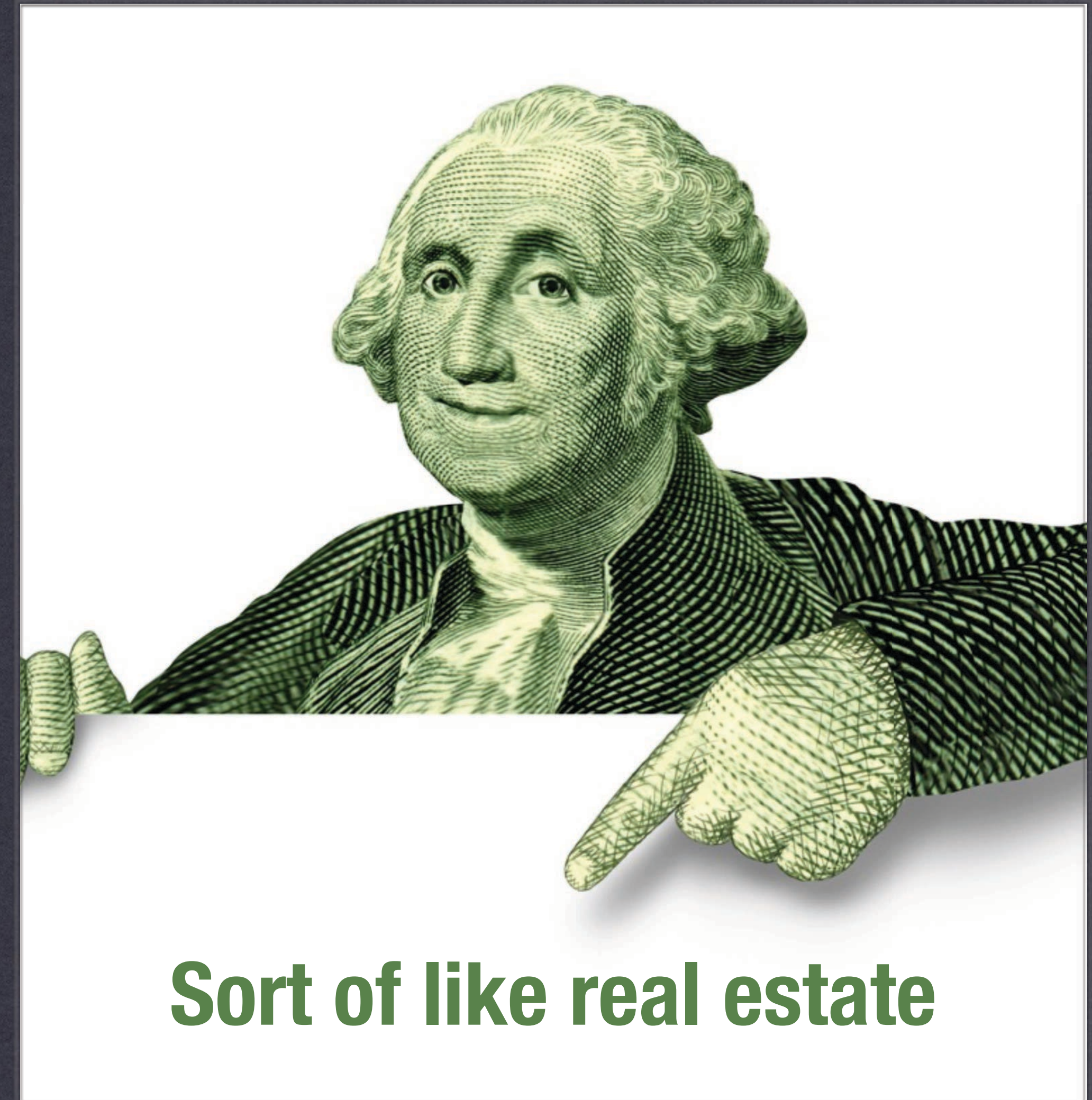


DETERMINING BRAND EQUITY

2. Market-Based Brand Valuation

This brand valuation uses one or more valuation methods by comparing similar brands, which have been sold.

Think of it like this, market-based brand valuation is what a brand can be sold for.



Sort of like real estate

DETERMINING BRAND EQUITY

1. Cost-Based Brand Valuation
2. Market-Based Brand Valuation
3. Income Approach Brand Valuation



DETERMINING BRAND EQUITY

3. Income Approach Brand Valuation

This method is often referred to as the “in-use” approach. It considers the valuation of future net earnings that directly attribute to the brand to determine the value of the brand in its current use.



DETERMINING BRAND EQUITY

3. Income Approach Brand Valuation

The brand value using this method is equal to present value of income, cash flows, or cost savings actually or hypothetically due to the asset or brand.



**Get those
balance sheets ready**

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