

Why Brands Matter

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Support Strategies Boot Camp
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For anyone marketing anything... its tough out there

- **Leveled playing field**
 - Providing opportunities and pitfalls
- **Digital marketing**
 - Big or (small data)
 - Spending wisely
 - Analyze how much they can afford to pay for a lead... and a customer
- **You have your audience**
 - Local or national
 - B2B, B2C
 - Any vertical or trade class

**You can find out everything about
anything in around 5 minutes**

amazon

Google

**More than ever the decision on what
to buy, when to buy it and from who
is in the hands of the buyer**

So how do you get ahead?

There is only one way.

Brand.

**Remembered.
Differentiated.
The Way You Motivate.
Your Mark.**

**All of the other aspects of how you get
your brand seen is driven by the
incremental revenue you make by
having a brand in the first place.**



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So, it's not just why brands matter.

**It's that brand is the
ONLY thing that matters.**





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Emotion.

**Nobody remembers what
they bought.**

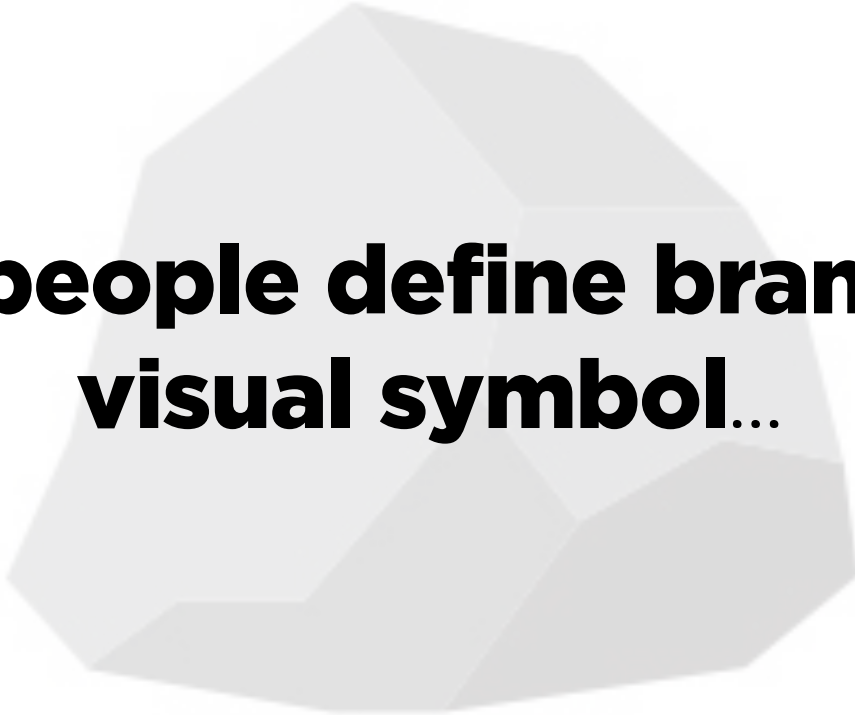
**They remember how they felt
when they bought it.**

The Brand is the Embodiment of that Emotion.





































Brand Gives You:

- Peace of mind
- Time savings
- Differentiation (not in the product, but for you)
- Safety
- Added value
- Reasons to share your good fortune

**84% of people purchase a product because of a referral...
even if they didn't directly know the person.**



**Most people define brand as a
visual symbol...**

 Marriott International	 Shell	 Nike	 Playboy	 PepsiCo, Inc.	 Atari Inc.
 Sporcle Inc.	 Toyota Motor Corp.	 Prudential Financial	 AT&T	 Chevrolet	 Adobe Systems Inc.
 Deere & Company	 McDonald's	 United Airlines	 Honda Motor Company	 Safeway Inc.	 Facebook, Inc.
 Chevron Corporation	 Motorola Inc.	 Mercedes-Benz	 American Airlines	 Comcast Corporation	 Mazda Motor Corp.
 Hilton Hotels Corp.	 Taco Bell	 Volkswagen	 The Boeing Company	 General Mills	 Guinness
 Sprint Nextel	 Anheuser-Busch	 Audi	 Microsoft Windows	 DreamWorks SKG	 Apple Inc.



But, it's much more.

What REALLY defines a brand?



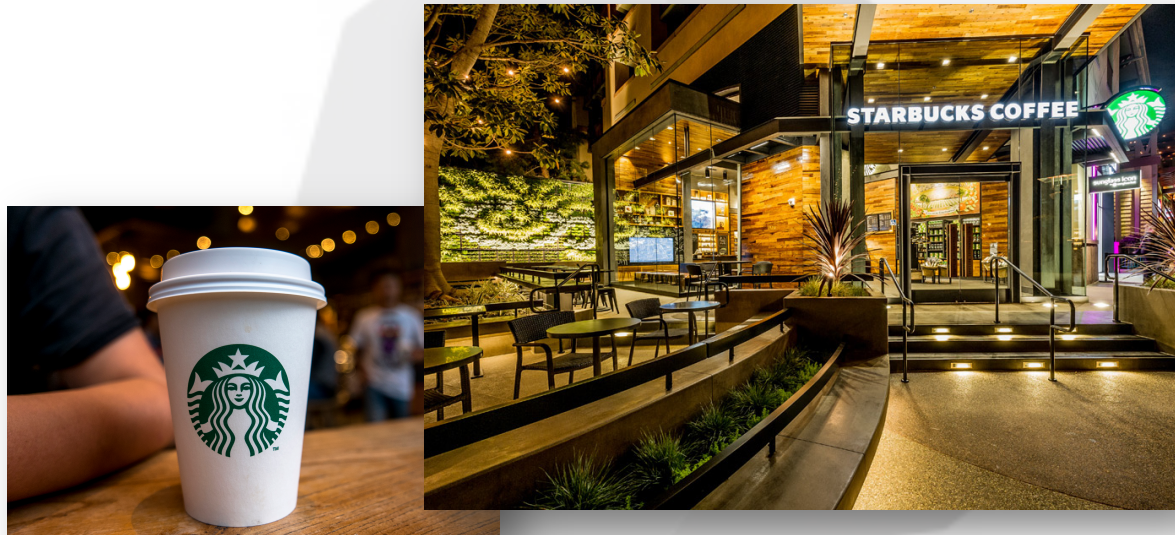
- **Features: Specific product/service attributes**
 - Benz suggests expensive, well-built, well-engineered, durable vehicles
- **Benefits: Features = functional/emotional benefits**
 - Prestige, luxury, wealth, reliability, self-esteem
- **Values: Company values and operational principles**
 - Excellence, high performance, power
- **Culture: Cultural elements of the company and brand**
 - German precision, discipline, efficiency, quality
- **Personality: Strong brands = distinctive personality**
 - Luxury and efficiency, precision and prestige
- **User: Brands who you are**
 - Classified differently than, for example, the drivers of Cadillac, Corvettes, BMW, Porsche, Maserati... their immediate competitors... & even indirect competitors



**And what are the components
of a brand?**

- **Brand Purpose:**

- The why? What is the passion of what you do, because it will show through



Starbucks is not in the business of selling coffee, but delivering a third place between home and work – and creating the ultimate brand experience for its customers.

- **Brand Position:**

- How are you differentiated from competitors?



**Do you have your white space
or is this something you can create?**

Three Questions of Positioning

1.

What is the exact category that my brand is in and can I dominate?

2.

Who is my “best” target audience?
You cannot, and should not be all things to all people.

3.

What really sets my brand apart relative to the competition?

You have to make it real... especially in the experience of your customers so that they can go to market for you and tell everyone how smart THEY are, for choosing you.



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- **Brand Promise:**

- The trust that is build between your brand and the brand user that they can depend on the things that are making them choose you in the first place.



Think about that word... Trust.

- **Brand Personality**

- If you could describe your business as a person – what human characteristics would you choose? Confident? Serious? Fun?



WE ARE FARMERS.
Bum ba-dum bum bum bum bum.

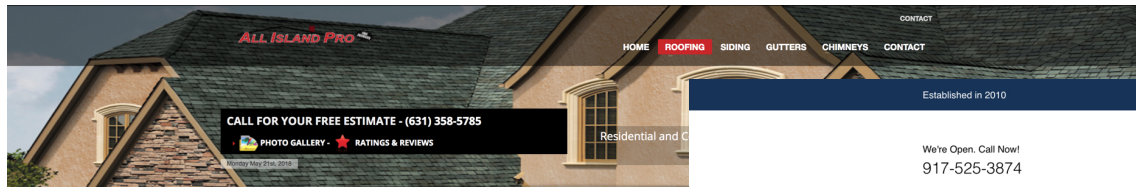


GEICO®

This is the way your brand behaves, speaks, and engages with the outside world... emotionally... it's voice

And Back to Brand Identity

- This is what most people perceive as the brand
 - It is made tangible with repetition, and \$\$
- These other aspects other than visual symbol are more important
 - That is, until the symbol itself evokes all of the above
- Do you need it? Absolutely—it is proof that you are taking your commitment to the four P's seriously
 - Our brains process images 60,000 times faster than we process words
 - And that only happens to a choice few: to trigger immediate recognition and recall for your brand



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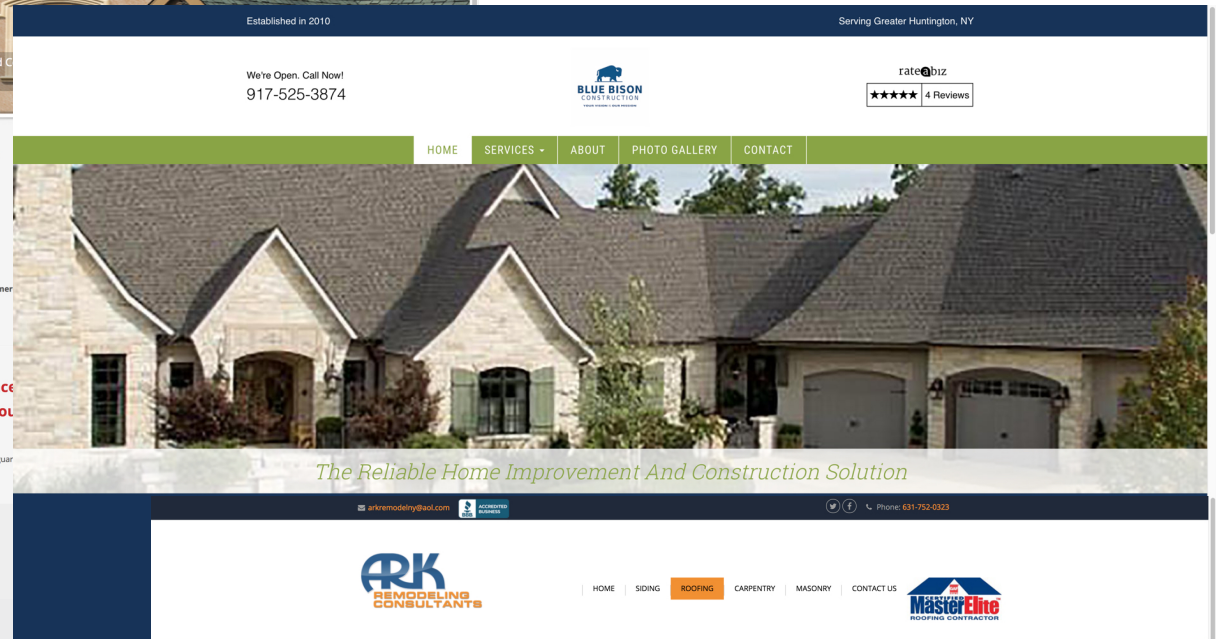
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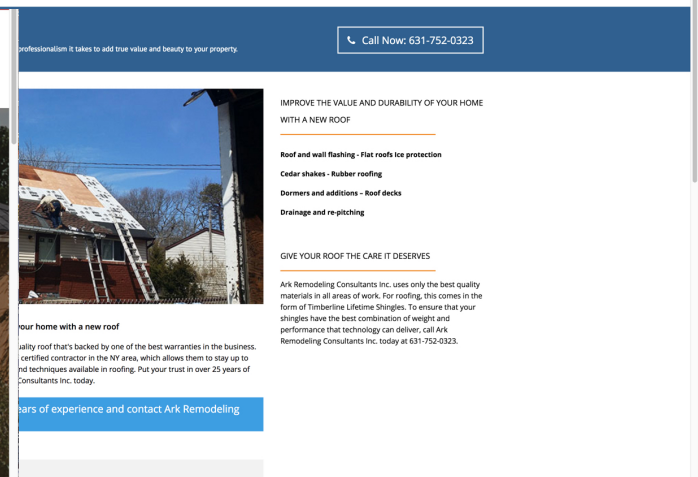


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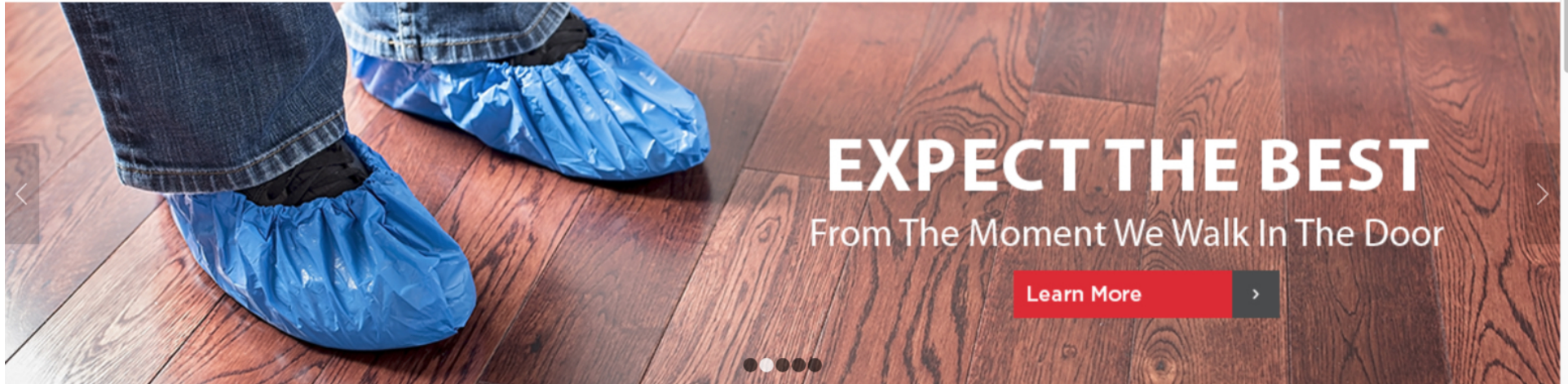
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Roofing In Suffolk County, NY



Welcome to

A1 ROOFING OF LONG ISLAND

You'll notice something different about A1 Roofing the moment we walk in the door: our boots. You won't see them because they're covered by surgical booties. Why? Because we go to extraordinary lengths to protect your property. We break the traditional mold (**roofing and siding** is typically messy in both presentation and process) to deliver a superior level of cleanliness and professionalism driven by intense attention to detail. It's the foundation of our family owned business and the result is pristine quality – above...and beyond.

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We Treat You Like **FAMILY**

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*The A1 Family:
Vincent, John, Dennis, Maria Malizia*

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SAME DAY QUOTE

A complete quotation with all info and processes delivered in a day or less.

BIRD'S EYE ESTIMATE

A comprehensive examination and super accurate estimate with no obligation. Unlike our competitors, our roofing systems professionals *go up on the roof* for a bird's eye view before any commitment to the project.

TRIPLE CHECK

Our quality assurance manager has only one job – to inspect every aspect of the installation or repair. Our constant inspection process includes three complete check-offs: during, post project, and one week later. The end result is excellence to the third degree.

FLEXIBLE FINANCING

From credit card to check and more, pay only after the job is complete. We're proud to offer convenient and affordable financing.

GOOD NEIGHBOR PROGRAM

We hate to disrupt the normalcy of the neighborhood without any prior notice. As part of our Apology Tour, we politely knock on your neighbors' doors before they come knocking on yours.



DOPPLER ROOF INSPECTION

With the precision of weather storm detection, we use the latest Doppler radar to check under the layers for potential problems. With no unnecessary installations or repairs – we install only what you need and nothing you don't.

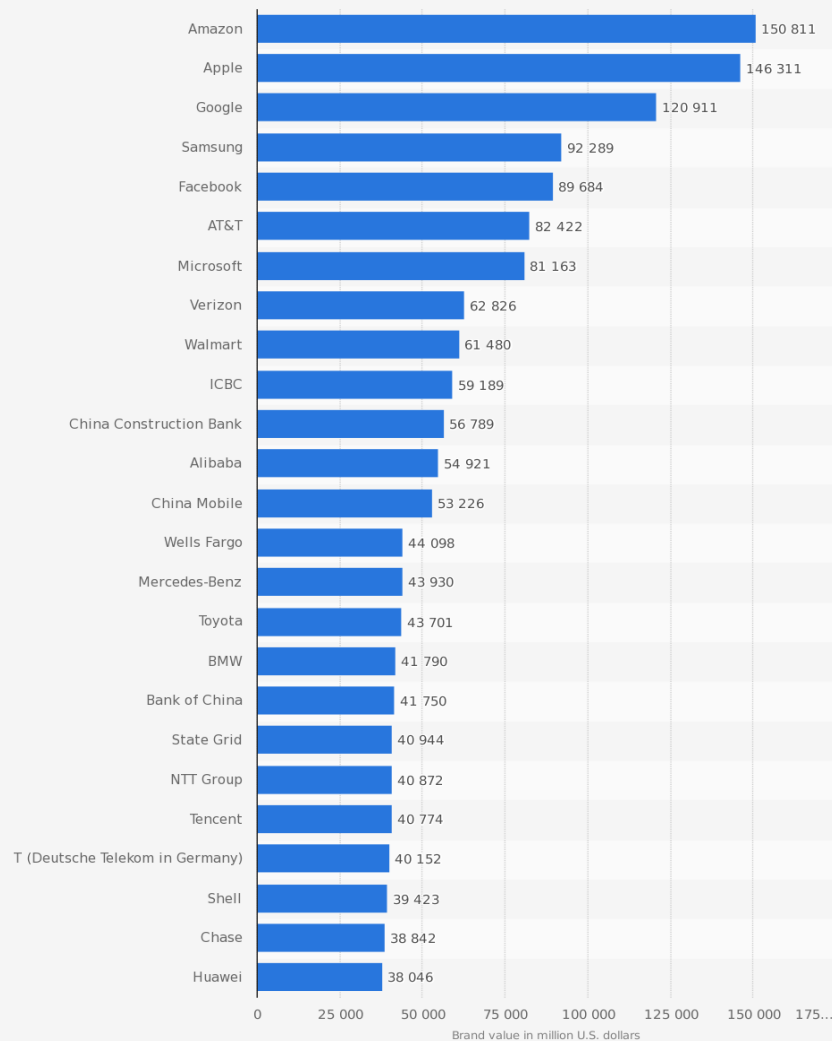


SINGLE DAY SERVICE

We finish what we started – as fast as one day. Enjoy minimal mess, dumpsters, and noise.



Brand value of the 25 most valuable brands in 2018 (in million U.S. dollars)



Source:
Brand Finance
© Statista 2018

Additional Information:
Worldwide; Brand Finance; 2018

**Just want
to leave
you with
this...**



**Your choice on how to spend the
remaining time...**

Q&A?

Stump the marketing guy?



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