



# BRANDING

is the way that your customer perceives you



# BRANDING

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CJM ACADEMY



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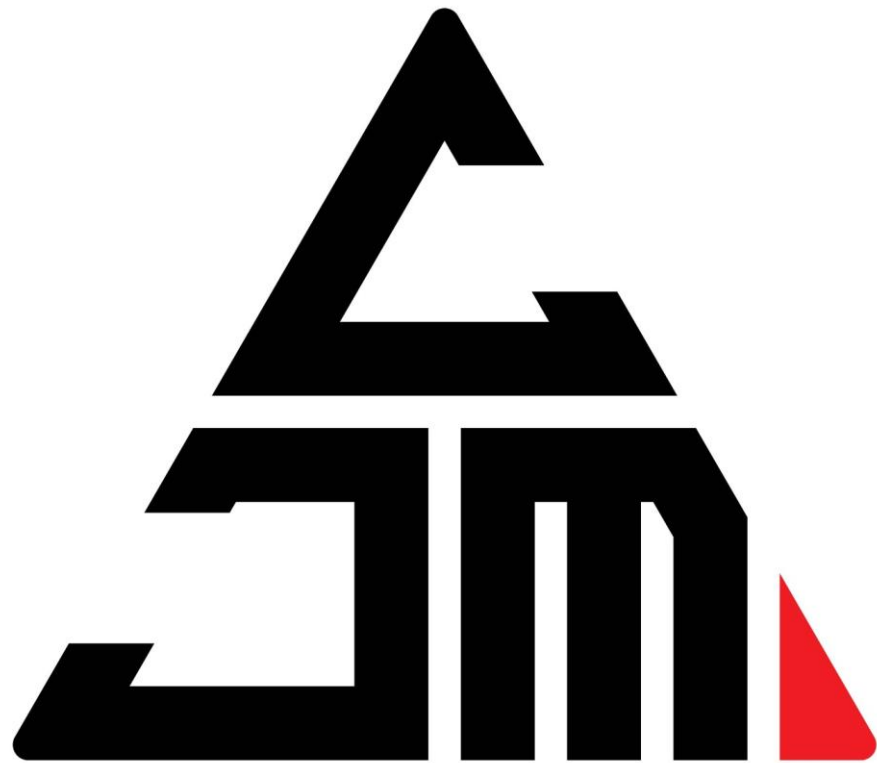
**Be Remembered**

# What is Branding?

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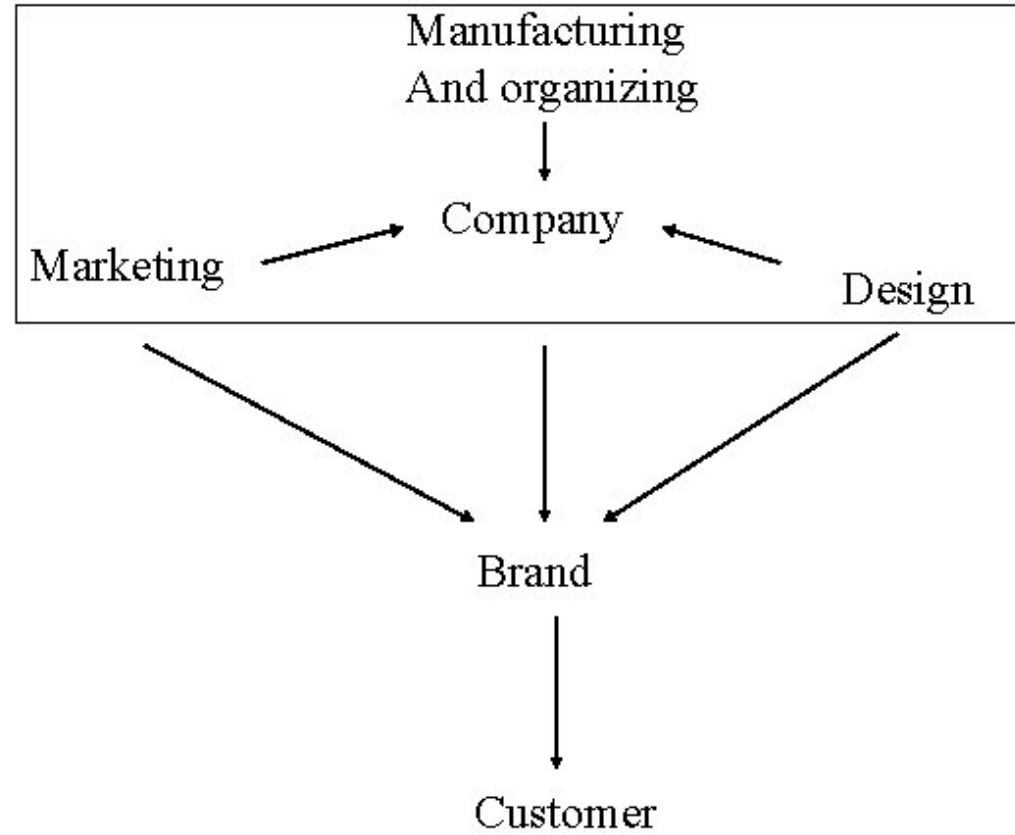
“A brand is a name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers” (American Marketing Association).





— CJM ACADEMY —







# BRANDING

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Builds a connection between customers and a company, service or product. It aims to establish a presence in the market that attracts and retains loyal customers.

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MAKE DIGITAL GROUP

## Why is Branding important?

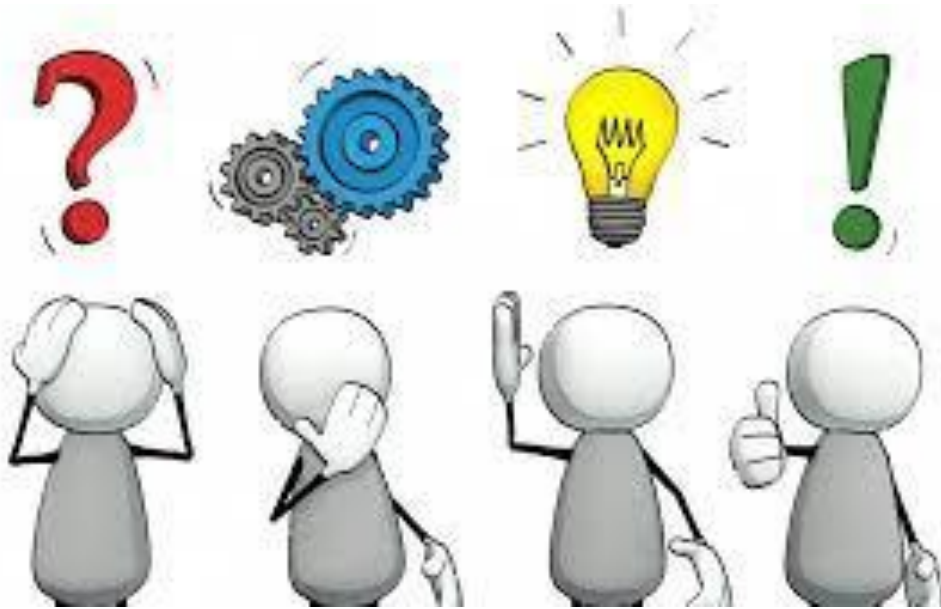
Branding is important because **not only is it what makes a memorable impression on consumers but it allows your customers and clients to know what to expect from your company.** There are many areas that are used to develop a brand including advertising, customer service, social responsibility, reputation, and visuals.

# What do you think about?

Mentioned the first Soft Drink that comes to mind ?

Mentioned the first fast-food restaurant that comes to mind?





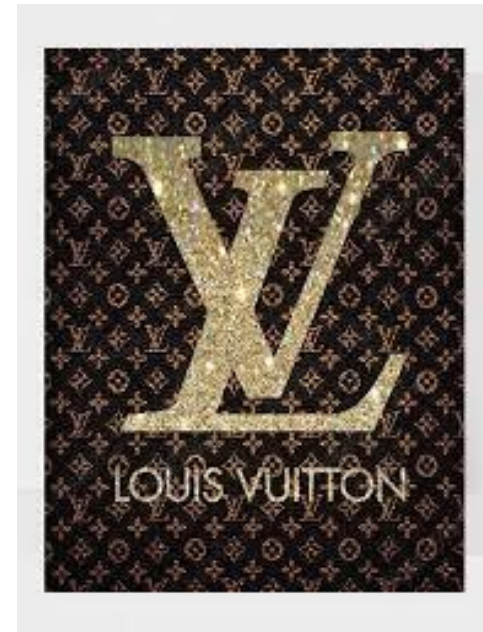
# Brand Equity

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Brand equity is the added value endowed on products and services, which may be reflected in the way consumers, think, feel and act with respect to the brand

# What do you think about these Brands?

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# Advantage to Strong Brands

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1. Improved perceptions of product
2. Greater Loyalty
3. Less vulnerability to competitive marketing actions
4. Less vulnerability to crises
5. Larger Margins
6. Increase marketing communications effectiveness
7. Loyalty
8. Trust / Credibility
9. Pricing

# Brand Promise

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A BRAND PROMISE IS THE MARKETER'S  
VISION OF WHAT THE BRAND MUST BE  
AND DO FOR CONSUMERS



# Brand Promise

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# Brand Identity

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1. A promise that gets kept consistently
2. It creates a personality and a life for you products and services
3. A unique and consistent look, feel, tone and voice for all communications
4. It is essentials to your success in the marketplace

# Drivers of Brand Equity

## Creating Brand Insistence



# Key Brand Elements

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1. Brand Name – Name/ Logo / Tagline
2. Brand Promise – What do you promise to deliver
3. Brand Personality – What do you want your brand to be known for?
4. Brand Associations – Colors, Tagline, Images, Fonts, Uniforms, Equipment ect...

# Brand Awareness

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Your product is the first that come to mind in a certain product category

( Cola, Sprite, Mcdonald, Apple, Samsung, ect )





# Brand Association

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THE LINK TO A FAVORABLE  
IMAGES, CELEBRITIES,  
GEOGRAPHIC REGIONS ECT.



# Nike History

# Starbucks' Brand Contract

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## Starbucks' Implicit Brand Contract

- Provide the highest quality coffee available on the market today
- Offer customers a wide variety of coffee options as well as complementary food and beverage items
- Have an atmosphere that is warm, friendly, homelike, and appropriate for having a conversation with a good friend or reading a book
- Recognize that visiting Starbucks is as much about the *experience* of drinking coffee as it is about the coffee itself



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THANK YOU !!

PLEASE TAKE YOUR QUIZ