Building Your Brand
Samantha Singer

An integrated marketer, Samantha has a wealth of experience gained from working across the retail, telco, member services and legal industries. She has a passion for copy writing and enjoys working on integrated marketing solutions. Her strength lies in her attention to detail and efficiency.

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<table>
<thead>
<tr>
<th>Company</th>
<th>Services</th>
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<tbody>
<tr>
<td><strong>AUSTRALIAN BUSINESS Solutions Group</strong></td>
<td>Apprenticeships&lt;br&gt;Traineeships&lt;br&gt;Mentoring&lt;br&gt;Career advice&lt;br&gt;Training</td>
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<td><strong>AUSTRALIAN BUSINESS Consulting &amp; Solutions</strong></td>
<td>Marketing&lt;br&gt;International Trade&lt;br&gt;Work Health &amp; Safety&lt;br&gt;Human Resources&lt;br&gt;Business Growth</td>
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<td>Employment Law&lt;br&gt;Workplace Relations&lt;br&gt;Workplace Health &amp; Safety Law&lt;br&gt;Corporate + Commercial&lt;br&gt;Property Law</td>
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<td><strong>AUSTRALIAN BUSINESS Recruitment Solutions</strong></td>
<td>Executive &amp; Business Support&lt;br&gt;Industrial&lt;br&gt;Health&lt;br&gt;Indigenous&lt;br&gt;Apprentices &amp; Trainees</td>
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Part of something bigger
NSW Business Chamber How we help

- Business-to-Business connections
- Avoid fines and reduce risk
- Increase productivity and profitability
- Advocate for business
- Local, regional and state-wide business support
Agenda

• What is a brand?
• The pillars of brand strength
• How to build brand awareness
• Knowing your USP
• Learning from the big boys: Coca Cola
• 5 ways to strengthen your brand
Your Brand. Its more than just your logo.
Definition: Brand

A brand is “The intangible sum of a product’s attributes: its name, packaging, and price, its history, its reputation, and the way it’s advertised.”

Source: David Ogilvy
Brand Equity

So what is it?

the commercial value that stems from consumer perception of the brand name rather than from the product or service itself.
Brand Equity

QANTAS vs. Virgin Australia

VISA vs. American Express

Burger King vs. McDonald's

Apple vs. Windows
Brand Equity

1. Brand Awareness
   the extent to which consumers are familiar with the qualities or image of a particular brand of goods or services.

   **How do you build brand awareness?**
   - Referral programs
   - Content
   - Partnerships
   - Make Social Customer Engagement a Priority
Brand Equity

2. Brand Loyalty

- Engaged customers buy 90% more frequently
- Engaged customers buy 60% more per transaction
- 66% of customers switch companies because of poor service - 58% will NEVER do business again
- The most important driver of brand loyalty for millennials is a great product (77%), followed by brand recognition & trust (69%)

Source: http://www.ciceron.com/2016/01/the-importance-of-customer-loyalty-infographic/
Brand Equity

3. Brand Understanding

Knowing how you’re perceived in the market.
This aspect of your brand comes down to what people think of your brand when they hear the name or see the logo.

Strong brands will

- BE DIFFERENT – what is your USP?
- BE RELEVANT – are you updating to maintain relevance?
Your Brand

Brand Identity

Brand Images

Brand Culture

Customer Experience

Brand Identity

The visible elements of a brand (such as colours, design, logotype, name, symbol) that together identify and distinguish the brand in the consumers' mind.

Source: http://www.businessdictionary.com/definition/brand-identity.html
Brand Identity

1. Brand Image

the general impression of a product held by real or potential consumers.
Brand Identity

2. Brand Culture

A brand culture is the idea that a brand can have a rich identity that represents a set of shared experiences, attitudes, values and meanings amongst customers.

Source: http://simplicable.com/new/brand-culture
3. Customer experience

Customer experience (CX) is the interaction between an organisation and a customer over the duration of their relationship.
When Consumers Have a **POSITIVE** Experience with Brands

- **27%** Join a loyalty program
- **15%** Write an email/letter praising the brand
- **80%** Make additional purchases
- **79%** Tell family and friends
- **36%** Write online reviews
- **32%** Subscribe to email updates
- **14%** Follow the brand on social media
- **12%** Give a shout out on social media

The breakdown of activities by consumers after positive experiences with brands.
Brand Positioning

Brand positioning refers to “target consumer’s” reason to buy your brand in preference to others. It ensures that all brand activity has a common aim; is guided, directed and delivered by the brand’s benefits/reasons to buy; and it focusses at all points of contact with the consumer.
Brand Positioning

1. Research & Content

Provides you the opportunity to test your assumptions and understand the marketplace with detailed competitive analyses.
Brand Positioning

2. Advertising

- John Pemberton registers his “Coca-Cola Syrup and Extract” label as a copyright with the U.S. Patent Office.
- Fast forward to the 1970s when Coca-Cola’s advertising started to reflect a brand connected with fun, friends and good times.
- 1971 Hilltop Singers performing “I’d Like to Buy the World a Coke”, or the 1979 “Have a Coke and a Smile” commercial featuring a young fan giving a bottle of coca cola.
- The 1980s memorable slogans as “Coke is It!”, “Catch the Wave” and “Can’t Beat the Feeling”.
- In 1993, Coca-Cola experimented with computer animation, and the popular “Always Coca-Cola” campaign was launched in a series of ads featuring animated polar bears.
- The most famous advertising slogans in Coca-Cola history “The Pause That Refreshes”.

Cold
Refreshing
Summer
Fun
Friends
Good Times
Happiness
Brand Positioning

3. Brand Promise

A strong brand promise is one that connects your purpose, your positioning, your strategy, your people and your customer experience. It enables you to deliver your brand in a way that connects emotionally with your customers and differentiates your brand.

Source: http://www.smithcoconsultancy.com/workshops/brand-promise-definition
BRAND PROMISE

This is the promise that your company is making to the world. It should represent your company’s ideas, beliefs, and values.

01 Ask yourself why your company exists.

02 Ask your company to write down why it does what it does.

03 Boil these answers down into 1 simplified concept or statement.
Strengthening Your Brand
1. Know Thyself

The deeper your understanding of your values, vision, and other brand attributes, the better able you are to align all parts consistent with your brand.

Look at running or hosting a workshop with your staff/stakeholders to align everyone on the same page and explore your brand opportunities.
2. Check in with your own values

Make sure that your copy and general look/feel is not only consistent across all channels but is still in line with your brand values.

Does the wording and look and feel on your website, social media profiles and materials match up with those values?
3. Consider your images & your image

How you use colour, shapes and font or organise elements on a website page, email campaign or even a product package will dictate whether or not your brand is perceived as valuable.
4. Target your messaging

Building value means finding the crowd that would find your brand and products valuable in the first place, rather than just casting a wide net.

1. Use the right channels
2. Target your messages to each channel you use
5. Testimonials

Nothing makes us happier than hearing how happy we make you!
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