The three primary functions of brands

NAVIGATION
brands help consumers navigate all the choices in each consumer category

REASSURANCE
brands communicate the quality of the product

ENGAGEMENT
brands use distinct imagery to create loyalty and to help consumers identify with the brand
Brand basics

The branding process

CONDUCT RESEARCH

CLARIFY YOUR STRATEGY

DESIGN THE IDENTITY

CREATE TOUCHPOINTS/ COLLATERAL

MANAGE THE ASSETS FOR VISUAL CONSISTENCY
Brand basics

Brand strategy

Brand strategy is the idea/concept that unifies the brand. All choices are made thinking about this idea.

THE BIG IDEA
Questions to ask

WHAT: the only (category)
HOW: that (what it does or makes)
WHO: for (customer)
WHERE: in (what’s the market)
WHEN: during (time period you’re talking about)

Harley Davidson is...

The only **motorcycle manufacturer** that makes **big, loud motorcycles** for **macho guys** in the **US** in an **era of decreasing personal freedom**.
Qualities of effective names

MEANINGFUL: supports the BIG IDEA
DISTINCTIVE: won’t get confused with other companies
FUTURE-ORIENTED: positions the company for growth
MODULAR: can be used in different ways
PROTECTABLE: can be trademarked
POSITIVE: not negative
VISUAL: lends itself to a logo
Types of names

**FOUNDER:** Ben & Jerry’s
**DESCRIPTIVE:** Toys “R” Us
**FABRICATED:** TiVo
**METAPHOR:** Patagonia
**ACRONYM:** GE
**MAGIC SPELL:** Netflix

A COMBINATION OF THE ABOVE
Brand basics

Good taglines

IMPERATIVE  Nike = Just Do It.

DESCRIPTIVE  Target = Expect more. Pay less.

SUPERLATIVE  BMW = The ultimate driving machine.

PROVOCATIVE  Microsoft = Where are you going today?

SPECIFIC  HSBC = The world’s local bank.