



# What is a Brand? Why does it matter?



# Did you know?

How many marketing  
messages we are subject  
to ever day?



Over 3000



# More importantly...

Do you know the number we  
can retain according to the  
American Association of  
Advertising Agencies?



Would you believe?  
Less than 100.



So what's the message here?

To be remembered you  
need to have a strong,  
**consistent** and unique  
Brand, Brand Message and  
Brand Story.



OK...so what's a BRAND?

Put simply, its your business's Personality or Identity. If your business was a person then:

What would it be like?

What are its characteristics?

What does it promise?

# What do these brands mean?



Your BRAND encompasses:

The way you treat customers

The experience you provide.

The story around your  
product

The perception that it  
creates



What are YOU known for?

What are the things that you  
want said about your  
business when you are  
**NOT IN THE ROOM?**



# What are these brands known for?



- Many different components can go into developing a brand, including eye-catching designs and a unique name; however, a brand encompasses more than just a logo.
- It's what clients take away from the experience of working with you. It's what your company stands for and is known for within your market.
- Coming up with a brand means coming up with what your company promises to deliver, whether that's perfectly seasoned gourmet pizzas or impeccably tailored shirts.
- Branding includes the overall style of your company and the meaning it has to clients. Ideally, it would motivate people to buy your products or use your services.

Once you know this, then you need to design and develop a physical brand that reflects these values and perceptions.

**DEFINE YOUR  
BRAND.**



Make clients willing to pay a premium for a product or service by adding commodity to your brand by knowing “who” you are and “why” you are?



Simply Put...

Your BUSINESS needs to  
have a clear SENSE OF  
SELF. MAKE THEM  
REMEMBER YOU.



# Some final notes to ponder:

What personality is your company?

What does it promise?

Why are you different?

What is your clients experience of you?

What do people say or what do you want them to say about you?

What are your key values?



Thankyou for listening x

