



Shoaf Design Studio's

creative innovation

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Branding - Red Hot

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What's your image worth?

BRANDING: more than a Hot Poker

What is the first thing you think of when you hear the word Branding?

The red hot steel rod that is pressed into sizzling hide of some confused cow. The thing about a brand is that it worked, it did the job. A brand communicated what everyone needed to know... who that cow belongs to. What makes it even more useful today is the fact that companies are still successfully using branding today.

Corporate Branding, Product Branding, Branding Strategy, Promotional Branding, Creative Branding, Business Branding, Business To Business Branding, Image Branding, Branding, Branding, Branding!

So what is branding?

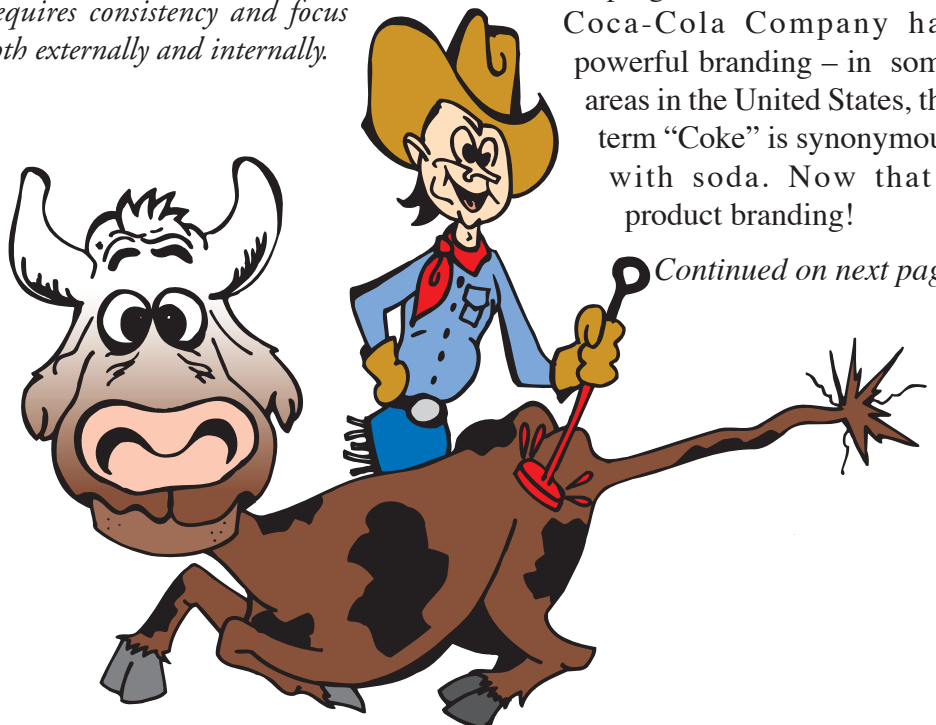
Brand is an expectation, a perception of future excellence, waiting to be fulfilled by an organization to its potential clients or customers. The goal is to build a relationship with your target market before they actually come into your organization.

- *Marketing is the delivery of the promise and the expectation.*
- *A well-executed branding campaign creates value for the customers.*
- *Requires consistency and focus both externally and internally.*

Brand is one of the most important assets you have for your business. Even though the value may be intangible you will receive benefits through name recognition, accountability, consistency and focus on something that only your business can deliver - product or service.

Nike, Coca-Cola, McDonalds and more, are all master branders. They have all bought their way into Americans' hearts through multi-million dollar campaigns. For instance, the Coca-Cola Company has powerful branding – in some areas in the United States, the term “Coke” is synonymous with soda. Now that's product branding!

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What's that you say... You don't have a \$150K budget to work with?

Good news - Money alone is not sufficient enough to create a brand for your business. There are ways to plan for branding and you can accomplish a good brand with a small budget that suits your business needs. Branding about the people, the products, the services and the reputation of your business that successfully fills the brands promise.

Branding isn't just for the high rollers. There is so much more to your company - tangible and intangible. A little bit of self-discovery for small business owners gives birth to memorable brands.

So where do you start?

There are a few questions you can ask you and your business to help create a branding image that will build trust with your customer and potential customers.

Brand Equity —

Just as in your home, equity is built over time. Brand equity is built through the consistency of your products and services and their values to the customer over the long haul.

DISCOVERY:

Who are we and what do we stand for? This is your vision, your purpose, your values and your passion.

- Why did I start this business?
 - Be clear about your goals
- What do customers get from us that they don't get from anyone else?
 - Know your competitors
- Why do clients enjoy doing business with us?
 - Know your ideal client/target market

CONSTRUCTION:

What is the look and feel you want to convey?

- Visual Identity - What would your company look and feel like?
 - Company Logo, tag line, identity system?
- What Communications do you intend to use?
 - Brochures, web sites, direct mail?
- What would your ideal client be attracted to?
 - Are they looking for information, do they need it now?
- Do you have a memorable concept, does it fit your personality?
 - Do you want to convey strength, energy, and dependability, fun?

Brand Forward —

Be clear, have conviction and execute your brand with consistency. The investment will capture market share and capitalize on full market potential.

EXECUTE: You Reap What You Sow!

Create an environment for your brand to thrive. Consistency and reputation is the key, both internally and externally. Everything that your business name comes in contact with should have the brand built into it. Print collateral, web sites, signage, trade shows, packaging and more.

It takes a village to build a brand. Don't forget that how your employees answer the phone to how your products and services are delivered. This is all an extension of your brand.

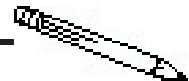
So in the likes of an old fashioned cattle brand keep is consistent and burn your brand into the minds of your current and potential clients and customers.

Shawna Shoaf,
Creative Director



Consulting & Presentations

Add creative spark to your advertising, logos, brochures & more. Get your business image in sync with your marketing goals. I consult in total business image building call today and I will give you your first **1 Hour Consultation FREE** of charge. Let me get to know your business and I will share my work with you.



NEXT ISSUE

What is in the psyche
of your ideal clients.