



BRANDING YOUR BUSINESS WEBINAR





**IS IT
A BRAND**



Starbucks / Malibu / Atari / Google / Lloyds



Unilever / Kodak / BIC / Beats / YouTube



Adobe / BP / Adidas / Paypal / Quicksilver



Rolex / Fruit of the Loom / Children in Need /
Apple / Mitsubishi



Motorola / Linux / Lyle & Scott / Pepsi /
Channel

IS IT A FONT?

Avant Garde Gothic Demi
addicted to my shoes

Optima Roman

I AM A LUXURY BRITISH CAR

univers 53 extended
you buy and sell with me

Avenir 95 Black
THE CAR IN FRONT

Didot Bold
Very Fashionable

Wonderful Destination for Kids

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ASTON MARTIN



TOYOTA

VOGUE



IN A NUTSHELL

OUR TONE OF VOICE AT A GLANCE.

USE HUMOUR
CHEEKY
WIT

STAY POSITIVE
ENTHUSIASM



KEEP IT SIMPLE
SAY IT
LIKE IT IS



BE HUMAN
FRIENDLY &
NATURAL



MAKE IT FRESH
TALKABILITY



IS IT TONE OF VOICE?



Coca-Cola



**IS IT
TONE OF
VOICE?**

The Coca-Cola voice is positive, friendly, and down-to-earth.



Liked by suziereecer and 503,030
starbucks Roses are red, the stars are all the perfect drink for your Valentine. Check out our story for more.

YOUR FAVORITES ARE BACK
S'mores, Mocha Cookie Crumble, Caramel Ribbon Crunch Frappuccino drinks are here.
AWWW YES

IS IT
TONE OF
VOICE?

The Starbucks voice is functional and expressive.

RESISTANCE IS FUTILE.

So, things are pretty tough out there. Economic conditions, political uncertainty, uncertain times with warring headlines and explosive words falling as the world is going downhill. Overtime replaces playtime and we're all left wondering what our escape plan is. But listen, everything will be okay. Hardship makes us stronger. Uncertainty, leaves. We're riding more streets than this and we'll ride that out too. So forget about recessions, depressions, double-dips and 1918. We got this. Give the world and its language the middle finger. Then get on your bike and ride.



INSPIRING REBELS EVERYWHERE.



ALL FOR FREEDOM



FREEDOM FOR ALL™



GRAB LIFE BY THE BARS

Novice or veteran, we have motorcycle training courses and the expert advice you need to conquer the open road.



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IS IT TONE OF VOICE?

The Harley-Davidson voice is strong, confident and aggressive.

IS IT A SOUND

SONIC STINGS

1. 
2. 
3. 
4. 
5. 
6. 
7. 
8. 

Music – Recognition + Association = Power



Bye-bye Miss American Pie, drove my ___ to the levee



Shake it like a ___



He shoot ___. He said I know you, you know me



Her mind is Tiffany twisted, she's got the ___.



I'm in the high-fidelity first class travelling set
and I think I need a _____.

IS IT
WORDS?



Bye-bye Miss American Pie, drove my ___ to the levee



Shake it like a ___



He shoot ___. He said I know you, you know me



Her mind is Tiffany twisted, she's got the ___.



I'm in the high-fidelity first class travelling set
and I think I need a ___.

IS IT
WORDS?



It is the **emotional** and **psychological** relationship you have with your customers

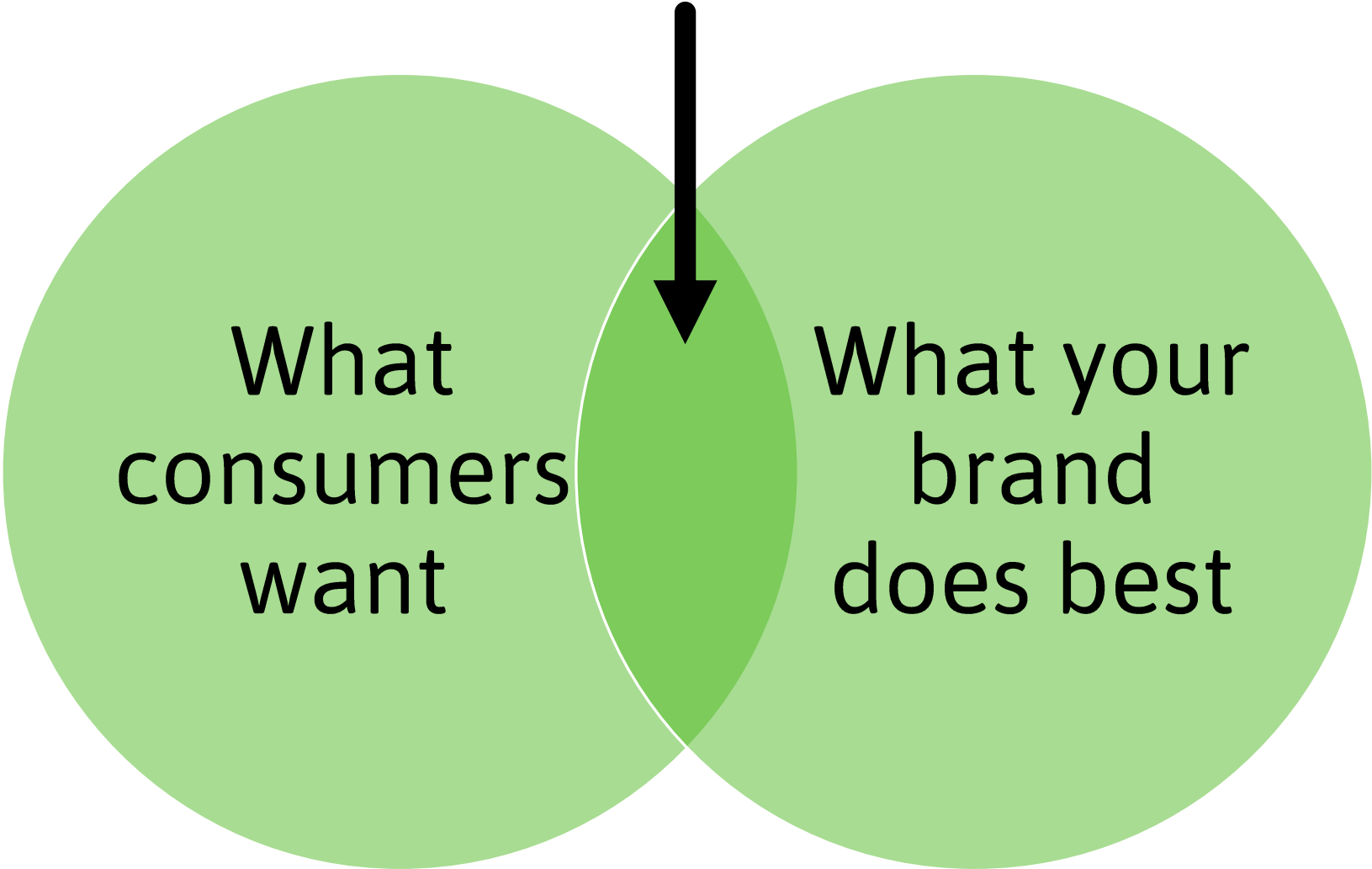
The role of a brand is to create a bond with your consumers, that will lead to a power and profit beyond what the product alone could achieve.



Brand is a transformational business tool that creates competitive advantage



The IDEAL space for your brand



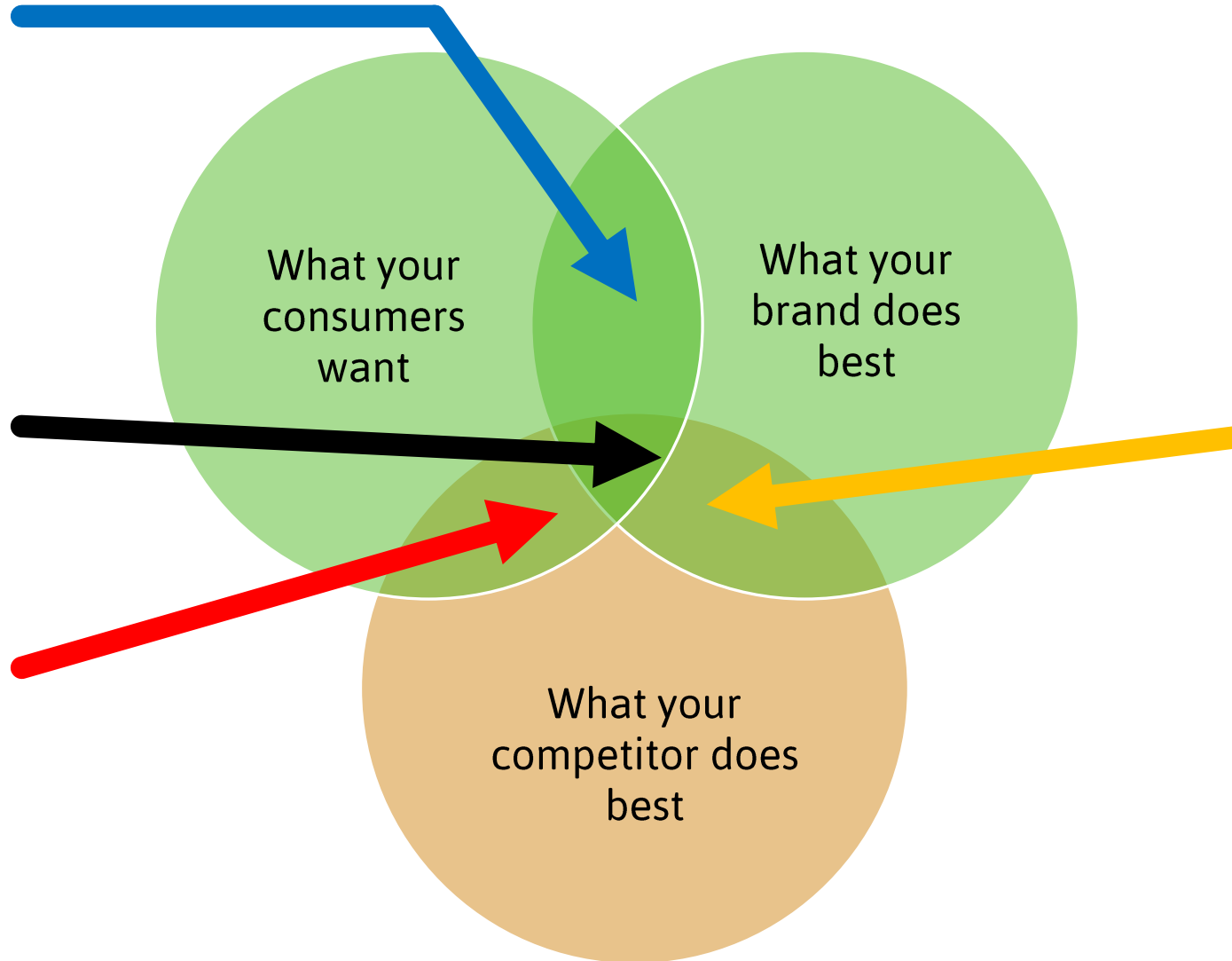
Define your target audience by your brand assets



Be better, different cheaper... to survive

Winning Zone

Your brand is clear, difference matters to consumers



Risky Zone

Win with speed, emotion or innovation

Losing Zone

When competitor meets consumer needs better than you.

Dumb Zone
Competitive battle where consumers does not care



Can you explain your brand in 7 seconds?



Apple makes technology so simple that everyone can be part of the future



Special K inspires and empowers women to take control and maintain their healthy body



Starbucks provides a personal moment of escape from a hectic life between work and home



Rolex is assembled with scrupulous attention to detail. Rolex is a sign of prestige and success.

Do you have a **BIG IDEA** – unique, own-able and motivating to help simplify and organise your brand messages to be understood & remembered



Can you narrow your brand to 1 second?



Simplicity

Empower

Moments

Prestige

There is power in focusing on one word



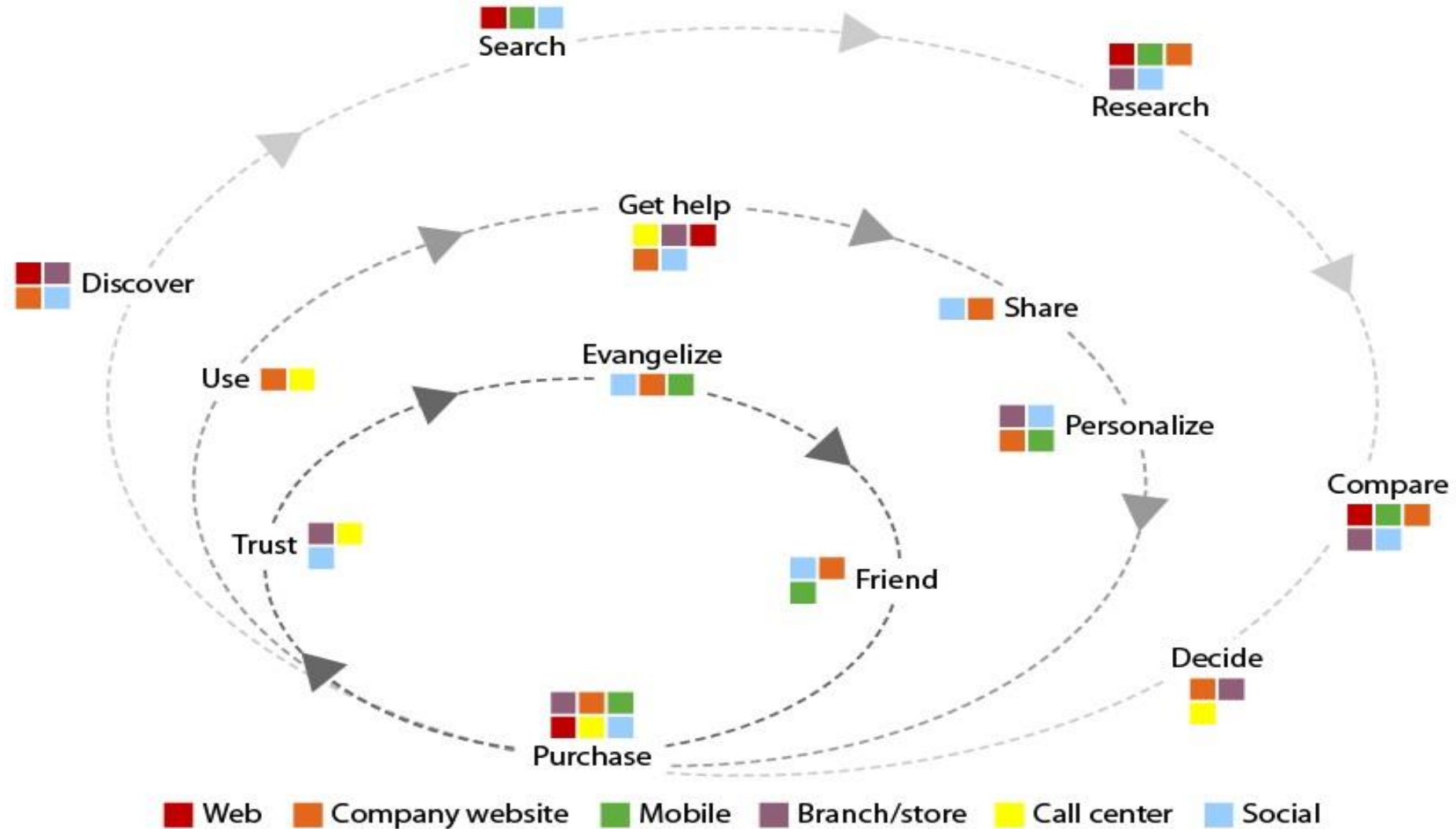
If I say



You say

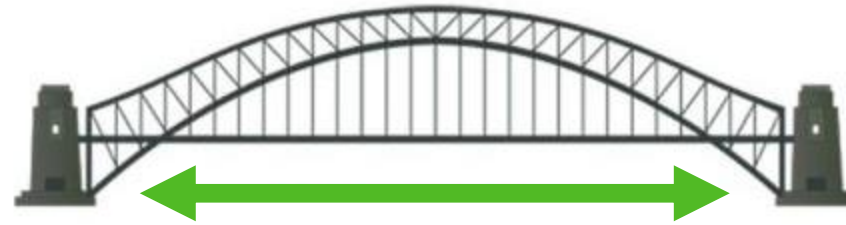


TODAYS' CUSTOMER JOURNEY



THE BIG IDEA

brand



consumer

Brand Promise

Big idea connects and separate brand from competitors



Positioning

Brand Story

Use your brand's differences to move consumers



Advertising & Communication

Innovation Surprise

Keep your brand fresh and on top of trends



Product Development

Purchase Moments

Move consumers through the buying system



Selling/Retail

Happy Experiences

Experiences that consistently over deliver the promise



Operations & Culture

Inspire and align everyone who works for your brand



**ACQUIRING &
RETAINING
CUSTOMERS**



“ My **time is valuable
and a company that does not
realise this does not
deserve my business.”**

RESEARCH PARTICIPANT

CUSTOMER ACQUISITION

Fish in the right pond!
THINK ABOUT CUSTOMER PERSONAS



CUSTOMER COST RETENTION

It costs **5x** as much to
acquire a new customer as it
does to keep one

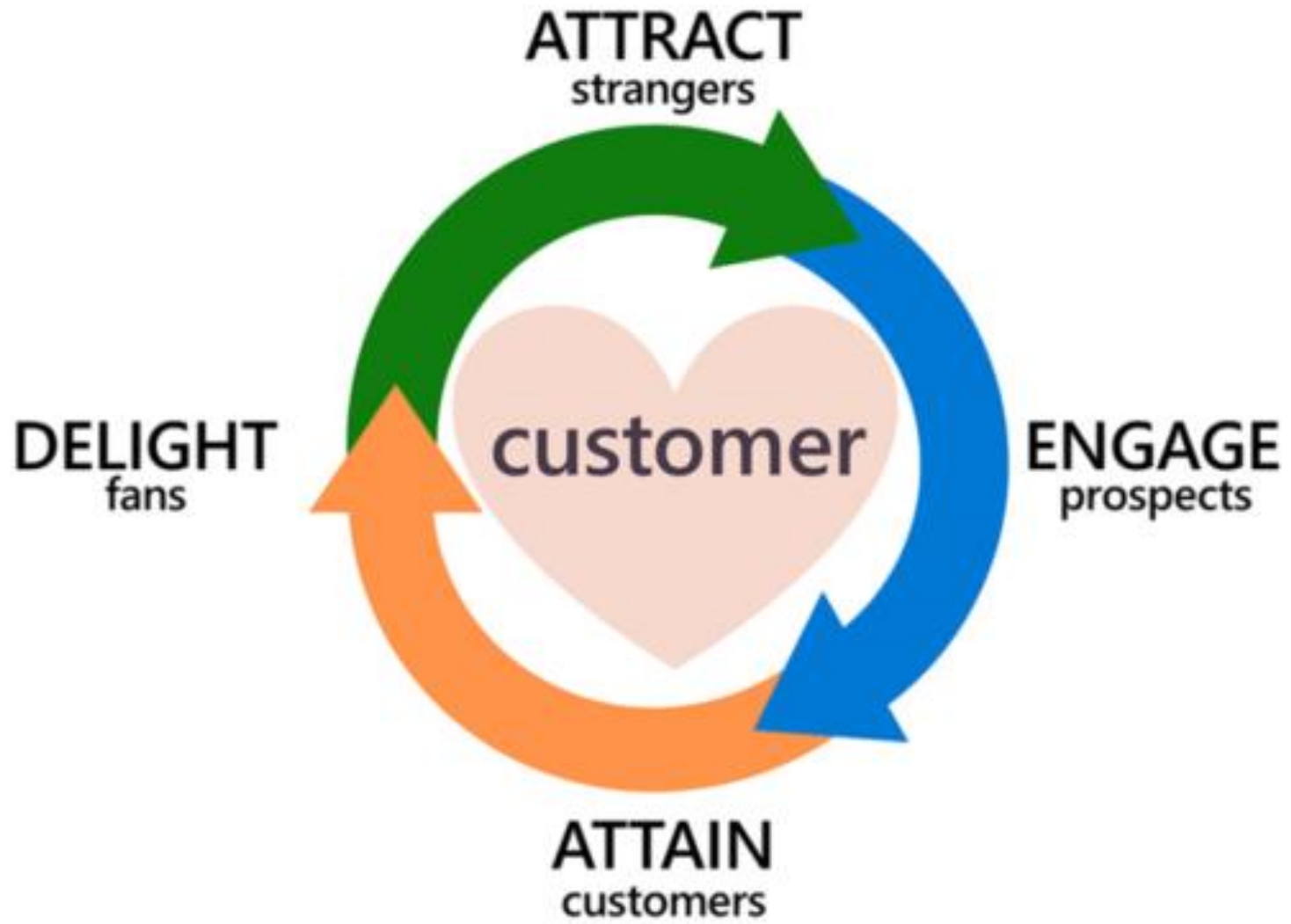


CUSTOMER COST

Customers are happy to pay a 10% premium for excellent customer service rather than experiencing frustrations and negative emotions

(American Express)





CUSTOMER CHANNELS

Where do I experience brand?

- Instore / In Person
- Online / Website
- Social Media
- Events/Sponsorship
- Telephone



TOP TIPS

1. BE A BRAND
2. THINK ABOUT YOUR CUSTOMER, WHO, WHERE & THEIR JOURNEY
3. IDENTIFY YOUR POTENTIAL CUSTOMER
4. ENGAGE EXISTING CUSTOMERS
5. MAKE IT EASY FOR THEM TO REACH YOU – BE IN THEIR CHANNELS
6. BE CONSISTENT ACROSS YOUR MARKETING CHANNELS
7. TEST, MEASURE, TEST AGAIN
8. DON'T FEAR FAILURE – DOING SOMETHING TEACHES YOU MORE THAN NOT



89% of companies plan to compete on the basis of customer experience

89% of consumers began doing business with a competitor following a poor customer experience

65% of consumers have cut ties with a brand over a single poor customer service experience

63% of online consumers said they were more likely to return to a website that offers live chat

64% of people think that customer experience is more important than price in their choice of a brand



MAJOR SHIFTS DEFINING CUSTOMER-FIRST BUSINESS

Customer Service



VIP Customer

Sales Associates



Product Experts

Out Of Stock



Always Available

Information Silos



Knowledge Networks

Intuition-Led



Data-Driven

Retail Transactions



Brand Relationships

Bottom Line



Consumer-First



Digital
Social
Audio
Events
PR
Branding

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