

10 KEYS TO A VALUABLE BRAND

1. A brand is: 'the lasting impression and the value of the total customer experience'. It is not just the logo and packaging.
2. The product or service must consistently meet or exceed the selling proposition – or the brand will gradually die.
3. A brand exists in the mind of its customer, not in its owner. Therefore customer perceptions must be known and are what really matters.
4. For a brand to become strong it must be:
 - Distinctive from the competition
 - Motivating to customers
 - Enduring in its "fit" to the market
5. Strong brands are assets that create wealth for their owners because customers will choose them over competing products and services – and pay a premium price for them.
6. Loyal customers are usually advocates of a brand they trust.
7. The brand owner should carry forward the brand proposition in every contact with the customer.
8. The communications and identity of the brand must stay 'current', through a carefully considered gradual evolution of its elements – proposition, logo, strapline, colours etc.
9. Business and marketing objectives must drive the branding process - not product design, technical development or sales.
10. Long-term rigorous Brand Management is the single most important investment any organisation can make to increase the value of its brand assets.

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