

Instinct

brand equity coaches

CONSISTENCY

[over time; of touchpoints; of the Brand promise]

- **Consistency is The Number One Rule of Branding.**
Because once you've got mindshare, you don't want to lose it.
- **Be consistent, only different – and your Position has got to be ownable.**
Differentiated, relevant, ownable.
- **It's every single touchpoint.**
Create experiences. Have everyone deliver the Brand everywhere.
- **Assume your Brand is forever, so get it right.**
- **Old Friends are a Brand's worst enemies.**
We get bored with our Brand before anyone else.
- **New Friends are the next worst.**
New people who want to contribute, along with stretch financial periods, are the most serious internal threats to your Brand.

MANAGEMENT

[the CBO; of the whole organization; financial]

- **CEO, promote yourself to CBO – Chief Brand Officer.**
You have the only holistic position. Own it. Be it.
- **Tell marketing it's over.**
The Brand is every touchpoint. It's far too important to be owned by the marketing department alone – delight them and make it everyone's responsibility to live the Brand.
- **Be the corporate mythographer.**
Tell the Brand's stories over and over. Align them with the Vision.
- **Deputize your senior team.**
Have them tell the Brand stories and communicate the Vision at every opportunity. Praise them and other stakeholders who live the Brand.

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MANAGEMENT, continued

- **Create pockets of persistence.**
Empower Brand champions at every rank of the organization.
- **Funny thing, you get more for the same money.**
A consistent Brand message costs a lot less to create and maintain than a series of inconsistent messages.
- **Stay up during downturns.**
A strong Brand will maintain its forward momentum when the market, and communications spending, slows.
- **Investors are people too.**
Share price and shareholder value are built with the Brand. Investors are getting information on you from everywhere, not just their brokers. Communicate to them with the Brand.

TIME

[the history; the process]

- **Branding is a process, not an event.**
So start now.
- **They're only the tools. They're not the Brand.**
Tools of the process: identity, advertising, PR, promotion, web, etc.
- **Mine the equity.**
Look to the beginning: what has/had stuck? Tell the old stories.
- **Evolve, don't abandon.**
Don't give up on your Brand. Refresh it while staying consistent.
- **Defend aggressively, protect diligently.**
- **Bury a time capsule.**