

Brand Definitions

Instinct

brand equity coaches

Brand

A Brand is what people think of you.™

- It ain't the logo.
- You don't own your Brand – all the people out there thinking about you do.
- A Brand is built with stories and experiences.
- The only synonym for "Brand" is "Culture."
- It is everything. It must be owned by the CEO-cum-CBO – the Chief Brand Officer.
- A tool of self-defense in a world of hyper-choice.

Hyper-choice

A key reason that strong Brands are more important than ever. The limitless range of products and services available to us.

Hyper-messaging

Another key reason that strong Brands are more important than ever. The thousands of commercial messages we are bombarded with each day.

Remark-able

Brands so great they are worth remarking upon to others. A requirement for successful Brands in a hyper-messaged world that doesn't trust paid advertising.

Brand Name

The name: Coca Cola, adidas, Ford, Intel, FedEx

Brand Identity

The name. The logo. The fonts. The colors. The design, and the manner in which all of these are expressed across your corporate communications. The interiors and architecture of your place of business.

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Brand-building

Everything which reflects positively on the Brand.

Consistency

The Number One Rule of Brand-building.

Brand Equity

Retained, positive thoughts.

- Building Brand equity is a process, not an event.
 - Good product – BlackBerry
 - Good deeds – CIBC Run for the Cure
- But losing your Brand is often an event!
 - Andersen Consulting
 - Tylenol, Datsun – equity restored

Brand Architecture

Master Brand and sub-Brand organization

- House of Brands – Proctor & Gamble with Tide and Crest
- Branded House – BMW

Brand Vocabulary

Exclusive language of the Brand

- Starbucks – Baristas
- Disney – Cast Members
- Southwest Airlines – LUV

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Brand Position

The Brand promise. What the Brand stands for.

- Volvo – safety
- Maytag – dependability

Brand Positioning

The promise of the Brand in the language of the Brand.

- Volvo – For Life
- Maytag – The Lonely Repairman

Brand Strategy

A unique and relevant direction.

Brand Management

Ongoing process to ensure consistency.

Brand Coach

One who challenges and supports business leaders to maximize the potential within their Brand.