

## Branding

*(Our thoughts on what it is, and what it isn't)*

Your brand is not just your logo, tagline or the "look and feel" of your ads and web site. These are only the visual parts of your brand identity, and are often incorrectly referred to as "branding."

We know that a successful brand separates you from your competitors in a unique way that is relevant and motivating to your existing or prospective customers, giving your service value. With that in mind, we'd like to share our perspective on branding, so you know we can help you in this critical area.

### It's your Promise

It's the promise you make to your market that touches them in a way that stays with them. It should resonate within the hearts (feelings) and minds (intellect)

of your customers and prospects. It can border on being poetic, as in some of our personal favorites:

- AT&T isn't a phone service, they're a company with "*No Limits.*" Which suggests it could apply to your monthly minutes. Which if it did, would then have no limits on the amount of you'd be billed.
- Apple doesn't sell you cool stuff, they help you "*Save money. Live better*"
- Kohl's builds your anticipation by telling you to "*expect great things.*"
- Macy's isn't just a store, what's in store for you is "*The magic of Macy's*"
- And ironically, Fannie Mae doesn't say they're in the home loan business, they claim, "*We're in the American Dream business.*" (Well, maybe not anymore...)

### It's what makes you Unique

It's what makes you unlike any other company. It's the sum total of your product, company, competitive experiences and perceptions, some of which you can influence, and some which you cannot. It's a comfort for those who come in contact with your company, knowing that what you offer cannot easily be comprehensively provided by anyone else.

### It's your Commitment

Once the promise has been made, everyone in your enterprise must take it to heart by promoting the philosophy on a daily basis with everyone they encounter. Your commitment should permeate the mindset of all employees within the company, and be conveyed to everyone outside the company, so the marketplace knows it's more than just words.

### It's Continuity

Never let it stop. From the time your prospects first come in contact with you (in any number of ways) to the time they experience or promote your company or services to their professional peers or friends, continuity is key. And whether it's a two months or two years from now, that continuity equals comfort in the minds of your audience.