

# What's a Brand?

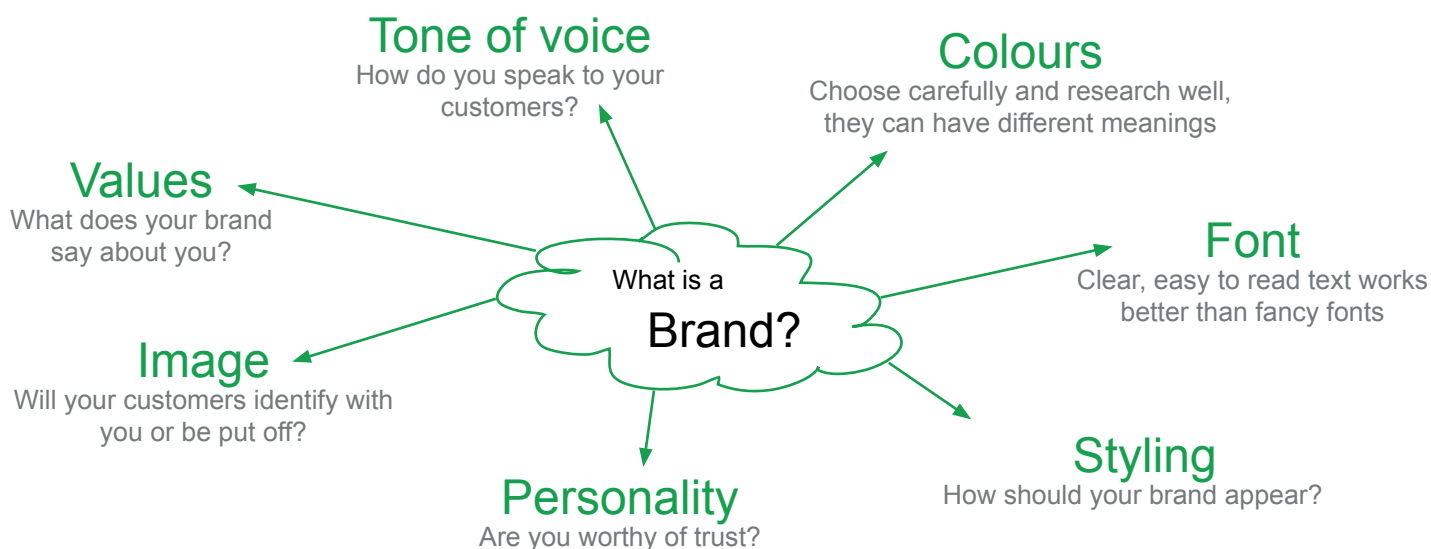
Dictionary definitions offer many different examples; a product, a brand name, an identity or image of an asset, a type of something, an identifying mark on livestock, a habit and even a piece of burning wood!



## But a brand is much more...

Big brands know their brand is much more than the definition above.

For example take Virgin, can you recall the colour, the logo, the entrepreneur? Can you name some of the products and services they market? The brand is successful because everything has the same values or building blocks; quality, personality, fun, the list goes on. Virgin Media was sold in 2013 for \$23.3bn, that's the power of a good brand!



## Got your branding sorted?

The life of a brand has to constantly evolve and change. Don't and you may suddenly find it looks stale.

As it's the first thing your customers interact with, keep it vibrant and relevant. Reviewing it every 3 - 5 years will ensure you stay on track.

## When branding works well and why...

Rolls Royce;	luxury, aspirational
Tiffanys;	luxury, aspirational
Red Bull;	fun, light hearted
Apple;	cool, quality

## 5 SIMPLE RULES

- Rule 1 : Keep it simple
- Rule 2 : Make it represent your values
- Rule 3 : Set some rules
- Rule 4 : Ensure it's relevant
- Rule 5 : Be consistent

‘ Unless you have absolute clarity of what your brand stands for, everything else is irrelevant. ’

**Mark Baynes, Global CMO  
Kellogg Co.**

## Who are you targeting and where are they based?



Every business plan incorporates target customers - who are they and how you plan on reaching them. Using your brand effectively helps to achieve this. Strong branding deployed across multiple channels; literature, web and social media, can help to get your message to the target audience. However, a word of caution; social media is about engaging in a conversation, expect your audience to respond to you, ask you questions and maybe even openly criticise.

For your brand to survive, you will need to handle it with care. Be relevant to your audience and true to your values.

## Does your brand give you the opportunity to extend into different areas or audiences?

A strong brand can be manipulated and stretched horizontally and vertically.

A good example of horizontal extension is Marmite, this grocery brand is now found in other foods such as breadsticks, crisps, nuts etc. This spreads their exposure to new audiences, generating more revenue.

Apple is a vertically extended brand who used their processor capability and network of hardware specialists to extend into mobile phones and other smart devices. Owning part or all of their supply chain, gives them greater control and revenue but also exposes them to more risk.

Can your brand be stretched to offer more revenue opportunities?

## What does your branding say about your business?



[Here's a quick quiz \(just for fun\)...](#)

To get the most from this quiz why not ask a friend to do it too, that way you'll have a second opinion (ask them to be honest!).

Have some of your branding near you ie. a brochure/flyer or your website and really look as objectively as you can when you answer them.

You might be surprised by the results!

## Things to consider...

There are other factors which need to be considered when thinking about the subject of branding:

- **Reputation** - it's built up over time but can be easily damaged
- **Value** - we often only see a monetary value when a brand is being bought or sold but every action taken adds or removes value from a brand
- **Corporate vs Product** - keep the two separate, for example Guinness the company also sold Guinness the product in recent years they rebranded the company to Diageo.



## Things can go wrong...

Remember the Vauxhall Nova?

Nova means 'doesn't go' in Spanish, not good if your product has an international target audience!



Thinking of refreshing your branding?  
Need help to launch a new brand?

**We're here to help!**

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