12. Introduction to Branding
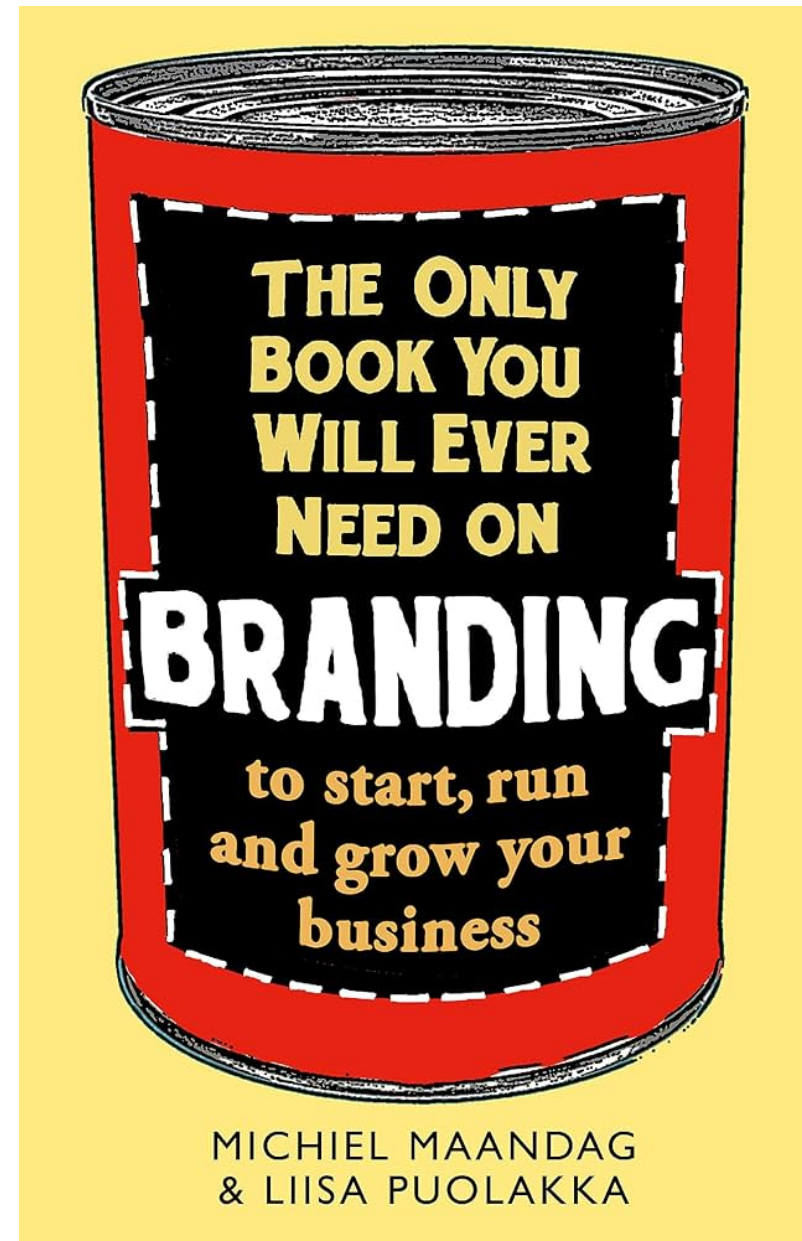
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The Only Book You Will Ever Need on Branding: to start, run and grow your business

Michiel Maandag

https://www.theonlybrandbook.com/

A **brand** is ...

a **name** representing an **idea or concept** that in is attached to a product category that you own in the mind of the consumer.

Positioning defines where what you build stands in relation to others offering similar products and services in the marketplace as well as the mind of the consumer.

A good positioning makes a product unique and makes the users consider using it as a distinct benefit to them. It the product a unique selling proposition. Good positioning makes a brand or product **stand out** from the rest.ood positioning allows a product and its company to ride out bad times more easily. Good positioning allows flexibility to the brand or product in extensions, changes, distribution and advertising.
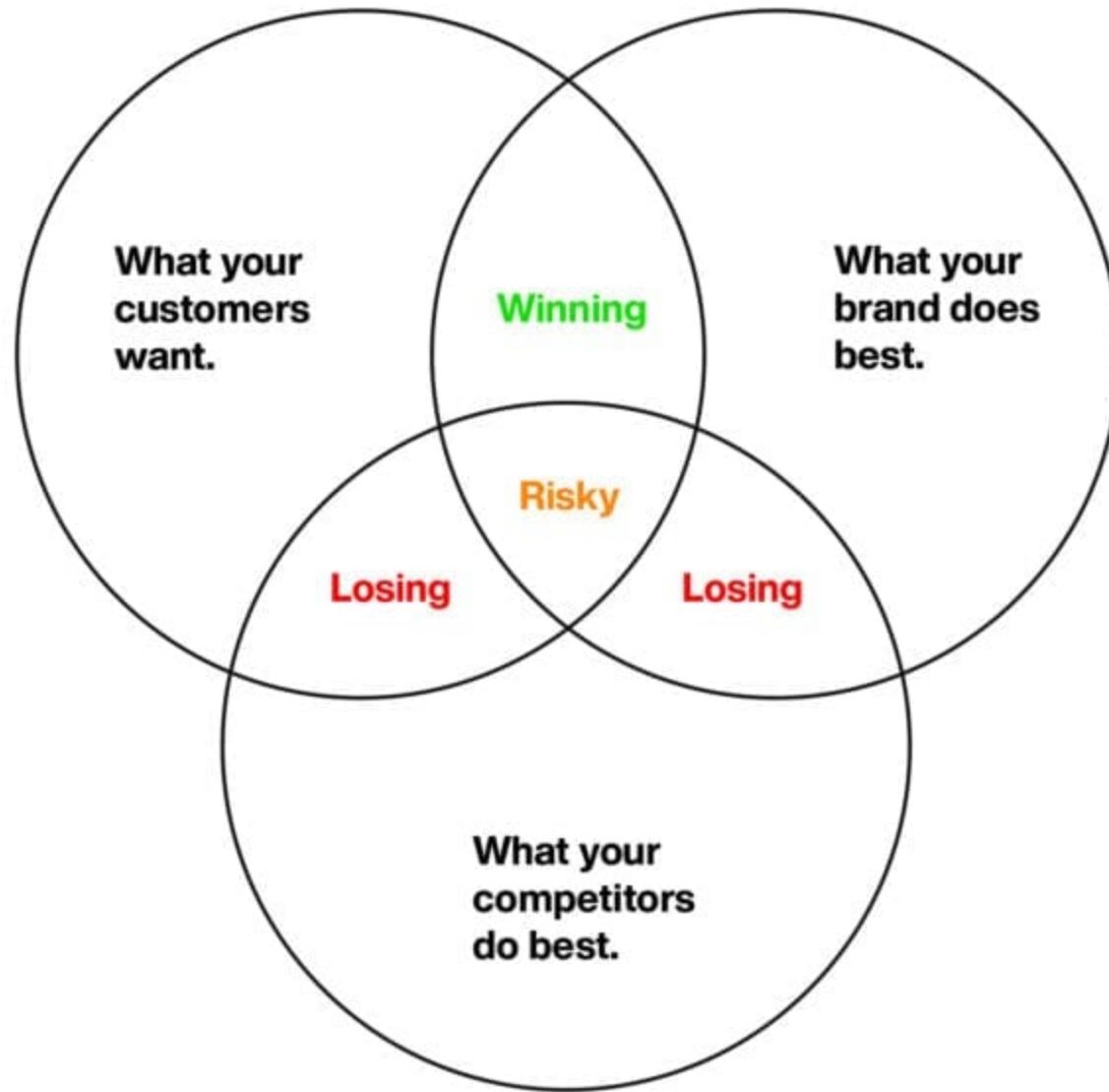
Your product is the absolute manifestation of your positioning

Positioning = Product.
Product = Positioning.

___(Your brand)_____ is the only

___(your product category)_____

that helps ___(your target audience)___

to ___(what your brand is used for)___

so that ___(why your target audience

uses your brand)_____

A brand has **one positioning.**

A brand has **one positioning statement.**

You must attach your brand to a product category to give it meaning. Without a clear category it is hard to say what you are.

- Mercedes is a **luxury German car**.

- Heinz is a **ketchup**.

- iPhone is a **smartphone**.

- Thinkpad is a **laptop**.

Focus!

In the mind of the consumer,

a brand that does just one

thing really well is more

credible than a brand

that does everything.

Product Category Examples:

In the mind of the mass consumer:

- **Dyson** invented the bagless vacuum cleaner category.

- **Google** invented the search category.

- **Tesla** invented the luxury electric car category.

- **Uber** invented the mobile-app-based taxi service category.

- **Vanessa Mae** invented the violin-techno-acoustic-fusion category.

A Name is Important

- *Jennifer Aniston* or *Jennifer Anastassakis*?

- _Demi Moore or *Demetria Guynes*?

- *Marilyn Monroe* or *Norma Jeane Baker*?

- *Lady Gaga* or *Stefani Germanotta*?

- *Ralph Lauren* or *Ralph Lifshitz*?

Six-C Framework
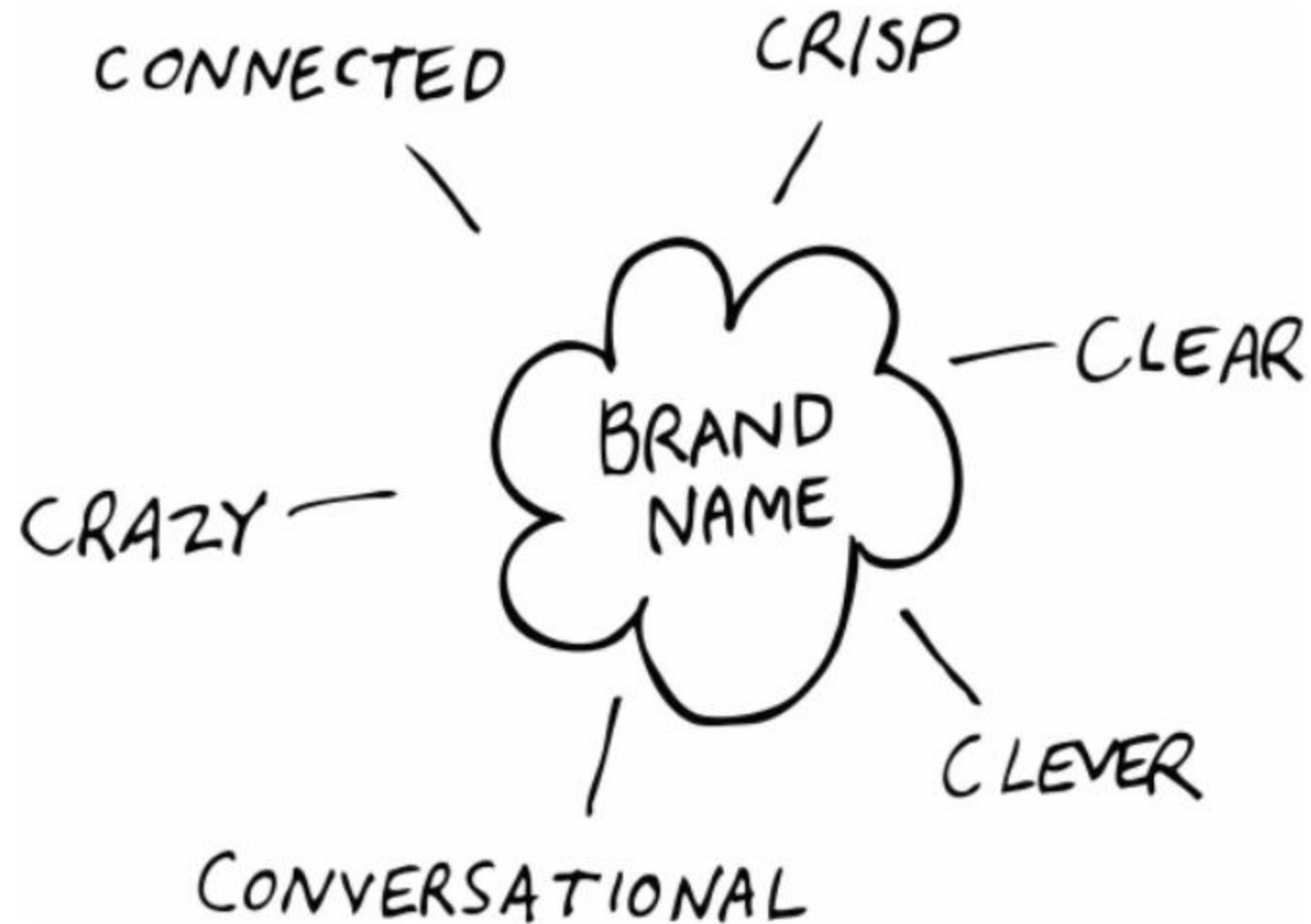
Six-C Framework

- **Crisp** - keep it short and sweet. In general short names are easier to remember.

- **Clear** - when people see acronym for the first time, they try to figure out what it means. Do not create acronyms.

- **Clever** - associate the name with product category

- **Conversational** - should be easy to pronounce and talk about.

- **Connected** - brand names connected with multiple words are easier to rememeber when they are connected using alliteration.

- **Crazy** - boring names do not cut it, whereas unexpected names in respective product categories make miracles.

Do: Match a domain name (.com, .cc, .io etc).

Don't: Use descriptive brand name (e.g. *Teams*).

Logo

Logo can be:

Brand name alone

Brand name and a symbol

People notice first:

a shape △

then color

and lastly content - like text

Choosing Colors

1. **Keep it simple** – too many colours makes using them hard. One or two core colours are required for a logo. These colours shouldbecome the visual identifiers across different media.

2. The colours need to **complement each other**, yet have good contrast.

3. **Be distinctive** – check the colours your competition is using.

4. **Test, test and test** – how do the colours look on screen and in print, are there any cultural issues, do they stand out on different backgrounds?

5. Most importantly - your colours need to **express and enhance the meaning of your brand**, have relevance to your audience and last for a long time.

OPTIMISM CLARITY WARMTH

FRIENDLY CHEERFUL CONFIDENCE

EXCITEMENT YOUTHFUL BOLD

CREATIVE IMAGINITIVE WISE

TRUST DEPENDABLE STRENGTH

PEACEFUL GROWTH HEALTH

BALANCE NEUTRAL CALM

DIVERSITY

Nikon · UPS · National Geographic Channel · penny's · NBC · Google
IMDb · CAT · Chevrolet · Sprint
Nickelodeon · HOOTERS · amazon · Payless · Pennzoil · SUBWAY
Kellogg's · K · Nintendo · kmart · Texaco · Oracle · YouTube · Payless · VLC · Firefox · Shell · eBay
Coca-Cola · Toyota · Orioles · Fanta · IKEA
Syfy · monster · CNN · Netflix · Virgin · Exxon · BEST BUY
Big Brothers Big Sisters · T · Aussie · Pinterest · LEGO · starz
Dell · AT&T · flickr · T-Mobile · Barbie · Yahoo! · ACE · Target · Rolling Stones · DHL
JPMorgan · Lowe's · Bell · GE · American Express · Twitter · Harley-Davidson · Hertz · GOODYEAR
John Deere · Whole Foods · Girl Scouts · Intel · orkut · Lay's · Guitar Center · Ferrari · Sun Chips
Mercedes-Benz · Apple · CBS · ANIMAL PLANET · Android · hp · NASA · LYNX · Canon · KFC · blogger · Texas · Energizer
Cartoon Network · Tropicana · OREO · Welch's · Frito-Lay · AIM
Spotify · HESS · facebook · Hallmark · Dairy Queen · K · shutterfly
Wikipedia · The New York Times · Starbucks · IBM · VW · Cadbury · OREO · McDonald's
Monster · Walmart · AVIS

Brand Positioning

Brand Personality

Symbols

How The Brand Makes Me Look

This slide is 100% editable. Adapt it to your needs and capture your audience's attention

What The Product Does For Me

This slide is 100% editable. Adapt it to your needs and capture your audience's attention

Essence

How The Brand Makes Me Feel

This slide is 100% editable. Adapt it to your needs and capture your audience's attention

Your Text Here

Facts

How I Would Describe The Product

This slide is 100% editable. Adapt it to your needs and capture your audience's attention

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Thank you!