



## Why Brand?

### Trouble Convincing Your Executive Staff Of The Value Of Spending Money On Branding?

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#### BRAND SUCCESS

Branding is not a new concept. Early mankind began leaving a mark to signify ownership of property, membership in a group or clan, or to identify political and religious power. The pharaohs of ancient Egypt left their signature or brand in the form of hieroglyphs all over their temples, tombs, and monuments. The ancient Norse branded their animals with heated irons – a practice continued by the American cowboys.

More recently, brand has evolved to identify commerce – beginning with shop signs, then moving to company and product identification. Why? Because successful commerce depends on repeat purchasing. And that requires brand success.

What makes up brand success? It goes well beyond a logo or "look and feel" and encompasses the whole product concept – the promise of delivery, quality, and predictability. It goes beyond just letters, words, symbols, or a combination of these. A successful brand strategy allows you to build the appropriate marketing to evoke images, feelings, sounds, smells, and even taste to get a customer to react. Famous examples like Coca-Cola and McDonald's evoke taste, smell, and a sense of joy and fulfillment – and predictability. No matter where I buy that Coke, I know it's going to taste good. Another example is BMW – it's not just a car; it's status. There's an emotional, gut reaction that keeps bringing people back – building loyalty.

The challenge facing marketing today is how to build a brand that is distinguishable, memorable, and which gets your customers to take the action you want them to. The widespread, worldwide usage of the Web has expanded the media opportunities for you and, on the other hand, made it easier for your customers to get information on your competitors. Tough economic pressures add to these challenges.

Where do you start if you want to build a brand for a new company or product? How do you revitalize an old product? Or reposition your company?

You start by thinking like your customers. What do they expect from you? How do they want you to behave? What do they expect from your competitors? How can you be better (or at least appear to be better) than your competitors? What does the total buying cycle look like? Does it involve intermediaries? Are you adding barriers or making it easy for your customers? Are some customers more profitable than others? Why? How can I affect this?

Then, build a brand strategy that rests on a solid foundation that will last for years. Like Coke or Disney. Right.

#### AND THEN WHAT DO YOU DO IN YOUR SPARE TIME?

No one said it was easy – or cheap. But there are some solid ways of going about building a brand and some things to think about for high tech products in particular. The foundation must



be based on solid corporate goals and priorities. With the short life cycle of most high tech products, the best approach is to build your company brand or image to support your corporate goals. Then build the product or service brands to support the company image.

### WHAT DO CUSTOMERS BUY?

Despite what the engineers and high tech product marketing like to think, people don't just buy a product. They buy a relationship with a company that offers a product. This is particularly true in the high tech world where products have short life cycles. This goes for consumer as well as corporate purchases.

### CREATING A BRAND STRATEGY

Begin your key strategy development activities with segmenting and understanding your market and your customers' motivations. Then focus on the revenue and profit generating segments. View your customers' interactions from pre-sales through post-sales and repeat sales. The brand strategy must include the supporting intermediaries.

Understand the tradeoffs and power of each activity to implement your Brand Strategy. In particular review the power of the web to support the entire buying cycle. Then move forward – efficiently and effectively.

Be willing to take a break from your day-to-day fire fighting and think differently. One way to do this is to utilize outside help to push your thinking beyond just solving today's problems.

### WHERE 3SIXTY MARKET VIEW CAN HELP

The principals and consultants in 3Sixty Market View are seasoned veterans in strategic planning, resource management, and

department management for all aspects of technology marketing. We are prepared to support your efforts with any or all of the following efforts:

- Development of goals, objectives, and plans for Corporate and Product Marketing and the resulting Brand Strategy development and delivery
- Moderation of workshops with executive and middle management to gain consensus and approval of objectives and plans
- Evaluation and prioritization of Brand program approaches and implementation
- Determination of your specific Brand communications programs that tie to the Brand strategy and objectives
- Implementation of Brand-specific programs, like Web optimization

We look forward to hearing from you.

3Sixty Market View 's *Trends* is a series of brief but insightful editorials about observations, directions, movements and developments in technology-based marketing.

Contact 3Sixty Market View to see how our expertise can accelerate results for your organization.  
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