

essentia®

Brand Building

Are you simply creating ad campaigns or actually brand building?

“The whole concept of brand building is powered by the Customer-Brand Experience. It takes cumulative positive interactions with a brand for loyalty to be established. And every customer contact point should be leveraged to provide that positive interaction, whether it be the managing director, customer service, the sales person, the accounts department or the service department.”

Creating brand awareness is one thing, brand building is another. The whole concept of brand building is powered by the **Customer-Brand Experience**. Essentially, each person's personal experiences with a brand creates a perception and forms their unique relationship with that brand. At **essentia®**, when we look after your brand, we not only create a brand, build brand awareness but we also formulate a brand strategy to create a favourable brand experience for your customers that helps you build your brand.

We integrate brand building not only with traditional marketing methods but also with direct marketing disciplines. By creating a framework for developing a relationship with customers, offering value and fulfilling the brand promise, we make customers want to continue to purchase your product or do business with your brand. It takes cumulative positive interactions with a brand for loyalty to be established. The strength of that bond is the brand building effort through direct contact. And every customer contact point should be leveraged to provide that positive interaction, whether it be the managing director, customer service, the sales person, the accounts department or the service department.

Are you simply creating brand awareness or actually brand building?

Having a brand strategy that revolves around the customer-brand experience goes much further than creating ad campaigns. So what is the customer-brand experience all about? As the name suggests it's the experience your customer develops by engaging with your brand as a consumer of your product or service. From this experience an attitude of the brand is formed. Disappoint the customer and the attitude towards the brand is negative. Delight the customer and it's positive. Leverage and follow through on that positive attitude and you have yourself a potential brand loyalist. As the old marketing adage goes, "It costs more to acquire new customers than to retain existing ones".

So how do you get your customers to actually "feel" your brand?

Using intelligent strategy, smart creative using advertising, promotion, direct marketing and new media marketing, we integrate multiple disparate tactics together under one baseline master strategy to create a brand experience that generates brand loyalists and advocates. Ask us how.

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“Create a blueprint that takes into account the multiple channels that a customer or prospect may interact with your brand and the outcomes or behaviours you want your customers to experience.”

Create your own brand experience. How to.

Today, new media has made it possible to create and manage a brand experience using a one-on-one ongoing conversation with your customer or prospective customer.

To put new media to work to create a brand experience for your brand, what you need is to:

- Establish your brand's character or personality
- Define elements of the brand experience you want your customers to experience
- Develop the brand architecture which conveys the brand attributes, functional and emotional benefits that drive the purchase intent
- Create a blueprint that takes into account the multiple channels that a customer or prospect may interact with your brand and the outcomes or behaviours you want your customers to experience. They can be anything from downloading a brochure to registering for a newsletter. These should preferably be linked to some financial metrics
- Determine how you would evaluate the outcomes and on an ongoing basis, how you would integrate new media (website, email, SMS and so on) to further segment customers and prospects by behaviour in order to gain market intelligence to help further drive the purchase intent.

About Corporate Branding

Corporate branding is more than designing a logo and corporate livery. All of your marketing material needs to reflect the goals, ethics and vision of your company. The choices you make in the development of your corporate branding and identity is a major factor in determining the perception of your business to your customers. The images, colours, typography, the words you use, your tone and manner, all reflect your style and personality.

At **essentia**[®], developing your corporate branding goes hand in hand with developing a brand attitude. We provide the creativity and consistency, integrating the look and feel across all mediums to project a unique identity to your market. The next step is creating a favourable brand experience at every customer touchpoint to ensure that your customers “feel” your brand. And it is that positive brand experience that generates brand loyalists and advocates.

Corporate design includes logo design, corporate stationary, corporate website and other corporate branding collaterals.

“In branding, think about who you are, what you believe in, what you stand for, what kind of person you are, your personality, your attributes, your attitudes, how you behave. This will help you find your brand positioning.”

Useful Tips on Branding

- ▶ Deliver your brand promise
- ▶ Find your brand positioning
- ▶ Branding is not about your logo
- ▶ Respect and relate to the customer
- ▶ Develop a brand strategy
- ▶ Reinforce the fundamental message
- ▶ Refresh but be consistent
- ▶ Branding takes time to gain traction
- ▶ You need to know if it's working
- ▶ Don't keep changing

Ten useful tips on Branding

1. A brand is a promise. Always let people know what you're promising. Use creativity to deliver that promise.
2. In branding, think about who you are, what you believe in, what you stand for, what kind of person you are, your personality, your attributes, your attitudes, how you behave. This will help you find your brand positioning.
3. Branding is not about flaunting your logo. Let the heart of your message connect directly to your brand. Use creative to persuade and compel.
4. Respect the consumer. Relate to your customer. Deep down, they want to feel you understand their need; in truth people are buying hope, assurance and good feelings.
5. Develop a brand strategy for your brand. Create campaigns. Don't just create ads. Single ads don't build brands. Brands are built through consistent and disciplined application of your brand personality over time and delivery on the brand promise. There are no short cuts.
6. Deliver the brand personality and promise consistently, whether it's TV, radio, press, flyers, coupons, sponsorships, website, phone contact, live events, tradeshows, emails etc. One isn't more important than the other. These are not opportunities to do something different. They are opportunities to reinforce your fundamental brand message and to deliver that promise. Keep changing your pitch and you risk losing you brand voice.
7. Over time, brands can change their dress code but should never change their personality or attitude. As brands mature, the look and feel can be refreshed but the brand promise remains consistent.
8. Very importantly, branding takes time to gain traction. Every change in brand strategy takes you back to square one or worse. Resist it.
9. Branding builds on its own success. But only if you know what's working. Invest in measurement and analysis. This doesn't necessarily just mean more research and methodology!
10. Brands are built on consistency. Don't keep changing your personality. Be true to yourself and your brand will always be recognized.

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