



Brand Development Process

Business Skill

- ∅ A product is something that is made in the factory; a Brand is something bought by a customer “

Stephen King-Developing New Brands





Brand Development Process

Business Skill

- ∅ “Brands are the new traditions “
- ∅ John Grant –The New Marketing Manifesto
- ∅ “The name, the distinction, the expectation, that’s branding
- ∅ Sergio Zyman



Brand Development Process

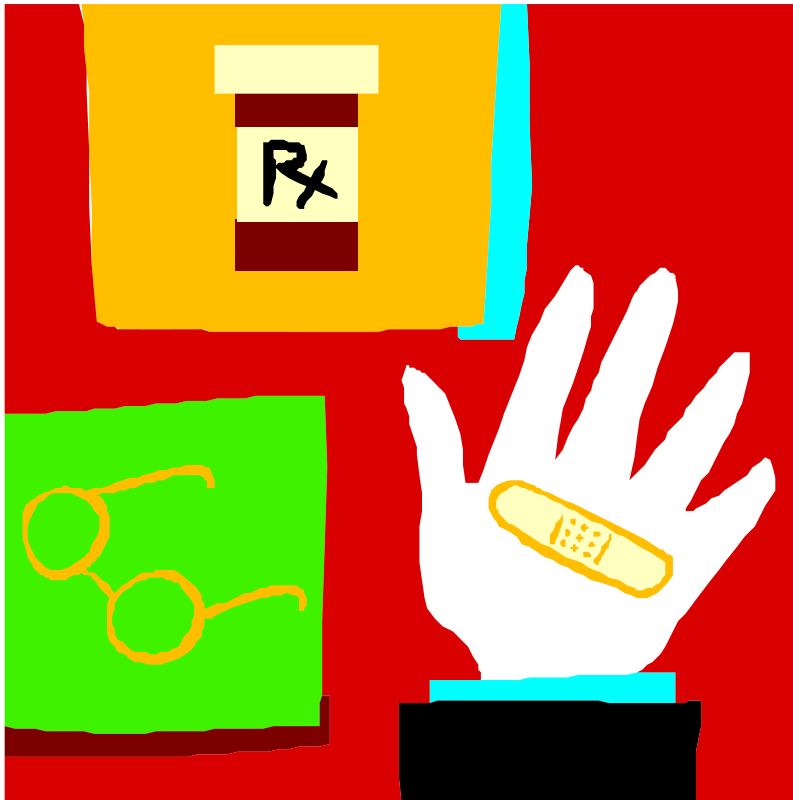
Business Skill



- ∅ The objective is to turn offerings into successful brands
- ∅ This thinking should start as soon as the NCE is discovered!

Brand Development Process

Business Skill



- ∅ Every successful brand offering owns something, a core belief or feeling that sets it apart & creates a strong identity

Brand Development Process

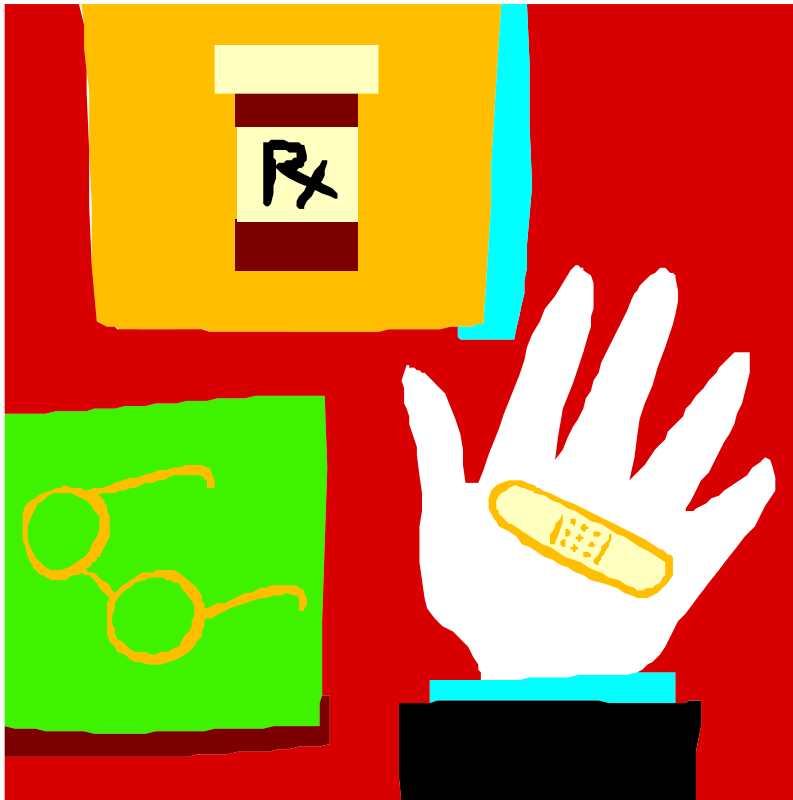
Business Skill



- ∅ A brand must be differentiated in the marketplace
- ∅ Making consumers to identify it as different, better, special

Brand Development Process

Business Skill



- ∅ So it will shape attitudes / opinions
- ∅ It will have enable consumer loyalty & establish a "relationship"

Brand Development Process

Business Skill



- ∅ Based on the *Functional* values of the offering
 - ∅ I.e. what it does
- ∅ PLUS *added* values from outside the product
 - ∅ Expressive values

Brand Development Process

Business Skill



- ∅ Customers will have an image of our company & its offering whether or not we work consciously to create one!

Building Brands -for Impact Marketing

