



DAMANSION

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III. COMPANY BRANDING

Hope we could agree that Brands are the most powerful strategic tools since spreadsheets? That Brand Value is the most valuable asset of any company? I will share my vision on Commercial Branding: not something about transactions, but more about emotional relationships... To me the purpose of Company Branding is adding emotional value to the product or service in order to create a unique positive space in the customer's mind, as customers respond positive to your Brand when you invest nicely & wisely in Company Branding. What I mean is that we can all buy tea from 60 cents at the supermarket, yet it makes us feel so much better to pay 4.00 for the trusted and energetic tea Brand. Unique emotional Brand investment pays off; in margins and in loyal customers for example, who have a preference for your Brand, purchases more frequently and is less price sensitive. "To be irreplaceable, one must be different" is what Coco Chanel said - qualitative differentiation with an efficient (multi-channel) Brand Strategy is essential for your company's unique right of existence. Turning the database into your community definitely is the challenge: manage Company Branding proactively and category leadership might very well be your reward.

So what is the deal about Successful Company Branding?

Differentiate => our brain acts as filter to protect us from too much information, we only notice what is different: be different. Create a Brand Vision so you know what you stand for and why this is important. Know to whom you are communicating helps you, to treat others as they want to be treated – creating full impact of your Brand Message at the target audience. Be authentic in the Brand Story you are telling, focus on quality and make it relevant to your niche target audience. Be different with your Brand Energy; engage authentically to attract the customer's attention.

Collaborate => it takes a village to build a Brand and Synergy in graphic design, audio, copywriting, PR and Marketing creates your unique Brand Village. Everyone should be engaged to the Brand's DNA; collaboration starts with Internal Branding.



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All Brand messages should pass an internally created Brand “police” desk, specifically co-Branding initiatives. Once the right external strategic Brand partners are found (same values?) to boost your Brand Energy, you multiply target audience and sail along each other’s trusted Brand reputation.

Innovate => if you sit still, time will catch up on you. Better make time work well and invent the future with relevant and timely Brand Innovation. It is said that 80% of Brand Innovation successes resulted from collaboration.... Productive thinking is welcome while working on Brand Innovation and it’s good to involve customer’s participation during development. It’s ok to release Brand Innovations into the market when it’s still under development, without fear for image damage or complaints. When done right, Brand Innovation leads to delight and trust and adds some new customers as well.

Empower => empower your Brand Energy to optimize (Sales) results. Bring the audience into your creative process and open the interactive dialogue 24/7/365. Testing is relevant; internally, externally, online, off line, gender tests. Brand DNA trainings are a great tool to empower Brand Energy with employees and business partners.

Cultivate => Brands are like people; they can dress up differently but do not really change character. Brands are like a pattern of behavior and empowering the behavior of the Brand means influencing trust, reliability and delight. Walt Disney and Apple are some great leaders in Brand cultivation, allowing us to buy into the dream of their magic world. Create sustainable competitive advantage and treat your Brand as a culture, inclusive tribe, traditions and rituals: celebrate your Brand!

To me positive and consistent Company Branding will result in strong Brand Energy and loyal customers. Eventually this will lead to higher profitability for your company.

Are you attracting the right expertise to energize and optimize your Company Brand?

Damansion offers the “**How to build your brand energetically**” presentation (30 minutes) for free in Amsterdam area. Please contact to set an appointment?

Thank you and wishing you good business,