

Why **Branding?**

Water + Sugar + Fizz (put it into a can)
= Costs less than 1 rupee

Write  on the can and
you can charge Rs. 30

Take the cheapest fabric and make pants using a 100 year old design.
Production cost not more than Rs. 250

Put the name  on these ordinary pants and you can charge **Rs. 3000**

BRAND?

What is a **BRAND**?

Why is **BRANDING** important?

What does **BRANDING** mean for
YOU and **me**?

A **BRAND** is

....not a logo

....not an identity

....not a product or a package

**A brand is a person's gut feel
about a service, product or
an organisation**

A **BRAND** should

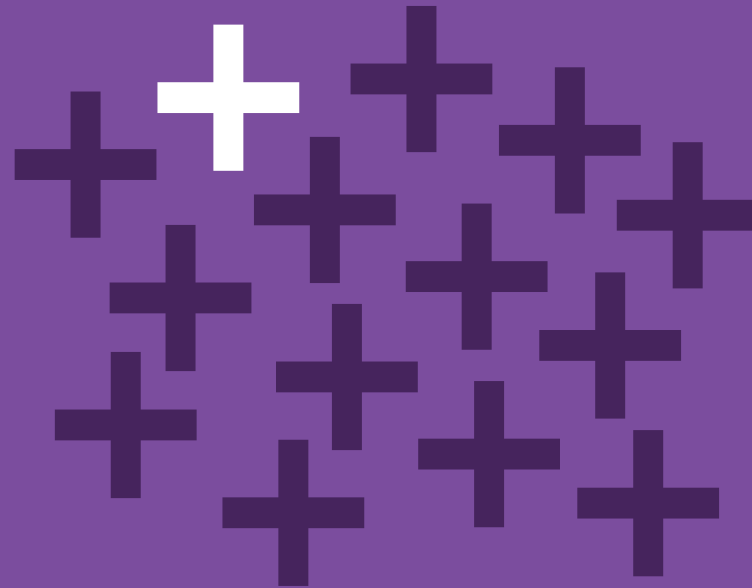
echo reliability

arouse emotion

ignite passion

have meaning

Healthy brands get
noticed



A healthy brand provides **meaning**



Brand Experience
Brand Vision
Brand Promise
Brand Mission
Brand Mission
Brand Experience
Culture
Brand Mission
Brand Promise
Values
Values

A healthy brand is **confident**

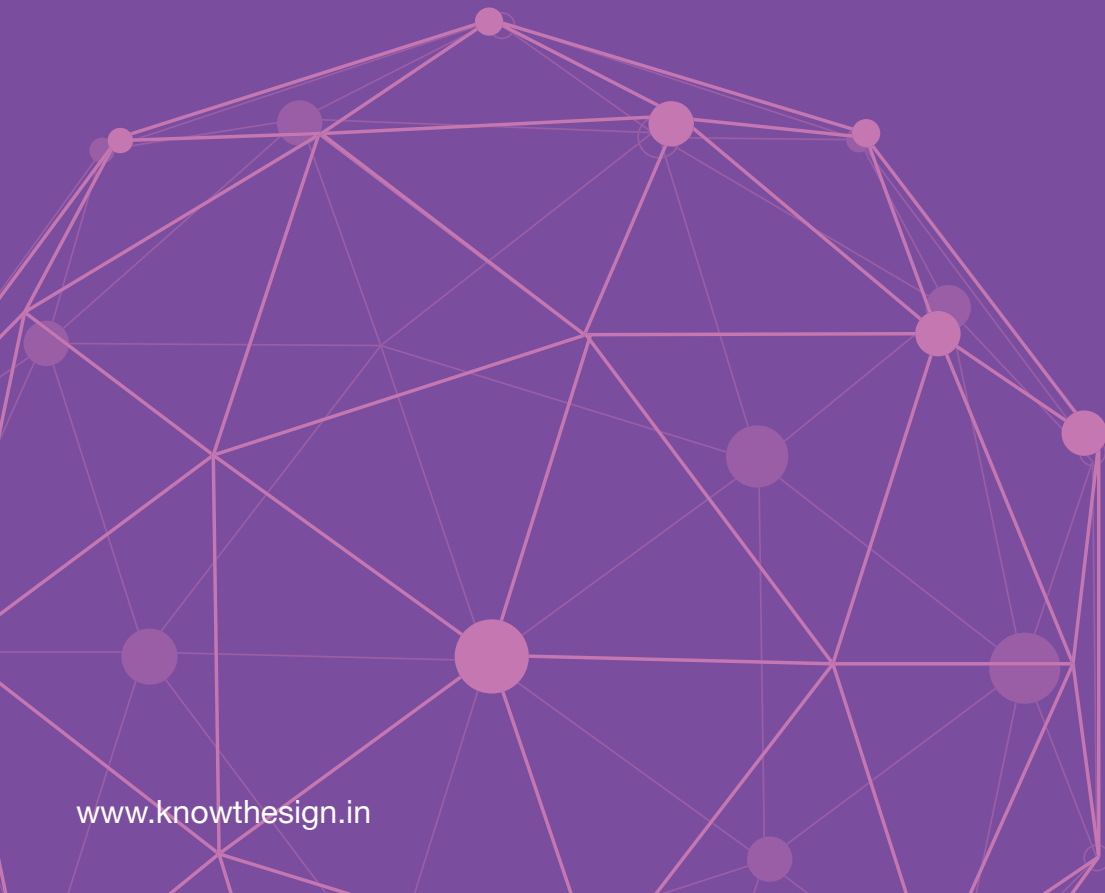


A healthy brand saves you **money**



A healthy brand can make you **money**

A healthy brand **connects**



www.knowthesign.in

the
SignTM
Strategic
branding & design

A healthy brand provides
a competitive advantage



Healthy brands have the
'attractor factor'



It's all about creating an
emotional attachment

Building a brand is not about
bloody big budgets





It's about **discipline**

and it's about
discipline at
all customer
touchpoints

SALES PROMOTION
ADVERTISING
ENVIRONMENTS
EXPERIENCES
WEBSITES
NEWSLETTERS
BUSINESS FORMS
SIGNAGE
PACKAGING
EXHIBITS
PROPOSALS
EMAILS
VOICEMAILS
PUBLICATIONS
WEB BANNERS
LETTERHEADS
BUSINESS CARDS
BILLBOARDS
EPHEMERA
VEHICLES
SERVICES
PRODUCTS
EMPLOYEES
SPEECHES
PRESENTATIONS
NETWORKING
TELEPHONE
WORD OF MOUTH
TRADE SHOWS
DIRECT MAIL
PUBLIC RELATIONS
BLOGS
SOCIAL MEDIA

This is where we at The Sign can help

“ We transform brands by
creating **enriching**
brand experiences at
all customer touchpoints ”

Thank you

To keep the conversation going.....

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