

Understanding and simplifying brand, branding and marketing

What is a BRAND?

**Is it a name, logo,
trademark, product
or a package?**

NO.

A BRAND is not

...a logo

...an identity

...a product or a package

So what exactly
is a **BRAND**?

A brand is what
people
collectively
say, feel & think
about your product,
service or company.

it's not what
YOU
say it is.

it's what
THEY
say it is.

it's not what
YOU
say it is.

Why is **BRANDING** so **CRITICAL**?

1. People have too many choices and too little time
2. Most offerings have similar quality and features
3. We tend to base our buying choices on trust

What it takes to build a trustworthy strong brand?

A strong BRAND = { **A collection of COHERENT ideas and experiences with a product or service consistently over time.** }

BRING
IT ON 



IMPOSSIBLE IS JUST A BIG WORD THROWN AROUND BY SMALL MEN WHO FIND IT EASIER TO LIVE IN THE WORLD THEY HAVE BEEN GIVEN THAN TO EXPLORE THE POWER THEY HAVE TO CHANGE IT.
IMPOSSIBLE IS NOT A FACT. IT'S AN OPINION. IMPOSSIBLE IS NOT DECLARATION. IT'S A DARE.

IMPOSSIBLE IS POTENTIAL.
IMPOSSIBLE IS TEMPORARY.
IMPOSSIBLE IS NOTHING.

A great brand is a great story



NO BALL SHOULD BE WASTED
IMPOSSIBLE IS NOTHING.



VIEW THE LATEST
ADIDAS CRICKET COMMERCIALS

 **the
Sign**™

Strategic
branding & design

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www.knowthesign.in

IMPOSSIBLE IS NOTHING.

FOREVER SPORT 

Music: "Pepita" (Joey Burns/John Convertino) performed by Calexico (www.casadecalexico.com)

But the story telling
landscape has **EVOLVED...**

EVOLUTION of Brand Building

OLD

Messages.....
Static.....
Saying.....
Look & Feel.....
Posing.....
Simplicity.....
Audience.....



NEW

Conversations
Dynamic
Doing
Experience
Authenticity
Complexity
Community

About
TRANSACTIONS

About
RELATIONSHIPS

If the new approach to brand building is
all about creating great relationships
with customers.....



How does a brand find a place in the cluttered, chaotic world of a customer?

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
SOCIAL MEDIA
BLOGS

The experiences that the customer has with the brand at each and every customer touchpoint is the GAME CHANGER

Why is the customer experience a GAME CHANGER?

The answer is pretty simple. Customers remember and value great experiences that demonstrate deep understanding and respect for their needs.

When companies learn to deliver and evolve differentiated experiences, they tend to build strong, enduring customer relationships and profitable businesses.

The Customer experience
is the future of marketing

80% of companies believe they deliver superior customer experience

80% of companies believe they deliver superior customer experience

8% of their customers agree

After a bad experience nearly 90%
of your customers will simply

...LEAVE

So what does a customer want?

Customers want value and tangible benefits

- Get what they need and want!
- Get the right information at the right time!
- You getting it right the first time!
- And if not then get it resolved without further hassle!
- They interact with you, on their terms!

Sometimes customers even want to be surprised!

To give the customer what they want...

...we need to understand all the touchpoints where the customer experiences the brand

Understanding the Brand Touch points

Human

Sales
Call Centre
Consultants
Influencers
Service

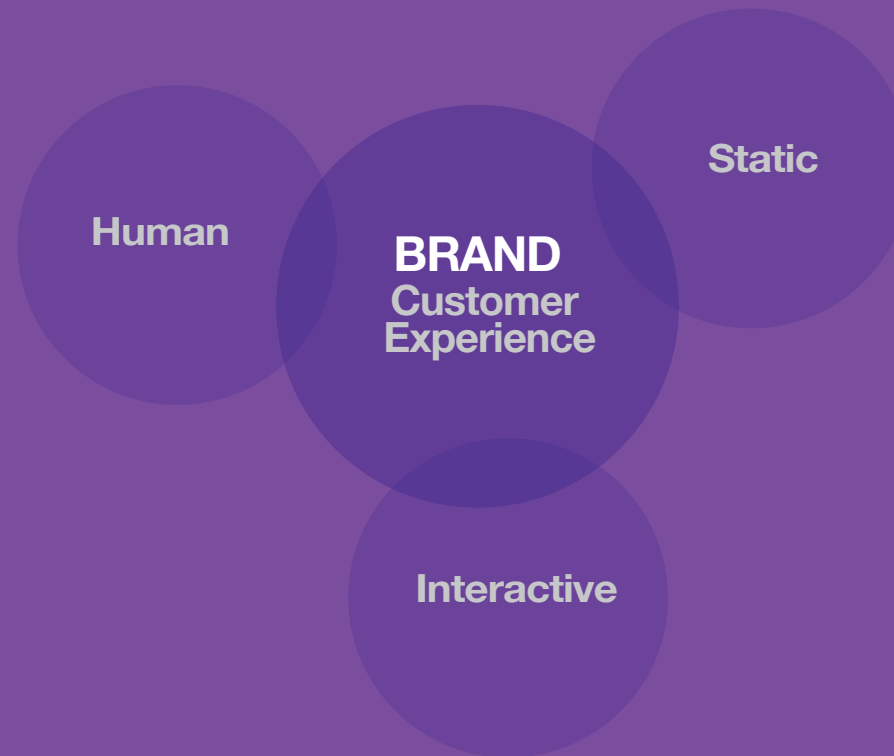
BRAND
Customer
Experience

Static

Product
Promotions
Collaterals
Mail, E- Mail
Radio
TV

Interactive

Website
Blog
E- Mails
Social Media
Community
(Mobile) Apps
Product



How do we create enriching cross- channel experiences with customers and extended business partners at all brand touch points?

How do we embed “customer empathy” into everything we do?

This is where we at The Sign can help

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

The SIGN Core Process

We create engaging brand experiences through the “Fourfold core process” which leads to increased customer retention and ROI for the client.

S Strategy
I Integration
G Genesis
N Network

Step 1: Strategy

A well defined brand strategy provides a core unifying idea around which all behaviour, actions, and communications are aligned. The best brand strategies are simple and easy to talk about, whether you are the CEO or an employee.



Lets take a strategy test

Who are you? _____

What do you do? _____

Why does it matter? _____

How does your customer perceive you?

Unless you have compelling answers
to these questions,

you need a strategy which defines

- Brand Vision
- Brand Positioning
- Brand Promise
- Brand Delivery

Step 2: Integration

Whether a customer is using a product/ service, talking to a service representative, or buying a product on their phone, the brand should feel familiar and the experience should be in line with the brand promise.

Integration ensures that all the pieces hold together in a way that feels seamless to the customer. It is designed to build trust, foster loyalty, delight or even surprise the customer.



Test for Integration

Is your communication in a unified voice with a consistent look and feel?

Is every customer touchpoint demonstrating your brand values?

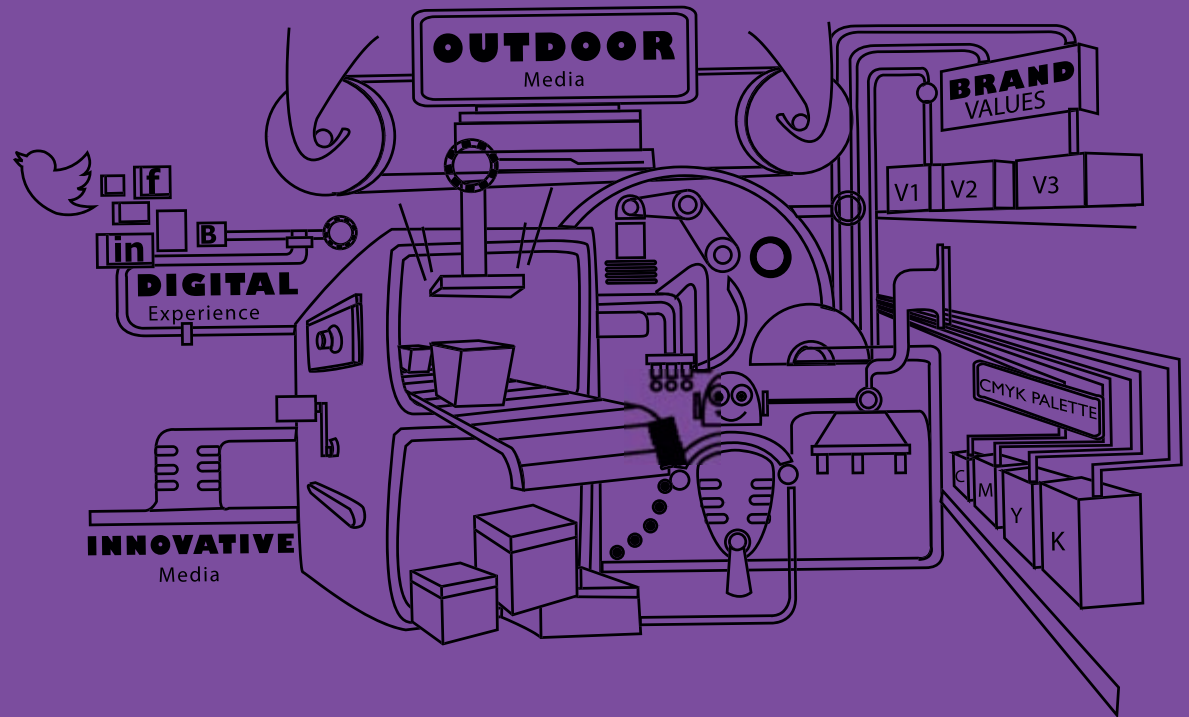
Is there clarity and simplicity in your communication?

Are your employees aligned with your corporate vision and values?

Step 3: Genesis

The core strategy and integration of communication leads to the genesis of a new world of brand experiences. A world where even the most mundane transactions turn into memorable experiences.

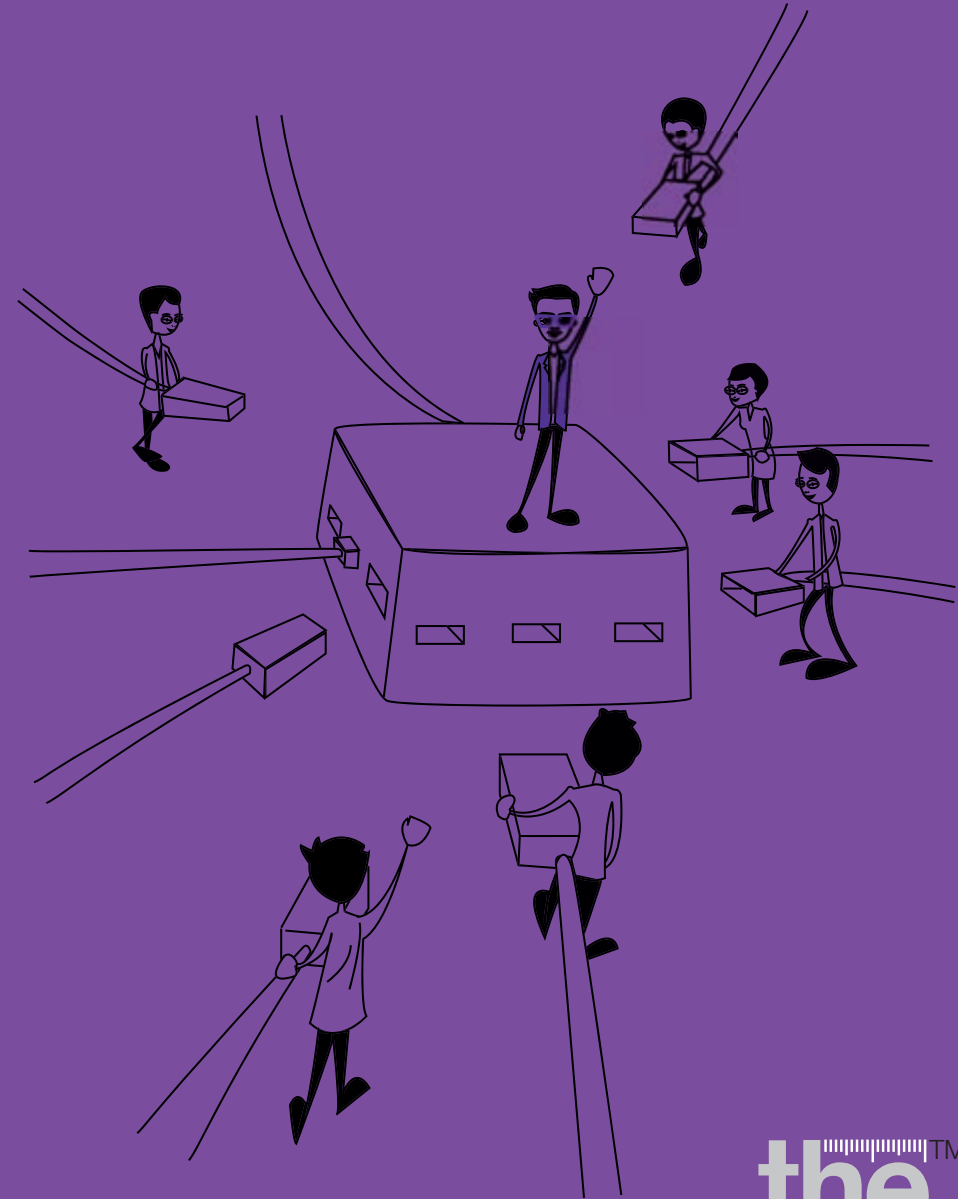
A great brand experience generates a positive buzz which leads to brand loyalty. This brand loyalty over a period of time leads to increased sales and ROI for our clients.



Step 4: Network

We develop 360 degree communication strategies by aligning with our network partners to deliver maximum value. Depending upon the requirement of our clients, we use our network to deliver end to end solutions.

We identify the channels that can be used powerfully to add value to our clients business. We begin with the end result in mind and what follows is a game plan for maximising the ROI for the client.



**THE WAY AND SPEED AT WHICH
PEOPLE DISCOVER, PROCESS AND
SHARE INFORMATION HAS
CHANGED DRAMATICALLY**

**START LOOKING AT YOUR
MARKETING AS A PROGRESSIVE
STORY INSTEAD OF AS
QUARTERLY CAMPAIGNS**

Thank you

To keep the conversation going.....

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