



Branding Your Organization

Presented August 6, 2009

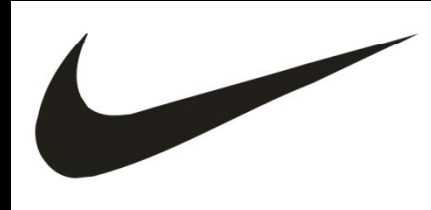
Agenda

- What is a brand?
- Why should I want one?
- How do I get one?

What is a brand?

What is a brand?

- It's not a logo



- It's not a person



- It's not a product

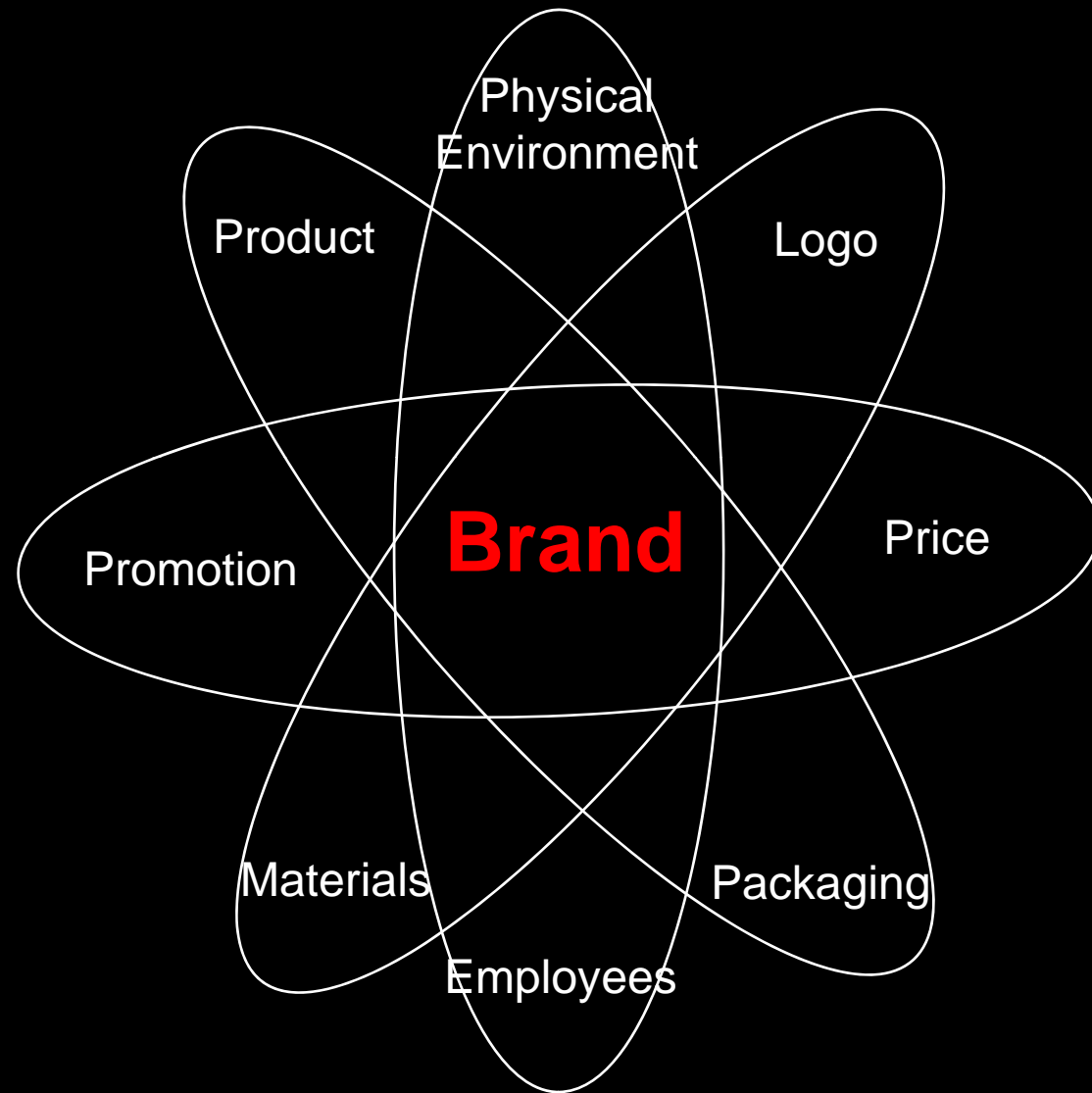


A Brand is...

- A product of the hundreds or millions of experiences a company creates with customers, employees, vendors, reporters and communities – and the emotional feelings these groups develop as a result of their experiences

Simply Put

- Your brand is the sum of everything your organization is, says and does







Why do I need one?

Why is building a brand important?

- Most offerings have similar qualities and features
- People have too many choices and too little time
- Consumers tend to base our buying decisions on trust
 - Trust comes from meeting and beating customer expectation

How do I get one?

Build Your Brand

1. Discovery
2. Define & Document
3. Communicate
4. Cultivate

Step #1: Discovery

- What is your organization doing, saying, acting? Why does it matter?
- What makes you different from your competitors?
- What type of consumer responds to this difference?

Competition

- Define your competitive set
 - Offer same product
 - Presence in similar category
 - Meet same consumer need

Offer same product



Presence in similar category



Meet same consumer need



Identifying Your Consumer

- Current Consumer:
 - Loyals or revolving door
 - Monitor the conversation
- Learning:
 - Qualitative to quantitative
- Defining:
 - Simple to complex

#2: Define and Document

- Target
- Point of Difference
- Look/Tone/Feel

HACIENDA
COLORADO®



Target: Families

Target: Families

POD: Mountain Mex

POD: Entertainment

Look/Tone/Feel:

- Traditional
- Relaxing
- Quality

Look/Tone/Feel:

- Traditional
- Fun
- Value

Documenting Your Brand Choices

- Target definition
- Purpose/POD
- Key personality traits
- Visual identity

Step #3: Communicate

- Identify key touch-points to reach your audience



MESSAGE



“True Stories”
Redefining customer service

REALITY



Step #4: Cultivate

- Monitor
- Measure
- Adjust

Build Your Brand

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Q&A

Thank You.

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APPENDIX

Resources

- <http://www.smbmarketingguide.com/>