

Brand Tips



Brand is Your Company's Greatest Asset.

But don't just take our word for it — take a look at the companies in the S&P 500. 80% of their balance sheets are made up of intangible assets. There are a lot of estimates, but any way you cut it, brand is most likely the single largest asset any company has — representing anywhere from 30-50%, or even more, of a company's total value. Here are a few tips to consider when building a strong brand foundation for your business.

1. **Reflect a customer mindset and connect with your customers.** Successful brands gain advantage by recognizing the individuality of their customers and seek to create a dialogue using the language of their customers — adding color to the brand's central purpose for the customer be it price, service, or product.
2. **Make messaging consistent with branding.** To be truly effective, a brand needs to convey one clear, simple message. It should attempt to capture the essence of what your company is about and be the sum of your customers' experience.
3. **Portray your expertise or the appropriate and pertinent image through your branding.** Your brand identity needs to carve out its own niche, be distinct, and "ownable" — something no one else can effectively duplicate.
4. **Have consistency in messaging. Repetition, repetition, repetition.** "A brand is a living entity — and it is enriched or undermined cumulatively over time, the product of a thousand small gestures." *Michael Eisner, CEO Disney*
5. **Think visually, audibly, and with the 5 senses.**



6. **Always evolve, but keep your brand supported by your brand pillars.** As an expression of your brand promise, your identity needs to transcend the products and services that you offer today, to communicate to the market the additional value of a relationship with your brand tomorrow.
For example, GE's core brand promise is "Better Living," but over the years "Better Living" has evolved to better frame the conversation with customers.

Take a look at how "Better Living" has evolved over time:



1955: "Living Better Electrically"
1960: "Better Living Through Technology"
1970: "Progress for People" & "Progress is Our Most Important Product"
1979: "We Bring Good Things to Life"
2004: "Imagination at Work"