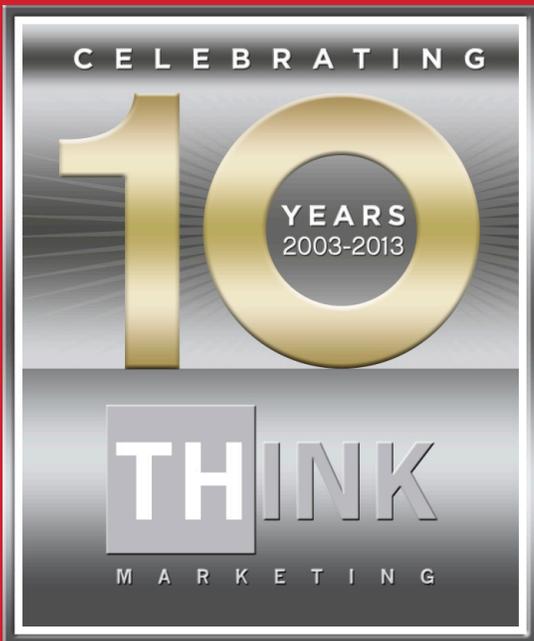


# THINK TECHNOLOGY

THINK MARKETING NEWSLETTER

© 2013 Think Marketing. All Rights Reserved.

9701 Wilshire Boulevard  
Beverly Hills, CA 90212  
310.601.7088  
www.thinkmktg.com



## Think Marketing Celebrates 10 Years

2013 marks our 10 year anniversary! In reflecting on the first decade of Think Marketing, the most important thing we've wanted to say is thank you. To all who've been a part of our growing Think Marketing family — as friends, clients, partners, vendors, colleagues, and supporters — thank you for the last 10 years. We're proud of the work we've done for you, or with you, and it's an honor to embark on our next decade along side of you.

Thank you for making Think Marketing possible and for your ongoing support, friendship, and business. We're looking forward to the many incredible works and memories that we'll create together in the coming years!

Celebrate with us online at: [www.thinkmktg.com/10year](http://www.thinkmktg.com/10year)

# 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. Brand being the largest intangible asset there is. So, how can you make the most of this asset? Here are 3 tips for making sure you're leveraging your brand to the maximum capacity.

## 1 > Make sure your brand reflects your customers' mindsets and allows them to connect with you in multiple ways.

Branding is all about sparking a connection with your target audiences. Successful brands are able to connect as a baseline, and then gain advantage by recognizing the individuality of their customers and their needs at the same time.

People primarily connect with the "emotional brand," and they process the emotional brand through visual and linguistic receptors.

*"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

### Emotional Brand

Articulates the heart of the brand and what the brand stands for – values, beliefs, ethics, culture, norms, customs, and behaviors.

### Visual Brand

The visuals used to communicate the emotional brand – logos, colors, common design patterns, office design, visual artifacts, and photos.

### Linguistic Brand

The language used to communicate the emotional brand – slogans, value propositions, mission & vision statements, stories, and themed words.



## 2 > Own your brand "inside and out."

Your brand identity needs to carve out its own niche, be distinct, and "ownable" – something no one else can effectively duplicate. And remember, owning your brand starts from within. Make sure your company as a whole believes in your brand message before you ask potential customers to believe in it too!

## 3 > 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"

Want more? Contact us today at [info@thinkmktg.com](mailto:info@thinkmktg.com) for a free copy of our expanded Brand Tips sheet.