



WHAT'S A BRAND?

Brands live in people's minds. They live in the minds of everyone who experiences them: employees & consumers. *A brand is more than a product, logo, website, or name.*

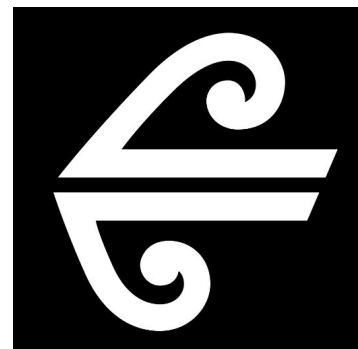
Simply put, brands are perceptions - Brand is a promise to customers.

How consumers feel about or perceive a brand can be the deciding factor when they make a purchase decision (whether or not to buy something and how much they are prepared to pay).

BRAND EXAMPLES



Premium/Innovative Brands



Economical/Budget Brands





WHAT IS BRANDING?

- Branding is a process of researching, developing, and applying a distinctive feature or set of features to your organisation so that consumers can begin to associate your brand with your products or services.
- Branding gives your business an identity beyond its product or service - It gives consumers something to relate to and connect with.

NAME

LOGO

TAGLINE

BRAND VOICE

DESIGN

WHAT IS BRAND STRATEGY?



It's the road map for the brand to follow and the foundation on which the organisation will stand. Strategy explains who you are, the problems you solve, your Y, your mission and vision, your customers, competitors, points of difference, core values, personality, tone of voice ultimately, the brands promise.

A well-defined and executed brand strategy affects all aspects of the business and is directly connected to consumer needs, emotions, and competitive environments.

Brand strategy gives customers something else to care about, so your brand does not end up competing on price alone.



BRANDING TERMS TO KNOW

Brand identity: is the visual representation of your brand's strategy and positioning. An effective identity represents the characteristics of your brand, including its personality, promise, and purpose. *Your brand's identity has the power to communicate your brand's essence in a visual instant to all who experience it.*

Brand management: refers to the process of creating and maintaining your brand. It includes managing the tangible elements of your brand (style guide, photography, logo, colour palette & voice). *Strong branding requires consistent application and adherence.*

BRANDING TERMS TO KNOW

Brand extension: are when companies “extend” their brand to develop new products in new industries and markets. *Extensions allow companies to leverage **brand equity** to create more revenue streams and diversify product lines.*

Brand equity: is a marketing term that describes a brand’s value. That value is determined by consumer perception of and experiences with the brand.

Brand equity has four dimensions

- brand awareness
- brand association
- brand loyalty
- perceived quality

BRAND EQUITY FOUR



Brand awareness: How familiar the general public and your target audience is with your brand. *Consumers can't consider purchasing from your brand if they're not aware of it.*

Brand loyalty: A brand loyal person repeatedly chooses one brand over others offering the same product. *Loyal customers not only result in repetitive sales, but they also are the best source for word of mouth marketing.*

BRAND EQUITY FOUR



Brand association: Anything which customers think of or relate to the brand. Interactions with the brand give rise to the associations. *Examples are colour, logo, advertisements, voice, language, experience, etc*

Perceived quality: A customer's opinion of a product or a brand's ability to meet their needs. It may have little or nothing to do with the actual excellence of the product and is based on the brand's current public image, experience with the brand's other products, and the influence of opinion leaders, consumer's peer group, and others.



WHAT IS BRAND ARCHITECTURE?

The coordinated system of names, colours, symbols, and visual language that defines the organisation's portfolio of brands, products, and/or services.

It also influences customer behavior by maximizing the transfer of brand equity between your brands and sub-brands. If a customer has an existing relationship or positive association with a master brand, for example, they are much more likely to try one of its sub-brands.



BRAND ARCHITECTURE TYPES

BRANDED HOUSE

A single master brand, followed by descriptive names for each product/service (brand extension). One system - promise, personality, visual and verbal identity used for all the products/services.

HOUSE OF BRANDS

Brands have their own names, personalities, audiences, and sometimes they compete with each other. They are designed to stand apart and be independent from the master brand or the other house brands (YMCA). *It is common for consumers to not be aware of the parent brand - YMCA.*



HOUSE OF BRANDS

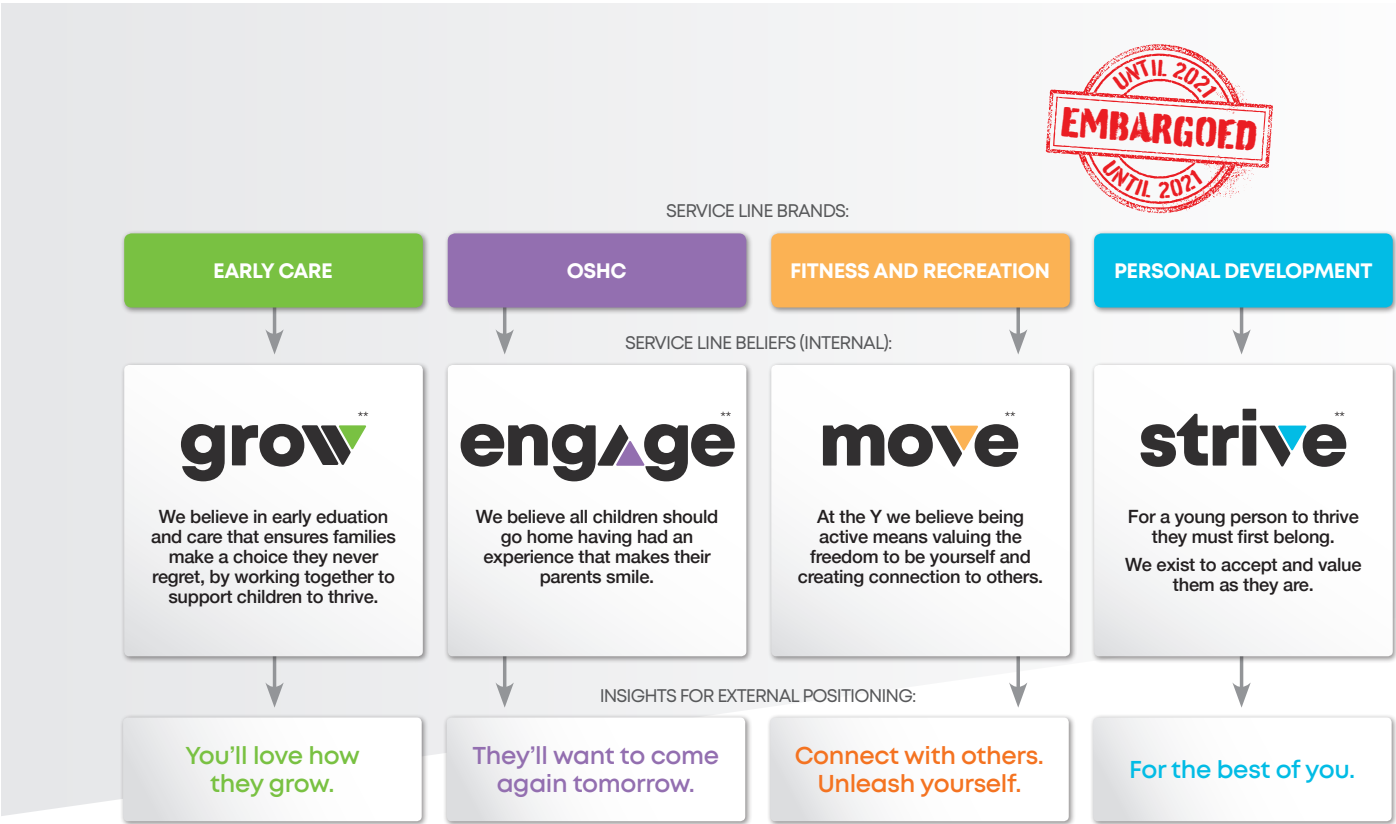
Strengths:

- If a free-standing brand goes through a crisis, it is not “contagious” to the other brands
- Full liberty in creating the identity: freedom to create different brand strategy, name, logo, design, and creative campaigns
- Presence in different market niches, targeting different audiences

Weaknesses:

- Each brand needs its own strategy, identity and marketing activities is a financial disadvantage.
- The time and resources involved in planning and implementing the brand activities will be greater
- Success will not be directly attributed to the parent brand
- Lack of parent brand equity (cross-sell)

HOUSE OF BRANDS EXAMPLES



Service line brands logos are embargoed until 2021, as names ** may be subject to further testing, trademarking and licensing.
** Whilst use of sub brand names are embargoed until 2021, use of the internal beliefs and insights for external positioning when explaining the offerings of the Y to customers and stakeholders is encouraged.





BRANDED HOUSE (RECOMMENDED APPROACH)

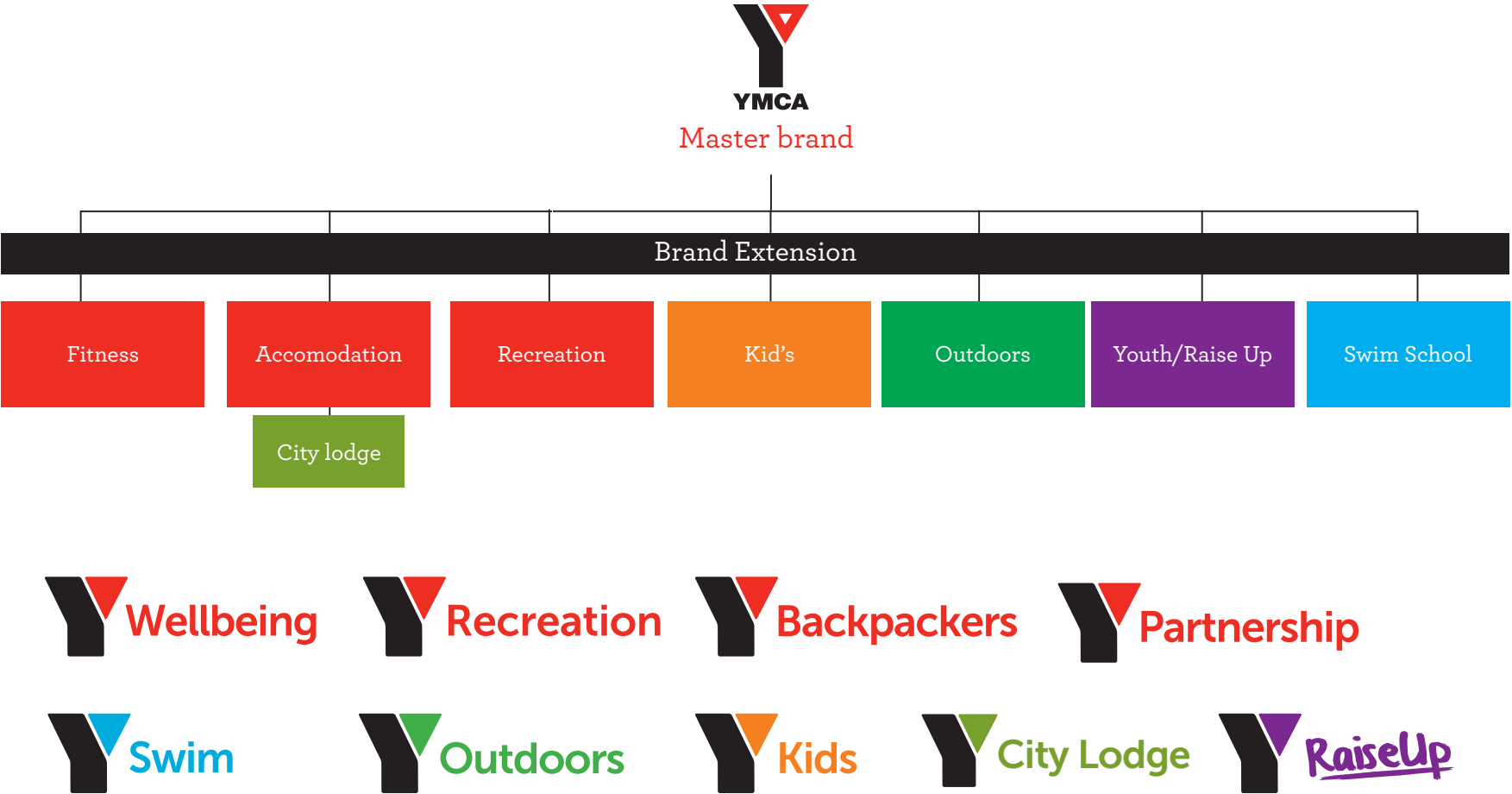
Strengths:

- The credibility of the master brand is shared, and each extension helps build equity for YMCA masterbrand.
- Can leverage existing brand equity; *loyalty, awareness & association etc*
- It is easier for consumers to recognise the products and to understand them because of the extension; *i.e YMCA kids, YMCA fitness*
- It increases brand awareness in the relevant market
- Focused brand marketing (and marketing spending) on a single brand strategy and brand image in the market.

Weaknesses:

- If a product/service goes through a crisis, the whole brand may suffer – any negativity associated with a service/product is attributed to the brand and all its other products/services – everything that occurs is attributed to the brand.
- Customer's experience with one area will impact others.

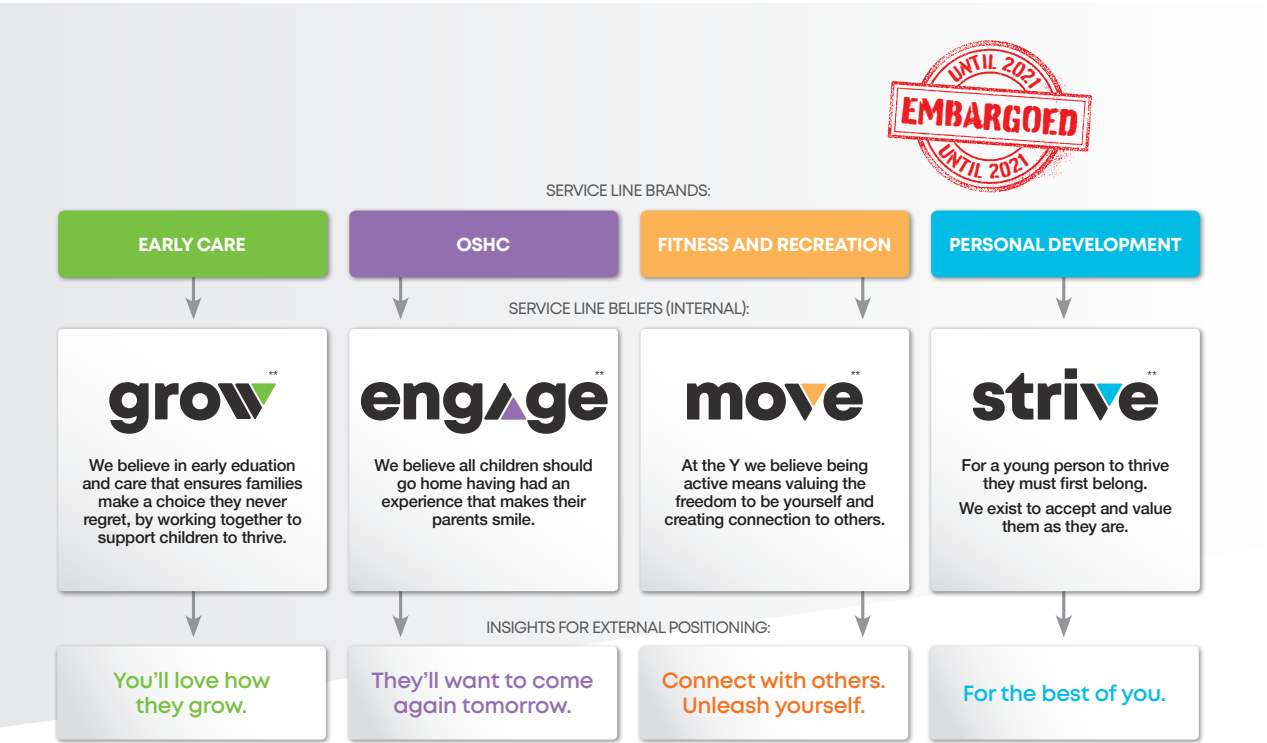
BRANDED HOUSE EXAMPLES



BRAND ARCHITECTURE COMPARISONS



YMCA Australia



YMCA North

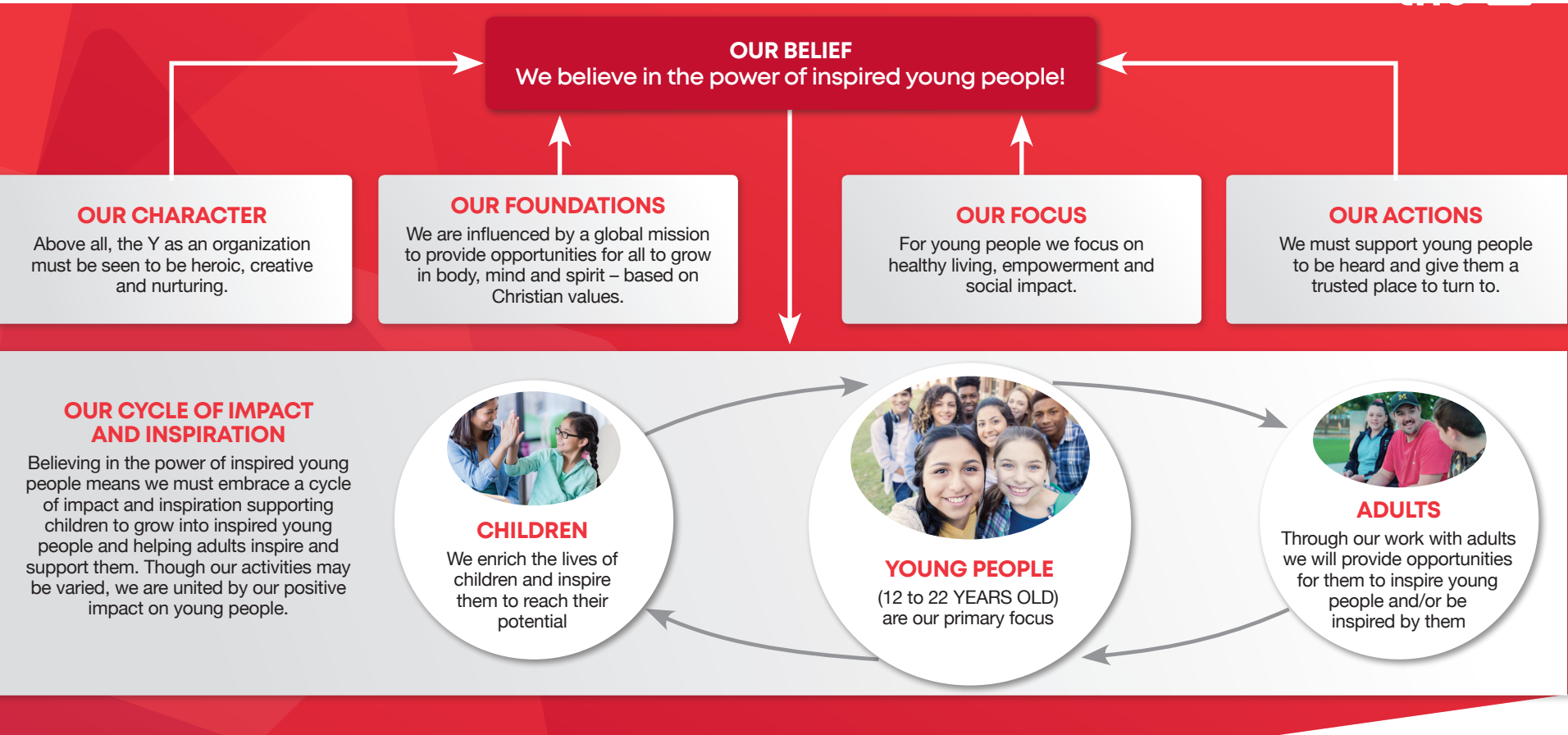


BRAND STRATEGY COMPARISONS



YMCA Australia

Vision; *We believe in the power of inspired young people.*



YMCA North

Vision; *Committed to strengthening families and youth development.*



CORPORATE VALUES VERSUS BRAND VALUES



Values extend in two directions: Inward to influence and guide the company's culture and outward to communicate to its customers.

The inward direction, as we've seen, is discovered by the organization itself. The outward direction is based on the collective consensus of the business's customers.

Branding, remember, is a co-authored experience with your customers. Your customers will determine for themselves what they believe your organisation values based not just on what you promote or say, but on what they observe and feel.

Let's make a distinction between corporate values and brand values: Corporate values are determined by you. Brand values are influenced by you, but largely determined by your customers.

The experience they have in their interaction with your brand will determine their perception of your brand's values. If those perceived values are consistent with their own, they are more likely to do business with you. (And our firm has observed an unquestionable correlation between values alignment and customer loyalty—especially in cult brands.) If, however, those perceived values are in discord with their own, they may actually despise your brand.

EXAMPLES OF BRAND VALUES FROM SUCCESSFUL BUSINESSES



While you may have anywhere from 3 to 12 shared values in your business, your customers will likely define you by a single value.

It's difficult to get your customers to associate your brand with a specific value. It certainly doesn't happen by accident. It takes a consistent branding and marketing strategy, executed year after year.

But more than that, the company itself must find ways to live the value they represent. For as soon as they don't, that position will begin to wither in the customers' minds. Upholding that value, however, places the company in a unique position in the marketplace, one that its competitors have difficulty breaching.



Creativity



Victory



Freedom

Successful brands and the brand value most likely perceived by their customers.