



ADEX

BRANDING

DEVELOPMENT



HOW TO *BUILD* A *SUCCESSFUL* **BRAND**

Although we are not supposed to 'judge a book by its cover', it is impossible to avoid forming an opinion upon a first impression. In marketing and advertising you only get a few seconds in which to capture the consumer's attention - needless to say it better be a positive one! Money spent on building a brand that is memorable and favourably perceived, is an investment that will pay for itself over time. What are the key elements for building a successful brand?

REMEMBER: YOU NEVER GET A SECOND CHANCE TO MAKE A FIRST IMPRESSION!



1/CREATE **RESPECT FOR YOUR BRAND**

Decide what your company stands for and set a standard, i.e. a clear vision, a compelling mission statement, your values. Adhere to these religiously in all personal interactions and marketing materials.



2/CREATE **A VISUAL IMAGE THAT** *REFLECTS* **YOUR STANDARDS**

Your logo is an important aspect of your brand and should visually portray the above. It can evolve over time but its core look needs to remain consistent. However, a good logo is only the beginning. Just as important, is developing a corporate identity that is recognisable throughout all your marketing material, including the way your premises look and how your staff interact with customers.



3/INVEST IN **EXPERTISE**
AND ACTUALLY **SAVE MONEY**

It is only natural that businesses try to save money by using internal resources or go with what seems to be a cheap deal.

But does this get you the results you want? The work time of you and your staff is better spent focusing on your core business. Investing in the expertise of a company like ADFX that specialises in branding, marketing and advertising will save you time & money in the long run.



4/**CREATE AN** *EMOTIONAL CONNECTION*

This is crucial, and the most difficult requisite. People's buying decisions are strongly influenced by emotions. Capitalise on this knowledge and ensure that you emotionalise your brand. This will build consumer loyalty and differentiate you from your competitors.



KNOWLEDGE *IS* POWER

Brilliant brands are typically created by passionate people who understand and believe in the brand. Get to know your market better, research it further “live the brand” and share the passion. By knowing your brand better you will communicate it better. Brilliant brands leave people wanting more! Lets go through the basics again...



*1 /*WHAT IS A BRAND?

It's more than just your logo, signage or latest ad campaign. Sure, these comprise part of your brand, however your brand extends far beyond this. A brand is distinctive and a long-term opinion held in the minds of your clients or customers. It's the heart and soul of your business and should reflect your business personality. Brands create context and meaning about what your company offers, and the products and services you provide. This enables clients to compare, assess and ultimately purchase where the impression is positive.



2/*WHAT IS A* BRANDING?

Branding is about developing and implementing a plan of action to create and maintain the desired impression of your service in people's mind. This can operate at a corporate, individual or product level, depending on your focus.

Living and Breathing the Brand. Brilliant brands evolve from a core idea or essence, a simple expression of what makes the product or service unique and appealing (your POD). Like human DNA, the brand core or brand DNA should drive everything the company does. Top brands don't just happen, they are strategically created, nurtured and evolved.



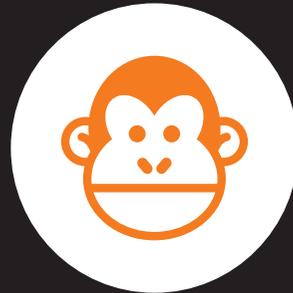
3/ENCOURAGE **BELONGING**

As brands evolve, they encourage people to remain part of their club, finding ways to 'hook and hold' them. If employees feel a strong sense of belonging, they are more inclined to deliver great 'on brand' service.



4/LIVE THE BRAND

Create a culture within your business. Brands are brought to life by your clients or customers, but also by team members who are engaged, passionate and who deliver on your core brand promise. Provide your team with the knowledge, support and commitment to ensure they are engaged and passionate about your brand at all times.



5/KEEP EVOLVING

Be responsive to change and stay on top by remaining relevant, dynamic and proactive. Think McDonalds – it has successfully evolved, creating a 'healthy options' menu while keeping its core values of service, cleanliness and good value intact, bringing loyal customers along for the ride and capturing new ones along the way.



6/STICK IT OUT FOR THE LONG TERM

Focus on the long term and do not stray away from your essence. It takes dedication, commitment and investment to build a brilliant brand. But with this effort, comes brilliant reward!



7/BE REAL!

Be credible, don't promise things that your don't believe or can't deliver. Stay true to yourself.



8/*STAY* RELEVANT

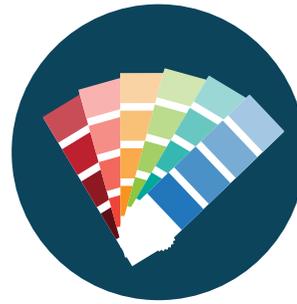
Evolve as your clients needs and interest change, stay relevant,
without straying from your original foundations.



FINAL BASIC TIPS TO SUCCESS

BRANDING IS NOT JUST FOR BUSINESS. Branding is for anybody in business.
To communicate your point of difference and ensure success:

- **INVEST IN YOUR BRAND:** It's more than a logo.
- **PROTECT YOUR BRAND:** It's a valuable asset. Get legal advice from a trademark attorney.
- **POLICE YOUR BRAND:** Establish brand guidelines. Consistency is vital to developing a brand.
- **BELIEVE IN YOUR BRAND:** A strong brand has longevity.



COLOUR MATTERS

OPTIMISM CLARITY WARMTH
FRIENDLY CHEERFUL CONFIDENCE
EXCITEMENT YOUTHFUL BOLD
CREATIVE IMAGINATIVE WISE
TRUST DEPENDABLE STRENGTH
PEACEFUL GROWTH HEALTH
BALANCE NEUTRAL CALM

Brands shown include: Nikon, UPS, Penny's, NBC, Google, IMDB, CAT, Chevrolet, Amazon, Sprint, Payless, PENNZOIL, SUBWAY, eBay, Syfy, monster, YouTube, Coca-Cola, CNN, NETFLIX, Shell, IKEA, Fanta, BEST BUY, DELL, JPMorgan, flickr, Mobile, Barbie, ACE, starz, Target, HARLEY-DAVIDSON, DHL, Hertz, GOODYEAR, Lays, Crush, FritoLay, Canon, KFC, e, boost, Dairy Queen, shutterfly, AVIS, McDonald's, HP, NASA, Oreo, Welch's, Walmart, Oral-B, vimeo, Pfizer, TACO BELL, Heinz, Puma, Nike, bp, Starbucks, HESB, Spotify, Tropicana, APLANET, Intel, orkut, LYNX, Lays, FritoLay, Crush, FritoLay, Canon, KFC, e, boost, Dairy Queen, shutterfly, AVIS, McDonald's, HP, NASA, Oreo, Welch's, Walmart, Oral-B, vimeo, Pfizer, TACO BELL, Heinz, Puma, Nike, bp, Starbucks, HESB, Spotify, Tropicana, APLANET, Intel, orkut, LYNX, Lays, FritoLay, Crush, FritoLay, Canon, KFC, e, boost, Dairy Queen, shutterfly, AVIS, McDonald's.

Want to know more about what your brand colour says about your business?

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