

# THE CREATIVE SPARK

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## Demystifying “Branding”

Just what is branding? Branding for business is what you want your corporate image to be, what you want your company to stand for in the mind of the consumer. But branding is really the second phase of establishing a public perception of your company. First your company has to have a corporate identity, comprised of a corporate logo, color scheme, coordinated stationery system and literature, vehicle graphics, advertising, office signage etc. Your corporate identity establishes a visual representation and “personality” for your business. The objective is to make the first impression — and subsequent impressions — consistently positive.

After your company has a distinctive corporate identity, you begin articulating what sets your company or its products apart from the competition. It is important to decide which two or three attributes best describe your company’s individuality and what makes it unique. This is your “brand message”. For Bullet Brand, “Creativity with Purpose” says what our brand is all about. Crest Toothpaste’s brand message is “less cavities”.

Your “brand promise” creates an expectation linking your product/service to your customers. It assures the consumer of the quality of your products/service, shopping experience, emotional value and advantages they can expect from your brand. Make sure your company’s unique benefits are important and relevant to consumers. Develop a simple, clear brand concept about your strengths that people can easily understand — and that you can live up to. Remember, a great ad can only sell a product once if its promise isn’t fulfilled.

The next step is to communicate your brand message to a wide variety of audiences. This is called “brand management”. Your overall “brand image” is established by your corporate identity, how your employees treat customers, your customer’s shopping experience, and how effective your company is at delivering on its brand promise.

### **Tips to Successful “Branding”:**

- Create a distinctive corporate identity
- Define your company’s/products strengths
- Decide what your brand can promise to deliver
- Make sure your benefits are relevant to consumers
- Make sure your uniqueness is simple to understand
- Communicate your brand message