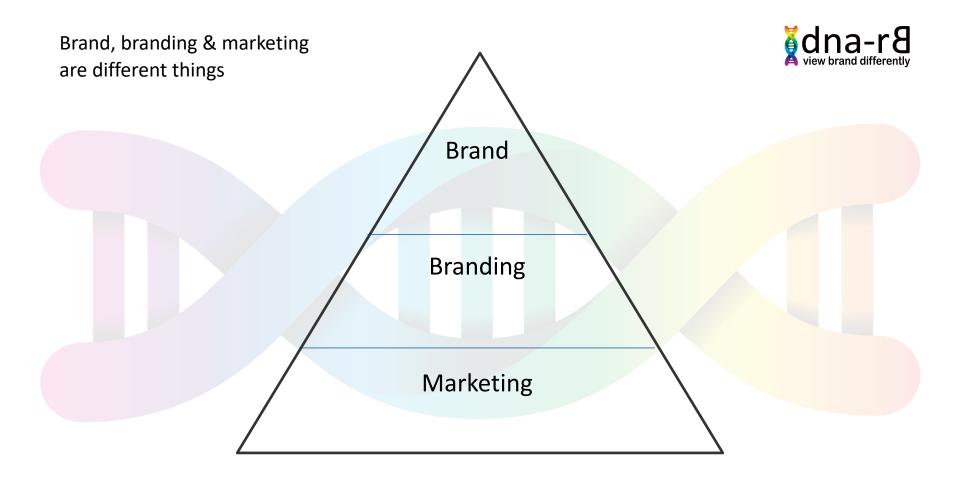
The difference between

Brand,

Branding

and Marketing







Why have a brand?

- Build trust with customers
- Better revenue
- Charge a premium
- Lower costs
- Attract the best employees



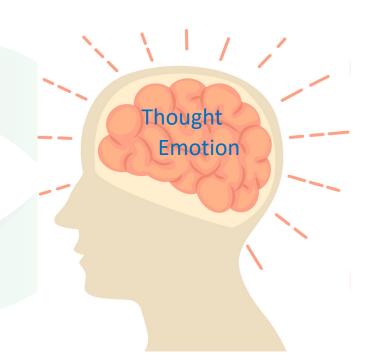






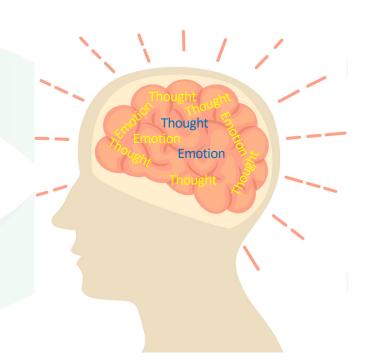


Brand is the thought and emotion you want to leave behind in your audience's mind

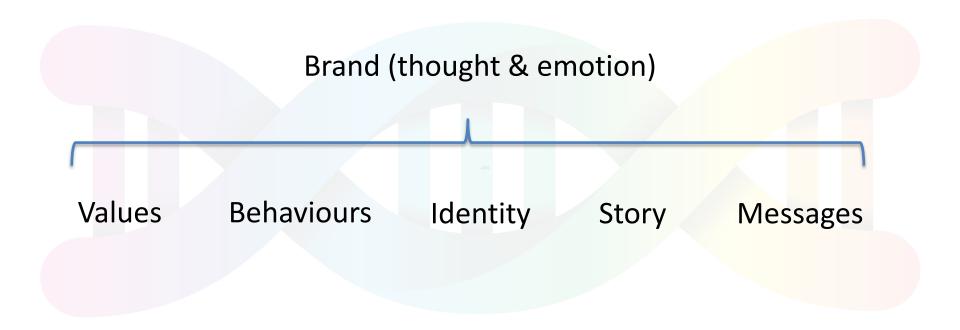




Brand is the thought and emotion you want to leave behind in your audience's mind









Brands need

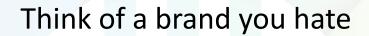
To be genuine

Total Clarity

Ruthless Consistency

Long-term Thinking & Investment





Brands are built, or destroyed, by experience



Experience Expectation Set by the Delivered by marketing everyone in the department organisation

Brand is your objective, reputation is your reality

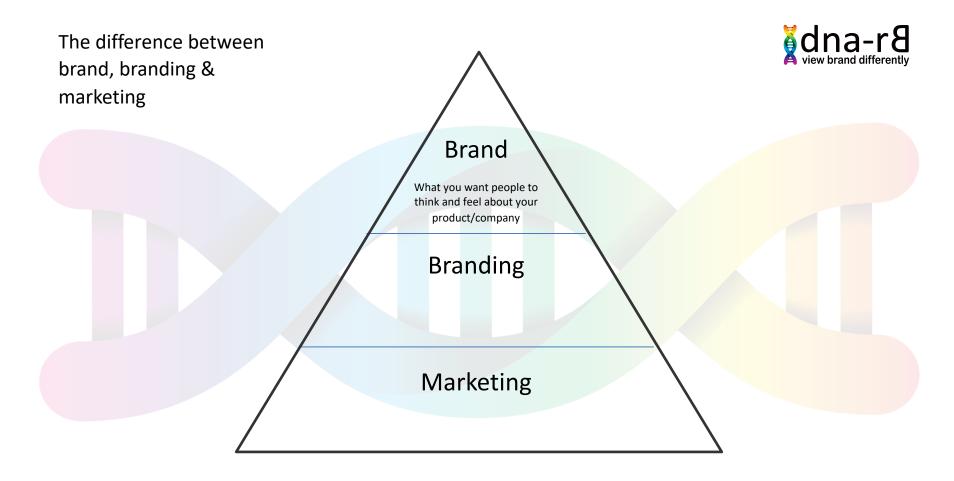




What you would like people to think about you

Reputation

What they ACTUALLY say about you





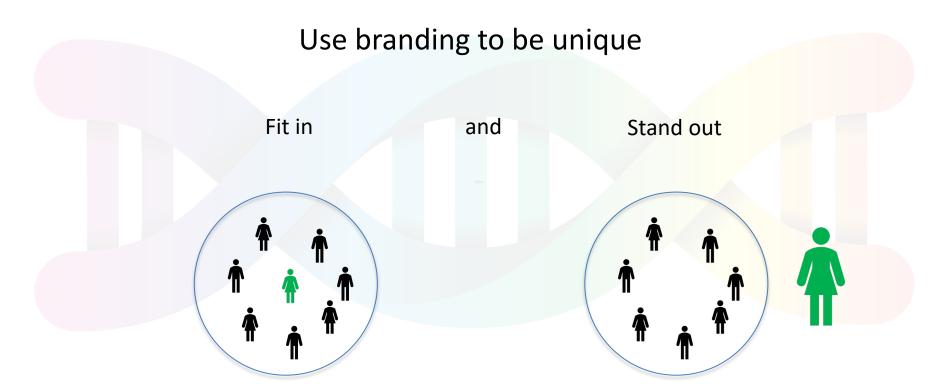


Branding gets your brand in the mind of your audience



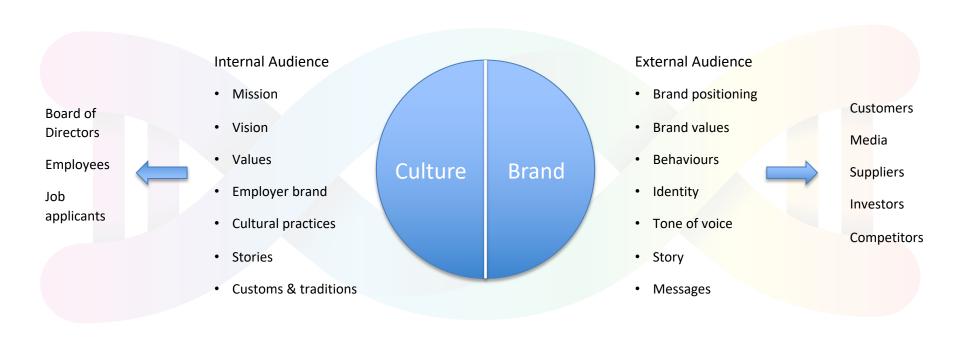
Values	The principles and values that your business stands for	
Behaviours	The behaviours that your business exhibits to deliver the experience of your brand	
Identity	The name, logo, colour scheme and visual identity that makes your business stand out and appear different and relevant	Drand
Tone of voice	The tone of your business voice – the impression you want your audience to have from the way they hear you talk	Brand (thought & emotion)
Story	The story you tell about your business – who you are, what you've done and why you are different.	
Messages	The key messages you use in your communications, clearly and consistently	



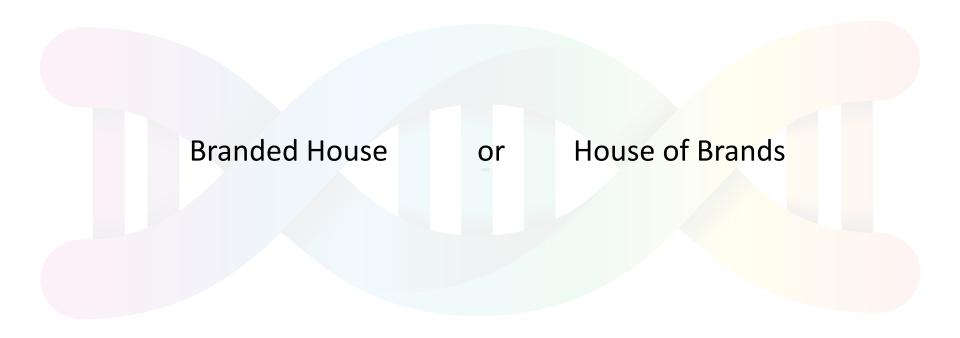


Brands have external & internal audiences









For companies with multiple brands



Branded House

- The same brand enforced across all products, giving a consistent look.
- One size fits all

Harris Federation .



House of Brands

Brand management delegated to individual products, allowing for flexibility







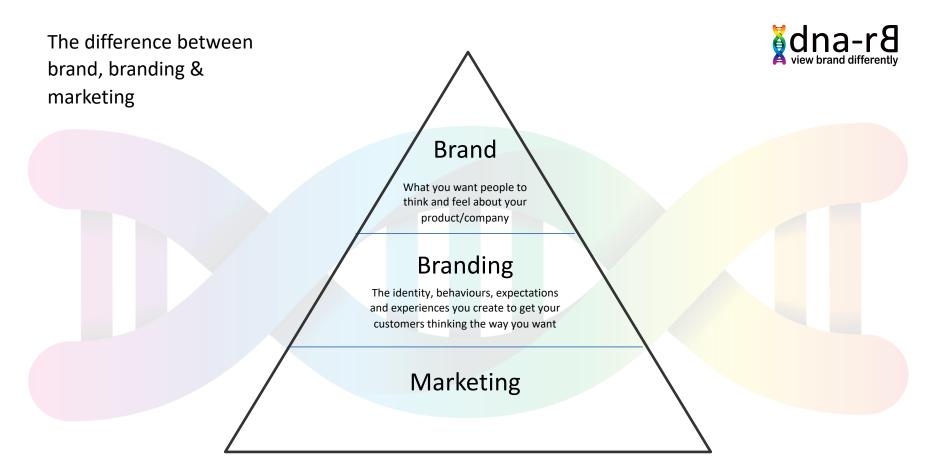


Bradon Forest School
'Challenge and aspire to achieve beyond
expectation."



The Dean Academy

"At The Dean Academy we aim for excellence through collaboration, resilience and respect."









"Marketing is the sourcing & harvesting of cashflow"

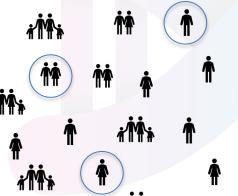
Tim Ambler, London Business School

Marketing is the sourcing & harvesting of cashflow



Sourcing

- Who has the need for your product?
- Who has the money?



Harvesting

 Creative ways to extract money from the source

Product, price, place, promotion

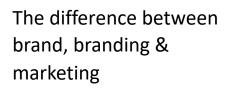
Advertising, price promotions, web sites, on-line sales, social media

Being different, staying relevant and always ruthlessly consistent with your brand.

Cashflow

- Measurable ROI for marketing
- Happy Finance Director







Brand

What you want people to think and feel about your product/company

Branding

The identity, behaviours, expectations and experiences you create to get your customers thinking the way you want

Marketing

Informing lots of people about the brand and converting the brand's value into cash flow for the business



