

Branding Essentials Whitepaper

Branding / Logo Design

Reaching your target audience in terms of fulfilling their needs and causing an impact can be achieved if they can easily identify with the product or service you are providing them. Many businesses are increasingly aware of this and realise the importance of their company brand has in capturing and maintaining the attention of their customers. Some companies do not express any brand values with any form of consistency and their product or service may not function to create more of an awareness of the brand itself.

So why is the brand image of a company so important? A brand doesn't merely function as the company logo but has a far greater responsibility in shaping the perceptions and feel of a company. It signifies a linked series of statements, which helps to construct an image of what they represent and the experience that the target audience can anticipate when they interact with the company.

Brand Image Generation

The creation of a successful brand image for a company relies upon the incorporation of certain core ideals, for example, quality, value for money and catering for individuals from all sectors of the general public. This in turn is a key tool to reach customers and involves constructing a promise that will capture their attention thus enabling them to identify with what your company has to offer them. The brand image is essentially the visualisation and expression of the core brand values that are to be portrayed to the customers. This can be accomplished by creating a brand image and ensuring its expression is consistent by means of a variety of mediums, such as the company website, advertising/promotional material, stationery, signage, and vehicle livery.

The generation or revival of a company brand image will provide the company with a greater sense of direction by providing corporate strength and distinction in the marketplace.

Brand Interactivity

Creating an impacting brand image for a company will increase the customer awareness of the brand to levels not previously experienced. Consequently, this can increase interaction between the brand and its target audience significantly. The knock-on effect is the elevation of the company profile, which gives customers the confidence they want from any brand they wish to make a regular part of their lives.

It is important to increase interactivity between the customers and the organisation in its entirety and not just with the products on sale. This is especially true when a company does not just provide one unique product but a whole series of items.

Sustained Market Position

A well echoed brand image will positively influence the way your customer thinks about your company and the values they associate with it. Ensuring that your customers associate you with satisfying their needs will raise your company profile and subsequently increase sales.

The effective maintenance of the brand image is imperative since failing to do so means a short-lived presence in competitive markets, particularly in markets where your company is up against rival companies who do manage their brands well. Many large companies recognise the importance of this and set aside vast amounts of resources to guarantee that their brand is expressed in a consistent manner.

This is a trend that should be followed by smaller companies who undoubtedly want to grow and succeed like larger companies.