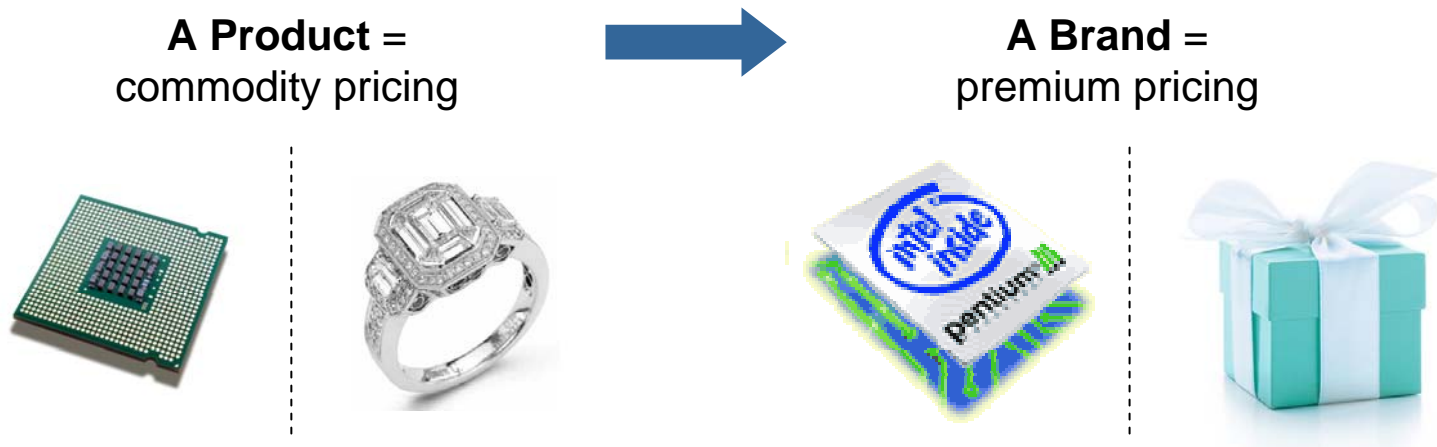


# What is a brand?

## ■ A brand is more than a product

- A brand is a set of associations built over time, that are attributable to a product, service or company
  - A brand is a **promise** of an experience; a **relationship** with your customer



- Functional benefits
- Made in a factory
- Can be objectively measured and evaluated

- Functional and emotional benefits
- Exists in the minds and hearts of customers
- Difficult to objectively evaluate

## Brands add value to the core offering

- If people can't see a clear reason to buy one product over another – if they think all deliver the same value and quality – they buy whatever's available at the lowest price

Commodity —————▶ Brand

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Soft drinks



Sneakers



Computers



Automobiles



Commodity —————▶ Brand

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Search  
Engines



Hotel



Water



Your  
Category?

# Anything can be branded

- Strong brands exist in both products and services, for both consumer and business markets



# The strongest brands are able to distill their brand into a core essence

- Brands are often a source of something much larger than their core category offering



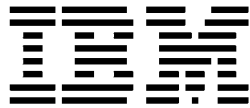
Not theme parks . . .

The source of magical entertainment experiences



Not software . . . . .

The source of easy access to new possibilities



Not systems . . . . .

The source of information-based solutions



Not coffee . . . . .

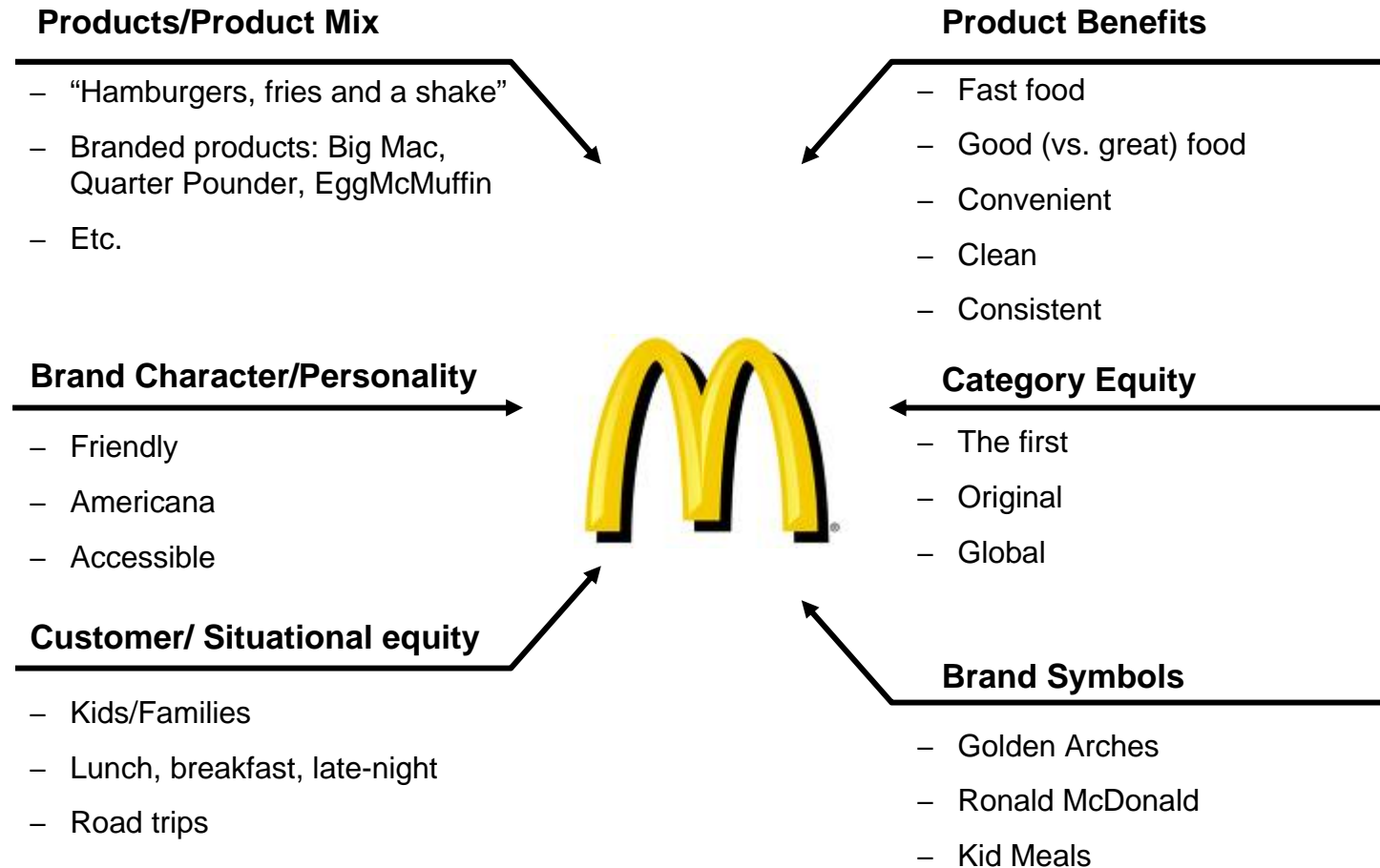
The source of rewarding everyday moments

Not your category. . .

The source of . . .

# Brands are multi-dimensional

- The strongest brands have a rich set of associations built over time



# The benefits of brand development are both internal and external

