



The Importance of Branding in R3 Efforts

12.14.17

Today's Agenda

- Defining a Brand
- Building a Brand
- Value of a Brand

DEFINING A BRAND



BRAND: ANY NAME, TERM, SYMBOL OR OTHER ELEMENT THAT A COMPANY IS IDENTIFIED THROUGH.

A photograph of two young women laughing together, overlaid with a dark blue semi-transparent filter. The background features a large-scale geometric pattern of black and white triangles and lines. The women are positioned in the center, with their heads tilted back and eyes closed in laughter. The woman on the left is wearing a denim jacket, and the woman on the right is wearing a white sweater. A white-bordered dark blue rectangle is centered over the image, containing white text.

TODAY, “BRAND” IS A BIT MORE COMPLEX, BUT
EVEN **MORE IMPORTANT** IN TODAY’S WORLD OF
MARKETING.

“

“Authentic brands don't emerge from marketing cubicles or advertising agencies. They emanate from everything the company does...”

– Howard Schultz, *Pour Your Heart Into It: How Starbucks Built a Company One Cup at a Time*

”



Branding goes way beyond just a logo or graphic element.

Design

Vision

Communication

Mission


Language

Behavior

Culture

Customer service

BUILDING A BRAND

A woman with long hair, wearing a denim jacket and a green skirt, stands in a meeting room, pointing at a wall covered in numerous colorful sticky notes. The notes contain various words and phrases such as 'Brand Strategy', 'Natural', 'City', 'Brand Values', 'Sustainability', 'Quality', 'Innovation', 'Customer', 'Community', 'Authenticity', 'Transparency', 'Resilience', 'Adaptability', 'Flexibility', 'Agility', 'Inclusivity', 'Diversity', 'Equity', 'Accessibility', 'Sustainability', 'Resilience', 'Adaptability', 'Flexibility', 'Agility', 'Inclusivity', 'Diversity', 'Equity', 'Accessibility'. The room is dimly lit, and other people are visible in the foreground, looking towards the woman. A potted plant is visible on the right side of the frame.

Brand strategy is a plan that encompasses specific, long-term goals that can be achieved with the evolution of a successful brand.

Confirm brand support with **everyone in your business** for a healthier internal morale and more successful external interactions.

Your brand strategy will identify the following three core components of your business:

- Purpose
 - Your business must have a functional and intentional purpose
- Consistency
 - Without consistency, a business will struggle to survive
- Emotional impact
 - Emotion is what helps customers connect with your brand and develop brand loyalty

As retaining customers intensifies day by day, it's important to spend time investing in researching, defining and building your brand.

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Creating an invaluable brand



RESEARCH & DISCOVERY WILL HELP YOU
DEFINE YOUR BRAND'S:

CATEGORY
(Industry)

CONSUMER
(Target audience)

COMPETITION
(Competitors)

COMPANY
(Unique value
proposition)



By identifying these components of your marketing efforts, you have created the basis for crafting your brand strategy.

DISCOVERY METHODS

TYPES OF RESEARCH

QUANTITATIVE

Used to understand measurable and numerical data.

QUALITATIVE

Used to understand attitudes, feelings, etc.

PRIMARY

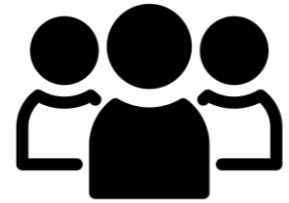
Research conducted by your organization or on behalf of it.

SECONDARY

Gathering existing information through available sources.

SAMPLE EXERCISES

Depending on your goals, budget and timeline, there are a number of ways to reach the insights you want about your brand.



Focus Groups



Surveys



Desk Digging



VALUE OF A BRAND

BRAND PERSONALITY

Marketers have been using the concept of “brand personality” to help describe brands and understand how they relate to consumers. There is a relationship between the way brands express themselves and the strength of the consumer relationships they generate.



The objectives that a good brand will achieve include:



Clearly delivers the message



Differentiates from competition

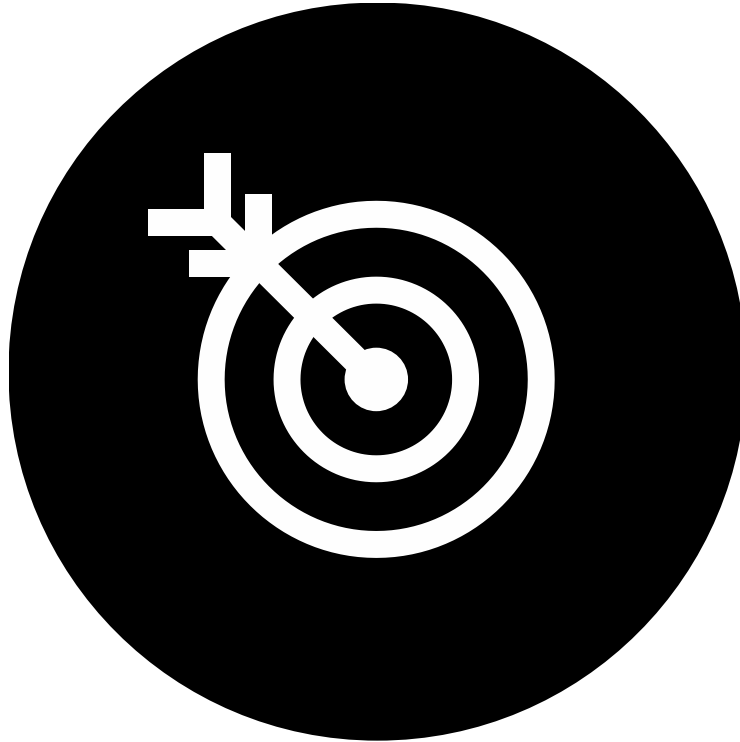


Confirms credibility



Motivates the buyer to buy

Your message should
be concise and
intricately associated
with your brand.



Consistency
contributes to brand
awareness and
recognition.



A logo is your calling card and a visual recognition of your brand.





FIND

WAYS TO

DIFFERENTIATE



Red Bull





CREDIBILITY



Give consumers and employees
something to believe in,
something to stand behind.



Do consumers care about purpose?

66%

Will pay extra

52%

Made at least one
purchase

49%

Volunteer and/or
donate



RBFF Brand Awareness Proof Point

- Take Me Fishing™ is the brand that carries RBFF's messages and the appeal of boating and fishing to general market consumers
- Awareness of the brand has skyrocketed throughout the past couple of years
 - 64% brand awareness among all audiences in 2017
 - 188% Increase Since 2013
 - 12.7 million digital asset visits in 2017
 - Up 29.4% from 2016
 - 1.74 billion media impressions in 2017



