



Strategy. Communications. Branding.

Strengthen Your Brand by Strengthening Your Story



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NDIA Small Business Conference

The power of the brand...

Delivers performance



Safety, sales and customer loyalty



BMW brand set the conditions for my “experience”



Understand the vehicle



Understand the value



Strengthening

***your
brand***



What is a brand?

- An idea or image of your product or service with which customers connect
- Brands communicate a promise or value proposition that is realized through experience



The realities of the world we live in



Great brands drive demand for the market



Great brands communicate “value”



*Great brands
tell and live
a story*



***How can YOU
leverage your story
to strengthen your
brand?***

***All while achieving the
goals of the
environment
we're
operating in***



Fiscal austerity



How?

Mobilize your brand by becoming good at telling and living your story



The basic branding framework



***Growth is essential
even just to sustain
current
operations.***



*4 **P**'s to help you
strengthen your brand*

PURPOSE – articulate the brand promise



PICTURE – ensure your brand and your messaging reflect your vision



PLAN – develop an actionable plan to further engage and connect with your stakeholders

whenever you wa

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31

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3	4	5	6	7	8	9

PART – your employees need to understand their role in brand strategy (training, symbols of success, etc.)



If you want to leverage your brand



You need to transition your thinking



*Can't have growth without **CHANGE***



Can't have change without FEAR



***Those who have a stake
in the old way of doing
business are not likely to
embrace the new***



*If we remove your logo,
what do you have left?*



Great brands can die



Like BMW, the goal is not to just build a great brand, but to sustain it.

Your brand promise: a powerful resource

- Integrate the brand attributes that are unique “Quality+”
- Nest your brand strategy with your vision/growth strategy
- Tools alone don't brand your message: integrate with your culture
- **Strengthen your brand by strengthening your story!**

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