

Strategy. Communications. Branding.

Strengthen Your Brand by Strengthening Your Story



Janet Chihocky, President and CEO JANSON Communications

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

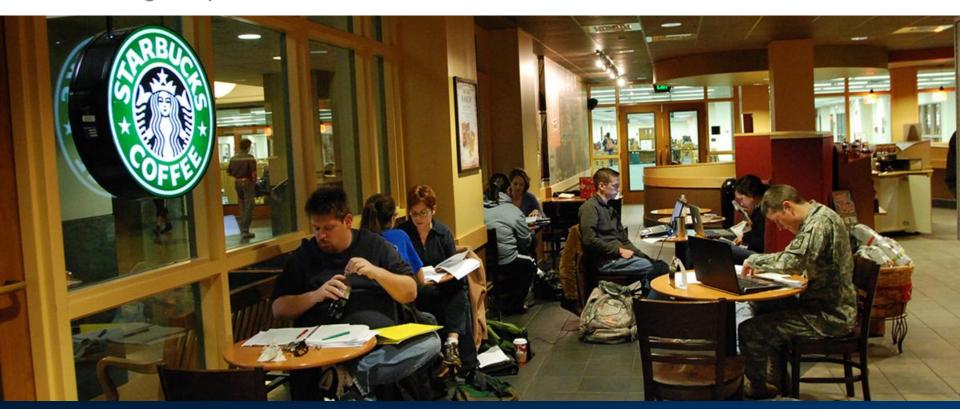
your brand





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





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



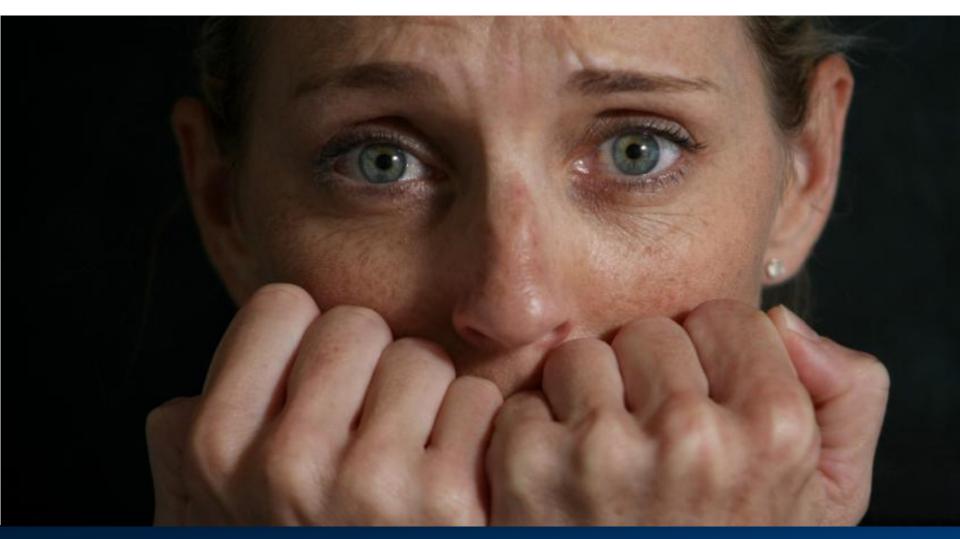


Can't have growth without CHANGE





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!



Markenentwicklung BRANDING

INTELLIGENCE

知性

COMMUNICATIONS STRATEGY

Estratégia de Comunicação

战术执行 TACTICAL EXECUTION

We Listen. We Think. We Deliver.



Strategy. Communications. Branding.

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