



## MacLeod Consulting

Specializing in Strategic Planning & Business Solutions

# BRANDING.

Standing OUT  
in a crowd...



## What is Branding?

A brand is **not** a logo! It's the product of every contact a stakeholder has with your company or organization, i.e.,

- Products & services
- Processes
- Seminars & events
- Recruitment campaigns
- Employees
- People who know you
- People who don't know you, but 'have heard about you'
- Articles & reports
- A brand is essentially an implied contract that reduces purchaser's uncertainty. A successful brand increases trust and reduces uncertainty among buyers, employees, suppliers & stakeholders.

### Why Brand your company?

Branding is the heart of all your company's communication. It is the tone you speak, the promise you make, and the way you deliver that promise. In order for your business to resonate with customers, you must have a strong brand.

The term "branding" has been overused and abused to the point that it has lost much of its meaning. Like most marketing terms that evolve into "buzz words," it is often bandied about and used to refer to things that have basically nothing to do with the true meaning of the word.

Branding does not sell a specific product. Rather, it creates an image of what the brand stands for (often called "image campaigns" in the ad trade). Further, that created image evokes a positive emotional response in the consumer's mind.

### What is a Brand anyway?

*A Brand is a promise of performance – what customers, employees and other stakeholders believe you can do for them.*

#### Branding

The process of changing or reinforcing what stakeholders believe to build lasting relationships and committed 'customers' who prefer dealing with you.

#### Brand Promise

A concise statement of benefits that will accrue to a stakeholder, who does business with you, joins your firm, etc.

#### Brand Position

The space your organization occupies in a stakeholder's mind: the sum total of what he/she knows, likes, dislikes, thinks, has experienced, and has heard.

#### Brand Personality

Human characteristics that bring your brand to life and make it real.

*"A brand is the sum of the good, the bad, the ugly, and the off strategy. It is defined by award winning advertising as well as by the god awful ads that somehow slipped through the cracks, got approved and not surprisingly, sank into oblivion. It is defined by the accomplishments of your best employee, "the shining star, in the company who can do no wrong, as well as by the mishaps of the worst hire that you ever made."*

We will work with you to create your own brand... your own, true and unique identity. For a no charge consultation, contact us at:

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