

# Branding.



## Why Should You Brand?

### A strong brand:

- **Guarantees authenticity**
- **Reassures consumer of receiving a consistent, satisfying experience**
- **Taps into emotions to transform consumer experience into something personal and desirable**

Branding first evolved as symbols stamped on barrels, crates or bags containing products. People became familiar with these “brands,” and sought to purchase them instead of other less familiar ones. Over time, brand came to stand for more than merely a company or its product. Reliable, consistently delivered **products gained reputations that inextricably linked their names—“their brands”—to consumer trust in that brand.** The brand stood for more than the product. It represented how consumers felt and thought about the product.

- **Truly powerful brands go a step further, and become aspirational.**
- Consumers buy or use certain brands because the brand feeds into a value system that makes consumers feel better about themselves.
- The brand is perceived as delivering benefits beyond the merely functional.

### Consumers therefore see a strong brand as:

- **Authentic, the “real deal”—not a cheap knock-off or generic imitation**
- **A reliable source that they can count on and trust every time they purchase**
- **Something they want because it makes them feel better, stronger, wiser, or in some way “improves” their lives**

Great brands succeed on the strength of the emotions that consumers bring to the brand. These emotions result in consumers supporting and promoting the brand through consumer word-of-mouth and a positive media image.

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## How We Brand

Catalyst Advertising strives to build strong brands for its clients and not just produce another product name and slick logo. We do this methodically by first understanding your marketplace and the unique selling proposition your product has that will compel consumers to act. Then we transform that understanding into a memorable and ultimately recognizable brand.

At its essence, the brand image is represented by the product name, logo and tagline.

### Here's how we build it:

#### 1. Creative Brief

We first undertake a discovery process to get a command of the marketing landscape. We want to know the business objectives in relationship to the brand development. What is the marketing mix? Who is the target audience -- not just demographically, but their buying habits, perceptions and beliefs? We need to know what other products closely parallel what we offer, and more.

#### 2. Name Generation

Based on the Creative Brief, we set out to conceive candidate names. While we will generate and qualify many names, we deliver a short list for consideration. Names are trademark searched, URL matched and Googled to help avoid potential conflicts. NOTE: Catalyst Advertising takes effort to deliver names that will clear, but urges clients to seek legal counsel for their registration.

#### 3. Brand Mood

Since brands tap into emotions, mood boards are designed for the shortlisted names. These graphic collage displays are used to evoke the desired brand image that mere words on paper may not.

#### 4. Logo Design

The shortlisted names are translated into a graphic logo based on the mood board attributions. Type font and iconography are essential elements of the logo design process. A tagline that embodies the brand value proposition is also conceived and married to the logo.

#### 5. Brand Image Testing

An online survey among marketing professionals is conducted to rate and rank the logo/name/tagline combinations. This helps assure the best of the candidate brands is ultimately selected. The survey is tabulated to provide quantifiable results of the opinions and feedback.

#### 6. Brand Asset Application

To provide context for the brand identity, it is applied to essential brand assets in schematic form. This may include packaging, website design, signage, POS displays, etc., depending on what the brand assets are per the product and marketing channels.

#### 7. Graphic Standards

With name, logo and tagline now established, a usage guide is established to assure the brand is represented consistently. This includes guidelines for color, fonts, size reproduction and more. Various print and digital file types are generated for archiving and future distribution needs.

Brand is not a band aid to be slapped on a faltering business plan. Brand is not a cure-all for a company whose products are substandard or insufficiently innovative. But correctly developed and supported, and used as the driving force for business success, **brand can elevate companies to the top of their industries and keep them there.**



The whole idea is to sell something.™

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