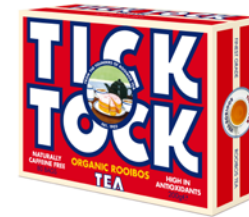


Building a Successful Brand

8 April 2010

Graham E. Lee
Strategic Marketing

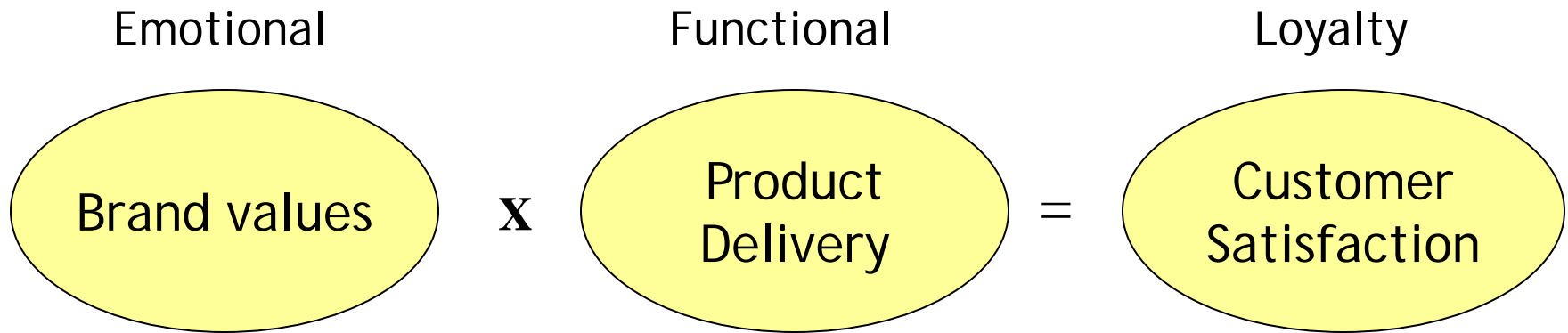
Brand Development Credentials



What is a Successful Brand?

It's an ENTITY that:

- is Known
- has a distinctive 'Culture' or 'set of Values'
- is Loved (or has positive associations)
- is referred to by Name
- consistently delivers or exceeds Consumer Expectations



10 Key Elements of a Successful Brand

1. Consumer targeting
2. Proposition
3. Product
4. Brand Name
5. Packaging
6. Distribution
7. Pricing
8. Internal communication (inside the business)
9. External communication (communicating with consumers)
10. Revitalisation

1. Identifying the Target Audience

Primary / Core

- Who is the product aimed at?
- What characterises this group (demographics, attitudes)?
- How many homes / individuals?
- What do they currently buy?
- Are all their expectations being fulfilled?

Secondary

- Who else might the product appeal to?
- What characterises them?
- How many?
- How different are their buying habits from core consumers?



CAN THEY
BE
COMBINED?

2. The Brand / Product Proposition

The heart of the brand, identifying what is unique and motivating about the brand

...It's a short sentence where every word counts - a distillation of the key emotional & functional benefits for the core consumer (the full brand strategy will detail the supporting evidence for this):

"The main reason I buy X is because"



EXAMPLE:

The main reason I buy Grove Fresh **Organic** Juice is because they **specialise** in organic juice and give me **everything** I want from a juice, and **none** of what I don't



3. Product

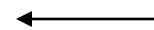
Because consumers buy Products not Companies...

- Within the Brand all products should share common characteristics of quality (consistently) e.g.
 - Premium:  Series 1 - 7
 - Economy:  Value range
- Each product should get as close as possible to the key attributes sought by consumers (match expectations)
- It's essential to know how consumers rate the product in an absolute sense and vs the nearest competitors (Sensory testing)

4. Brand Name / Identity

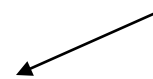
Think about the process by which your brand will become known

- Distinctive - requires time or investment to achieve recognition

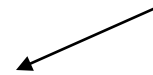


On its own completely meaningless

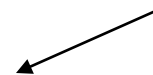
- Defining - can reinforce brand values



Delivers 'freshness'



Delivers 'organic quality'



Delivers 'specialisation'
& 'category ownership'

5. Packaging

Packaging is often the 1st contact with the consumer...does it communicate your brand values?

Case Study: Grove Fresh - Organic juices

2001

- Brand leader
- Declining sales and distribution

2002

- New brand imagery matched the organic 'ideal'
- Rate of sale increased by **+30%**
- Catalyst for brand growth from £6M to **£16M** over next 5 years.



6. Distribution

Be **VISIBLE & AVAILABLE** everywhere your target consumer shops



- Coca-Cola objective to be within a hands reach
- SA gets No 3 on Page 1 of Google search for 'flights to Australia'



- Grocery sector can build brands - but recognise different shopper profiles (Waitrose vs Asda)
- Convenience & Impulse sectors want top BRANDS
- Specialists want EXCLUSIVITY

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7. Pricing

Pricing determines:

- Profitability (yours & the retailers)
- Rate of Sale & Volume



- Research consumer price sensitivity to your product
- Develop a clear pricing strategy that reflects the brand strategy
- Consider RSPs, price per gram/ml and price per serving vs competitors
- Know whether to lead or follow price changes in the category
- Monitor costs and competitor prices - don't miss any reason to change price
- Control Retail prices & margins as much as possible

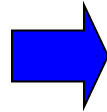
8. Internal Communication

Your Staff = your greatest asset & Your Brand = Your Culture

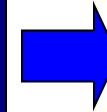
- Help them to understand:
 - your brand objectives
 - your brand values
 - what differentiates your brand from the competition
 - your consumers and their expectations
- Motivate them to:
 - reflect your brand values in all consumer / customer contact
 - be consistent (and 'on strategy')
 - become genuinely involved & passionate
- Use communication methods that reflect your values & desired culture

9. External Communication

- 30,000 lines in store
- 100 products noticed
- 20 item shopping list



- PR, Sampling, Website & Advertising create awareness



- Brand values create desire to purchase



- Exploit PR opportunities – especially for new products
- Develop a dynamic website



- Support your distribution
- Use store media
- Sampling
- Couponing



- Target £60% distribution for broadcast advertising
- But promise of TV Advertising can build distribution from £30% to over £60%
- And successful advertising can increase rate of sale by up to +250%

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10. Revitalisation

- Strong brands evolve , stretch or segment to reflect the changing world and consumer base

Not just 454g cans of beans



- Avoid revolution unless there is a major problem

From aiding 'recovery' to fuelling 'energy'



- If innovation doesn't sit comfortably in your current brand, develop another

Harley Davidson & Buell



Brand Building

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