

# BRANDING

*In tough times, in today's Market*

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# ME?

- ◉ 19 years in Sales and Marketing
- ◉ 4 Major “Branding” Campaigns
  - *Phone Guys*
  - *We Rock ( Red Flint)*
  - *Lacrossewisconsin.com*
  - *HBC Web Site and Buy Back Programs*

*ME? = What is MY Brand?*

*Instant recognition and memorable*

*Value to YOU in some way - WIFM*

*The ability to pull and not push*

# WHY IS BRANDING IMPORTANT TODAY?

- ◉ Your Business requires an “Identity”
- ◉ Do you know what that is?
  - It is what your Major Strength is, that separates you from your competition.
  - Brand it, tell your story in 5 seconds!!!
  - Is that Possible... NO/Maybe... but....
  - Grab an identity and develop your Brand, even if it is just you.
- It is important for survival today... people are top of mind thinkers.
- Learn from the Music Industry

# BRANDING 101

- ◉ Emotional Logo (Eye Grabbing)
- ◉ Strong Logo - Very Corporate ( Color, etc...)
- ◉ Mantra's
- ◉ Slogan's
- ◉ Quotes - often used, not effective typically
- ◉ Inside Identity - Only you know the story
- ◉ Outside Identity - Tell your story
- ◉ Keep it simple - less is more
- ◉ Humor? Serious? It's a gamble!
- ◉ Identify your key Target Markets and Clients

# LAUNCHING A BRAND?

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- ◉ Seek out your top 5-8 clients and ask them what you do well. You then have identified WHO you will target
- ◉ Ask your staff what they feel your identity is and allow them to have some input.
- ◉ Look at your core history and embrace it
- ◉ How will you “drive” your brand? Set up a game plan for 1-2 years. Not 3 months!
- ◉ Media Driven? TV, Radio, Mail, Online, Social Media... Drive a campaign with 2-3 at all times.
- ◉ Budget and use it. Be consistent and have the brand be part of your culture internally

# WHO DO I TARGET

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- ◉ Understand the age gaps, target to your strongest demographic and do it often.
- ◉ Soap Operas ( Females, 24-70)
- ◉ Buick ( Males, 30-60)
- ◉ ProActiv ( Kids, 12-23) ahhh... but their parents to!
- ◉ Your Sweet Spot is more important than you think
- ◉ PULL people to you, that's the goal
- ◉ Do you plan for Local, Regional, National rollouts?
- ◉ Remember you Reach - Arms Length?

# DO THESE BRANDS PULL?

- ◉ Charlie Sheen
- ◉ NBC
- ◉ Charter
- ◉ Billabong
- ◉ Babolat
- ◉ Cummins
- ◉ Sarah Palin
- ◉ Chili's
- ◉ Dove
- ◉ Invicta

# YOUR BRAND IS YOUR CASH COW

- ◉ It's Reputable
- ◉ It Sparks Interest
- ◉ It Starts Conversations
- ◉ It's Strong
- ◉ It is Realistic
- ◉ It Pulls
  
- ◉ **IT CREATES REVENUE !!!!**

# MY BRAND!



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