

Branding; Why getting it right the first time could save you in the long term...

The creation of a brand can be likened to the development of a human being. You need to provide it with a number of essential features before you introduce it into the real world. A business name, corporation logo (face), defining colours (clothes) and a slogan (personality) that will reflect the organisation, providing it with the best possible positioning before entering the market. What must be understood is that a brand is more than just pictures and words; it's an organisation's identity in the corporate world.

Now lets add a face ... a businesses logo should speak to consumers and tell a tale about the organisation. Something strong enough to convey a message and sensation in a heart beat. Simply put, a logo in many cases can become the defining feature in attracting new clientele and, if done correctly, has the potential to be the sole reason as to why a customer may choose your product over a competitor.

The perfect business or product can come to you in so many different forms. We have all experienced that 3am revelation.

However the concept may come about, what is a certainty is that for the product or concept to develop and grow it needs to be branded correctly with crucial and influential elements that will provide your 'dream' with the stepping stones to becoming a 'reality'.

Think about it for a moment, of the top 10 most successful corporations worldwide, which of these don't have a recognisable and appealing branding endeavor?

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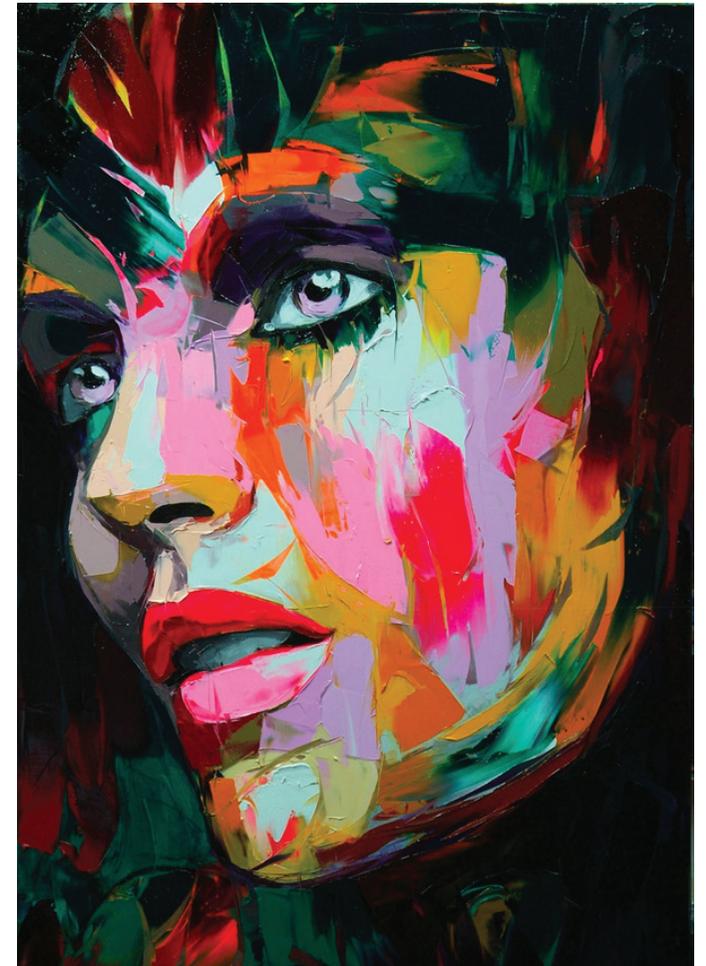
These brands all have personality, that with a quick glance can put a sweet taste in your mouth or get your heart racing. Realistically branding, if applied correctly will provide customer with a feeling of recognition, excitement and enthusiasm at what they're about to purchase. It allows for immediate recall of a product and evokes a sense of emotion and connection between organisations and customers.

Ferrari is a perfect example of a brand that possesses confidence and privilege, achieving this foremost through their patented Ferrari red, which is most directly associated with their luxury super cars. As one of Ferraris taglines state "For those privileged few who have the opportunity to own a Ferrari, the experience is eternal, all-consuming and unlike anything else". Demonstrating poise and understanding at the significance of their brand.

Cadbury? The creamy milk cans of Cadbury Chocolates packaging warms the heart of any dessert lover and can get them salivating from just a glance.

What about something a bit boring, a bank? The words "Priceless" used in MasterCard's advertising campaigns provides customers with a satisfying sense of balance between humour, security, convenience, family and life.

I still haven't convinced you? Lets continue...



Brand Name

In the same way that as a name provides an identity for you and I, a business name provides individuality and recognition. More specifically a name can grant you many benefits, and if done correctly should evoke confidence and clarity, telling the world a great deal about who you are.

“A brand name is more than a word. It is the beginning of a conversation”

- Lexicon

An issue that has begun to gain momentum and exposure is the concept of ‘do it yourself’ design work. As a result this approach has evolved in the minds of many smaller business owners worldwide, overlooking the importance that branding can have on a business and taking the job on themselves.

An unfortunate but prime case of this is the ‘Willa vs. Wella’ example. The dream of a mother 3 years in the making, who devised the idea of a line of skin care products aimed at pre-teenage girls. The market was there, the idea flawless and the name “Willa” her eight year old daughters name, in her eyes perfect.

The unfortunate piece to the puzzle for Willa was the already established brand created by Procter and Gamble, ‘Wella’ (a hair care product producer) which had put in the preparation and planning before the introduction of their brand entered the market. ‘Wella’ of course noticed ‘Willa’ and demanded the name be dropped immediately. Christy Prunier, the mother and creator of Willa has now been forced to go through a lengthy and expensive legal procedure on the back of a misguided choice of brand name.

In Christy’s case simply a lack of preparation and planning at a branding level was the catalyst for a lengthy set back and a halt to a business she put her heart and soul into developing and growing.

Colour

Colour is a vital, if not one of the most vital assets an organisation can have associated with their brand/name.

“Colours speak all languages”

- Joseph Addison

The colour of an organisation is like the clothing of a business. It needs to be used correctly and in a way which expresses the personality of an organisation, reflecting its attitude and beliefs.



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Colours are used in every aspect of our lives, helping to provide identification for brands and products in all industries.

Some products are packaged in a variety of distinct colors. Coca Cola products for example come in a distinct red and white label/package whilst Pepsi use a strong blue, allowing for initial and direct identification of the product and brand based on colour perception. Colour has a level of simplicity to it. While logos and names tend to change with languages, colour always remains the same. Take a child for example (who did not have the linguistic skills yet to read or write), if you were to walk him through the aisle of a supermarket, convenience store or any store for that matter who sell soft drinks, the child would be able to identify the red of the Coca Cola brand simply through the power of colour. Other products tend to be packaged in variations of the same two or three colours in different designs. Take the Chocolate industry for example that use a variation of purples to display their chocolate product ranges.

From a legal standpoint, the importance of colour as a brand identity was seen as a minor issue with leniency being provided in the courts. It was an open question whether trademark law protected distinctive colours that had become strongly associated with a particular product or manufacturer.

As organisations have begun to uncover the importance and impact colour can have on defining an organisation, a colour war has exploded, and the misuse of colour is resulting in unprecedented lawsuits.

Take the case of Mars Australia Pty Ltd (formerly Effem Foods Pty Ltd) v Societe des Produits Nestle SA. In 2010 Mars applied for a square patch of purple (colour) as a trademark for foodstuffs, domestic pets and additives ranges. The court granted a colour trademark for 'Whiskas Purple' a color "made up from scratch" by the European marketing division, being described as a mixture of cyan 40% and magenta 100%. On close inspection the colour has strong similarities to the common 'purple' used by so many organisations worldwide, emphasising the importance that correct planning and preparation at a branding level can have on an organisation's identity.

In 2006 British Petroleum (BP) launched a lawsuit against Woolworths in an attempt to claim trademark rights over a specified colour 'green'. They were unsuccessful in their ploy to stop Woolworths from using the colour as part of their re-branding supply. As Woolworths entered the market of fuel it was understood that branding, orientated towards similarities with established fuel organisation could play a vital role in developing exposure and interest in the company.



Woolworths
the fresh food people

Slogan

Along with a switch in positioning to offer consumers a low cost product, coupled with discounted incentives which can be obtained through Woolworth stores, Woolworths has seen staggering growth on the back of a tasteful and calculated rebranding effort designed to attract the correct marketing niches. If the colour is the clothing of an organisation then the brand slogan is the personality.

“Soon there will be 2 kinds of people. Those who use computers, and those who use Apples”

- Apple

The choice of slogan is yet another key element in the creation of a successful brand. The brand slogan speaks for an organisation and when coupled with correct branding elements such as colour, naming and a brand logo, provides a business with a solid foundation to take the next step and successfully enter the market.

A prime example of slogan rebranding having a positive effect is that of Castrol. When Castrol replaced their much loved and universally recognised ‘Oil’s ain’t Oils’ slogan in favor for ‘liquid engineering’ it was met by significant criticism and industry uncertainty at the effect the re- branding may have for the organisation. As a result of their brand re-positioning and association with grocery giant Woolworths, Castrol saw significant market share growth and product awareness on the back of their re-branding efforts.

Sometimes you just need a fresh start.

One of the most recognised and accepted slogan revamps was that of MasterCard, and their priceless campaign. Initially the slogan is aimed at differentiating the brand on the basis of intangibles such as emotions.

The campaign is based on the idea that cost of ownership is one thing and the emotional value that one obtains from it is another thing. MasterCard wanted to say to the consumers that the MasterCard is the best way to pay for every thing that matters.

A strong brand is ‘priceless’. As the battle for customers intensifies, it’s important to invest in researching, defining, and building your brand. After all, your brand is the source of a promise to your consumer. It’s an essential piece in your marketing communication and one you do not want to be without.

Overall the importance of branding at a corporate, business or personal level is a crucial element to any successful organisation. The fault, which is made by so many companies is a lack of understanding in the importance that these factors can have on consumers perception, product positioning, customer attraction and the overall growth of an organisation.



In summary a brand identity should reflect the core focus of a business and evoke the desired emotional connection between consumers and products.

To find out more about how we can help improve or build your brand image why not speak to our creative team. Be one with UNO.

see
inside
think
outside.

This is our channel for airing opinions; a few of ours, our International Design Partnership friends and if you’ve got some, yours. Our aim is to start a few fires, kick up a few tired ideas into shape and stir up a healthy debate on what we see around us.

If you want to join in the debate or introduce a friend to the channel then you can mail us at newsdesk@uno.net.au