

What is a Good Brand?

Consumer driven markets demand brands that more than ever are lesser about what people buy, and more about what the brand essentially is. In the market, to Say What We Do is not enough, it is more important to Do What We Say. Building a great brand is serious business, a smart blend of art and science. Whatever the brand and its specific situation, the path to market success remains the same and is almost entirely based on the way the brain stores, recalls, and processes memories.

Good branding starts with a rigorous assessment of the target audience and of the brand positioning in the minds of those people. What beliefs pop up in their mind when they think about the brand and its category? What are the good and bad memories coming back to mind? For an example, In the case of a car make, people may remember that this was the automobile of their first date, but they may as well remember a manufacturing defect recall. Good brands sell, and will sell repeatedly. However, the focus of the brand is also extremely important; to veer off this focus can prove detrimental or even fatal for a brand. It is focus that creates successful brands and helps businesses grow by, first and foremost, increasing sustainable sales and price premiums, but also by attracting and retaining the best talent, and facilitating relations with employees, suppliers, vendors, shareholders, and the community. Good branding seeks to focus on one or two attributes in the mind of the customer. They should be "hot buttons" that trigger the positive response being sought. The brand positioning strategy is then ready to be delivered at each contact point with the customer: product, advertising, retail, website, merchandising, toll-free hotline, PR, and recruiting.

Good brands are more than the sum of the parts that constitute them. Coke is more than just water, syrup, and bubbles. As a matter of fact, nobody bothers about what Coke is made of any more. Coke is Coke. When the memory is gone, the emotion remains. And that is a good brand.

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