

BRAND DEVELOPMENT

Building
your



Understanding the world of Branding





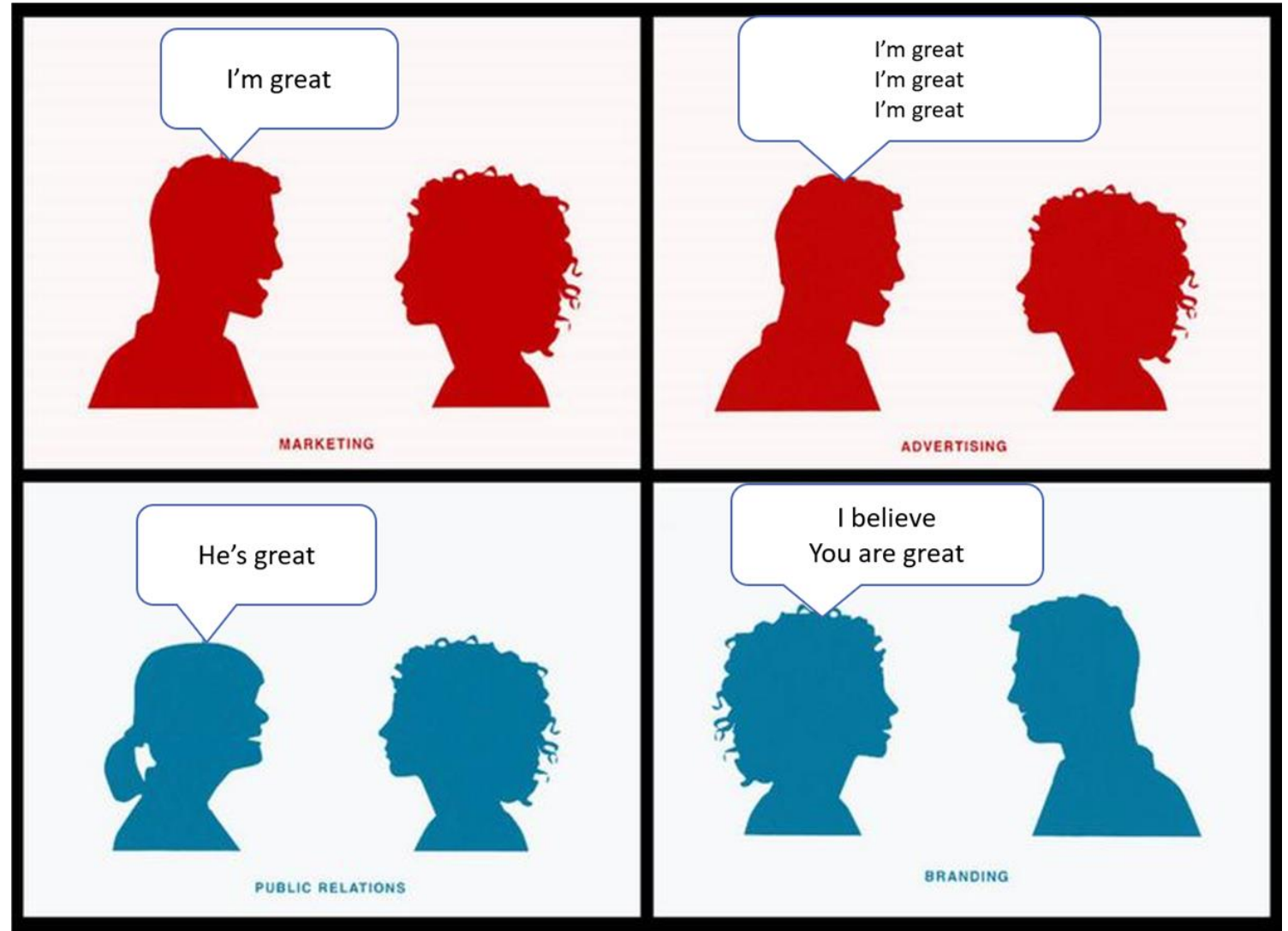
Key Elements: Branding





Your brand strategy is what you **want** your customers to believe about your product.

Your brand is what your customers **actually** believe about your product.





Definition of the word “branding”

Verb:

Working to extend a brand, working to establish a brand into consumer perceptions.

Your activities

Noun:

Customer perception of what a product or service is like or what it promises.

Your state of being

The core idea behind your brand can be explained by one key question:
“What is your promise?”

A brand is “Who you are, who you want to be and who people perceive you to be.”



Brands or logos?

Brand Extension

Much more than a logo



Logo

Tagline

Value proposition

Key messaging

Evidence

Imagery

Brand Architecture

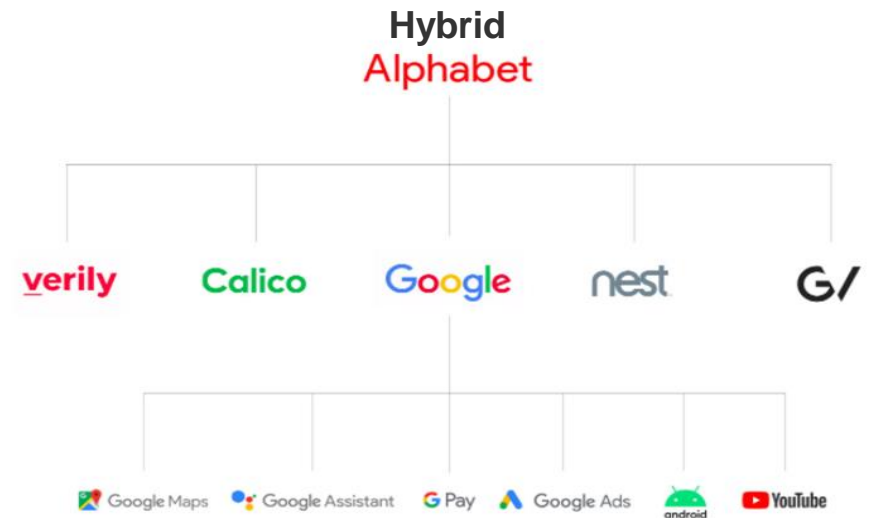
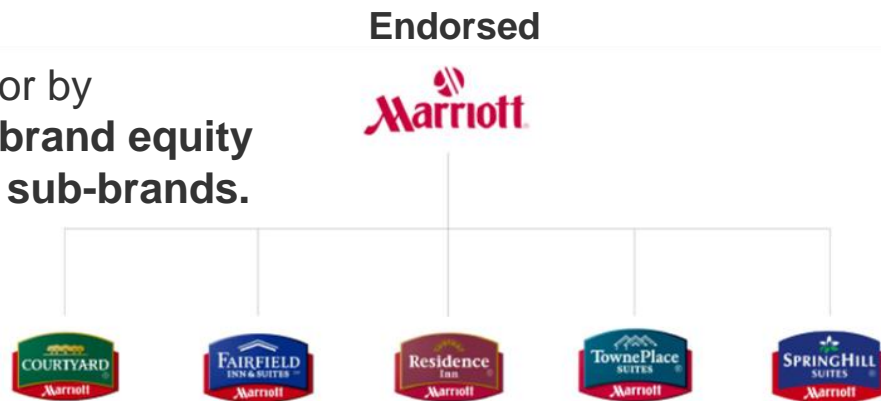
The organizational **structure** of a portfolio of brands, sub-brands, products, and/or services.

An **integrated system** of names, symbols, colours and visual vocabulary.

How customers conceptualize your business and its portfolio of offerings, and how each offering satisfies their needs.

Influences customer behavior by maximizing the **transfer of brand equity between your brands and sub-brands.**

Source: Ignytebrands.com





Brand Equity

A qualitative **measure of a brand's positive recognition or goodwill** in the minds of the consumers.

The **tangible and intangible worth** of a brand.

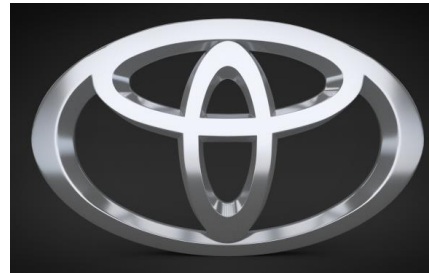
The degree of **premium that a brand can charge** on its offering.

The kind of **power that the brand has over its competitors** or the generic brands and is developed over time.

So, which can charge a greater premium, and which has greater worth?



vs.



Brand equity can be said to be coming from the aggregate worth of the following in the minds of its consumers:



Source: mbaskool.com



The World of Branding is Changing

1. You no longer control the message.
2. Delivery is more important than communications.
3. A brand is a promise made and a promise delivered.
4. If you don't deliver your brand promise your brand dies.





Vertically Integrated Brands



Tourism **Brand**

Business Events **Sub-brand**

Logo



Japan. Meetings & Events
New ideas start here

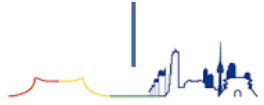
Tagline

New ideas start here

Value
proposition

Japan's unique culture and high technology, together with the opportunity for interaction with the Japanese academic, business and industrial community, give participants inspiration and flashes of insight that propel the further evolution of science and industry.

Imagine
your
Korea



**KOREA,
BEYOND
MEETINGS**

Leveraged

**COLORFUL
DAEGU**

Daegu conventions



Thinking,
Linking, Succeeding

DAEGU
BUSINESS EVENTS DISTRICT
대구비즈니스국제회의복합지구

exco



KNU
KYUNGPOOK NATIONAL UNIVERSITY

Vertically integrated



DAEGU
Convention & Visitors
Bureau

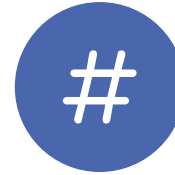


Brand activation



**Maintain
Brand
Integrity**

Brand Style Guide



Design, colours, fonts,
sizing



Key messaging to support the brand



Usage guidelines for internal and external
application



Copyrights and usage process



Applications: stationery, publications, website, social
media, display material, business cards

Brand perception



BRAND PERCEPTION



Post Event Surveys

Survey to test brand delivery to organiser and delegates that have organised/attended event.



Net Promoter Score

Survey to determine how likely clients are to recommend destination for MICE to other colleagues



Brand Perception Studies

To determine if prospective client perceptions match brand position (meeting and event planners that have and have not organized events in your destination and would consider in the future).



Case Studies and Testimonials

Develop case studies and testimonials that support the brand position



Discussion:

Goyang's brand is the customer experience that Goyang delivers

The Claim



1. How does Goyang deliver that promise?
2. How do local suppliers deliver that promise?



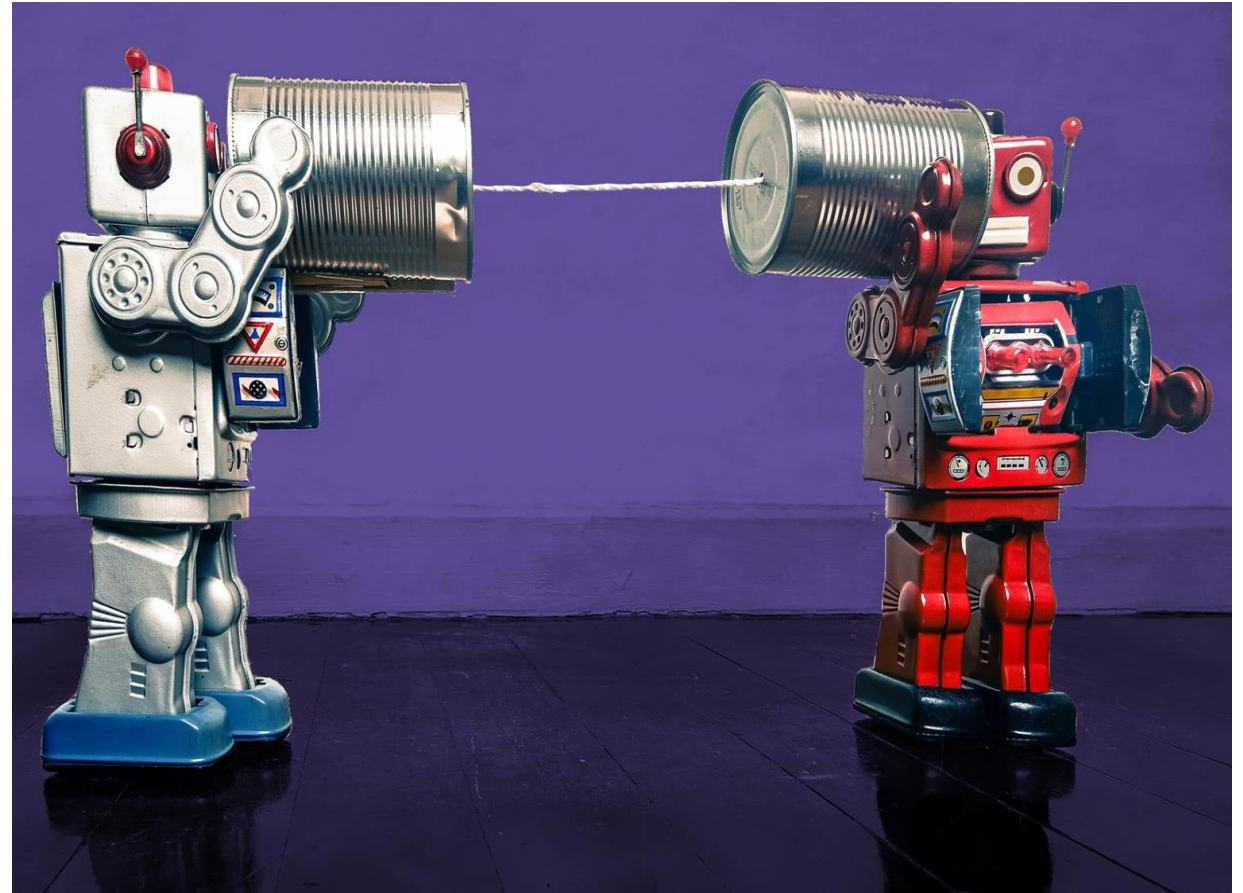
Workshop 1:

(5 minutes, working individually, then report to group for discussion)

Step 1: Think of a way that Goyang can deliver the promise “sustainable MICE capital of Korea.”

Step 2: How can a local MICE supplier do to support that delivery?

Building your brand communication



(“Brand DNA” – vision, values, personality, positioning)



Start With an Assessment of Strengths and Weaknesses



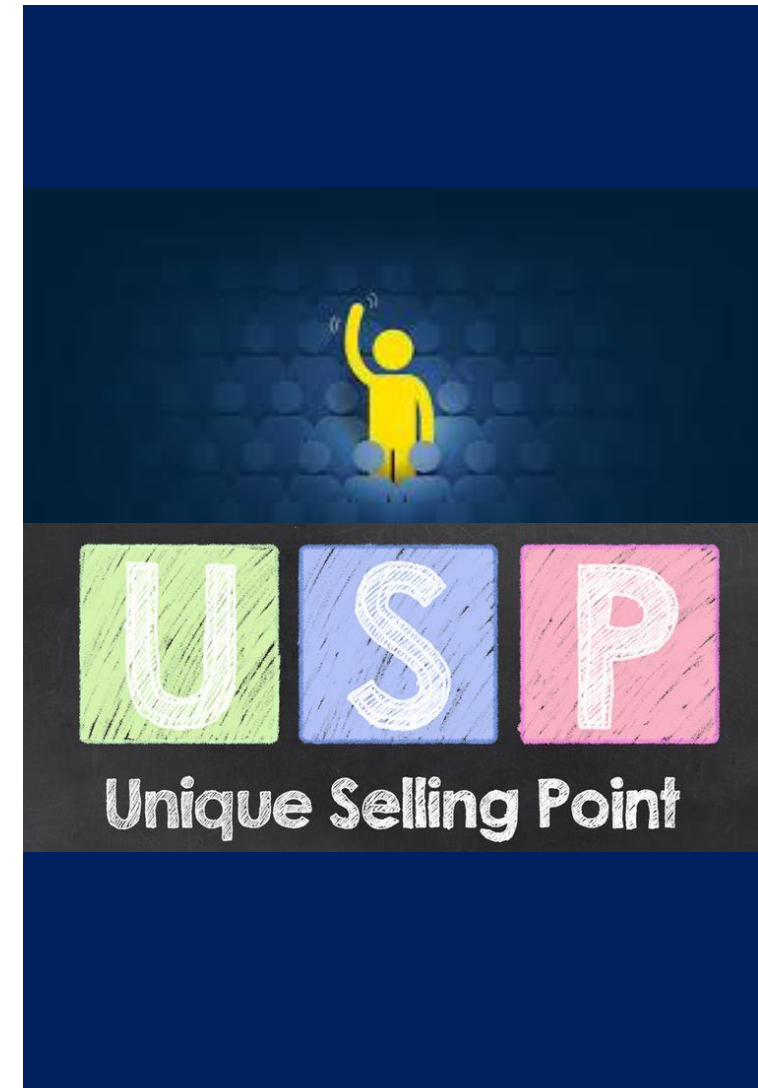
What business events organisers care about

- Related sectorial strengths
- Destination related:
 - Good access
 - Quality, flexible facilities
 - Quality, convenient hotels
 - Supplier experience/delivery
- Successful event
- Financial Related
 - Price/value
 - Sponsorships
 - Profit
- Low risk
- Sustainability
- Legacy
- Attendance
- Grow membership
- Enhance their brand
- Delegate experience
 - Knowledge exchange
 - Insights into new innovation
 - Cultural experience
 - Education
 - Business relationships
- Event support
- Ease of doing business



Differentiation

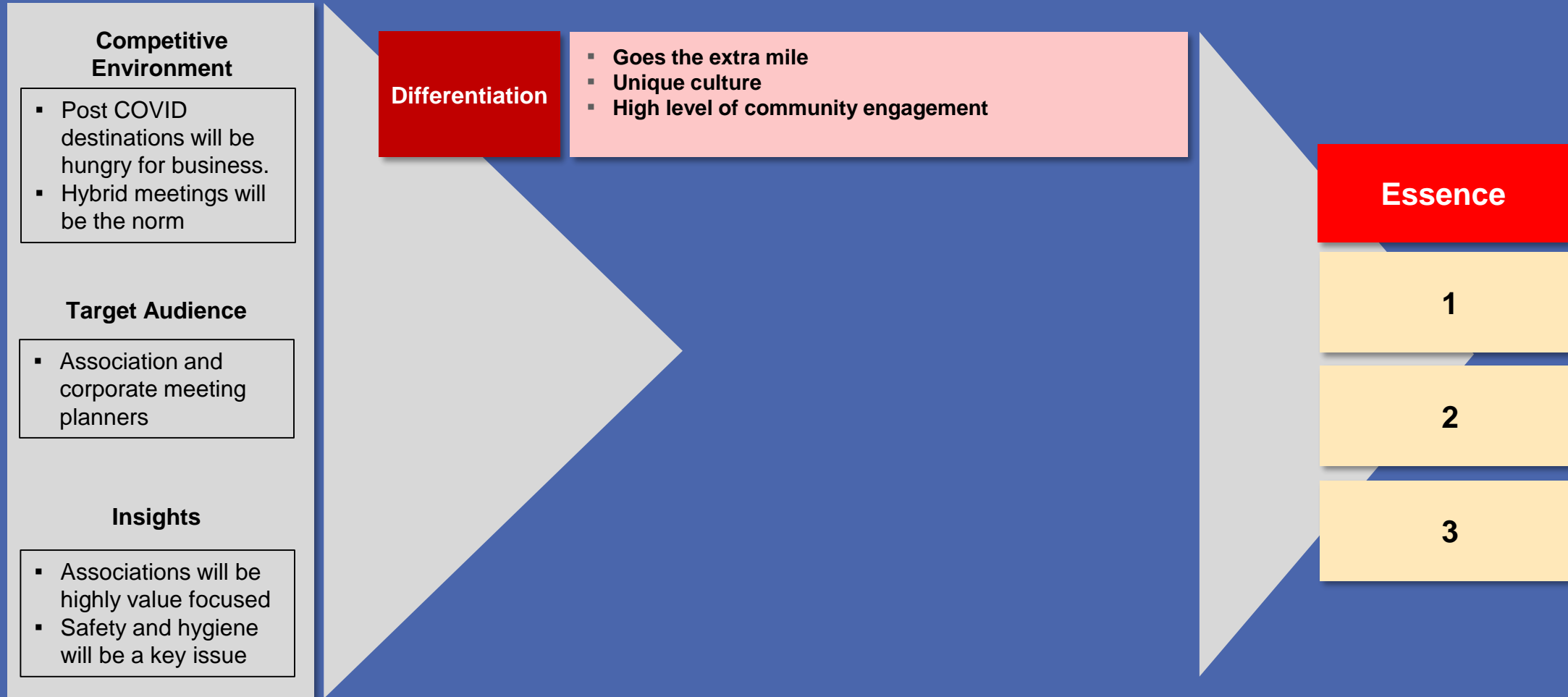
1. Unique Selling Proposition / Unique Selling Points
2. Key differentiators against competitive brands
3. Why your product is better than the competition?
4. For USPs to be credible, there must be evidence.





Your Brand Differentiation

Illustration














Benefits

1. What is the benefit to the prospective client?
2. How does your benefit contribute to their success ?
3. What do clients love about your destination/product?
4. First word must be an action word



Good example of clearly defined benefits:

benefits of physical activity

 <p>helps maintain a healthy body weight</p>	 <p>lowers blood pressure</p>	 <p>decreases the risk of heart disease</p>
 <p>lowers the risk of type 2 diabetes</p>	 <p>reduces the risk of certain cancers</p>	 <p>increases muscle strength & function</p>
 <p>improves bone health & strength</p>	 <p>helps to promote positive mental health</p>	 <p>reduces the risk of dementia</p>



Your Brand Benefits

Illustration





Reason to Believe

Australia's Knowledge, Research & Innovation Capital, and the obvious (and intelligent) choice for conventions.

Evidence and Proof

- Indices / rankings
- Newspaper / magazine articles
- Case studies
- Quotes / testimonials
- Research findings
- Examples

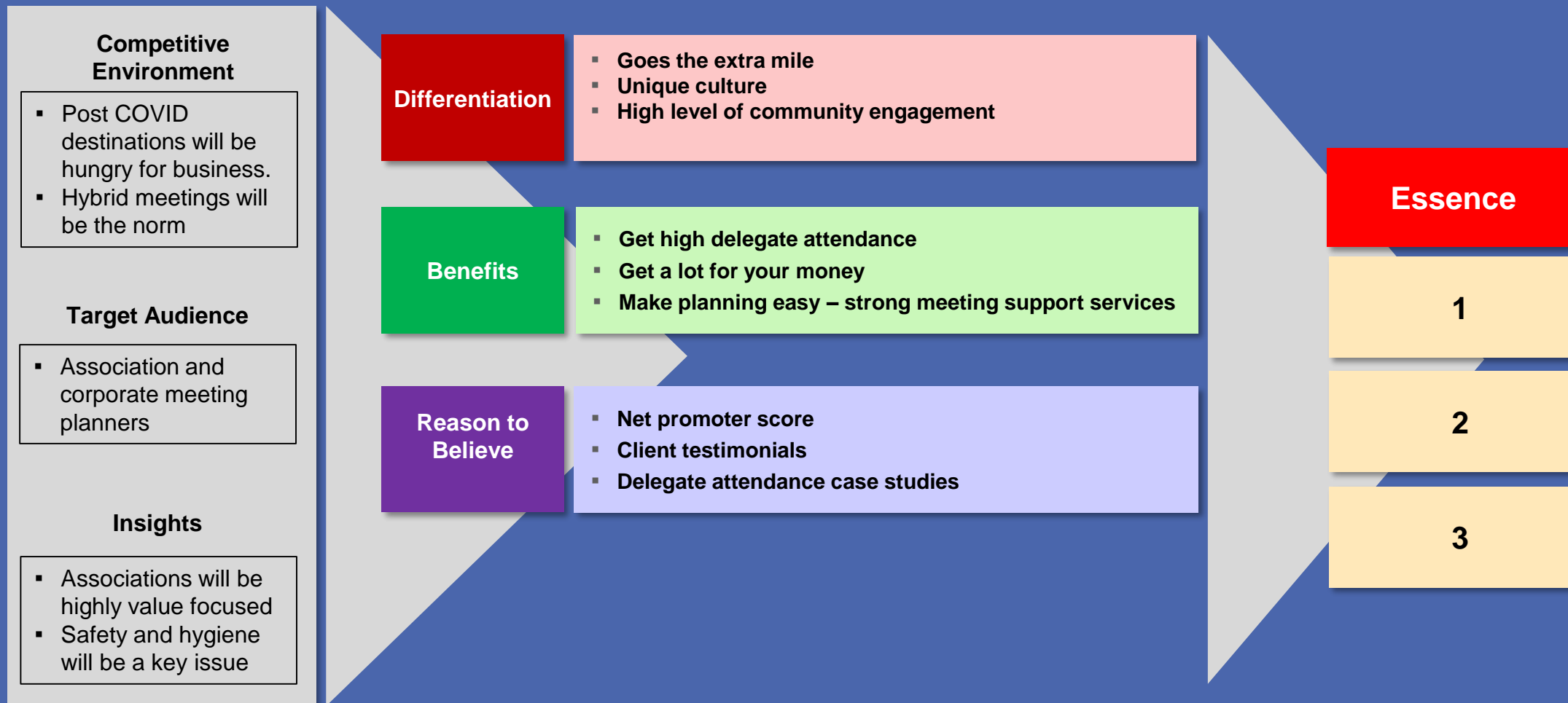


- ...263 biotechnology companies
- ...13 major medical research institutes
- ...1 Synchrotron
- ...7,900 technology companies
- ...800 ICT businesses
- ...500 aviation & aerospace companies
- ...1,000 financial services firms
- ...400 higher education facilities
- ...78 advanced manufacturing operations



Your Brand Reasons to Believe

Illustration





Personality

1. Your brand's character as if it were a human
2. How you express your brand communications
3. How your customers relate and connect to you



Active lifestyle, inspirational, exciting, cool



Non-corporate, artistic, sophisticated, creative



Reliable, competent, sincere and caring



Macho, rebellious, America-loving, freedom-seeking

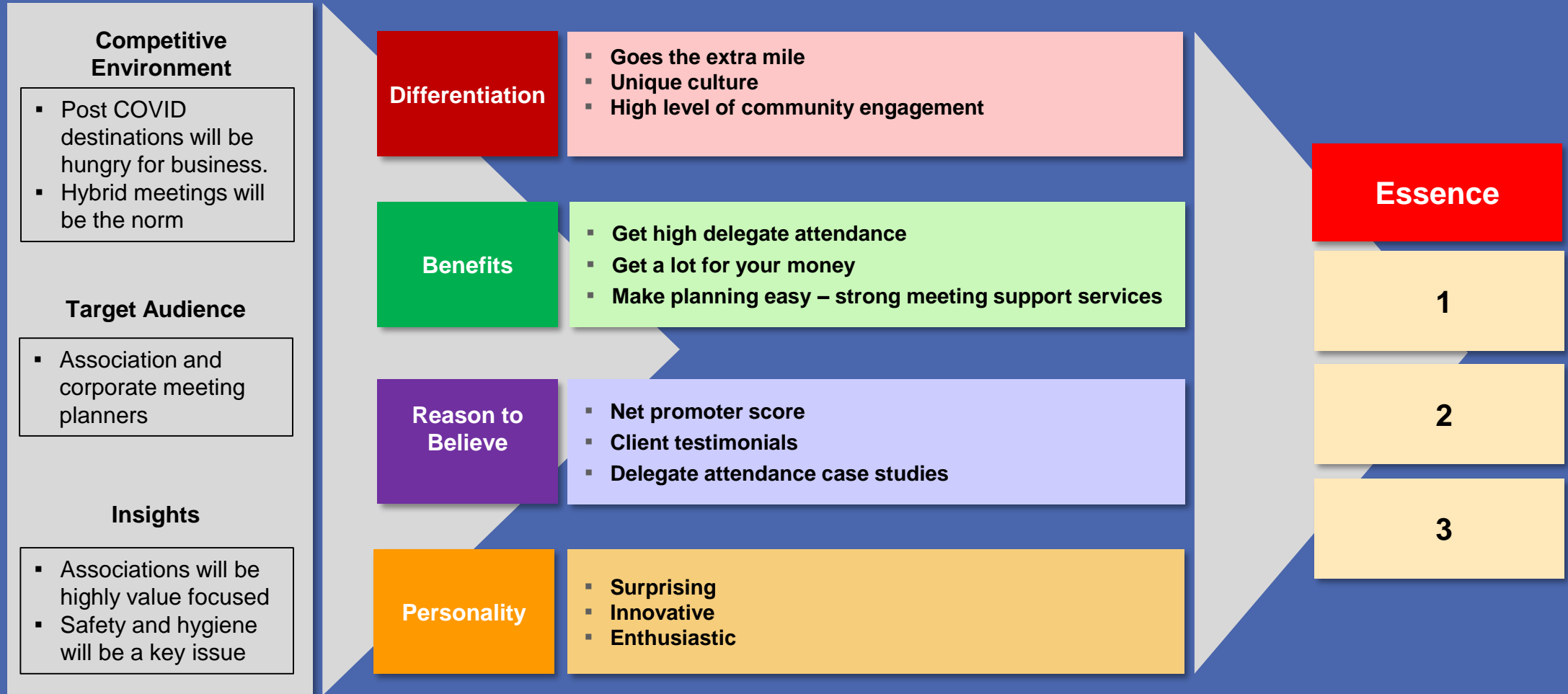


Exciting, visionary, charismatic, courageous, spirited



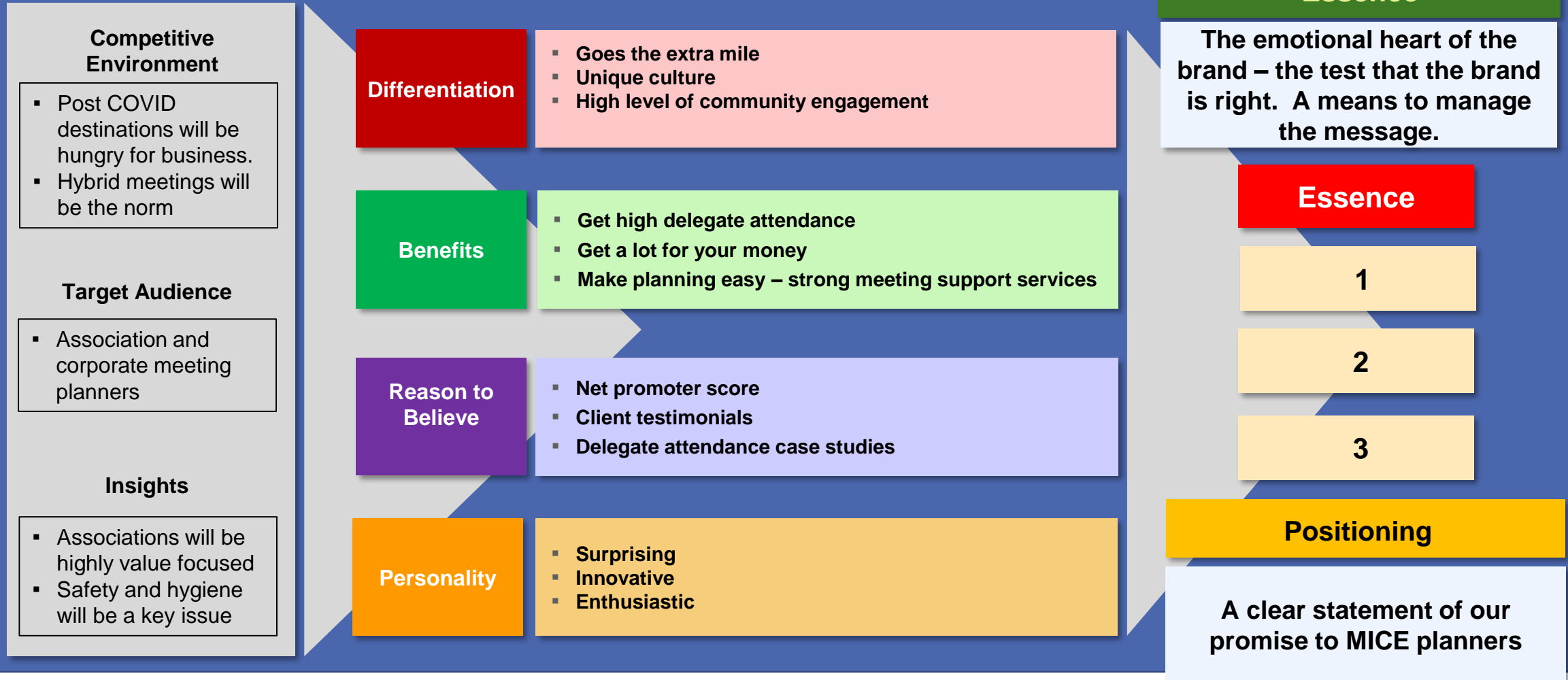
Your Brand's Personality

Illustration





Brand Essence and Positioning Statement







Discussion:

1. Why would a SWOT help in developing a brand communication strategy?
2. Let's say you want to convey a strength in your brand communications that is an essential one for customers, for example, "international quality hotels." But your competitors also tend to offer that. So, where and how do you work that into the brand wheel?



Workshop 1:

(5 minutes, working individually, then report to group for discussion)

Step 1: Think of an example of a **benefit** your destination offers to meeting organisers.

Step 2: What **evidence** can you use to prove that benefit



Workshop 2:

(5 minutes, working individually, then report to group for discussion)

Think of an example of a brand personality that would be appealing to meeting organisers.