What Makes a Brand?

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Amy Vandaveer

- Clinical Professor of Marketing
  - Professional Selling
  - Branding
  - Communication
  - Sales Team Coach
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- 13 years corporate experience
  - Sales, Marketing and Training

- Bachelor’s Degree from Texas A&M

- MBA from University of Houston

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Branding

“It is not slickness, polish, uniqueness, or cleverness that makes a brand a brand. It is truth.”

Harry Beckwith

- The word "brand" is derived from the Old Norse word brandr, meaning "to burn"

- The word brand began simply as a way to tell one person's cattle from another by means of a hot iron stamp

- It refers to the practice of producers burning their mark (or brand) onto their product
Branding

- **Brand Experience**: The experiential aspect consists of the sum of all points of contact with the brand.

- **Brand Image**: A symbolic construct created within the minds of people and consists of all the information and expectations associated with a product or service.
Brand Loyalty

- The degree to which a consumer consistently purchases the same brand within a product class
- Who are you brand loyal to?
- Why?
- What does their brand represent?
Do you recognize these?
What “Image” Do They Create In Your Mind?
Strength of a Brand

“Your premium brand had better be delivering something special, or it's not going to get the business.”

Warren Buffett

- A **brand** is therefore one of the most valuable elements in an advertising theme, as it demonstrates what the brand owner is able to offer in the marketplace.

- The art of creating and maintaining a brand is called **brand management**.
Significant Staying Power

- 30% of the world’s most powerful 100 brands were developed BEFORE 1900
  - 1892: Coca-Cola #1
  - 1876: GE #4
  - 1890: Mercedes #10
  - 1850: American Express #15
  - 1795: Budweiser #22
  - 1898: Pepsi #23
HOW are GREAT brands BUILT?
The 3 C’s Essential for a Successful Brand

- **Clarity**
  - Strong brands are clear about who they are and who they are not
  - They understand their unique promise of value
  - This promise of value sets them apart from their competitors

- **Consistency**
  - Strong brands are reliable
  - They continuously communicate their value to the audience

- **Constancy**
  - Strong brands are constant
  - They are always there for the market and can be trusted to deliver the value they have communicated
Branding Effectiveness

- Each of these brands effectively implement the 3 C’s
What Makes a Brand?

What an organization wants to accomplish in the future

Vision:

What an organization wants to accomplish in the future

Objectives

Internal

Values

Objectives

External

Core Competency

Core Competency

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Core Competency
Values and Vision

“Throughout the centuries there were men who took first steps, down new roads, armed with nothing but their own vision.”

Ayn Rand

- Great companies create visions that are sustainable
- Great visions lead to great brands
- Brands built to last endure change
Key Components to a Vision

“It is a terrible thing to see and have no vision.”

Helen Keller

- Core Ideology: Foundation and is derived from within an organization
  - Core Values
  - Core Competencies

- Envisioned Future: Where an organization ‘sees’ itself in the future
  - Big, Hairy, Audacious Goals (BHAGs)
  - Vivid Descriptions
First and Foremost: KNOW Your Values

- **Value Defined:**
  - Important and enduring beliefs or ideals shared by the members of a culture about what is good or desirable and what is not
  - Values exert major influence on the behavior of an individual and serve as broad guidelines in all situations.

- These companies values are well-known:
Great Brands Values:

“Education without values, as useful as it is, seems rather to make man a more clever devil.”
C. S. Lewis

- Zappos:
  - Deliver WOW Through Service
  - Embrace and Drive Change
  - Be Adventurous, Creative, and Open-Minded

- American Express:
  - Customer Commitment
  - Quality
  - Teamwork

- Google:
  - Focus on the user and all else will follow
  - It’s best to do one thing really, really well
  - You can make money without doing evil
Your Values = Your Foundation

“Success means never letting the competition define you. Instead you have to define yourself based on a point of view you care deeply about.”
Tom Chappell, Tom’s Of Maine

- Take a minute and identify your values
- List the Top 10
- Rank the Top 5
Examples of Values:

- Integrity
- Location
- Teamwork
- Customer Service
- Teamwork
- Educate
- Respect
- Stewardship
- Learning
- Create
- Communication
- Diversity
- Quality
- Innovation
- Pride
- Fun
Core Competencies = Competitive Advantage

“If you don’t have a competitive advantage, don’t compete.”
Jack Welch

- Capabilities that are critical to a business achieving competitive advantage

- The starting point for analyzing core competencies is recognizing that competition between businesses is as much a race for competence mastery as it is for market position and market power

- The goal is for management to focus attention on competencies that really affect competitive advantage
What Makes THEM Stand Out?

- Apple
- Walmart
- Amazon
- Coca-cola
- Google
- Chanel
Core Competencies ARE the Competitive Advantage

- Take a minute to answer these questions
- What stands out that your library does well?
- What VALUE do you bring to the market?
  - Information
  - Programs
  - Conservation
  - Access
  - Technology
Envisioning The Future

- **A vision statement** is sometimes called a picture of your library in the future but it’s so much more than that.

- Provides guidance about what core competency to preserve and what future to move towards
  - The inspiration, the framework for all strategic planning
  - Answers the question, "Where do we want to go?"
  - Effectively articulates the dreams and hopes for a business and reminds the organization of what it’s trying to build
Creating a Vision

- **Big, Hairy, Audacious Goals (BHAGs)**
  - Accomplished in 20 – 30 years
  - Plans that focus the entire organization

- **Vivid Visualizations**
  - Imagining what future looks like
  - Seeing and living the BHAGs
Great Examples of Vision

- Man is the creator of change in this world. As such he should be above systems and structures, and not subordinate to them.

- Make people happy

- To be earth's most customer centric company; to build a place where people can come to find and discover anything they might want to buy online.

- To bring inspiration and innovation to every athlete in the world - If you have a body, you are an athlete.
Seeing WHAT They Want To Be

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Envisioning The Future

“The future you see is the future you get.”

Robert G. Allen

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  - The inspiration, the framework for all strategic planning
  - Answers the question, "Where do I want to go?"
  - Effectively articulates the dreams and hopes for a person and continually reminds the individual of what it’s trying to become

- That’s why it’s important when crafting a vision statement to let your imagination go and dare to dream – and why it’s important that **a vision statement captures your passion**
The Beginning of Building Your Brand

- Know your Core Ideology
  - Identify values of your library
  - Identify strengths, areas of expertise that bring **VALUE** to the marketplace = **Core Competencies**

- Create a vision for the future
  - Write down **BHAGs**
    - What do you want your library to be known for
    - What do you want to accomplish
    - How do you want others to describe your brand
  - Create a mission and plan to achieve the vision
    - Focus your efforts to accomplish BHAGs
What Makes a Brand?

Vision: What an organization wants to accomplish in the future

- **Objectives**
  - Internal
    - Core Competency
    - Core Competency
    - Core Competency
  - External
    - Core Competency
    - Core Competency
    - Core Competency

- **Values**
Benefits of Creating a Vision Based on Values and Core Competencies

“Your vision will become clear only when you can look into your own heart. Who looks outside, dreams; who looks inside, awakes.”

Carl Jung

- Breaks you out of boundary thinking
- Identifies direction and purpose
- Promotes laser-like focus and commitment
- Encourages openness to unique and creative solutions
- Encourages and builds confidence
- Results in efficiency and productivity
- **BUILDS GREAT BRANDS!**
In Summation... Jobs on Brands

- Brand Creation - Think Different!
Questions?
Thank You!

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