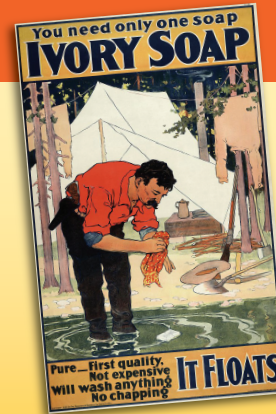


Brand Basics



In 1879, the first brand was launched with Ivory soap.

The 3 Elements of the First Brand:

White

Effective on laundry but gentle on skin

Floats

What defines a brand?

What defines a brand? 3 Things

1

It is a perception.



2

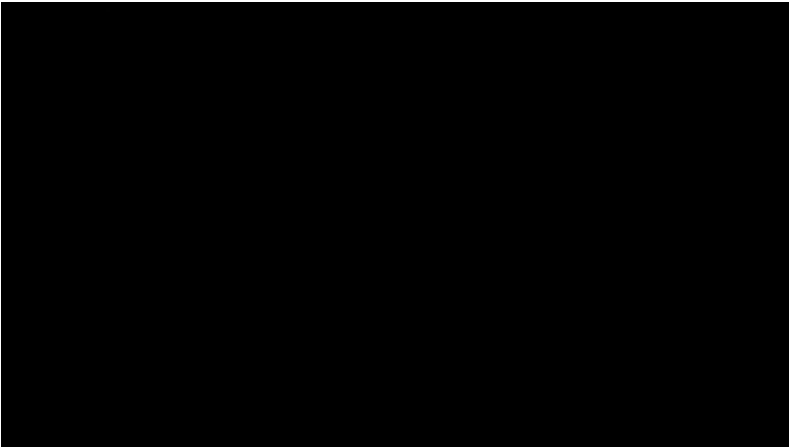


It is a feature that identifies a distinct product.

**Perception + Feature =
Functional and Emotional Value**

3

It is a contract
between the company
and the consumer.



You already have a brand.
People already have a perception
about who you are and
what kind of contract you offer.

RULE:

Your brand is your most
valuable asset. You must
be purposeful in
building and marketing it.

GOAL: Create brand loyalty.

RULE:

You cannot be successful without at least one loyal customer.

Creating Brand Loyalty:

Creating Brand Loyalty: 6 Phases

1 Window Shopper

They are checking you out, but they aren't ready to buy.



NOTE: Trying to appeal to everyone causes brand dilution. It does not lead to increased sales.



2

Browser

They are actively in the market to buy and are trying to decide if you might have a product that they are interested in.



NOTE: Browsers have a problem to solve; they need something. You must have an understanding of what they are looking for, why they are looking and how you can help. Have a clear and consistent story to tell that focuses on your brand's value proposition.

RULE:


Your customer's complete satisfaction must always be top priority.

3 First-Time Customer



I'M GOING TO TRY THIS, BUT I'M NOT SURE I WILL LIKE IT.

4 Repeat Customer



SHOW ME YOU KNOW ME.

RULE:

It is not enough to deliver exceptional service.



RENEW OF RIDE
OUTNUMBER HUNGER
HELP FEED LOCAL FAMILIES

5 Loyal Customer



I DON'T SHOP ANYWHERE ELSE.

RULE:

For consumer brands to be successful they must have a meaningful point of difference. For a young lawyer, you must focus on your relationships.

6 Advocate



LET ME INTRODUCE YOU.



Rules for Building Your Brand

- Your brand is your most valuable asset. You must be purposeful in building and marketing it. Create brand loyalty.
- You cannot be successful without at least one loyal customer.
- Your customer's complete satisfaction must always be top priority.
- It is not enough to deliver exceptional service.
- For consumer brands to be successful they must have a meaningful point of difference. For a young lawyer, you must focus on your relationships.

