

TechnoCrant

Our Heart bit is Tech bit

Marketing / PR – Brand

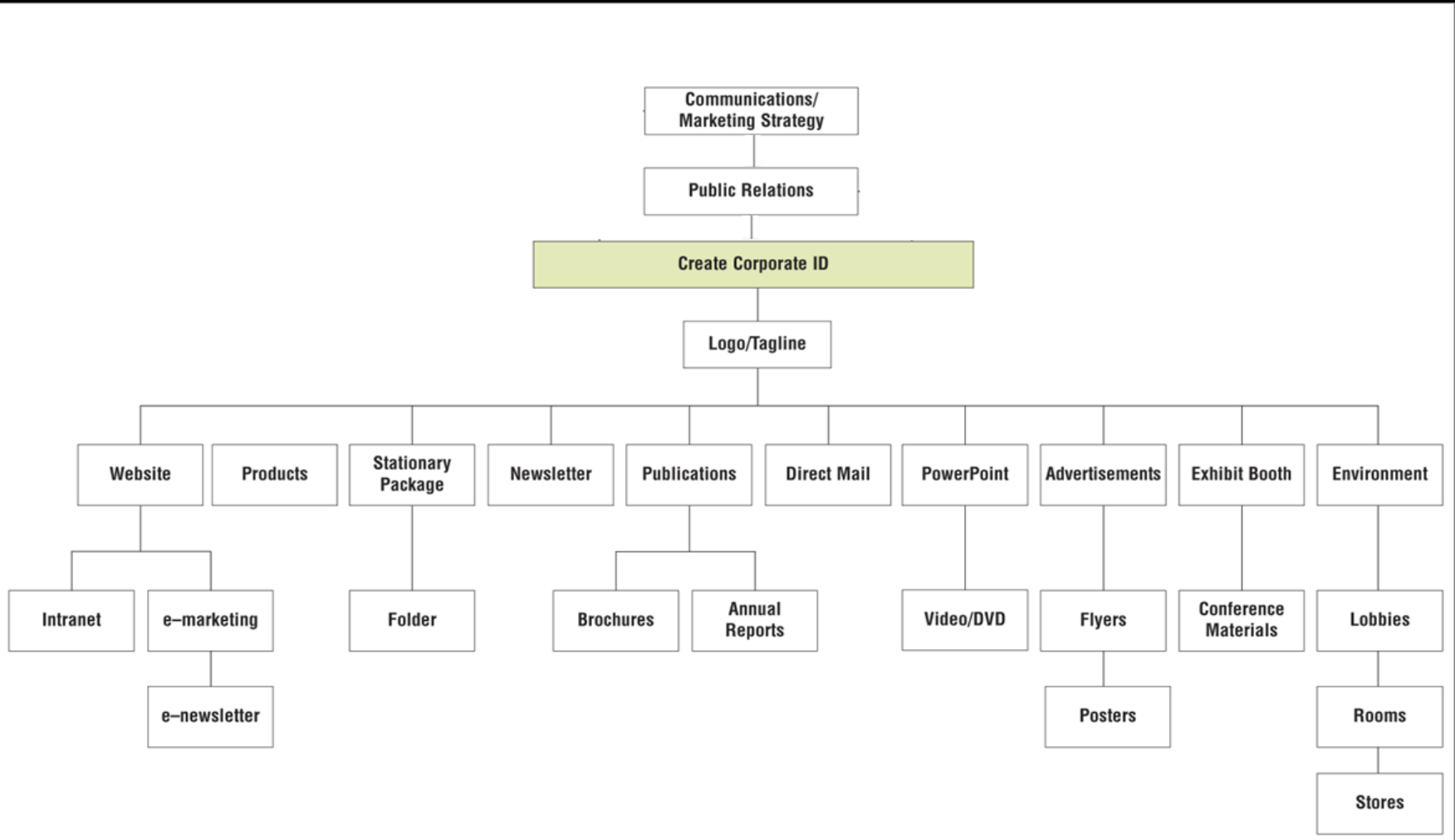
- A promise that gets kept consistently
- Defines your organization
- It creates a personality and a life for your products/services
- A unique and consistent look, feel, tone and voice for all communications
- Conveys-at a-glance the distinctive attributes of your organization
- Over time, it builds awareness of and an attitude towards your organization

Marketing / PR – Brand -II

- Strengthens the impact of all messages
- Paves the way for new customer relationships
- Provides employees with a greater sense of commitment
- It's essential to your success in the marketplace
- ***No business is too small and no product too generic to develop a brand identity***

Key Elements

- **Brand Name**-name, tagline, logo
- **Brand Position**-description of your organization
- **Brand Promise**-The single most important thing your organization promises to deliver every time
- **Brand Personality**-what you want your brand to be known for (fun, serious, magical , forceful ,imaginative , etc.)
- **Brand Tone**-edgy, humorous, conservative, subtle
- **Brand Story**-Your organizational history and how it adds value to the brand, highlights how your products and services grew from that background and how your methodology impacts what you offer
- **Brand Associations**-colors, taglines, images, fonts, uniforms, signage, equipment, etc.



Marketing Vehicles

- Brochures
- Print and e-newsletters
- Website, Screen savers
- Events
- Banner ads
- Print ads
- Public relations
- Direct Mail
- Flyers and posters
- Transit media
- Power point presentations
- Exhibit booth/signage
- CD/multimedia
- Facilities

Determine the purpose

Each marketing vehicle requires a unique tweak of the brand to fit the medium.

- Brochures need more marketing copy and detail
- Websites are a quick read, interactive with the audience
- Ads are mini billboards, only the most critical info required
- Posters are colorful and entertaining
- Newsletters are informational, with regular features
- Exhibit booths are backdrops
- Multimedia is entertainment/educational

How much does it cost?

- It depends on what you want
- Bundling projects will save you money
- Itemizing each project will cost you more
- The cost range for branding is broad and will be determined based on scope of work
- Don't buy low bid! You get what you pay for as in any other industry or service
- Projects are based on Periods

Steps

Step One

- Learn marketing objectives and strategy
- Prioritize projects
- Audit existing and competitive materials and strategies
- Interviews/focus group
- Write creative brief and define messages
- Create timelines and budgets

Steps (continued)

Step Two

- Develop concepts/taglines/site architecture
- Start visual research
- Present initial creative approaches

Steps (continued)

Step Three

- Develop outline and copy points per selected concept
- Develop media strategy
- Explore layout options
- Begin creating visual materials (photos/illustrations)

Steps (continued)

Step Four

- Write full copy draft
- Revise and write final copy as per client comments
- Start layouts

Steps (continued)

Step Five

- Create and present full layout and/or e-design

Step Six

- Develop final electronic files for print, or coding for web
- Final execution and management of products (website launch, launch media campaign, exhibit built, print pieces to printer, ads placed, press releases sent, etc.)

Keys to building successful brands

- Find the right advertising/branding agency
- Top management must be committed to this effort
- Assign one point person to work with the agency
- Do not make decisions by committee
- Keep brand consistent internally **and** externally
- Don't rush the process-make sure you have enough time budgeted
- Give the brand time to work
- Create a brand style guide and give to every employee
- Refresh/update brand after a few years

What a good strategy does

- Strengthens employees loyalty
- Attracts clients/customers
- Keeps current relationships strong
- Builds confidence
- Builds feelings of security and trust
- Creates a memorable, positive experience



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