

Branding: Part 1

What is a brand?



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Brand

“...a customer experience represented by a collection of images and ideas; often, it refers to a symbol such as a name, logo, slogan, and design scheme.

Brand recognition and other reactions are created by the accumulation both directly relating to its use, and through commentary.”

American Marketing Association



On the definition of “brand”:

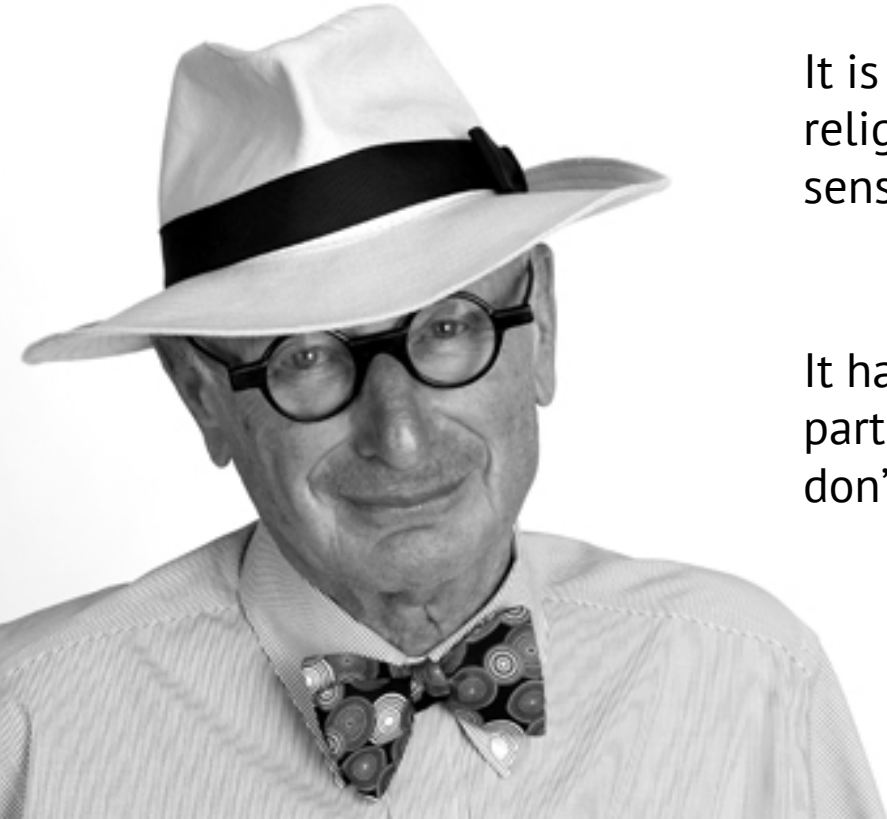
“I think humans use brands to project who we want to be in the world, how we want people to perceive us, and how we want to communicate what we feel about ourselves and our place in society.

- Debbie Millman

SOURCES

Quotation: , [idsgn.org](https://www.idsgn.org), Design discussions: Debbie Millman on Brand Thinking, Oct. 11, 2011

Image: Debbie Millman



“...branding is a profound manifestation of the human condition.

It is about belonging: belonging to a tribe, to a religion, to a family. Branding demonstrates that sense of belonging.

It has this function for both the people who are part of the same group and also for the people who don't belong.”

- *Wally Olins*

SOURCES

Quotation: Millman, Debbie. *Brand Thinking and Other Noble Pursuits*. Allworth Press, 2013.

Image: Saffron, from Brainpickings.org



“I believe that ‘brand’ is a stand-in, a euphemism, a shortcut for a whole bunch of expectations, worldview connections, experiences and promises that a product or service makes..”

- Seth Godin

SOURCES

Quotation: Millman, Debbie. Brand Thinking and Other Noble Pursuits. Allworth Press, 2013.

Image: Fast Company



Brand Components

An organization's brand identity is its greatest opportunity to express itself, create brand awareness within the community and primary target audience members. The brand should reflect the appropriate target age and demographic with the color scheme, fonts and logo, as well as its editorial content and visual approach.

Brand Position: How a company is perceived in the minds of customers/target audience

Brand Promise: Defines what customers/target audience expects from a company

Brand Drivers: Describes what a company does better than anyone else and articulates how it will stand out from the competition or similar products.

Brand Personality: Defines what a company stands for – how it behaves, speaks (tone), thinks, acts and reacts in its outreach, promotions and business practices.

Brand Platform

Put the brand platform, editorial approach and visual approach together and you achieve the following:

Brand consistency

Brand equity

Brand success



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