

It's a Brand New World

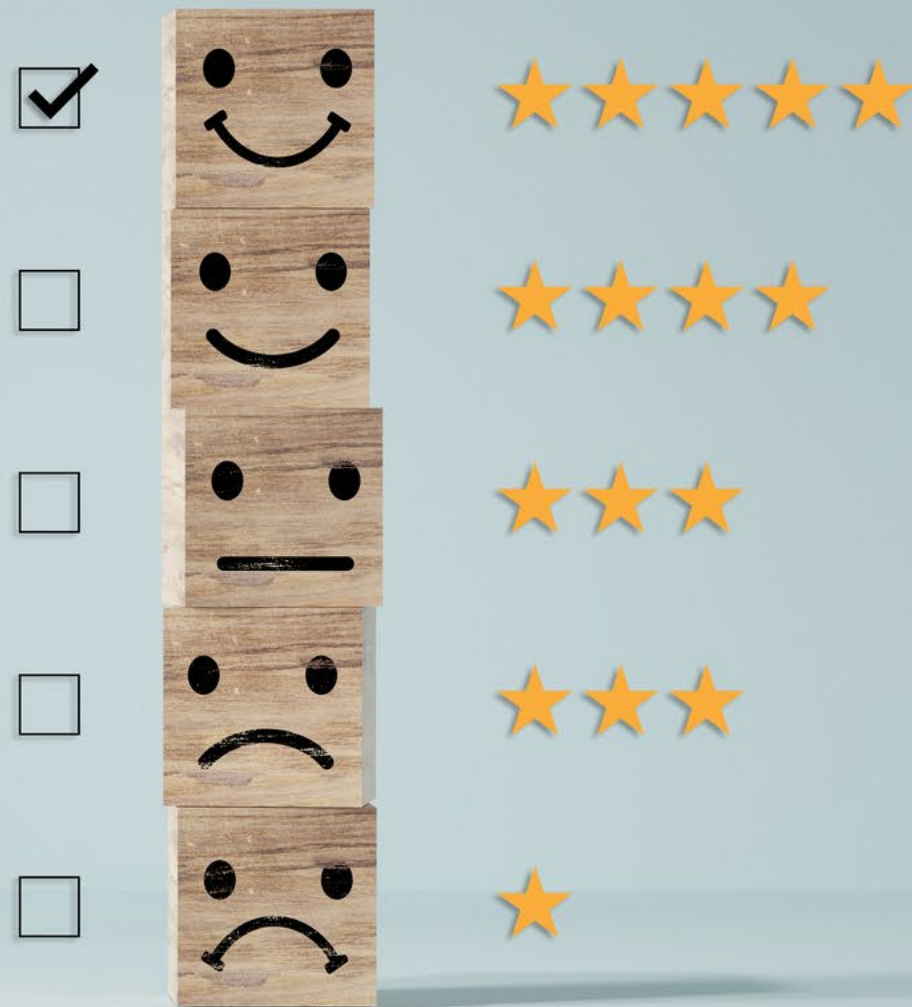
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IT's A Brand New World

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What is your Brand?



When is the last time you thought about it?

When is the last time you looked?

When is the last time you asked?

A Brand Is

The identity and story of a company that makes it stand out from competitors that sell similar products or services. The goal of branding is to earn space in the minds of the target audience and become their preferred option for doing business. Brands are an effective way for companies to communicate their vision.






Br a n d s I n c l u d e

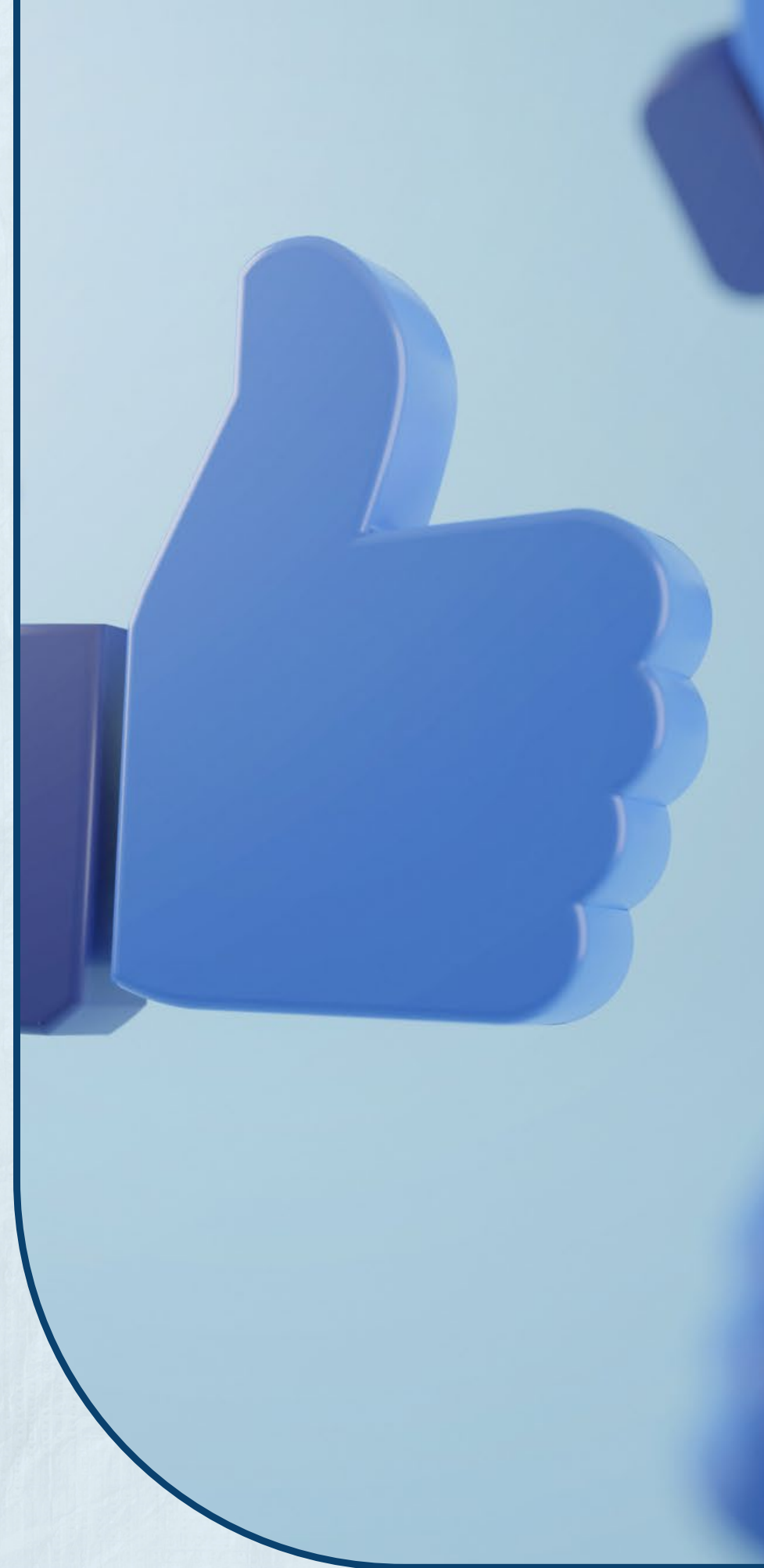
- N a m e
- D e s i g n
- S y m b o l
- L o g o
- S l o g a n

Br a n d s C r e a t e

- I d e n t i t y
 - R e p u t a t i o n
 - D i s t i n c t i o n
 - P r i d e
 - I n f l u e n c e
- 

Brands Today

- Two-way
- Snapshots
- Ratings
- Image
- Vibes & feels
- Influencers and fans
- Tools & Weapons
- Communities
- Determine value



If Reduced to a Snapshot

Would your community be labeled...

Known or Unknown

Excellent or Average

Transparent or Opaque

Inclusive or Exclusive

Progressive or Regressive

Functional or Dysfunctional


Prepared or Unprepared





Br a n d i n g v s . M a r k e t i n g

Branding is the foundation upon which the structure of marketing is built; it's the message that primes the target audience, while marketing refers to the channels and methods used to convey that message.



Best brands



Travel Industry



Food & Beverage



Non -Profits



The Why



VALUE

It's a good investment.
It's a quality product.
I trust the organization.

★★★★★ Thinkers


VALUES

I'm making a difference.
I believe in the cause.
I trust the organization.

★★★★★ Feelers



Why should government Play the branding game?



- Marketing needs a message.
- The public wants a promise.
- A strong brand can help you through the hard times
- People care more than ever what others think.
- You are being judged constantly.
- You are being compared constantly.
- Your brand is being created with or without you.
- AI is proliferating what it finds...

Add In g Risk to the brand

What is our brand promise?

What value do we add for our
members?

Are we part of our members' value
statements?

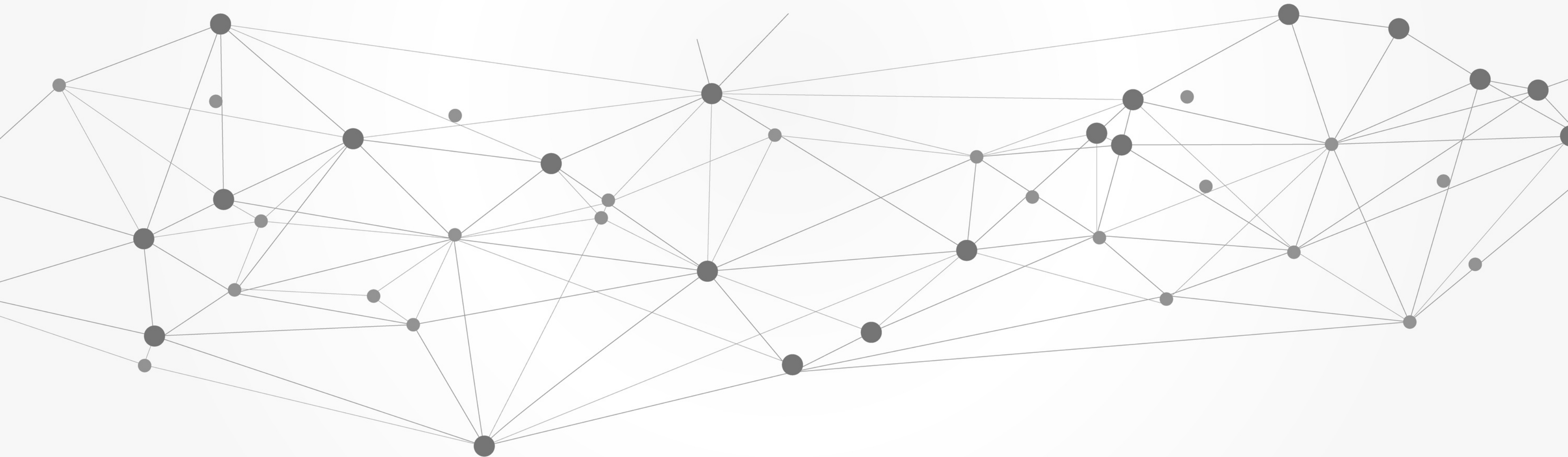


No w M o r e t h a n E v e r

- Quality of Life
- Politics
- Disasters
- Insurance
- Workforce



Artificial Intelligence



Brand Strategy

- Determine where you stand
- Determine what you stand for
- Envision what you want to be
- Define your identity
- Engage stakeholders and champions
- Market your brand constantly
- Consistency is key
- Make promises you can keep and be accountable
- Measure public perception





It Is About
Building
Trust



Where does
your brand
stand?