

GRA3611 Vector Art Editing

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What is Branding and How Important is it to Your Marketing Strategy?

http://marketing.about.com/cs/brandmktg/a/brand_objective.htm

The American Marketing Association (AMA) defines a brand as a "name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers.

Therefore it makes sense to understand that branding is not about getting your target market to choose you over the competition, but it is about getting your prospects to see you as the only one that provides a solution to their problem.

The objectives that a good brand will achieve include:

- Confirms your credibility
- Connects your target prospects emotionally
- Motivates the buyer
- Concretizes User Loyalty

1. What is your product? Define the qualities of this product.
2. What are the core values of your product?
3. What is the mission of your product?
4. Who is your target market? Who does your product attract?
5. How is your product unique?
6. Using the information from the previous steps create a personality or character for your company that represents your products or services. What is the character like? What qualities stand out? Is the personality of your product? - innovative, creative, energetic, sophisticated...?
7. Use the personality that you created in the previous step and build a relationship with your target market that you defined in Step 4. How does that personality react to target audience? What characteristics stand out? Which characteristics and qualities get the attention of your prospects?
8. Review the answers to the questions above and create a profile for your brand. Describe the personality or character with words just as if you were writing a biography or personal ad. Be creative.
9. Based on that profile come up with 5 possible one sentence taglines?