

## **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](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
- Concretes User Loyalty

1. What products and/or services do you offer? Define the qualities of these services and/or products.
2. What are the core values of your products and services? What are the core values of your company?
3. What is the mission of your company?
4. What does your company specializes in?
5. Who is your target market? Who do your products and services attract?
6. What is the tagline of your company? What message does your tagline send to your prospects?
7. 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 company innovative, creative, energetic, or sophisticated?
8. Use the personality that you created in the previous step and build a relationship with your target market that you defined in Step 5. How does that personality react to target audience? What characteristics stand out? Which characteristics and qualities get the attention of your prospects.
9. Review the answers to the questions above and create a profile of your brand. Describe the personality or character with words just as if you were writing a biography or personal ad. Be creative.