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BRANDING



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WHAT IS BRANDING

DEFINITION 1

- 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.



Types of BRANDING

- Personal Branding
- Product Branding
- Corporate Branding
- Human Branding
- Livestock Branding



Our main focus here is CORPORATE BRANDING.

DEFINITION 2

- **BRANDING** is a conscious and consistent effort of creating an instantaneous image of self, a body or an organization in the mind of the general public. In order to attract their emotions which aids the gaining of trust and boosts productivity.

BRANDING IS PERCEPTION



History of Branding

- Branding started as far back as 2000BC with cattle and livestock so people could distinguish theirs from other's.
- In 1300BC potters used to put marks on their works so people could recognize their works anywhere.
- Between the 1600s and 1800s, criminals were being branded by putting marks on them using hot metal and this is still done nowadays in modern prisons although in a more civilized way with prison uniforms.
- Nowadays, corporate bodies, individuals and organizations use the same principle to brand themselves and their products.



The aim of BRANDING

- The main purpose of branding is to gain the trust of your potential clients.
- No matter how good your products and services are, if people don't think they are good, then they are not. The way you are perceived matters a great deal.



Some Truth about BRANDING

- You are what your brand says you are.
- Branding is not who you are, it is who you want to be, it is not where you are it is where you want to be.
- There is never a second chance for a first Impression . So hit well on your first impression and hit hard. Only a good brand can do that.



How it works

Branding works with people's emotions to simply create trust between the business stakeholder and her client/potential clients. e.g. imagine you were a Yoruba man based in the U.S. and you step into a shop to buy something then the attendant speaks Yoruba. You will notice a quick bond and a dispensation of trust between you two.

This is the same way branding works. Once people know your brand for something, when it gets to that aspect, you become friends, there is a connection. They perceive you to be what they need.

How it works

If you are walking on the road and from far, you see a lemon green bill board. The first thing that comes to mind is glo.

This also applies when you see a yellow bill board. The first thing you think is MTN.

This because these brands have successfully made their associated themselves with this colors in your mind. So wherever you see this colors, it brings you back to them.



How do we BRAND

In the case of corporate branding, the following have to be in place.

- Good and well packaged Product/Services
- Good Corporate Identity
- Brand Promise
- Social Relevance
- Sound business model
- Accessibility
- Emotional Connection with your market
- Innovation
- Adopt Information Technology
- Consistency

- Once all these are set, then you have a good brand.
- These are the things Orbra ITC will help you find out, come up with build and apply as the case may apply.

Contact Us today



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