



Branding

THROUGH BULLET POINTS

Brands are important because a brand can be easily identified.

Brands are identified by branding, including **logos, websites, social media, digital assets, print and signage**. Principles of brand identity, it's visually appealing and is the right tone.

Brand Types

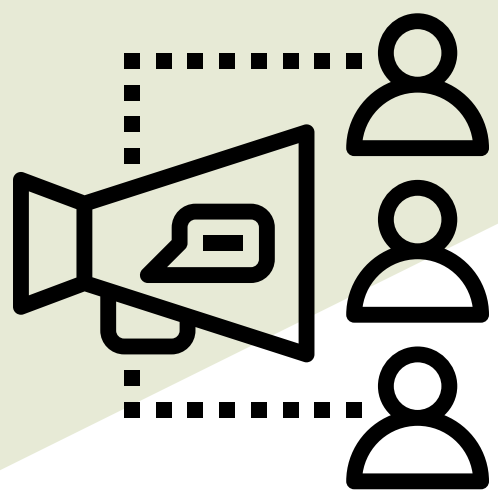
- Company And Organisational Brand
- Group Brand
- Event Brand
- Geographically placed and culturally specific brand
- Media Brands

A brand is the point of reference used in the marketplace.

External Inbound dynamics taking place in the public domain. The brand has less control over it due to market dynamics.

Internal Outbound dynamics are 'in-house', and the brand has more control over it through marketing activities.

- Brand Perception (Inbound)
- Brand Reputation (Inbound)
- Brand Recognition (Inbound)
- Brand Loyalty (Inbound)
- Brand Awareness (Outbound)
- Brand Building (Outbound)



Brand marketing

- Value or unique value
- Proposition or USP
- Brand extensions, sub-brand and product extension lines.

Brand Foundation or Concept

- Achievement, success, care and tradition.

Tone of brand

- Technological, scientific, and respectful
- Formal, serious and matter of fact
- Fun, casual and enthusiastic

