

Why brand?

Most companies have a common objective: gaining a greater market share. One major step towards achieving this is differentiation; in a world where every consumer is constantly subject to hundreds of marketing messages, it is a real advantage to the continued progress of a business to be distinctively branded and differentiated.

Reasons to invest in brand identity

A strong brand identity gives a company an immediately recognisable and distinctive image that differentiates it from competitors. A strong brand also conveys a positive message to customers, making it easy for them to understand the benefits to them. This helps to create brand loyalty.

A strong brand identity will communicate effectively to an audience from different cultures and backgrounds to express and communicate what a company is offering its customers. A clear, coherent brand message – rather than a mixed brand message – on all means of communication, from a business card to a web site or sales presentation, sends a very positive message to a customer, and makes it easier for a sales force to sell the products and services of that company.

The brand – or company's reputation – is one of a company's most valuable assets, especially to shareholders. A strong brand identity builds brand equity with increased recognition, brand awareness and customer loyalty, all of which help to make a company more successful. A successful company should therefore use every opportunity to communicate their brand value and build brand equity. Sometimes, it is necessary to revitalise a brand identity, to maintain and continue to build brand equity.

A company should consider revitalising their brand identity if:

- The identity does not position the company equally or above competitors; the competitors look better
- The company has cutting edge products, but the identity does not express this, or is associated with a particular (limited) market
- The company's business has changed and developed from when it first started
- The company needs to communicate more clearly to all stakeholders – employees, management and customers – about who they are, what they do and how they do it
- The company needs an updated identity to enter new markets, in the UK or abroad
- The company has various services and products with an inconsistent visual identity, i.e. visually, it is "all over the place"
- The identity is an "uncomfortable fit" or even "embarrassing" as it does not live up to what the business promises. The business needs to look strong to communicate clearly the quality of its goods and services
- Each department within the company does "its own thing". In addition to giving an inconsistent brand message, the result is inefficiency and increased costs
- The company has established brand equity but is not using this effectively to enlarge the customer base

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