#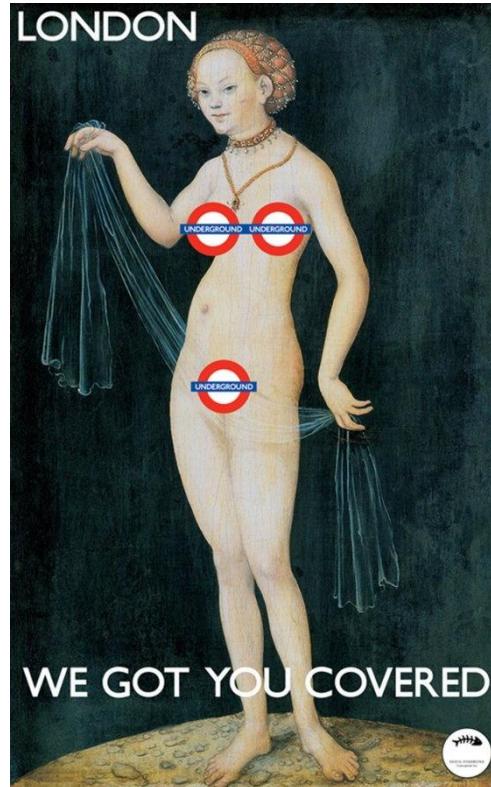 LOGIC AND OVERRANALYSIS CAN IMMOBILISE AND STERILISE A BRAND IDEA. IT'S LIKE LOVE – THE MORE YOU ANALYSE IT, THE MORE IT DISAPPEARS.

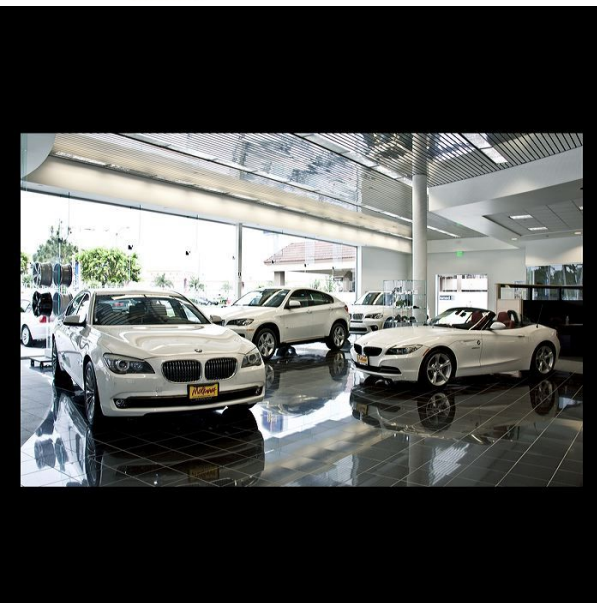# LECTURE 5. VISUAL AND VERBAL IDENTITY. BRAND COMMUNICATIONS

Branding

Visual identity

- **Logotypes**
- **Symbols**
- **Colours**
- **Typefaces**

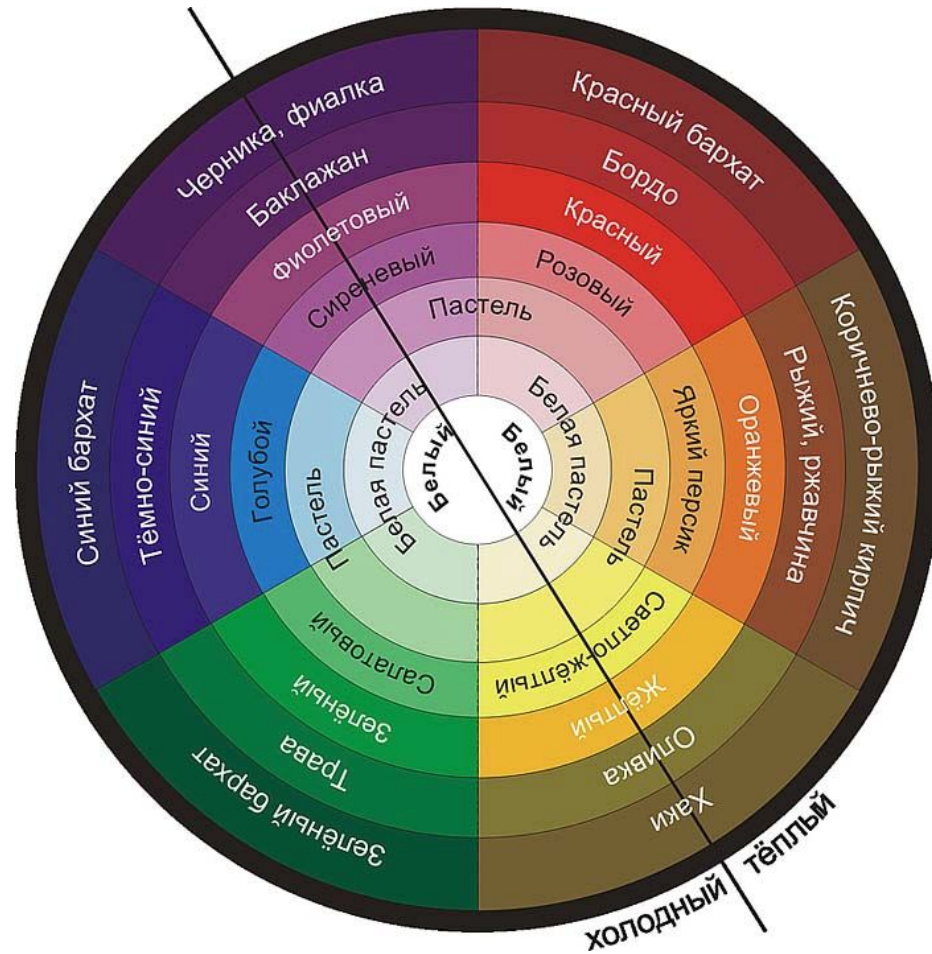# BMW visual identity

Color palette

Color associations

- White is the color of purity
- Black is the color of luxury
- Blue is the color of leadership
- Purple is the color of royalty
- Green is the color of the environment and health

Visual identity and color consistency

Verbal identity

- Verbal identity's basic elements aim to make a brand's language distinctive. These might comprise the following:

- The name

- A naming system for products, sub-brands and groups

- A strapline

- Tone of voice principles

- The use of stories

The law of the word by Al and Laura Ries

- 1. **You need to do your product or service more expensive than the competition**

  - 2. **You need to find a code word for prestige**

- **By far the most successful brands are those that kept a narrow focus and then expanded the category as opposed to those brands that tried to expand their names into other categories (safe cars with Volvo, Montblanc for expensive pens etc)**

- **Ask how large a market your brand can create buy barrowing a focus and owning a word in the mind.**

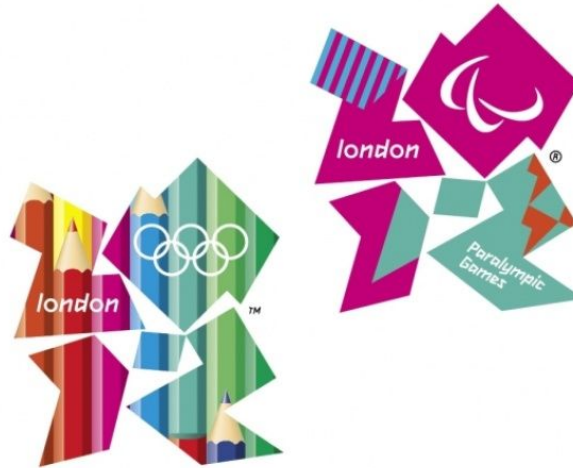# See the symbol and read the name
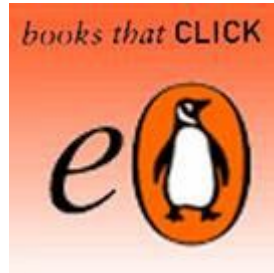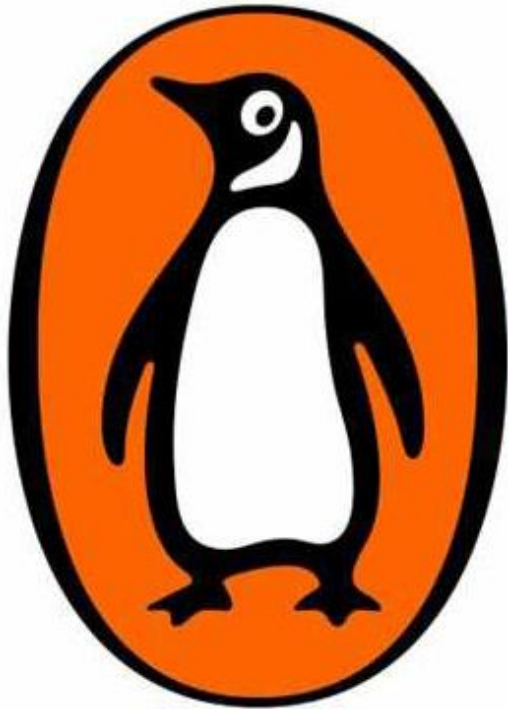
Designer-driven identity

Through its inspiring change from traditional Games logos, London 2012 logo shows how powerful a simple graphic can be in communicating the broad and exciting vision of the 2012 Games

Conclusion on brand identity

- There will be further emphasis on using visual identity systems to deliver truly differentiated content rather than just existence for its own sake.

- The growth of luxury brands will eventually influence how non-luxury brands portray themselves. This will result in a general upgrading of the presentation of all services, even at the discount end of markets

- Verbal identity will become a more important tool for brand expression as brands realize that their stories are a rich differentiating and motivating resource, containing the truth of a company's identity.

Conclusion on brand identity

- Management of an existing visual identity will become a real concern. Brand owners will increasingly look for better integration between the languages of identity and advertising.

- Naming will undergo a regenerative period following years of cynical jibes from the media.

- Names will be sensible or extreme but manafactured Latinate names have had their heydays.

- Photography and illustration will go through a period of rethinking. Real people in real situations will be replaced by illustration with its magical, self-gratifying and artistic qualities.

Conclusion on brand identity

- The economies of Asia, Russia, China, and Africa will leapfrog the branding learning curve. The result will challenge the most staid patterns of established markets , raising issues of intellectual property, trademark protection and ethics between the developing and developed worlds.

- The worlds' greatest identities are irrational just like brands.

Brand communication

- Advances in technology have led to systems for collecting and using data about individual consumers which a previous generation of marketers could hardly have dreamt of, giving a new impetus to direct marketing, both online and offline.

- Online advertising is growing rapidly and accounts for significant share of advertising expenditure. Online strategies and tactics are evolving and at present the fastest growing area which also has the largest share of the category, is search marketing – the ability to target messages to individuals searching for specific words.
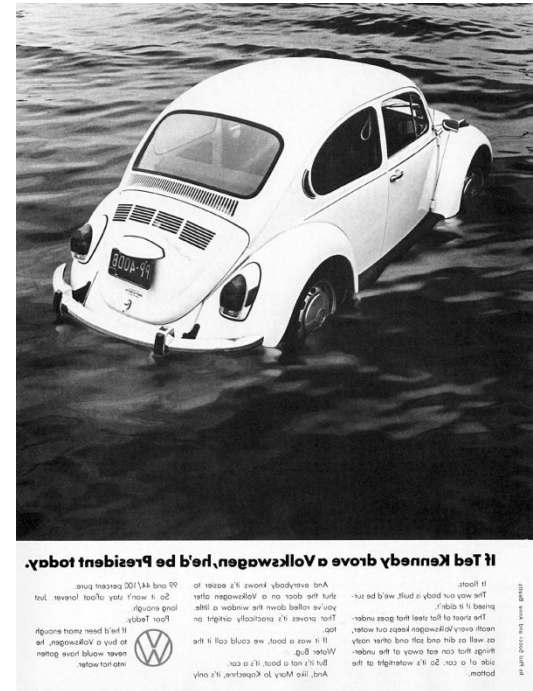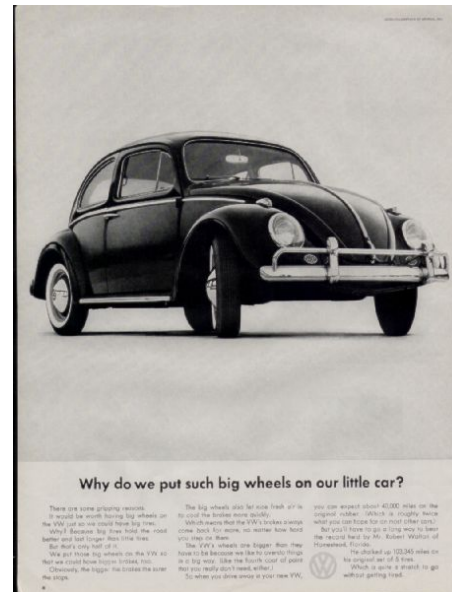
Brand communication

- People text each other on their mobile phones, and follow on Facebook but they also continue to read newspapers, browse through glossy magazines at the doctor, and stand on station platforms staring at posters.

- The smart way to deal with the new complexity of media channels is to recognize that people are using a wider variety of media in more complex ways.

Evaluating brand communications

- There are two types of measurable outcomes of brand communications: effects on sales or business and consumer responses. Both are important.

- Consumer responses include reactions to the advertising itself –recall, liking and attitudes to the brand.

- Longer-term effects of brand communications on the strength of a brand may be seen through attitudinal questions and by the brand's s marketplace performance such as its ability to command a price premium or resist competitive pressures.

Integration

- Effective brand communications can be integrated in 3 different ways:
- Functional integration
- Brand integration
- Thematic integration

Conclusion

- **Brand communications may do 3 things for a brand:**

- **Provide information about the brand**

- **Make a brand famous and familiar**

- **Create distinctive patterns of associations and meanings which make the brand more attractive and saleable**

Conclusion

- The return on communications budgets should not be measured only in the short-term or in sales responses that can be directly linked to specific activities. For many brands investment in communications at a level comparable with that of competitors should be regarded as a continuing cost of doing business and ensuring the future cash flows of the brand.

- Not all effective brand communications can be intellectualised in terms of content.

- Research techniques for evaluating advertising or other communications, whether before or after exposure based on verbal understanding of information or conscious memory. These do not reflect the effectiveness of communications.

PR. Putting the brand in context

- Values – the organization's core beliefs, what it and the brand stand for

- Behaviours –how the organization interacts with internal and external stakeholders

- Positioning – what the organization wants stakeholders to think about a brand

- Identity – names, logos, visual standards, verbal themes

The linkage with performance and reputation

- High performance organizations share certain characteristics at every location and level:
- Focus – a few key measures of success are clearly understood
- Unity of purpose – a one company mentality
- Energy – a sense of urgency in fulfilling customer expectations
- Agility – an ability to adapt to a changing business environment
- Learning – a desire to share knowledge and the organizational infrastructure to enable knowledge to be shared
- Identity – individual and collective identification with an organization's mission, values, business strategy, competitive advantage and brand promise

Drivers of reputation

- Quality of management
- Quality of product and services
- Capacity to innovate
- Value as a long-term investment
- Soundness of financial position
- Wise use of corporate assets
- Ability to attract, develop and keep talented people
- Community, social and environmental responsibility

Brand owning organizations that are highly regarded share certain things

- Leadership
- Transparency
- Pride
- Innovation
- Long-term view
- Citizenship
- Talent recognition

A robust corporate brand should:

- Inform public policy and corporate positioning
- Support change initiatives
- Stand for credibility in difficult times
- Underscore employee values and guide behaviours
- To get the most value out of the brand it must be:
- Defined by behaviours that will bring brand to life
- Interconnected with elements driving organizational performance
- Recognized by leadership as a source of strategic focus
- Launched internally with a sustaining plan
- Reinforced by PR efforts in times of crisis or celebration.

The development of a PR strategy involves 4 elements:

- Identification of the various attributes and characteristics of the brand; its values and supporting behaviours, its positioning and identity. Thus a PR platform can be built on the alignment of brand, culture and performance

- The perceptions of all external stakeholders must be assessed. This should extend beyond perceptions about products to include such drivers of reputation as leadership, innovation, financial value, quality of management and corporate citizenship.

- The corporate communications function should use the brand's attributes internally to inform employees of the company's positioning on different issues to support change initiatives, to underscore credibility in crisis and to guide behaviour. Employees must understand how to deliver on the brand promise

- An annual measureable PR plan should be created anchored by the brand promise with the objective of shaping key audiences's perceptions of leadership, customer connections, marketplace innovation and corporate responsibility.