



MUNCIE  
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DEVELOPMENT

# BUSINESS TOOLKIT

BRAND IMPORTANCE

# brand

/brand/ 

(noun)

A brand is a holistic concept that goes beyond visuals, encompassing emotional, experiential, and strategic elements that collectively shape how a company/product/service is perceived by its audience.

## WHY IS THIS IMPORTANT?

**Simply put, a brand is defined by the thoughts, feelings, and opinions customers have toward your business.**

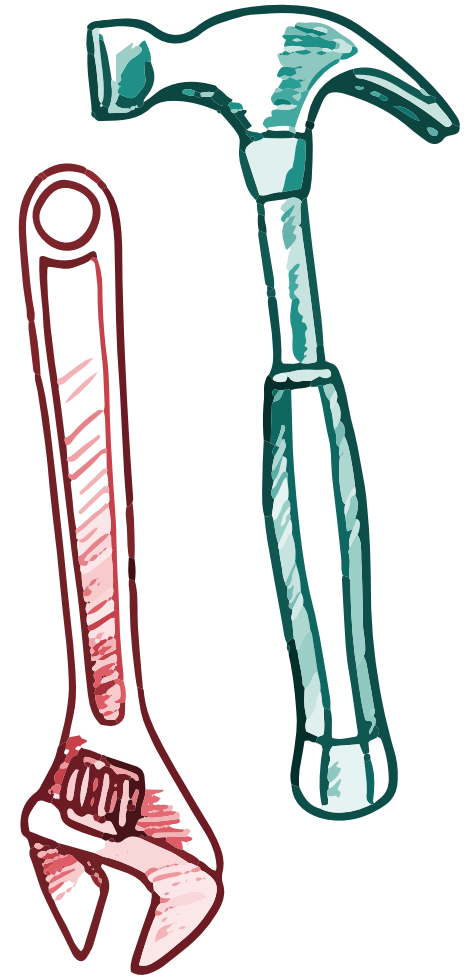
These intangible attributes can all be influenced by the message you communicate to the customer when coming in contact with your business at every touchpoint.

**Brand definition begins within the business itself.**

The type of business you are building as well as the way the customer experiences your business has everything to do with the overall definition of your brand.

In order to get a good view of the definition of your brand, put yourself in the shoes of your customer. Think about what type of experience they will have as they connect with your business.

Brand definition is so important because it is the platform from which a business should communicate from.



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# brand definition

A brand is essential for creating a strong, consistent, and differentiated identity that resonates with both internal and external stakeholders. It forms the basis for building trust, loyalty, and a positive brand image in the minds of consumers.

## 2 KEY ELEMENTS TO SUCCESSFULLY DEFINE A BRAND

### Effective Communication:

#### Make sure it is clear instead of trying to be clever.

A defined brand provides a framework for communication. It helps convey the brand's values, personality, and promises clearly to both internal and external stakeholders.

When it comes to the customer mindset, the uniqueness surrounding your brand needs to be made clear. Living in the era of information puts customers coming into contact with so many messages of so many brands to choose from.

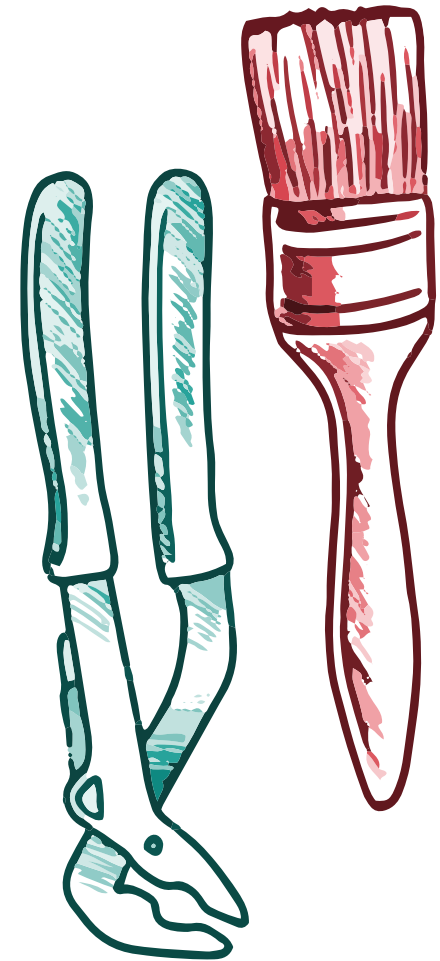
Customers want clear messages about the benefits they will receive from your business as it relates to them.

### Differentiation:

#### Focus on being different and not better.

In a competitive market, a well-defined brand helps distinguish a company or product from its competitors. It highlights what makes the brand unique, leading to a competitive advantage. business has everything to do with the overall definition of your brand.

The most successful brands understand they must answer first the number one question on every customer's mind... "How are you different?" So many companies spend millions of dollars on trying to communicate why they are better than their competitors. In all reality, this is not what drives customers to a brand. Customers are driven by finding out how a brand is different and what solution it gives them in relation to their needs.



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# brand definition visual

WHO WE ARE:

WHAT WE DO:

PURPOSE:

HOW WE DO IT:

OUTCOME: