

The Importance of Branding

When you think of Coca Cola, what do you think of? A black sticky drink? Quenching your thirst? Possibly, but more likely you think of a red can with the distinctive Coca Cola trademark.

Now think about your company. Do you think of your products, your great service, your own goals? Of course, but if the first thing you thought of was your brand, you're probably putting it first, and that's where it needs to be. **Branding is more than a logo**, it's everything you do and say and write. A good brand connects these things to a simple image that encapsulates your complete service into one concept that your customers clearly understand.

When you're developing your brand, you start with your values: **what is it that you totally believe in that will form the basis for your company?** Sometimes this is hard to put into words – at KPPM our core values go something like: helping our customers to see the future clearly and developing practical implementation strategies that will make their goals come true. Phew, now that wouldn't look good as a tagline!

Once you're clear on your values, you need to forget about you (no, surely not!) and think about your customers. What do they want from your company? Chances are they're not buying chairs, or plane travel, or real estate – in these three examples they're really making decisions about style, reliability, and a new home. **Your brand should connect to their emotions when making a purchase decision.** KPPM's customers (hi there ☺) generally want to feel that a complex and difficult situation will be clarified (simplicity) and the angst will be taken out of it (fun).



You're probably eager to start thinking about design. But **before you start drawing pictures, check out what your competitors are doing.** Segment the competition into three groups: those who are breaking new ground, those who are steadily doing well, and those who are trailing behind. Look at the brands of these three groups, consider colour, image, taglines. **What are the similarities of each group?** And where do you want to align your company? Once you've identified your place in the market, how are you going to differentiate yourself?

Now you can bring these three things together and start putting images to the concept. A very, very good tip at this point is "don't do it yourself"! No matter how artistic you think you are, it's difficult to see your company from an outside perspective, and that's what the brand needs to do. Get a good graphic artist, and give them the brief you've already developed – yes, that's right, the results from your research into values, customer emotions, and market position. **Work with them to develop an image that has meaning** (ours is a jigsaw piece, we see it as solving a puzzle, but if you've seen our business cards, you'll also know that the jigsaw piece comes out and that has a whole set of interest and emotion connected to it – it gives a message about action, cleverness, different ways of doing things). When you're close to getting the image right, go and test it: Does it convey your values? Does it work within the business (do your staff identify with it)? Does it work in the various marketing media you might use (web, e-mail signatures, brochures, business cards, advertising)? **Most importantly, do some testing with customers, ask them what they think it means.**

At the risk of embarrassing myself, I'll tell you a story about the importance of this last process. Back in the very early days, I was working on my brand based around a 'flame of inspiration'. And the graphic artists and I came up with a very stunning card that had a red dot and a lovely wavy flame, but looked very much like a, well, fertility 'wiggler'. After a few jokes about whether I worked for the sperm bank, I realised I'd missed the most important step – and that's testing it with my customers. Even though I dropped that logo pretty quickly, it wasn't bad publicity – some people still love to remind me about my first KPPM business card.

Once you're finished with the testing and your staff and customers are happy with it, and it clearly differentiates you from your competitors, you're ready to start the real business of branding – and that's embedding the brand values and the ways you're meeting your customers' emotional needs – in *everything* you do. **You'll need to write a branding strategy that addresses everything from the way you answer the phone to your follow-up service.** Once you've got that bedded down, provide training for your staff, contractors, agents and – remembering Coca Cola – **your brand is your most important asset, so protect it!**



Inside this issue

The Importance of Branding	2
Market Research in 3 Easy Steps.....	2
Demystifying Brand Management.....	2
Memorable Quotes of the Day.....	2
Coaching through Change.....	2
Extending Your Boundaries	3
Where we'll be	3
Win a bottle of wine.....	3
The Anna Rennie Chapter Brand.....	4
Read newspapers at home for free.....	4

If you haven't already done so, check out the new look:
www.kppm.com.au



Market Research in 3 Easy Steps

Have the skills, but need some guidance with your marketing or business planning process?

In a 2-hour session, KPPM can help you understand:

Step 1 - Market Analysis

Which customer type is the perfect for your business

- ✓ Identify your business "Perfect Partners"
- ✓ Test your assumptions

Step 2 - Market Research

Learn how to engage your customer the right way

- ✓ Identify the best research tool for your business
- ✓ Ask the right questions

Step 3 - Market Development

Build a plan based on your research findings

- ✓ Understand what the data means
- ✓ Identify business opportunities
- ✓ Be prepared....



Good Quotes from our website

More examples of the daily quotes that have appeared on our website www.kppm.com.au

Things which matter most must never be at the mercy of things that matter least.
Goethe

A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty.
Winston Churchill

In marketing you must choose between boredom, shouting and seduction. Which do you want? **Roy H Williams**

KINETICA
THE CREATIVE STUDIO THAT COMES TO YOU

WHAT ARE YOU LOOKING AT ?
LARGE FORMAT PRINTING
THE CREATIVE STUDIO THAT COMES TO YOU
ONLINE MARKETING ONLINE SOLUTIONS ECO FRIENDLY
EXHIBITION DESIGN TV BRAND MANAGEMENT
MARKETING

Demystifying Brand Management

Have you considered building a brand that will increase sales or assist in diversifying your products or services into new markets? Where would you start?

Kinetica Studio is a South Australian business that was founded in 2007 as a creative agency that brings together marketing principles, unique creative concepts and demystifies the 'creative' process through an open transparent partnership with your business.

Kinetica services business in the government sector, small to large businesses.. and they love a good start-up business! Their creative knowledge is transferred to the client by working closely through processes that will help take the guesswork out of what would and would not work for your customers. To make this even easier for you, their creatives will come to you.

'We would rather our clients know as much as possible about the project so that the best solutions can be created' says Director Tim Walters. *"It has been proven that if we create a partnership, we can create the strongest creative campaign that is right for you; be it on-line, in print or using multi-media."*

Some DOs and DON'Ts of Branding...

- Don't assume that the name makes the market
 - Don't short change the equity in your name
 - Do remember that less is usually more
 - Don't be overly obvious
 - Strong branding Does make your company stand out in a crowded market, and differentiate it from its competitors
 - Do remind your employees of the company's mission
- The best taglines are catchy, clever, quirky or funny ones that resonate with people.*

Why Kinetica Studio ?

Kinetica prides itself on making what can seem to be a daunting, time consuming process, easy, stress-free and within budget..

Kinetica Studio is offering KPPM newsletter readers a FREE Business Brand Evaluation. Just give Tim a call to arrange a time.

Ring Tim Walters on 0439 864 463

or email studio@kineticastudio.com.au

Visit the website www.kineticastudio.com.au for their latest work

Copy Me

Feel free to make copies of this KPPM Newsletter for your office colleagues or others who may be interested in learning more about The Importance of Branding or the work of KPPM Organisational Strategists.

COACHING THROUGH CHANGE

In a perfect world your business should have:

- ⇒ A productive workplace environment
- ⇒ Happy employees
- ⇒ An impressive annual turnover..

Does your business have these 3 achievable goals?

At KPPM we coach your leaders through the change. You will be surprised what an outsider's influence can do to enhance your business productivity..!

We guide the Senior Management Team through processes that achieve:

- ✓ A difference in an instant
- ✓ Big effects with small actions
- ✓ Everyone in the workplace embracing the new world

Call our Principal Consultant, Kristine Peters, to arrange a complimentary diagnostic for your workplace environment.

WHAT ARE YOU WAITING FOR?



Where we'll be...

- **First Monday of every month** - Renniegades Monthly Networking Meetings
- **11th August** - in Whyalla for the Uranium SA Community Meeting
- **17th August** - Family Business Australia "Family Dynamics and Conflict" Workshop
- **2nd September** - Birthday lunch for Samone and Diane
- **29th October** - Small Business Week luncheon



Win a Bottle of Wine

We'd really like to know what you think of our new website - is it easy to navigate? What do you like? What could be better?

Please email any feedback to diane@kppm.com.au and all feedback will be put into a draw to win a bottle of wine. Thanks in advance....

www.kppm.com.au

Extending Your Boundaries



Congratulations to KPPM's Corporate Development Manager, Samone Wear, for her outstanding achievements through the 2009 Young Business Leaders Program (YBL).

The YBL program is a unique 10-month business and community leadership program. Participants work towards a Diploma of Management from the Australian Institute of Management as well as hone community leadership qualities.

"As a successful applicant of the In Business YBL Scholarship I was very humbled to be given the opportunity to step through a gateway that extended

my personal and business boundaries. To do this I knew I had to build a credible business and personal brand. KPPM has taken on a new look which I feel compliments the outstanding service delivery that our consultants provide to South Australian business." Samone says.

At the Presentation Ceremony, 21 Finalists were recognised for their outstanding efforts throughout the YBL Program.

Network 10 Presenter, Jane Reilly hosted the event with awards presented by YBL Patron, the Hon Mike Rann MP, John



Stokes, Chairman of the Board for The Royal Society for the Blind and CEO of the Australian Institute of Management, and Graham Wakeling from in-business Magazine and GOLDNetwork.



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Anna Rennie Chapter

KPPM are proud to be members of, and support, the Anna Rennie Chapter. We asked Cath Duncan, a founding member, to tell us how their Brand is important to them.

Read newspapers at home for free

Thanks to Public Library Services and SA's public libraries, anyone with an SA public library card can now access full 'page-by-page turning' electronic versions of the Advertiser and the Australian for free, just by using their home computer (or anywhere with an internet connection).

There are over 1000 full version titles to choose from including:

- The Wall Street Journal
- The Washington Post (US)
- The Guardian (UK)
- Le Figaro (France)
- Shanghai Daily (China)
- Times of India (India)
- ...and many, many more!

You will need to be a member of your local public library and have your library card handy.

For more information, visit www.libraries.sa.gov.au and search for PressDisplay, or contact your local public library.

The Anna Rennie Chapter Brand

A local South Australian professional women's network is deifying the corporate world's 'simple and slick' mantra creating a strong brand built on an inspiring local story.

In 2006, The Port Adelaide Enfield Chamber of Commerce established a women's network as a means of encouraging female membership in what was a very male dominated commercial landscape. The women charged with the task of forming the network knew that the history of women's contribution to the Port had largely gone undocumented and that righting that wrong would be a winning marketing message for women in a community on the cusp of major transformation.

As a not-for-profit community-based network they wanted the brand to meet 3 basic requirements:

- ✓ It had to be unique and recognisable as a women's brand
- ✓ It must be able to be readily 'owned' by all women in the community
- ✓ It had to be inspirational

The call went out to find a local woman whose name, story or legacy might be used in some way. A local historian highlighted the Anna Rennie story – a woman who was elected by a narrow vote to the Port Council in 1950 becoming the 1st woman in Australia to be elected to a local metropolitan Council. In all she served for 19 years, the last 5 as Mayor – a rare achievement for a women then.

Anna was a firebrand who, in post Depression times fought for improving the lot of women, children, Indigenous Australians, the unemployed and the homeless. She was supported by the small business people within her community whose families were touched by hard economic times and she did all she could to promote and encourage people to realise their best. In today's vernacular she was a corporate and social responsibility builder – a hands-on triple bottom line catalyst. Her name was largely unknown but ticked all the boxes for a contemporary women's network.

The visual identity of the brand, its logo, was developed by a local business woman, Jaqueline Barmantloo of Infringed Design. Jaqueline created a purple cameo of Anna Rennie, complete with 1950's hat. The name and the hat and its association to women's fashion are the driving forces of the Anna Rennie Chapter brand. They offer many opportunities for brand strengthening and media promotion of activities. For example:

Hat wearing is encouraged at most Anna Rennie Chapter functions adding an element of fun and a point of difference from most women's networks.

The Renniegades is the name given to The Chapter's monthly professional women's networking event **Dressed for Success**, a corporate clothing recycling venture, operates out of the Anna Rennie boutique within St Vincent DePaul's Port Adelaide outlet.

An annual **Millinery Competition** sponsored by Local Councillor, Carol Martin, draws attention to women in local government.

A High Tea is held in October (in the lead up to the racing Spring Carnival) to announce the winner of the Millinery Competition and to raise awareness and funds for the Ovarian Cancer Challenge.

The Anna Rennie Chapter exists wholly due to the efforts of volunteers but economic sustainability through its Corporate Brand equity is within reach. The women of the Port region and most local businesses now hold strong favourable and unique associations with the Anna Rennie brand in their memory. The brand stands for relationships, innovation, quality, social responsibility, expertise, trustworthiness and is anchored in a female marketplace, reflecting every aspect of what the organisation does, what it stands for, and how people feel about it.

2 workshops **Groomed for Success** and **Skilled for Success** provide personal presentation and individual mentoring opportunities for local women re-entering the workforce

