

What is
BRANDING?

Branding is the ideas
values and
expectations
associated with your
product and services.

What this means is
that every interaction,
GOOD or **BAD**, has
an effect on your
clients perception of
your company

Branding provides the
greatest influence on
ROI



With every brand our
goal is to achieve

TOP OF MIND status



i'm lovin' it™

63 children performed a total of 304 individual tasting comparisons. In general, it was found that McDonald's-labeled foods were the inevitable favorites.

- Almost 77% said McDonald's-labeled fries tasted better; only 13% preferred the fries in generic packaging.
- 54% preferred McDonald's-wrapped carrots, versus 23% pointing to the plain-wrapped sample.
- 29 kids chose McDonald's-wrapped burgers; 22 chose unmarked ones.
- Fewer than one-fourth said both samples of all foods tasted the same.



There is a very real
difference between
iconography and
branding.

BRAND CHAMPIONS!

A brand champion is the Keeper and promoter, of the values and expectations placed on your products and services.



