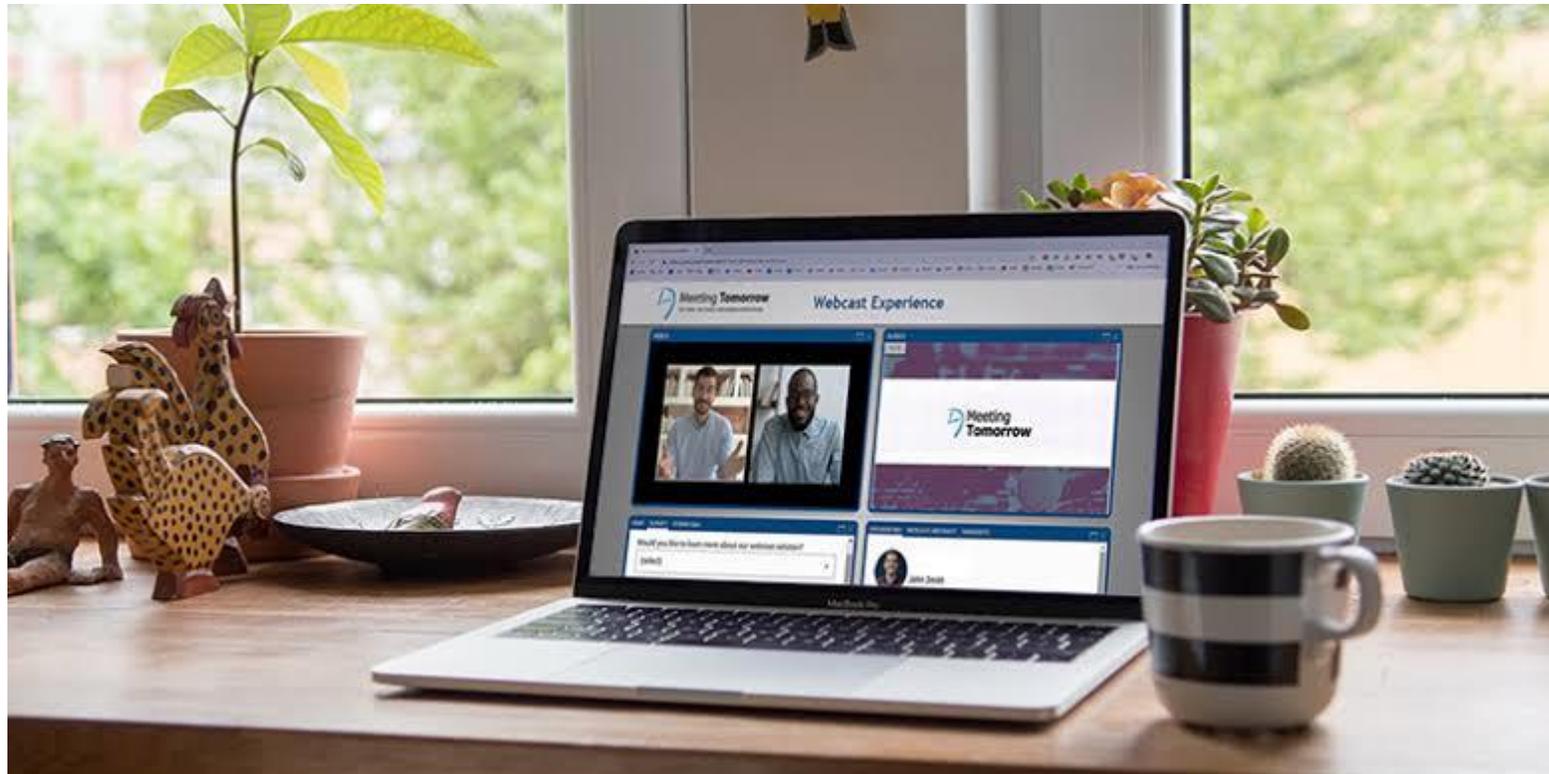


# NG Support Services

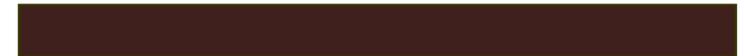
Atarah Webinar: Brand Management



# What is a brand?

A brand is a name, term, symbol or any other feature that identifies a good or service.

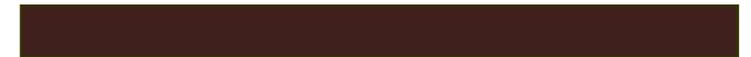
Understanding the definition of a brand in its simplest form is the best place to start and with that we can briefly go through a few things should be considered when creating a brand.



The first things one has to do when starting a business is to create the name, logo and select its colours. The decisions made at this juncture will represent your brand at all times and in all platforms and thus require a strategic approach;

- **The name**-how its spelt, the meaning and or implication, name association, how it sounds, its acronym etc. are important to consider.
- **The logo**-should communicate your brand, be adaptable for use on merchandise and corporate stationary as well as be appealing to your target market.
- **Colours**-it is important to understand the psychology of colours, research your respective industry you're in, have a maximum of 3 colours.

*-The first impressions of a brand are made in 8seconds or less by the name, logo and colours*





Once the brand is created the next step is to embark on brand management activities that involve supervising the promotion of goods or services for the newly created brand.

Some of the promotional activities requiring supervision include;

- Brand collateral design
- ATL & BTL marketing
- Location branding
- Product packaging design etc.

This is necessary so as to ensure that they are all done in the spirit of the brand.

The spirit of the brand is captured in various aspects such as;

1. **Brand image**-this is what idea comes to mind when people think of your brand.
2. **Brand positioning**-how the product differentiates itself from competitors could be based on price, use & application, product process i.e. convenience.
3. **Brand personality**-these are the feelings people get when they think of your brand, the emotions arise from the brand colours, customer service, product interaction.
4. **The Brand experience**-this is how your customer feels when interacting with your brand from the moment of sourcing, purchasing , consumption and after sale service.
5. **Brand communication**- It includes the tone, the platforms, imagery and messaging that are used to deliver the brand message to the customer.



When the numerous aspects of a brand are not coordinated and well managed it results in ambiguity or confusion in customer minds. This has a negative domino effect to the marketing, sales and advertising activities thereby reducing their effectiveness.



REPUTATION



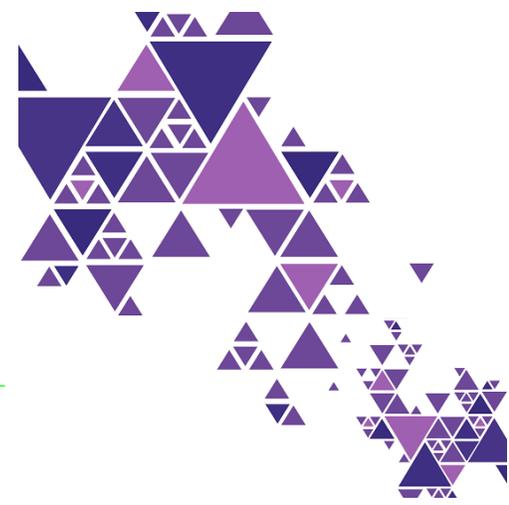


Brand management is inherently an art that requires the seamless management of numerous brand aspects and when its done right there are countless benefits to a business;

1. Customer recognition goes hand in hand with a strong brand this keeps you top of mind.
2. When the business needs to grow having a strong brand will assure you a loyal customer base allowing you to introduce new products and or product lines with relative ease.
3. A strong brand gives your business a competitive edge over competitors.
4. A good brand adds to the financial value of a business in the event of a sale or investor seeking.
5. As you build a strong brand you will inevitably nurture goodwill with suppliers, financiers, customers and the industry as a whole. The earned brand equity will provide you new opportunities and cushioning during difficult times.

These are a few tips to assist your business when creating a brand..

- ✓ Simplicity is key, with the information overload fostered by technology a business needs to communicate clearly and concisely to its customer base.
- ✓ While creativity is always welcomed when it comes to logos, names & colours, it also good to note that the more creative and out of the box a brand is, the higher the marketing cost incurred to communicate the disruption.
- ✓ Create a brand with the future in mind, where trends, styles and technology are heading, a concept that will be relevant at the very least for a 3year period.
- ✓ Consistency is key, consistency in the brand colours, fonts & design in application, imagery, messaging etc. builds confidence and trust in the brand.
- ✓ Brand management is a continuous process and it starts from inception, your first customer.



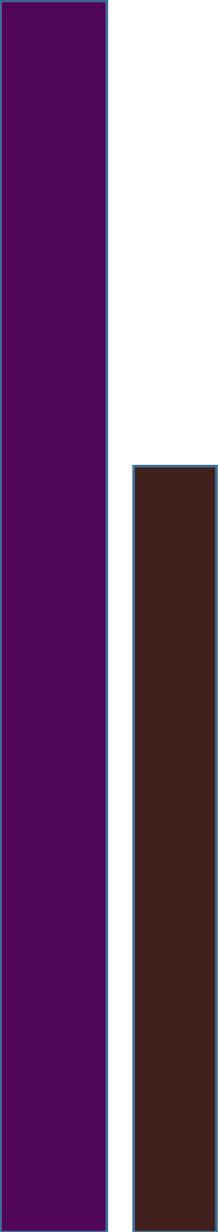
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# Nyaruai Gitonga

## *Entrepreneur*

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*The only difference between a successful brand and an  
unsuccessful brand is how you go about it  
-NG Support Services*





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