



*Brand Matters*

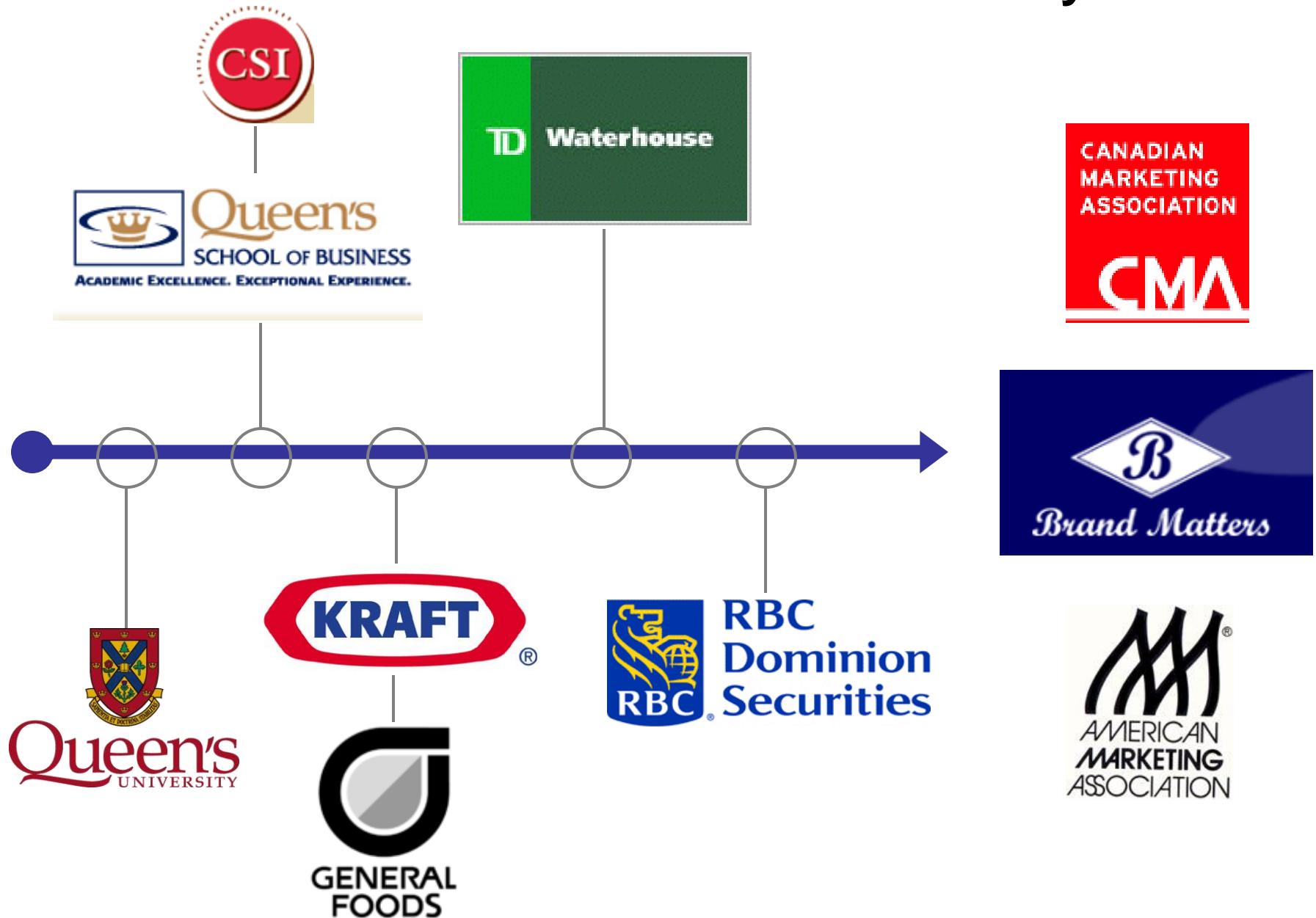
Brand Building:  
***Keeping the Promise***

***CSAE Branding Workshop***

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Brand Matters Inc.

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# Patricia McQuillan - My Brand





**How many have conducted market research?**

**How many have a formal brand strategy?**

# **Branding Defined: More Than a Logo**

**Brand Strategy** - The purposeful creation of value through the management of customer/member experiences by ensuring that all internal and external promises are delivered upon.

# Why do you need to brand?



- Evokes meaning and emotion
- Creates distinction
- Transcends functional benefits in favor of core human values
- Talent management

# What makes for a compelling brand strategy?

- Motivating to your members & employees
- Credible
- Single-minded
- Sustainable
- Differentiating
- You must be able to deliver on this





# **External and Internal Branding: How it comes together**

**The focus of our  
process is to help  
the customer  
get below the  
surface  
to develop and  
bring-to-life a  
branded customer  
experience.**

**Why? Because  
brand is more than  
a logo.**

**How? Through  
internal branding  
processes.**



The set of strategic processes that align and empower employees to consistently deliver 'the ultimate' branded customer experience.

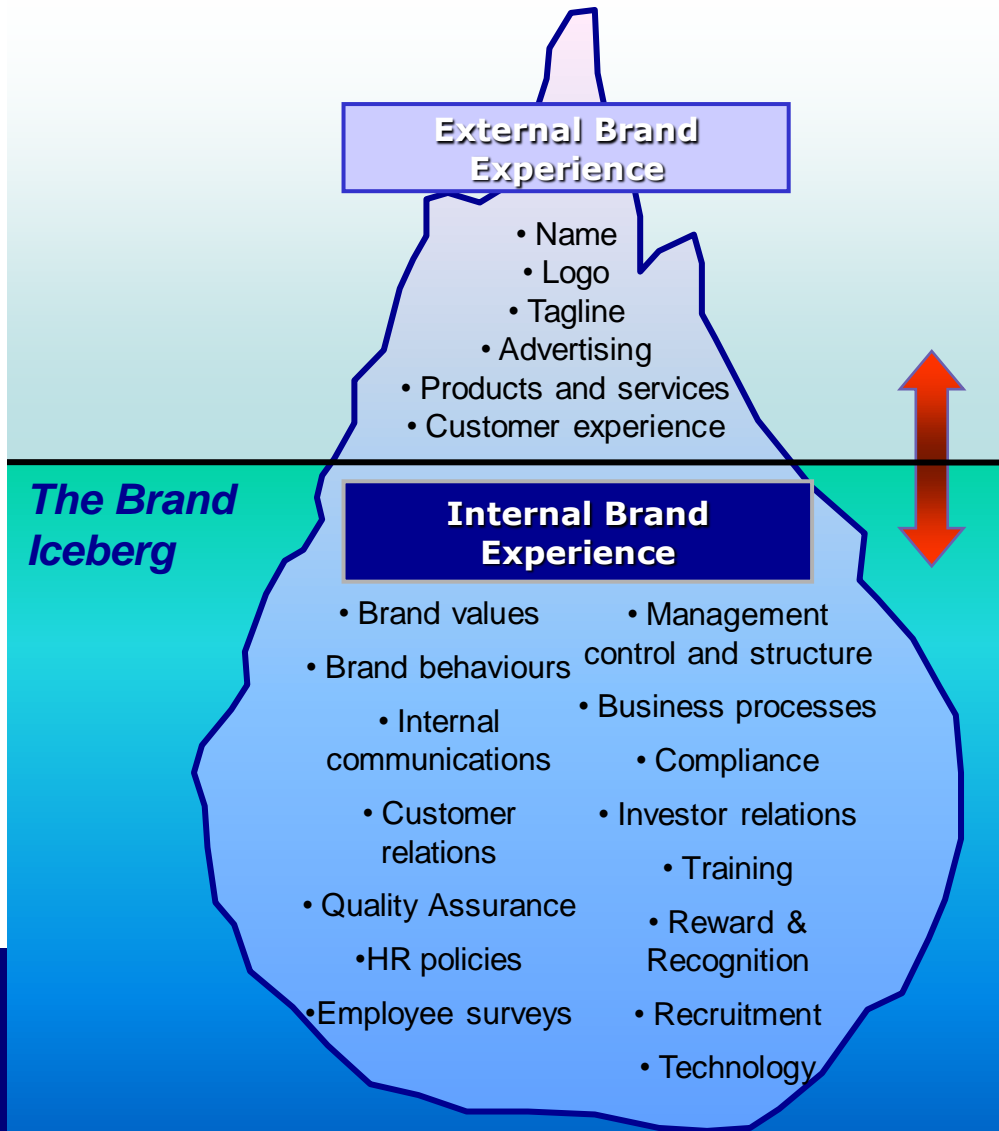


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# Internal Branding: many ways of describing



# Iceberg Analogy



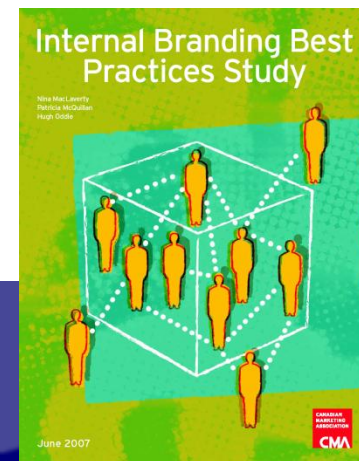
10% above the surface (external)

90% below the surface (internal)

# Largest Internal Branding Challenges

## Challenges Identified in Research:

- 1) Internal branding touches many different functions [silos] within an organization.
- 2) Lack of alignment between employees' values and company values.
- 3) Once the IB process begins, it can be a challenge keeping the momentum going.
- 4) Measurement – how?





# LARGEST CHALLENGE - Making it Stick



... through on-brand behaviours

**Challenges you've encountered?**



# Distinction Between Name, Logo, Tagline and Brand



# Name – Challenge of Acronym



"OH, IT'S AN ACRONYM FOR 'IT DOESN'T STAND FOR ANYTHING.'"

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# Value Proposition in a Non-Profit

- It is essential
- It is often over-looked like most organizations
- Vs. corporate, employee and volunteer passion is ready to be dialed-up

# **WORKSHOP PROCESS:**

## **Creating Your Decision Tree**



**What do you need to know to build and maintain your brand?**

## **What do you need to know?**

- Current brand performance
  - Primary research – qualitative and quantitative
- Dynamic competitive landscape
  - Secondary research

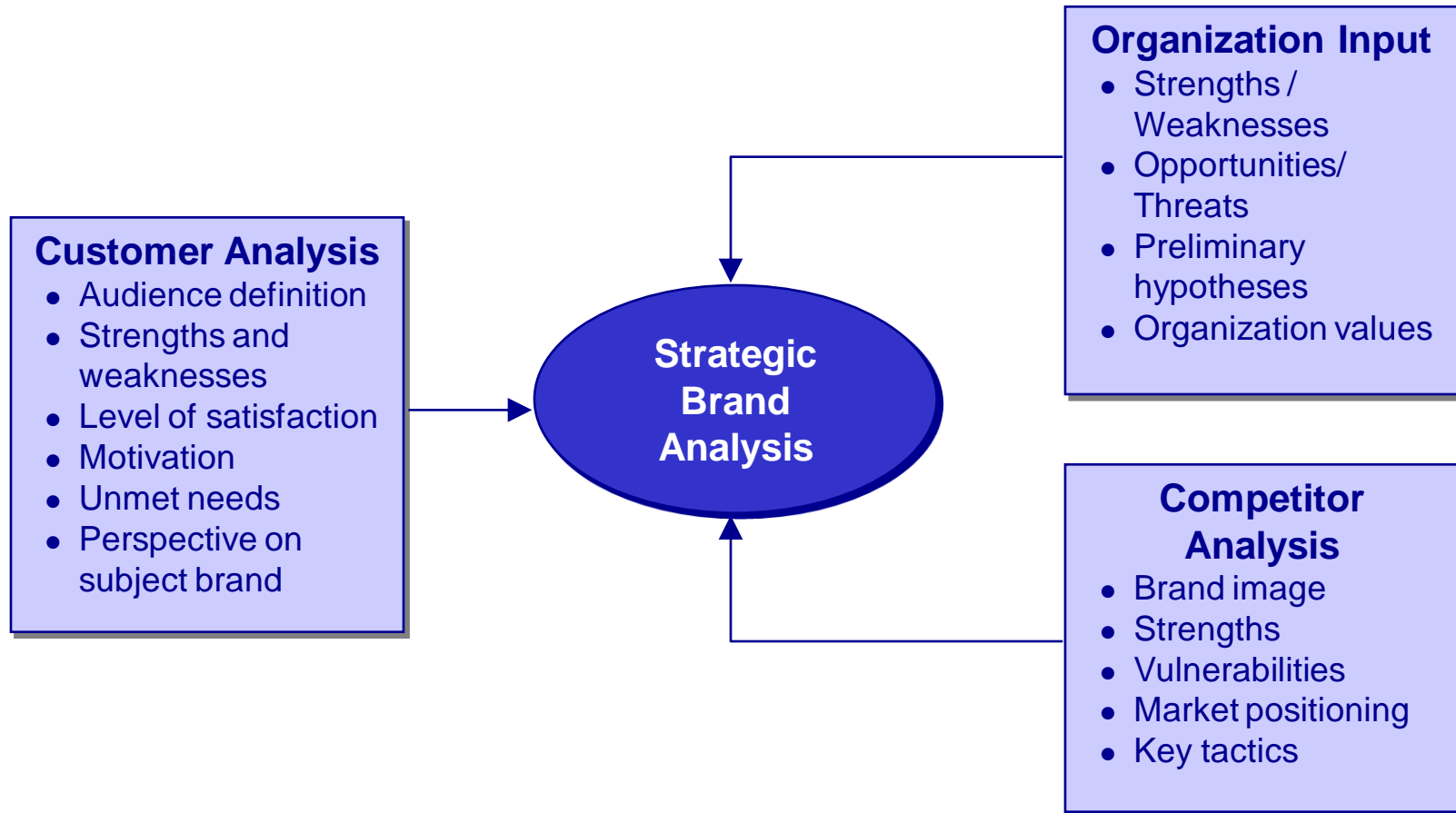


## 3 Key Benefits to Market Research

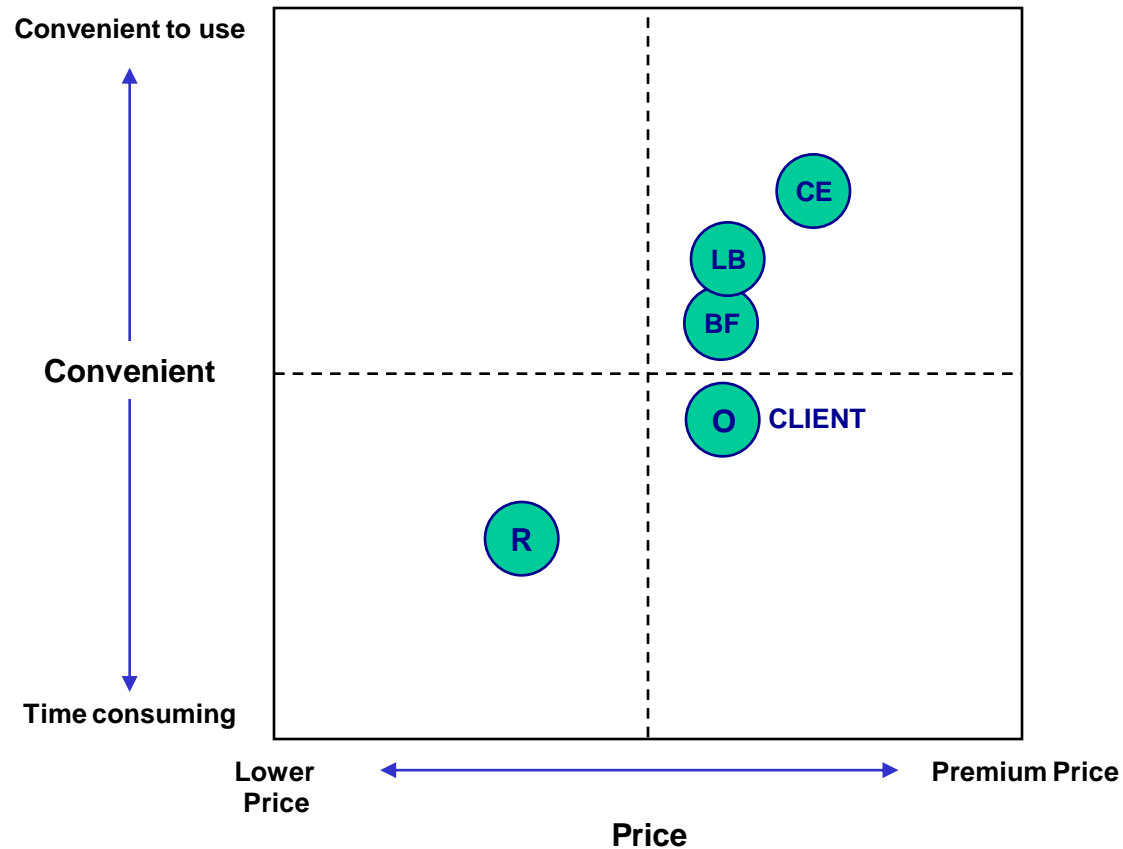
(1) Tells you what you've done

(2) Acts as an aid to judgment

(3) Tests what you want to do



- **Main Benefit** - Ensures the brand strategy and its elements are unique, and differentiating from competitors
- Opportunity to pin-point industry best practices and learn from competition, applying learning in a differentiated way with your brand. Also, analysis helps identify competitors advantages weaknesses.
- Competitive as well as comparative organizations are valuable to analyze



## **WORKSHOP PROCESS:**

**Draft an Action Plan to Address Competition**



## **Brand Strategy – Examples of Putting It All Together**

- Elements of a brand strategy could include:
  - Market Positioning
  - Brand Proof-points (reasons to believe in market positioning)
  - Target Audience Definition
  - Desired Target Audience(s) Response
  - Brand Character

Brand Matters has significant experience working with provincial and national trade and health care associations.

**We'd love to hear from you!**

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