

# DavidAntrobus

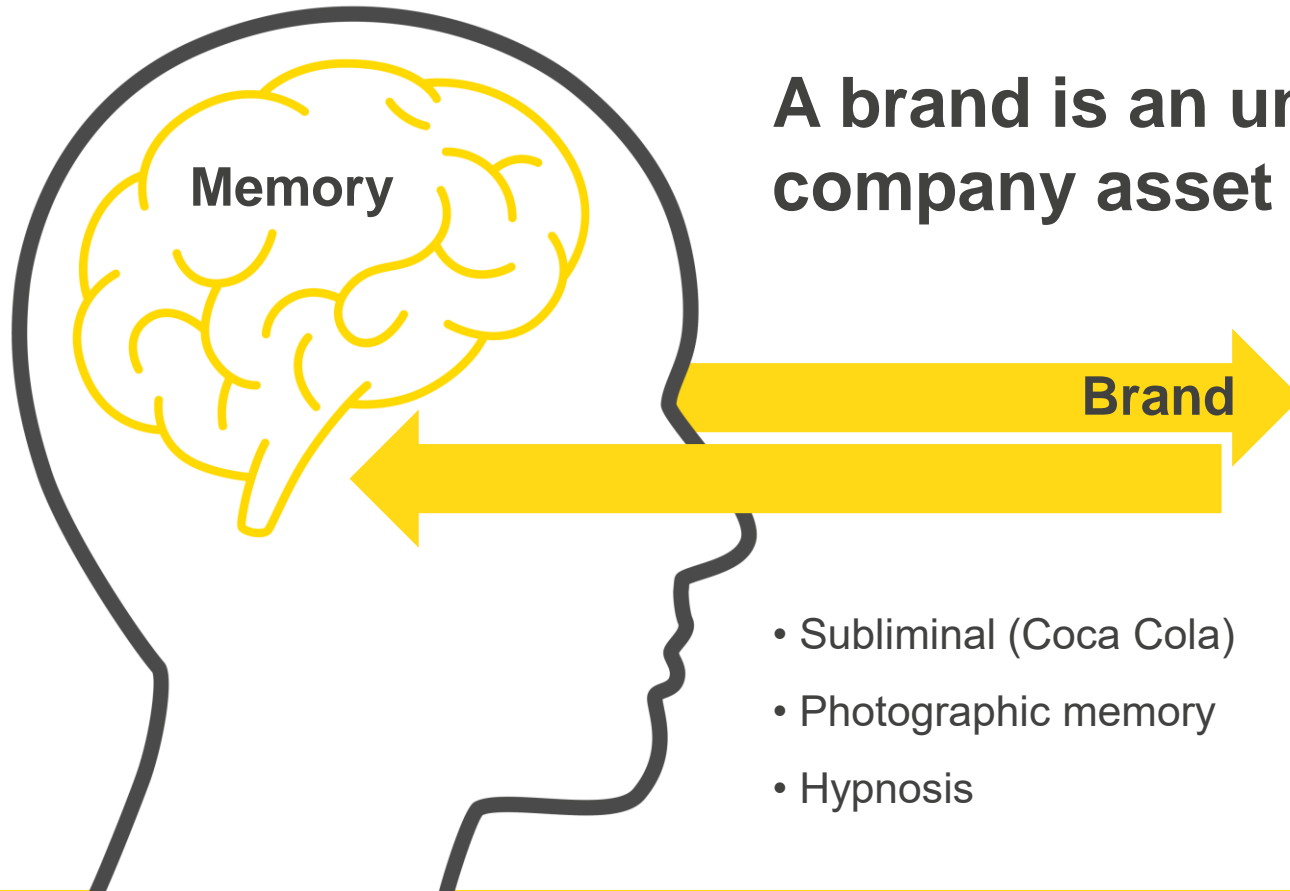
M A R K E T I N G

**Integrity**

**Passion**

**Success**

## Branding



# A brand is an underestimated company asset

- Subliminal (Coca Cola)
- Photographic memory
- Hypnosis

# Branding history

A



**STANLEY**

Lilo

Lino

B



C



D



## Current brand position



Media, Money, Mobile

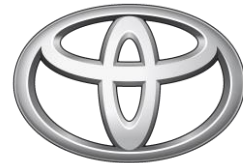


Outlook, Word, Office



- History
- Change from product to company (genuine – job security)

# Brand perception



**TOYOTA**



**ŠKODA**



**HYUNDAI**

**A brand must remain current – therefore a brand must always evolve.**



E.g. **BENTLEY**

# Brand value

**Not just a logo – it says**

**What you do  
Who you are**

**Likened to a currency**

**It has a promise  
It has a value**



Who represents your brand?



Everyone linked to it

Everyone associated with your brand works to either endorse or destroy your brand value.



**Staff**



**Attitudes**



**Product**



**Support**



**Integrity**

The offerings, values and attitudes **MUST** match your brand values.



# Brand summary

Decades of evidence that branding works.

Billions are spent on branding because it works.

**Have a great brand**

**Keep it consistent and current**

**Get everyone on board with your brand values**

# Brands work for you

“Good news travels fast”

“Bad news travels even faster”

[davidantrobus.com](http://davidantrobus.com)

