

What is a brand?

A short cut, a reminder, delivers confidence, positive experience, is addictive, is reassuring, provides invisible benefits, is the only permanent and transferable asset in your business!

Why are they so important?

Brands have longevity, businesses come and go, as do people. Brands live on. Brands may be extended... drinks, clothes, food, but generally stay close to the original sector especially in FMCG. But in services Brands can move sector e.g: Virgin, Easy. But these are special because the service element is paramount.

Virgin always took on the big guns and fought for the small man. Easy created quicker and lower cost solutions but not always better however!

Has the internet changed brands?

The internet gives transparency, provides easy comparison, provides the opportunity for you to be the leader in any field you want, however, small. If you have a unique product you will be No1 in Google and immediately be seen as the expert in that field.

If you are not unique you will be 1 in a 100 million and have to work on your uniqueness. You cannot be a 'jack of all' on the web. You must be an expert (or appear to be an expert) in your field. People like buying from experts and they like buying brands they know. The web makes this easy.

What do they stand for?

- Harley Davidson
- Proctor & Gamble
- Kodak
- Army
- Nike
- NHS
- Disney
- Natwest
- HSBC
- Virgin
- Royal Navy
- Sony
- Coca Cola
- O2
- Church of England
- Eton
- Cambridge University
- Fire brigade
- Department of education
- Oxford City Council

Brand!t

What do they stand for?

- L'Oreal – individuality
- Heinz – trust
- Ford – volume
- Kleenex – disposable
- IBM – solution
- Duracell – long-lasting
- Intel – educating
- BBC – authority
- NHS – care
- Corus – strength
- Disney – happy
- Gucci – exclusive
- Sony – miniature
- Royal Navy – security
- Nike - winning
- John Lewis - Fair

What one word does your brand stand for?