



The Power of Branding

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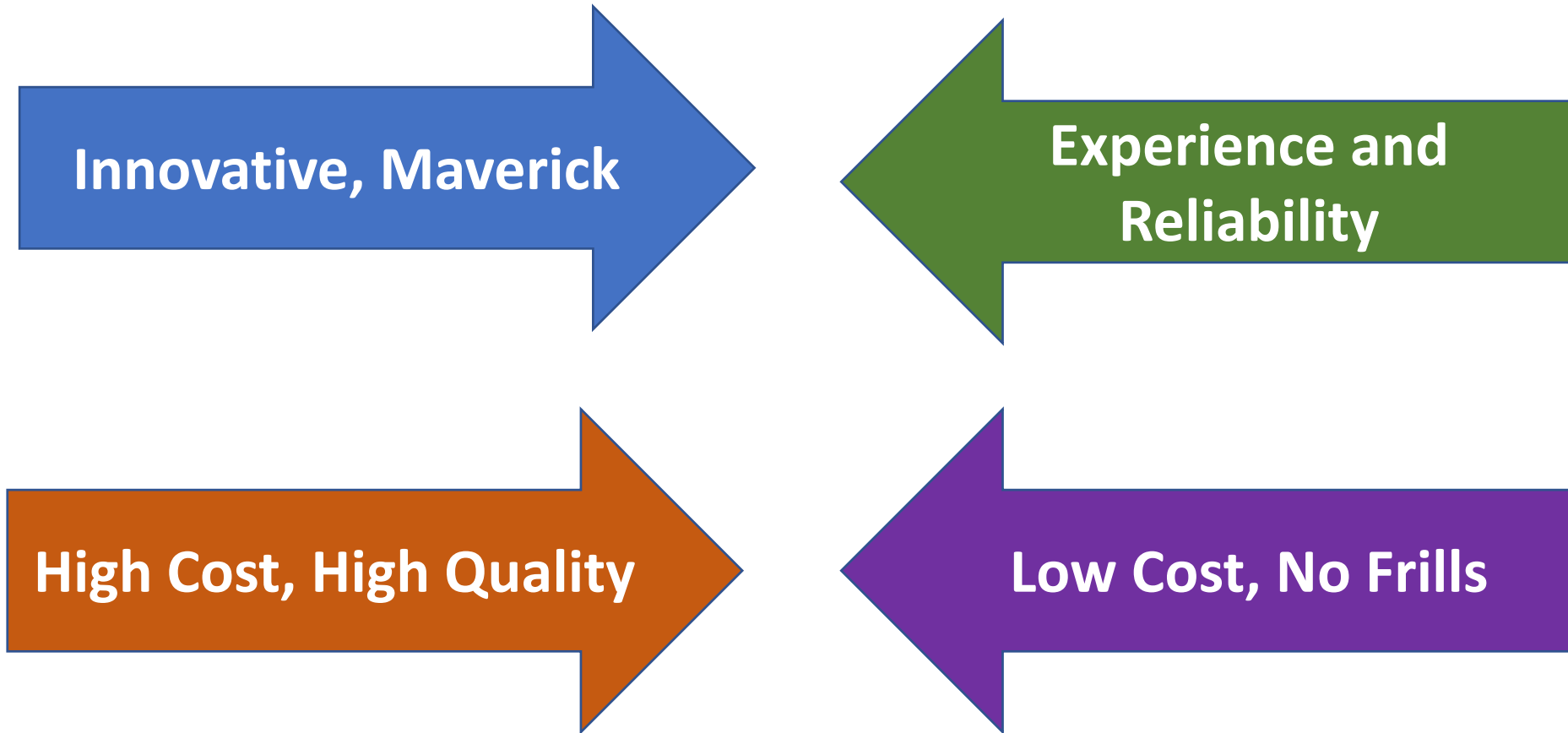
What is Branding?

- “... a name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers” (American Marketing Association).
- Your promise to your members
- The idea or image people have in mind when thinking about specific products, services and activities of a company

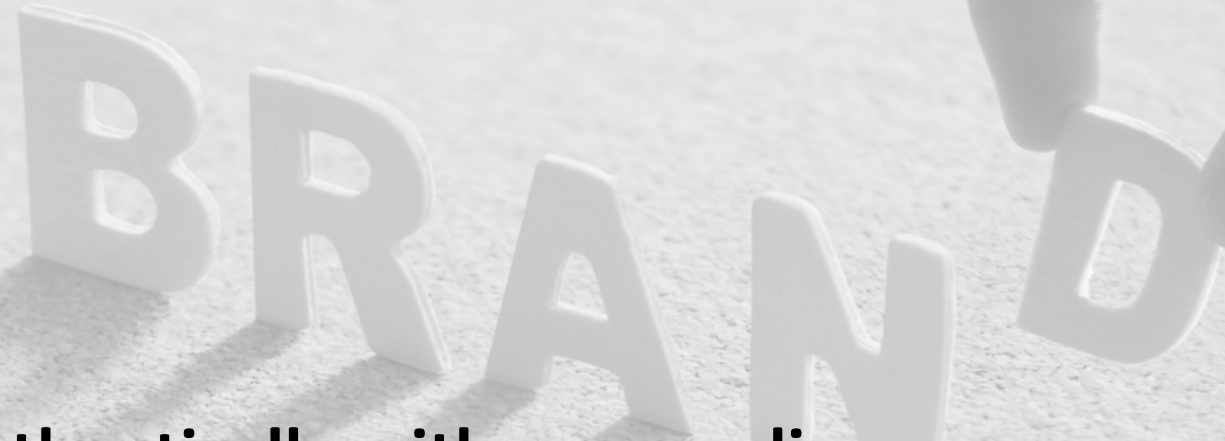


Branding started with the mark that ranchers burned on cattle to signify ownership.

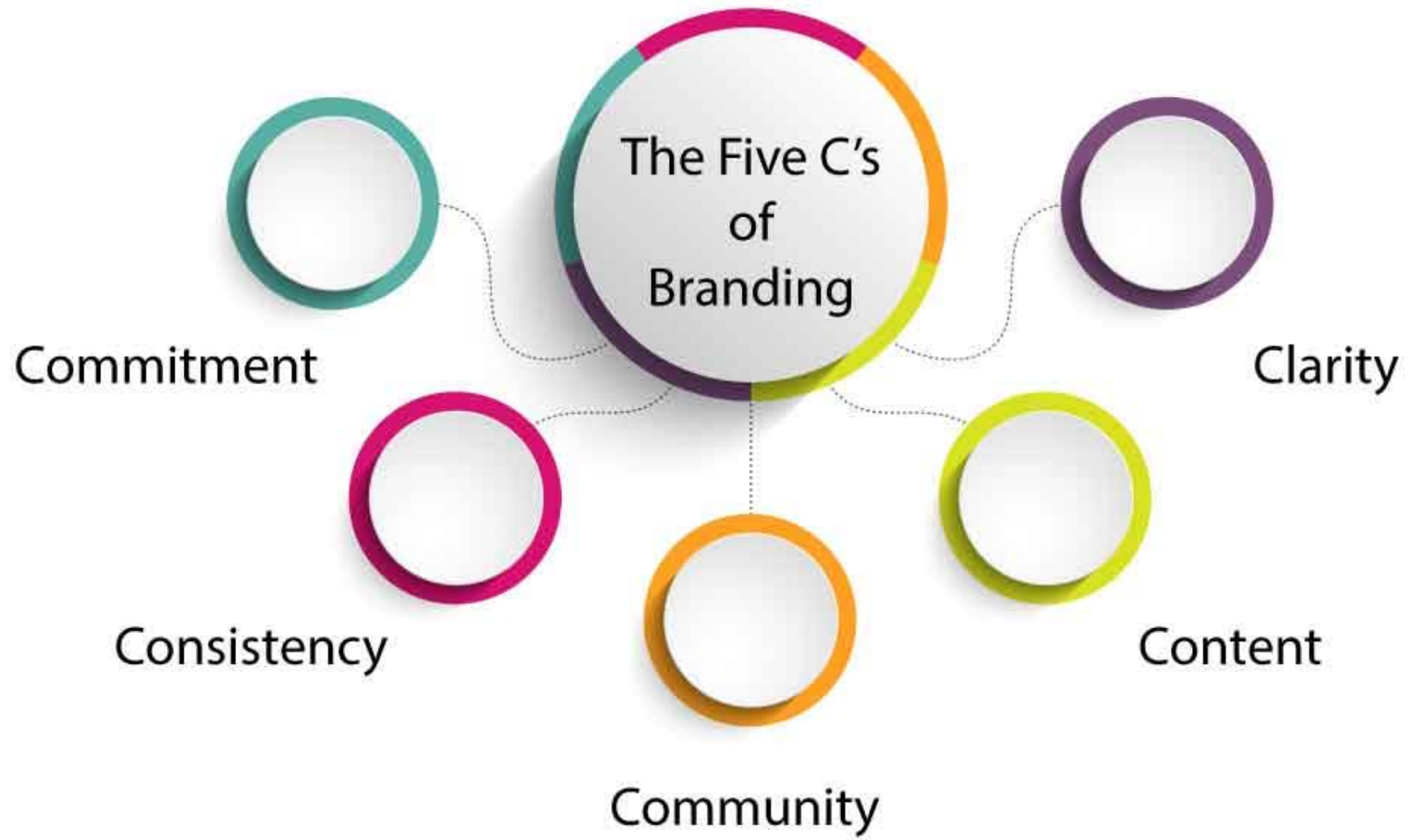
Brand Choices



Why Does Branding Matter?



- **Connects more authentically with your audience**
- **Defines a unique style that is recognizable and memorable**
- **Clarifies your message so everyone understands what you do**
- **Separates you from the competition**
- **Creates trust and loyalty between you and your members**
- **Increases member retention**



Brand Strategy

- **The channels you use – where you communicate**
- **What you say and how you say it**
- **What you communicate visually**

Conduct research to understand needs, habits and desires of your current and prospective members.



Brand Equity

- Adds value that allows you to charge more for your brand than what identical, unbranded products command.
- Elevates your offering from a commodity to a unique product, allowing you to charge a premium.



Coca-Cola has built a powerful brand equity and can charge more for its product than generic cola.

Brand Elements

Logo: The most visible and consistent representation of your association

Colors: Influence feelings and perceptions about your brand

Voice: Your voice is the “sound” of your association

Tagline: What is unique and different about your association

Messaging: How you communicate in brochures, web copy, social media

Fonts: Reflect brand personality

Images: Should match and complement messaging

Chipotle

- Consumers looked to Taco Bell for inexpensive Tex-Mex food
- Chipotle competes on quality instead of price
- Hip urban atmosphere
- Promises customers to put thought into every ingredient
- Chipotle insists their food is “as real as it gets”



IKEA

- Known worldwide for its affordable home products
- Brand attributes of low price, sustainability, form, function and quality.
- Examines societal shifts around the world
- Room sets vary from store to store to suit local customs
- Applies the same approach to marketing that designers use for a product
- Unlike Target, does not use celebrity designer names
- Plays with imagery associated with other companies



Mission: To create a better everyday life for the many people.

Disney

- “Creating happiness through magical experiences.”
- Using Nostalgia to Establish and Maintain Customer Loyalty
- Targeting Audience Segments with a Multi-Channel Strategy
- Establishing Disney World and Disneyland as Destination Brands





How an Organization Communicates Brand

- Logo and colors
- Website
- Social media
- Promotional materials
- Services offered – education, networking, certification
- Member benefits
- Membership levels

- Advocacy
- Public relations
- Public speaking
- Sponsorships
- Advertising
- Business cards
- Email format and signature line
- How staff treats members

Summary: To Build a Strong Brand



- **Define the elements**
- **Know your audience**
- **Integrate your brand**
- **Deliver on what you promise**
- **Be consistent**