Modern Branding and Growing Your Business
Branding Makes a Difference

Name these plants

Name these brands
About Blade Branding

BLADE is a full service branding and advertising agency, offering strategic and creative skills that integrate all forms of traditional and new media.

We create results-oriented solutions that keep our clients' brands relevant and resilient.

Our client roster is diverse which has enriched our ability to solve a variety of branding challenges.
A Modern Perspective

Your Brand is a Community

• Your brand is a destination your customers populate, creating a community.

• These people are attracted to your brand, and stay with it, because of the values (promises) they experience from your brand.

• Your brand’s ability to consistently deliver on its promises establishes a dynamic relationship.
A Modern Perspective

Shared Values Define Your Brand.

Relationships Build Its Equity.

Equity Creates Customer Loyalty.

Loyalty Grows Your Brand Community.
A Modern Perspective

A Contemporary Model for Positioning

The Brand Platform is a dynamic model that offers a broader ‘stage’ to present messaging and imagery that will reach all of your target audiences.
A Modern Perspective

You do NOT own your brand.

You do NOT control its community.

You are part of a relationship based on expectations and experiences in a comparative environment.

Regardless of the size of your business, these truths apply.

Ignoring these truths can be painfully expensive.
Practical Insights – High Level

1. There are no generic one-size-fits-all solutions. AUDIT YOUR BRAND, ESTABLISH YOUR BRAND VISION AND CREATE YOUR STRATEGY.

2. Branding is a business practice requiring on-going investment: review it, optimize it and re-deployment it. HAVE REGULAR MEETINGS.

3. Your brand is your business and your business is about making promises you can keep. BE AUTHENTIC AND LEVERAGE REAL TRUTHS ABOUT YOUR OFFERING.
Practical Insights – Tactical Truths

1. Be consistent in your imagery, messaging and tactics but embrace innovation and evolution. AVOID THE HERD MENTALITY.

2. Don’t be a fair-weather communicator. FREQUENCY BUILDS RECALL.
1. Create and maintain touch points with your brand community. EMBRACE DIALOGUE, ENGAGEMENT AND SHARING to CREATE BRAND AMBASSADORS.

2. Manage your time and expectations. GIVE YOURSELF TIME TO GET IT RIGHT.

3. There are many branding functions you must execute internally. SEEK OUT AND HIRE PROFESSIONALS TO DO THE REST.
The Take Away – Part One

Trust your common sense comes from a clear insight into what your brand promises … and a company-wide commitment to deliver on those promises.

NO AMOUNT OF SLICK ADS OR CLEVER MEDIA DELIVERY WILL FIX BROKEN PROMISES.
By all means, seek out and enlist consultants who are the right fit for your company. But remember …

NO THIRD PARTY WILL EVER CARE AS MUCH ABOUT YOUR BRAND AS YOU MUST … EVERYDAY.

Dude, for real?
I’m at the beach!
When you see your brand as a community, and you embrace your role as nurturing the relationships within that community, your brand will flourish.

And you just might have more fun!