

10

Common Branding Mistakes and Ways to Prevent Them From Happening



Tips for avoiding OR preventing a decline in business growth.

Burgess Advertising has identified the following as ten common causes of diminished brand equity. We felt you should be aware of them in order to make your brand a better tool for building a stronger business.



10 MISUNDERSTANDING

- Believing that your company brand is little more than your logo/tagline

PREVENTION: Realize that your company's brand is an ever-changing impression that current and potential customers have about your organization. This impression is based upon the promises your company makes and the performance you deliver.



5 LACK OF CREATIVITY IN MESSAGING

- Unattractive designs
- Uninspiring copy

PREVENTION: The brand persona must be accurately reflected in messaging that appeals to the target audience and sets itself apart from the competition. The same time and effort that went into determining 'what' to say must also be invested in figuring out 'how' to say it.



9 MISREPRESENTATION

- Making promises in your external communications that the organization does not fulfill

PREVENTION: It is essential to tie your overall branding strategy with your organization's core values. An effective communications audit will get to the heart of what makes your company truly special and lay the foundation for a creative branding campaign.



4 CONFUSING YOUR TARGET AUDIENCE WITH TOO MUCH INFORMATION

- Attempting to be all things to all people
- Mistaking an ordinary feature for a unique selling proposition

PREVENTION: For a brand to be truly successful, it must own a single thought, word or perception in the minds of the target audience. Take care not to make the scope of your brand too broad as no single brand can appeal to everyone.



8 COMPLACENCY

- Relying exclusively on referral business
- Assuming all potential customers know who you are

PREVENTION: While a good reputation can attract new business, a comprehensive marketing strategy is necessary to maintain a consistent 'top of mind' presence.



3 LACK OF RESEARCH

- Focusing exclusively on your own observations and perceptions without considering the experiences of others

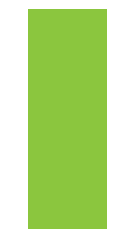
PREVENTION: Supplement your own thorough review of your industry, its history and the current market conditions with the opinions of your target audience. This will provide a clear, unbiased portrait of your organization that you can periodically adjust to respond to your target audience's needs and preferences.



7 FAILING TO EVOLVE

- Depending on past glory to carry your company through changing market conditions
- Not staying in touch with customer needs or preferences

PREVENTION: Conduct focus groups with target audiences to find out what their current or future expectations are and incorporate them into your brand strategy.



2 LACK OF ENTHUSIASM

- Forgetting that the creative process of brand development is fun
- Getting caught up in the minutia of research and results and losing touch with your passion

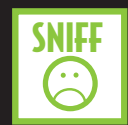
PREVENTION: Re-evaluating and re-positioning your brand can be stressful, but it should also be enjoyable. Think of it as a company-wide commitment to learn more about yourselves, your customers and your industry in order to become more successful. It's an exciting process that every member of your organization can take pride in with measurable goals to strive for.



6 INCONSISTENCY

- Mixed or disparate messages/images in brochures, Web site, direct mail

PREVENTION: 'Synergy' is the key goal in all external communications - from the look and feel of your company brochures to the way your receptionist answers the phone. Maintaining a consistent look and feel is an essential characteristic of a strong brand.



1 WORKING WITH A MARKETING COMMUNICATIONS PARTNER OTHER THAN BURGESS ADVERTISING

- Missing out on an agency with a proven track record of brand development for clients such as MMG Insurance, MEMIC, Mercy Hospital and Norton Financial Services.



PREVENTION: Choose Burgess Advertising for your next partner and let us use our talent and experience to take your brand to new levels of strength, clarity and quality.



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