

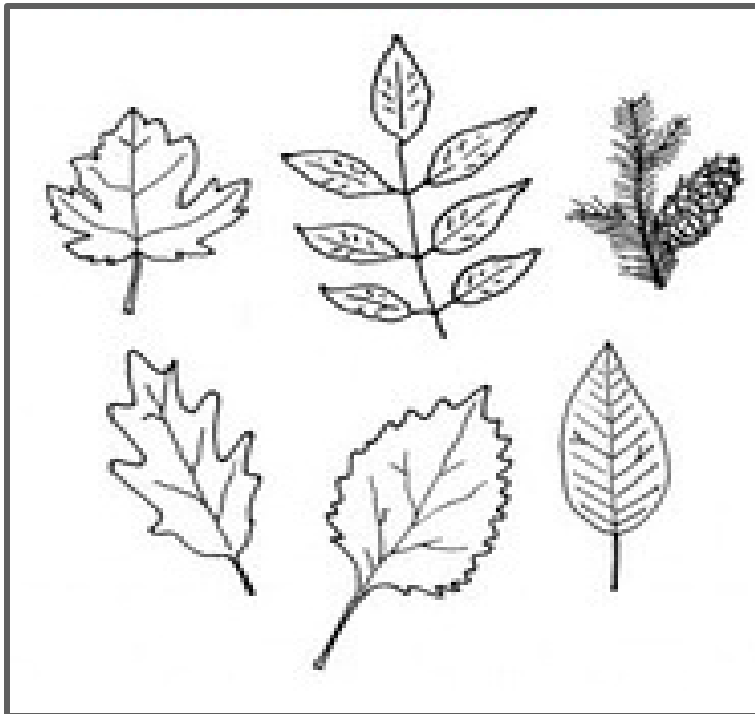
# Modern Branding and Growing Your Business

RIC Centre  
Growing Your Business  
Breakfast Conference

January 10, 2013

# 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.

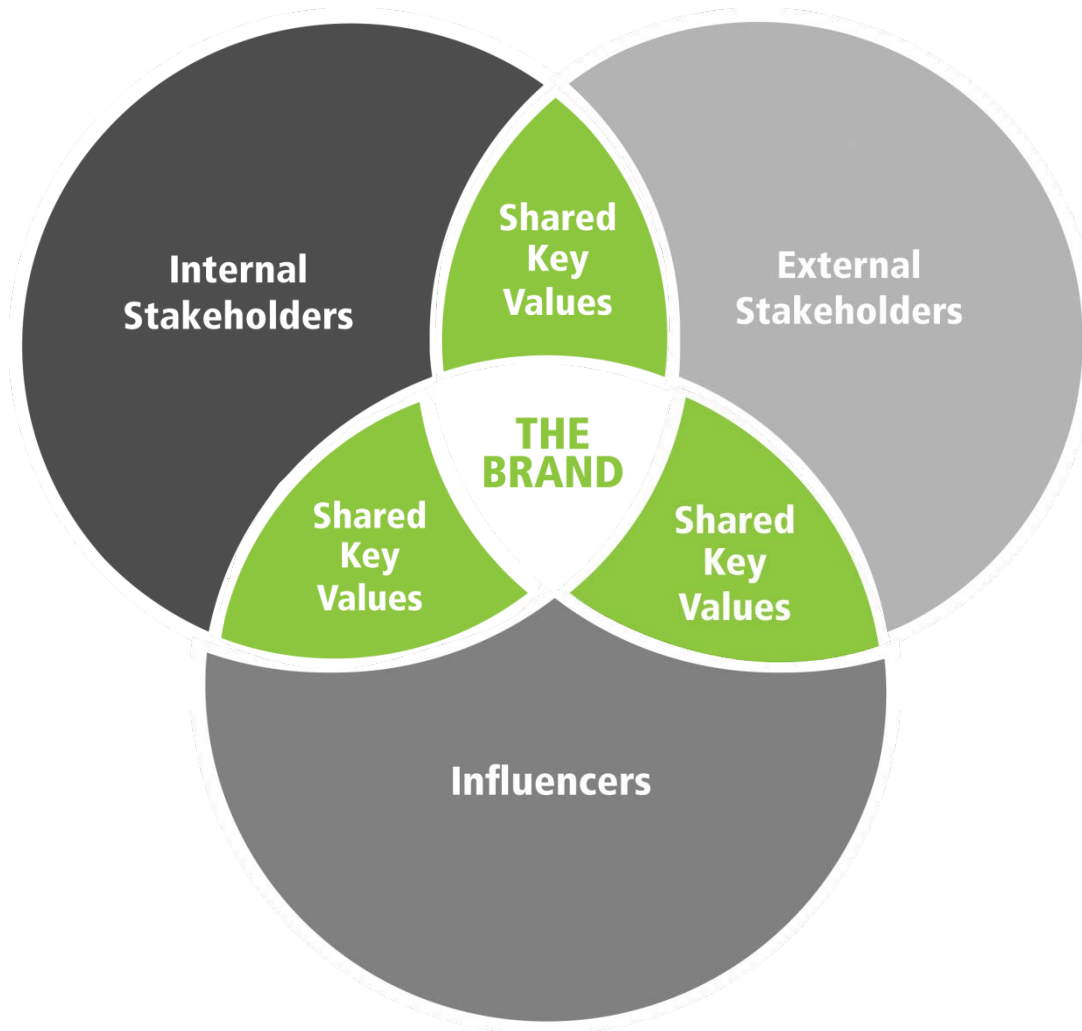




## Your Brand is a Community

- 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 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

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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

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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.**



# Practical Insights – Get Help

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 screenshot shows the PROFITguide.com website. The header includes the site name and a search bar. Navigation links for Industry Focus, News, Startup, Manage/Grow, and Prosper are visible. The main content area features a profile for Wayne S. Roberts, President and Chief Creative Officer of Blade Creative Branding. Below this is a section titled '4 Keys to Getting Media Coverage' with a sub-headline about reaching the public through the media. A large graphic of a newspaper with 'PRESS' written on it is also present. A green-bordered box highlights a case study titled 'Expertise in Technology Marketing' for Fujitsu Canada's Imaging Products, which includes a testimonial from Steve Oblin, Director of Marketing. The box also promotes a free e-book and a video. The footer of the case study box lists logos for Fujitsu, Lifebook, ScanSnap, PFU, Intel, and Ricoh.

# The Take Away – Part One

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Trusting 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.

# The Take Away – Part Two

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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!

# The Take Away – Part Three

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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!



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