

Brand Building Continuum™

JDG Communications developed the Brand Building Continuum™ to help organizations identify where they are in the branding process and the steps required to move to the next level.

Successful branding starts with research, distinct messages and a Brand Promise. It builds by creating a unique identity and marketing to increase Brand Awareness. The branding process then requires a greater financial commitment to produce consistent communications over time and across all customer points of contact.

The end result is a loyal customer relationship built on trust that pays a real return on investment (ROI). To maintain this relationship it must be nurtured with a continuing commitment to deliver on the Brand Promise.

1 SHORT-TERM PROJECTS

GOAL
Meet limited objectives without a Brand Vision or Promise.

- PROCESS**
- Produce individual projects to meet short-term tactical needs.
 - Situation-specific focus.
 - Schedule requirements to meet short-term deadlines.

Awareness ROI
Expenditure

2 COORDINATED TACTICS

GOAL
Establish a "unique fingerprint" to begin creating Brand Awareness.

- PROCESS**
- Define the competencies of the organization.
 - Express the personality of the organization.
 - Coordinate projects to establish a coherent look and consistent message.
 - Create the logo, letterhead and marketing collateral.

Awareness ROI
Expenditure

3 MARKETING COMMUNICATIONS STRATEGY

GOAL
Build rapport, trust and enduring relationships with customers.

- PROCESS**
- Define the Brand Promise to express it to target prospects and customers.
 - Develop a product/service-unique selling proposition (USP) that includes emotional, self-expressive and functional benefits.
 - Brand Identity development includes messages and strategies to position the brand.
 - Create Brand Identity Guidelines to establish consistent message and visual themes.

Awareness ROI
Expenditure

4 LONG-TERM STRATEGIC VISION

GOAL
Gain competitive advantage through positioning and trust.

- PROCESS**
- Develop a Branding and Marketing Strategy to create Brand Awareness and Value over time.
 - Craft and implement a communications plan with adequate budget and marketing mix to accomplish goals.
 - Track the measurable dimensions of Brand Value:
 - Awareness
 - Loyalty
 - Perceived quality
 - Associations
 - > Personality
 - > Symbols

Brand Value is built over time through the development and implementation of Brand Strategy.

The total accumulated value of the brand contributes to its corporate parent, both financially and in terms of selling leverage.

Awareness ROI
Expenditure

5 STRATEGIC BRAND MANAGEMENT

GOAL
Retain customer loyalty and maintain a leadership position while extending the brand with Brand Synergies.

- PROCESS**
- Develop systems to measure awareness, loyalty and perceived quality.
 - Develop a Brand Strategy that continues to differentiate the brand(s) and resonates with customers.
 - Refine strategies and implement tactics to cement the customer relationship.
 - Develop the Brand Architecture System by which synergies and clarity result from the way brands are intertwined, overlapped and sub-branded (avoid confusion and inconsistency).

A brand building company maintains Brand Leadership through a Brand Strategy that keeps branding at the top of the organization's agenda. It requires the development of a management process where structures, cultures, people and systems are all supporting and promoting brand building.

Awareness ROI
Expenditure

