

BRANDING

better

BUILDING A BRAND



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www.facebook.com/reedcreative

Q123



SECTORS



what
exactly
is a
brand?



MORE THAN A BUZZ WORD

“
brand is the **PERCEPTION** someone holds in their heads about you, a product, a service, an organization, a cause or an idea.
”

MARTY SAYS....BOUGHT/EARNED...68/34



brand building

is the deliberate and skillful application of **EFFORT** to
CREATE a **DESIRED PERCEPTION** in the mind of others.

—FORBES MAGAZINE



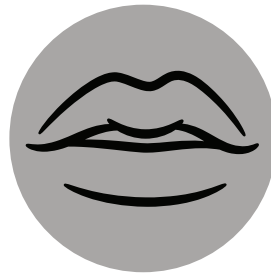
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segments of building a
better brand

recognized • remembered • revered



VISUAL



VERBAL



TACTICAL

GESTALT THEORY



NURTURE IT!

how to
build a *better*
brand

PERCEPTION





brand check-in

CHECKLIST FOR BUILDING A BETTER BRAND

today's date.....
 organization.....
governmenteducationnon-profitfor profit

IDENTITY

- logo, vector format
- color palette
- typography
- brand guidelines
- tagline
- other

SCREEN

- website
- social media
 - facebook
 - twitter
 - linked in
 - instagram
- online news
- e-signature
- advertising
- video/powerpoint
- other

AUDIO

- tone
- spoken word
- answer calls
- type of music
- other

PRINT

- business card
- nametag
- letterhead
- envelope/mail label
- notecards
- notepads
- rack card
- brochure
- forms
- pocket folder
- newsletter
- annual report
- sales flyers
- posters
- signage
- direct mail
- advertising
- packaging
- uniforms
- vehicles
- catalogs
- promotional material
- forms
- invitations
- workbooks/manuals
- other

NEED ASSISTANCE? CONTACT US!

We'd love to assist with your branding needs.



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BRAND AUDIT

LOGO

WEBSITE

PRODUCTS

STEPHEN AND CAROL FROM OUR STORY PAGE ON WEBSITE

CURRENT BUSINESS CARD

RIVER TALK WEEKLY ADS

REFERENCE

William & Son Jewelers
Reference

SOCIAL MEDIA

WEBSITE COLOR PALETTE

Find the Perfect Wedding Ring

CARAT WEIGHT

COLOR

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READY TO GROW?



- **CONSISTENT**
 - **CURRENT**
 - **CLEAR**
- **COMPELLING**

be better



BRAND PERCEPTION

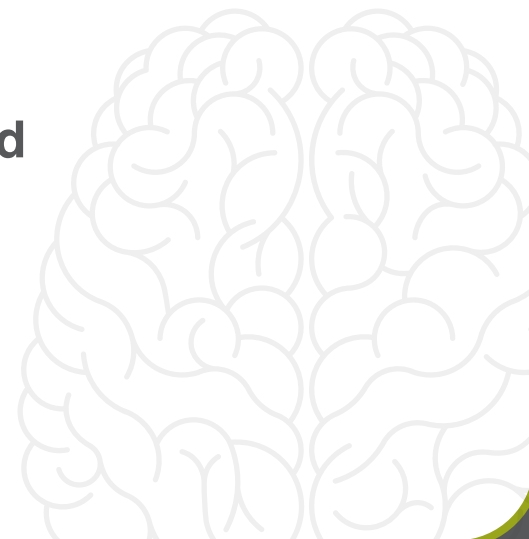
4 core human factors that lead to brand affinity:

Cognitive – the **CONCEPTS** that a consumer associates with your brand

Emotional – the **FEELINGS** that a consumer associates with your brand

Language – how a consumer **DESCRIBES** your brand

Action – the **EXPERIENCES** a consumer has with your brand



ORGANIZATIONS

Anchor Financial
First Citizens Bank
C-Tran
Camas School District
Camelot Payment Services
Cascadia NW Real Estate
City Of Camas
City Of Washougal
Clark County Title
Company
Coast To Coast
Columbia Credit Union
Comcast Business
Downtown Camas
Association

Edward Jones
Evergreen Habitat
For Humanity
Lacamas Magazine
Insperity
Lennar Homes Portland
Natalia's Café
Northwest Natural Gas
Pathways Clinic
PDX Nutritional Therapy
Perman Technical Search
Group
Pestlock
PNW Financial Concierge
Port Of Camas-Washougal
Realty One Group Prestige

Reed Creative
Riverview Community
Bank
Salud! Wine Bar-Event
Center-Wine Storage
The Readiness Group
U.S. Bank
Vibrant USA
Washougal City Council
Washougal High School
Washougal Times
Windermere/Crest
Realty Co.
YMCA
Your Town Chimney

BRAND PERCEPTION

open ended questions regarding how a brand is associated within the 4 core human factors that lead to brand affinity:

1.
COGNITIVE

When you think of **[brand]**, what comes to mind first?

2.
EMOTIONAL

What kind of feelings do you experience when you think of **[brand]**?

3.
LANGUAGE

Which 1-3 words would you use to describe **[brand]**?

4.
ACTION

How would you describe your last experience with **[brand]**?

THANKS FOR PARTICIPATING

better BRANDS & BRANDING

what

- visual
- verbal
- tactical
- reputation

how

- check-in
- question using
4Cs: **Consistent,**
Current, Clear,
Compelling
- engage CELA:
Cognitive
Emotional
Language
Action

why

- build awareness
- differentiate
- improve
bottom line
- strive for 3Rs:
Recognized,
Remembered,
Revered



be a *better*
brand



thank you!

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be **social.**

