

ADÉLE MARITZ



# Brands – what's all the fuss about?

As with people, brands are the sum of all interactions they have with customers and prospective customers says Adèle Maritz

**MustHaves**  
**EUREKA**

**Utility Knives**

4830 (b) Eureka Musthaves 14pg FEB 17 DW/T/n

Make the most of your impulse purchase hotspots!  
go to: [www.eurekamusthaves.co.za](http://www.eurekamusthaves.co.za)

**T**here is a famous and very true quote from the American poet Maya Angelou: “People will forget what you said, people will forget what you did, but people will never forget how you made them feel”. The same holds true for a business and strikes very close to the core of what a brand is meant to achieve.

However that would mean that a brand is much more than a logo, tag line or audio jingle. Indeed it is – think of your favourite brand, whether it's a luxury car, sportswear or a restaurant. Inevitably the thought congers up an emotion, the same would be true for your least favourite brand. It's the same type of feelings you would experience when thinking of a person. That is because as with people, brands are the sum of all interactions they have with customers and prospective customers. These interactions include visual elements such as logos, signage and store design, but also perceptions, quality of products / services, reliability, social involvement and innovation to name but a few. In other words the way your brand is experienced and the belief that it will be an experience that will remain consistent in future.

Up to this point it might all sound fabulous and exciting, but where do you start? When developing a new or evaluating existing brand strategies there are key components that should be included:

**WHY?** What is the fundamental purpose behind your business that inspires everybody involved in the business to work towards the same goal? Even more importantly why would customers and potential customers believe your promise?

**HOW?** How are you different from your competitors? How can your business stand out in a crowded market place? How does your brand fit into a larger brand portfolio? How does your brand support your approach to product development? How can it evolve over time?

**WHO?** Who are your consumers and what do they desire? What drives your target market and are any of their needs currently not being met in your environment? Do you need to cater for smaller sub-groups within your larger target market?

**WHAT?** What are your non-negotiable values? What is the