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“Stand By Your Brand”






“In this age of stress a strong brand stands out as a beacon to the harried consumer, a safe haven from the barrage of products, sales pitches and the media. Properly cared for, a brand can be a badge, an emblem, a symbol that can bestow credibility and attract instant attention”

-Fortune Magazine



“Public relations has become the smart marketer’s most potent and leveraged asset. Public relations is the unifying link to all constituencies, the underlying ‘glue’ in the marketing proposition.”

-The Strategist



“The birth of a brand is usually accomplished with publicity, not advertising. A general rule is publicity first, advertising second. Publicity is the nail, advertising is the hammer. Publicity creates the credentials that provide the credibility for the advertising.”

-The 22 Immutable Laws of Branding



T H E
22

Immutable Laws of BRANDING

*How to Build a Product or Service
into a World-Class Brand*

AL RIES

Coauthor of *THE 22 IMMUTABLE LAWS OF MARKETING*

and **LAURA RIES**

Stand By Your Brand

- A key element in successfully positioning a company, a product, a cause, a candidate, is the thoughtful and strategic development of an image.
- Create an image, and then consistently support that image in every communications element in every application – graphic design, brochures, speeches, newsletters, editorial board meetings, special events, advertising, etc.
- That's the power of branding – establishing an image, and then reinforcing it in everything you do.

Stand By Your Brand

A recent survey by Yankelovich Monitor found that a known and trusted brand name strongly influences the buying decisions of 64% of respondents, compared to just 51% three years earlier.

-Trend Letter

Stand By Your Brand

“Conduct public relations like a war. The best brand builders recognize that customers increasingly value information from objective third-party sources.”

-Fortune Magazine

Stand By Your Brand

 **THE BODY SHOP**

Stand By Your Brand

- Prozac
- Valium
- Viagra

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Brand Voice

How communications work to support
and strengthen your brand's identity.

It's your personality.

Brand Voice

“To build a relationship you must give someone a clear sense of who you are.

That’s what a brand does. It gives you character and a personality. It lets people know what to expect, and puts them at ease.”

*-Brand Manager
Microsoft*

Brand Voice

“Choosing the right character for a brand lies somewhere between art and science. You have to study the industry and try to project the future, then carefully select attributes that are likely to stay relevant and attractive.”

*-Brand Manager
Microsoft*

Brand Voice

“For Microsoft, we boiled it down to one sentence

Microsoft leads the way in providing access to a new world of thinking and communicating.

That is a sacred statement, and we want people around the world to understand that's what Microsoft is working to stand for. It won't happen, however, unless we can consistently deliver the message.”

*-Brand Manager
Microsoft*

Brand Personality Attributes



Maintain	Eliminate	Extend	Add
Reliable	Old-Fashioned	Technology	Competitive
Trustworthy	Slow	Value	Contemporary
Ethical	Over-Priced	Caring	Energetic
High Quality		Knowledgeable	Innovative
		Global	
		Responsive	

Brand Personality Attributes



AT&T

AT&T is “The Most Helpful Company.”

Stand By Your Brand



Stand By Your Brand



AT&T Brand Guidelines

- “Always talk like a leader.”
- “Speak with one, consistent voice. This allows the consumer to get to know and trust AT&T.”
- “Stand in your own position, never in your competitors.”
- “Sound confident, but never arrogant.”
- “Be direct and honest, using simple language.”
- “Consumers are inundated with information and clutter. Even communicating with them in a simple, easy-to-understand manner supports AT&T’s brand position as the most helpful company.”

Stand By Your Brand



Lucent Technologies

Bell Labs Innovations

Previously part of AT&T

Stand By Your Brand



Stand By Your Brand



Stand By Your Brand



Stand By Your Brand



SOUTHWEST AIRLINES
A SYMBOL OF FREEDOM™

Stand By Your Brand

amazon.com

The Amazon logo, a yellow curved arrow pointing from the 'a' to the 'z', is positioned below the text 'amazon.com'.

Stand By Your Brand

“In the future, we'll see massive upfront public relations programs, with budgets five times higher than normal. The money will come directly out of traditional ad budgets. Public relations will set the strategic direction for a brand, and advertising will be forced to follow its lead.”

-PRWeek

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Perceptual Assets

Stand By Your Brand

“What is irrefutable from corporate research methodologies is that a company can gain a strategic and competitive advantage through effective and active management of its ‘perceptual assets.’ ”

-The Strategist

Stand By Your Brand

A “winning” corporate reputation drives

- Customer preference to purchase their products or services
- Willingness to invest in the company
- Employee recruitment
- Tendency to trust the company in a time of crisis

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