

COFACC Training Module: Marketing & Branding

The importance of the branding & marketing of your organization, it's relation to COFACC, and the effective tools for executing your plan.

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Agenda



I. The Importance of Branding

II. Elements of a Successful Branding Strategy

- i. Visual Brand
- ii. Verbal Brand
- iii. Brand Emotion

III. Brand Plan

- i. Brand Bible (COFACC)

IV. Effective Tools for Marketing

The Importance of Branding



A brand is a set of characteristics that helps an audience **differentiate** a business or organization, product or service from its competitors.

The benefits of branding are cumulative.

As your brand becomes more recognizable, you don't have to do as much work, or spend as much money, to get noticed.

Case Study

The Walt Disney Company



What does this brand mean to you?

Family. Dreams. Entertainment. Quality. The Walt Disney Company has reached a level of brand potential that is nearly unparalleled. It spans countries, cultures, and generations – truly a model for what can be achieved with masterfully building a brand.



Drives Monetization

The Disney brand commands its market value and can expect a premium price paid for anything their name is attached to.



“Mindshare”

Different than “market share”, dominating the mental space within each person can have profound effects to the success of a business.

COFACC Brand



I. The Message (Mission)

“COFACC aims to provide support, resources and share best practices to the individual member chambers and serve as their collaborative voice.”

II. The Story

In 2018, fifteen Filipino American business leaders in SoCal, representing various local FilAm chambers of commerce, came together to officially form a “coalition” after recognizing the need for better communication and collaboration to achieve our individual chamber’s missions.

III. The Ideals & Values

Integrity & Mutual Respect • Collaboration • Equal Opportunity to Grow • Entrepreneurial Spirit • Leadership • Innovation & Tradition • Sustainability • Diversity

The Elements of a Brand



Visual Brand

LOGO • SUB-BRANDS (i.e.
events & programs) •
GRAPHICS • FONTS • COLORS •
IMAGERY



Verbal Brand

BRAND NAME •
SLOGAN/DESCRIPTOR •
BRAND STORY • VALUES •
TONE OF VOICE • LANGUAGE



Brand Emotion

IMPRESSIONS •
EXPECTATIONS •
EXPERIENCES • REACTIONS

When successful, the different elements combine to form a cohesive whole, capable of seeping into an audience's psyche and generating a powerful emotional response.

Visual Brand



Logo

Distinctive mark

Ubiquitous and flexible in its use. Communicates who you are in a memorable way.



Imagery

Sets the tone

How do you want the audience to see themselves in you? What values can you communicate. What tone?



Colors

Sets the mood

Colors create consistency across mediums and should support your look & feel. They have a powerful effect.

COFACC

Fonts

Sets the personality

Readability breeds confidence in your message. And it sets the personality and voice.



Verbal Brand

How you talk about your organization in communications is the foundation of your brand.



Brand Name & Tagline

Coming up with a unique name may not be possible, but make sure it differs from other names in your specific sector.



Brand Story/Narrative

This text is for use, say, a website home page. Aim for two or three paragraphs – and you will also need a shorter version for social media.



Tone of Voice/Language

Your tone of voice will also influence your visual brand. For language, think of keywords and phrases that will become consistent in your communications.

Exercise: Drafting Your Verbal Brand



Brand Name

Find a unique and memorable name, and if not possible, then at least something different than other names in your specific sector.



Summary Line/Descriptor

A summary line explains your organization to your audience. It sums up the whole verbal brand. It could be something like a slogan, something that will always be connected to your logo.



Brand Values

Set out your organizations personality or values in key words or short phrases. This part of the verbal brand is more for you to refer to rather than share to your audience.



Brand Story/Narrative

A brand story (or brand narrative) is what you want your audience to know about your organization.



Language (Tagline)

Compile a stock of key words and phrases to use on your promotions. Refer to your tone of voice to help you choose.



Tone of Voice

Use the same tone of voice to communicate consistently with your audience. This is influenced by your visual brand.

Exercise: Word Association



Language (Words & Taglines)



Brand Values

3 mins

Type into chat

***Brainstorm WORDS or PHRASES that you think represent your
respective Chamber***

How Does Your Brand Make People Feel?

Brand Emotion

All brands evoke an emotional reaction. Think about your favorite store. How do you feel about it?

If a brand talks and looks one way but acts in another, it won't feel authentic so won't be trusted by its audience.

Customer Experience

People will come across your brand in many different ways. You want to ensure that each time they do, they have a consistent experience, cohesive to the brand identity you have created.

These experiences collectively reinforce the message of your brand

Brand Plan

PREPARATION

Define aims and purpose and create a project brief.

LAUNCH!

Planning is over and now it turns into brand management.

STAGE
1

RESEARCH

Interview different stakeholders and conduct audits of your current brand and your competitors brands

STAGE
2

VERBAL

Brainstorm and create a draft of your verbal brand

STAGE
3

VISUAL

Come up with design ideas for your visual brand. Make sure it is consistent with your verbal brand.

STAGE
4

DEVELOPMENT

Refinement and creation of brand assets. Once all the elements are fixed, create a tool kit of these assets and a creative brief – a written guide for a design artist to follow.

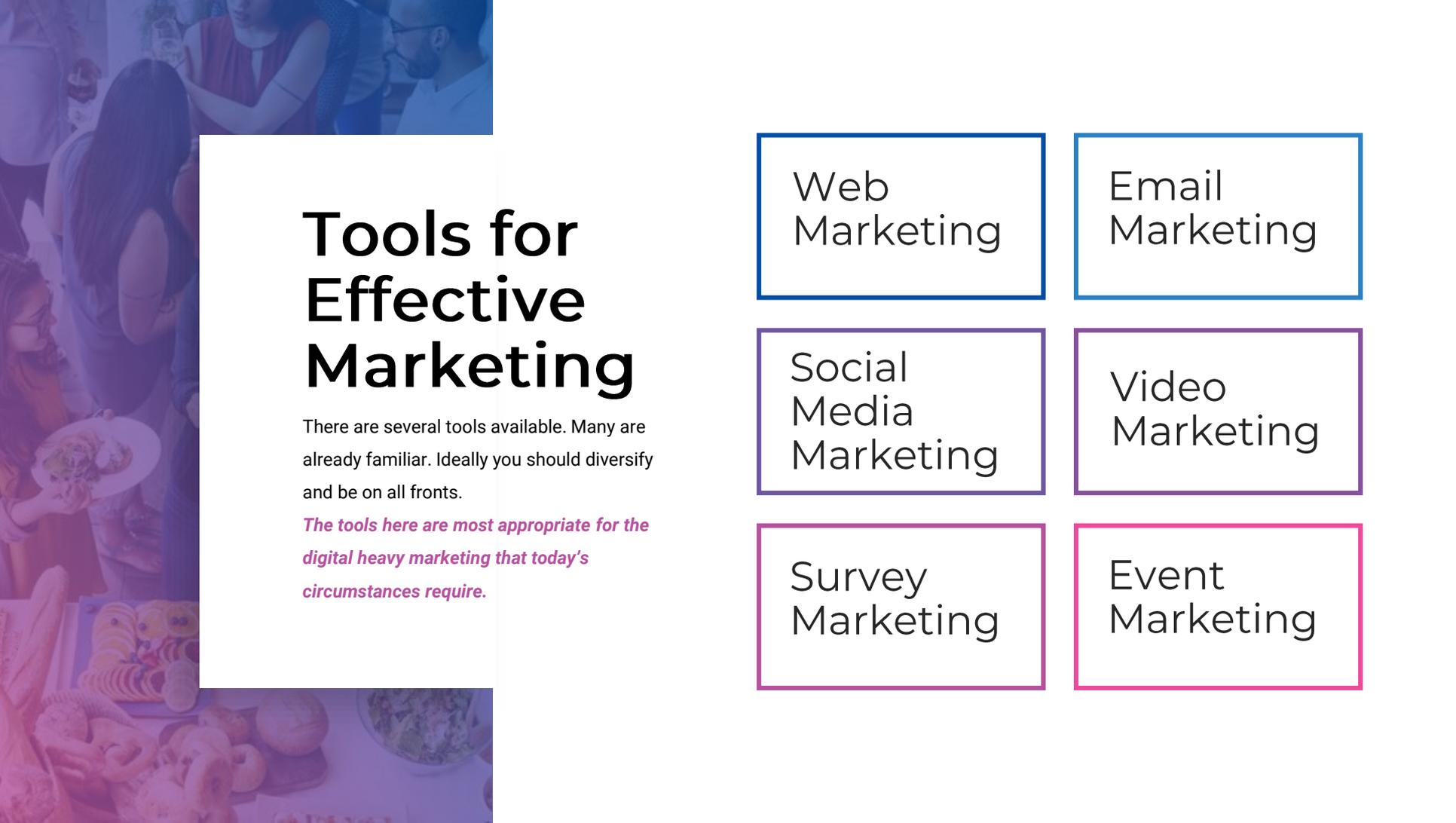
Brand Bible

A “brand bible” establishes distinct guidelines for how all aspects of a company’s brand will be handled. It should establish rules for creating a unified and identifiable presence for your brand.

It helps create and establish consistency for a company’s visual presence and messaging. It includes everything from colors and fonts to rules for wording, how to use imagery and what is (and is not) acceptable when communicating with customers.

Do’s & Don’ts





Tools for Effective Marketing

There are several tools available. Many are already familiar. Ideally you should diversify and be on all fronts.

The tools here are most appropriate for the digital heavy marketing that today's circumstances require.

Web
Marketing

Email
Marketing

Social
Media
Marketing

Video
Marketing

Survey
Marketing

Event
Marketing



BRAND PROMISE

Deliver What Your Brand Says It Will



Have Questions? Contact Me!

Whether you are interested in working with my company for you marketing & branding, website or graphic design needs, or you just have some questions, I'm here!

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The
End

TOGETHER WE RISE

