BRAND FUNDAMENTALS BRAND EQUITY

"A Brand is more than a logo or a tagline; it is a strategic endeavor"

Michelle Bonterre

BRAND EQUITY

The value and worth of your brand measured by the level of influence your brand has in the minds of consumers

8 Key Drivers That Build on Brand Equity:

This abou

Brand Familiarity

This refers to the amount of time that is required to process information about your brand, regardless of the how or where the consumer came into contact with your brand. Brand familiarity is the most basic form of consumer knowledge.

2

Brand Personality

Your brand personality is simply a set of human characteristics that are attributed to your brand. Your brand's personality is something a consumer can relate to. Brands increase equity by having a consistent set of traits that a specific consumer segment enjoys.

3

Brand Association

Brand associations are the attributes of your brand which are present in the mind of the consumer. Brands should associate themselves with something positive so that the customers relate your brand to being positive.

4

Brand Availability

Mental availability means, are customers thinking about your brand and are they aware of how they can access it either physically or online.

Physical availability refers to the distribution of product or service, and they can be quickly and easily found through multiple channels and devices 24 hours a day, 365 days a year.

5

Brand Preference

Preference simply means when a consumer will choose a specific company's product or service over other equally priced and available options. Brand preference is a reflection of customer loyalty, successful marketing tactics, and brand strengths.

6	Brand Awareness Also referred to as recognition, brand awareness is the extent to which a consumer can correctly identify a particular product or service just by viewing the product or service's logo, tag line, packaging, messaging, or advertising campaign. Brand recognition can also be triggered via an audio cue, such as a jingle or theme song associated with a brand.	Notes:
7	Brand Consistency Consistency is the delivery of brand messaging in line with the brand identity, values, and strategy over time. Consistency means the target audience is being exposed to core messages, visual branding, and other brand elements repeatedly, which can help to solidify brand recognition.	
8	Brand Loyalty This refers to a consumers positive feelings towards a brand and their dedication to purchase the same product or service repeatedly, regardless of deficiencies, a competitor's actions, or changes in the environment	
THE	POWER OF BRAND LOYALTY	
• 509	% of loyal customers will pay a 25% premium before switching brands.	
• Loy	val customers spend 33% more that new customers.	
	ere's a <mark>60-70% probability</mark> of selling to a loyal customer, and only a 20% chance of selling to a new customer.	
	stomers who have an emotional connection to a brand are mes more likely to make a purchase.	
• The	e most loyal 10% of customers generate 50% of the revenue.	
• A 5	% increase in customer retention can increase profits by 30%.	
	% increase in customer loyalty can increase profits by 95% over the tomer's lifetime.	

Big Ideas:	Notes:



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Let's Optimize and Accelerate Your Brand Growth Together!

To take your brand to the next level, I invite you to book a Brand Growth Strategy Call with me.

What to Expect:

Comprehensive Brand Evaluation:

I'll assess your current brand and business strategy.

Tailored Solutions:

Discover how a Brand Audit can benefit, optimize, and accelerate your business growth.

Expert Guidance:

Receive personalized advice and actionable steps to enhance your brand's performance.



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