

Branding SETS THE COURSE FOR BUSINESS SUCCESS

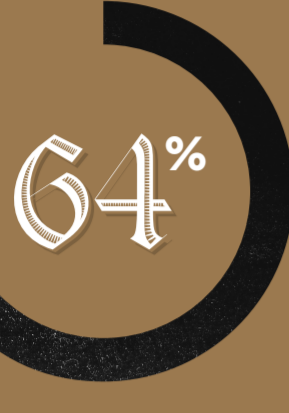
A thoughtful brand is one of the best ways to steer your company in the right direction. Brand guidelines ensure that your investment continues to serve you for years to come.



YOUR BRAND ISN'T WHAT YOU DO, IT'S WHAT PEOPLE THINK OF YOU

Your brand starts with your product but extends much deeper. It should reflect your purpose, beliefs, differentiators, and appeal to your intended personas. It gives prospects and customers a reason to choose your company over your competitors. Ultimately, what customers think of your company is shaped by their experience, and your brand identity is the first way that anyone will experience your brand.

EMOTIONS AND BRANDING



OF WOMEN AND OF MEN

have felt an emotional connection with a brand¹



61%

of people are more likely to buy from companies that deliver unique content²

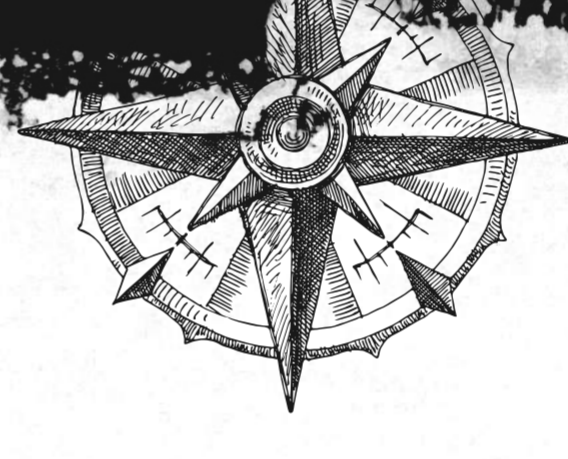
77%

of people refer to certain items by brand names³



Coca-Cola is more than a soda. Starbucks is more than a coffee. Ray-Ban is more than a pair of sunglasses. Glossier is more than a tube of concealer.

Interacting with these products provide experiences, and we buy them with that experience in mind. Better yet, the companies that create and market them know exactly the experience they want you to have when you make (or consider) a purchase. That's why they create a brand.⁴



GOOD BRANDING REQUIRES STRATEGY AND CONSISTENCY

In order to grow your brand with prospects and customers you need to establish brand recognition, which takes time and consistency. This requires being incredibly deliberate with every brand touchpoint so that customers understand who you are. If you aren't generating the amount or quality of leads that you'd like, it's probably because your audience doesn't understand your brand.

On average, it takes

5 TO 7

consistent impressions for people to remember your brand⁵

23%

increase in revenue by presenting brand consistency across all platforms⁶

Consistently presented brands are

3.5x

more likely to enjoy excellent brand visibility⁷

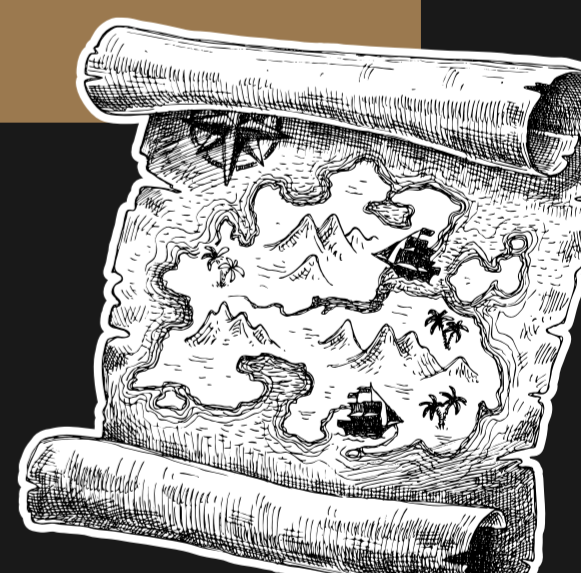


Effective marketing isn't just the rapid-fire creation of content, ads, and logos—they need to tell a cohesive story. Brand strategy, like strategy in any other number of fields, means creating a plan of attack for crafting your brand, and planning out the future of your branding efforts.⁸

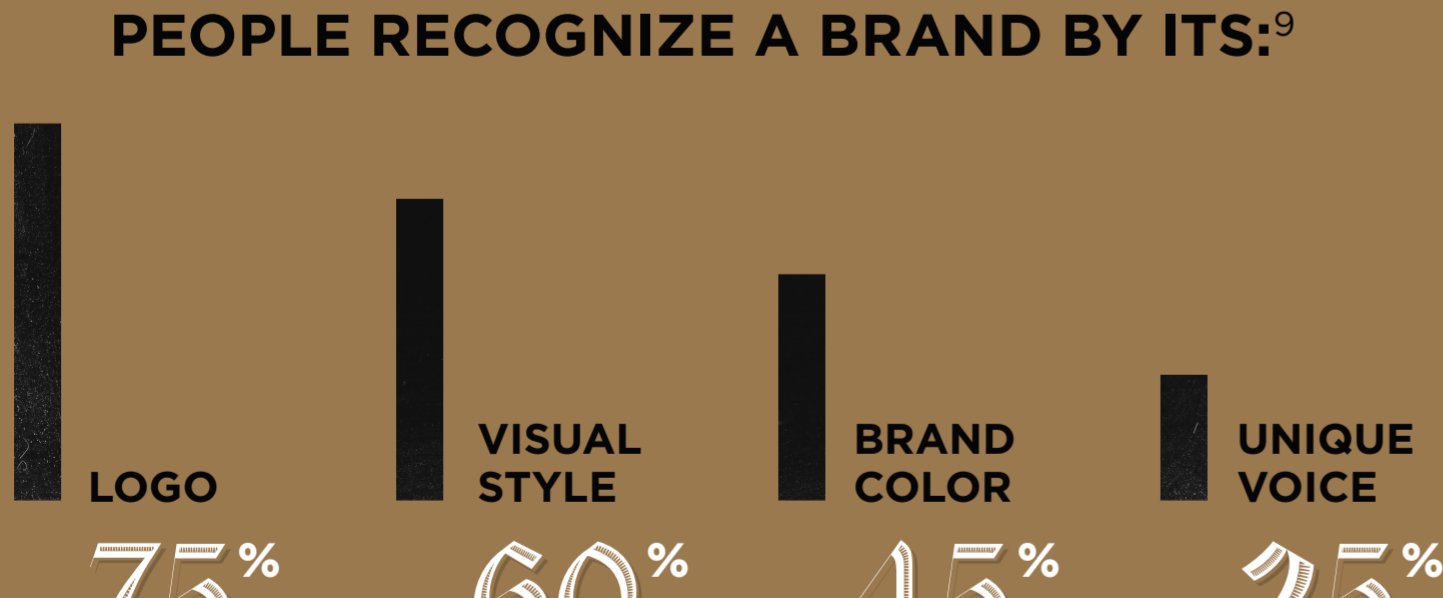
RENEGADE

BRAND GUIDELINES ENSURE CONSISTENCY

The only way to ensure consistency and strategy is with a prescriptive and thoughtful set of brand guidelines. Establishing the rules upfront positions you for success down the road, and dramatically reduces the cost associated with building out all of your marketing materials by providing a single source of truth for everyone working on the brand.



PEOPLE RECOGNIZE A BRAND BY ITS:⁹

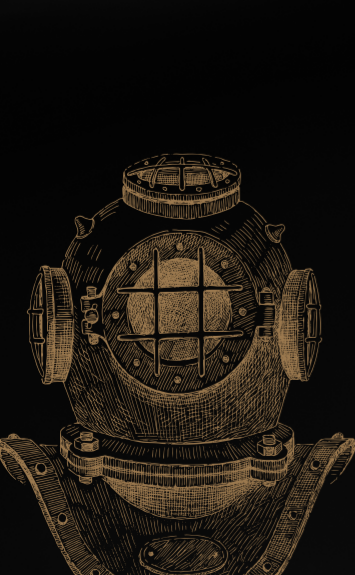


95%

of companies have some form of brand guidelines⁹

Enforced brand guidelines increase brand consistency by⁹

2x



READY TO DIVE INTO YOUR BRAND?

The VSSL crew can help! We've helped companies of all sizes establish and enforce a consistent, strategic brand narrative that carves differentiation and fosters brand loyalty. Reach out today if you want to learn more about our services and process.

REACH OUT TODAY

SOURCES

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- Contently | <https://contently.com/2017/10/06/infographic-science-brand-voice/>
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