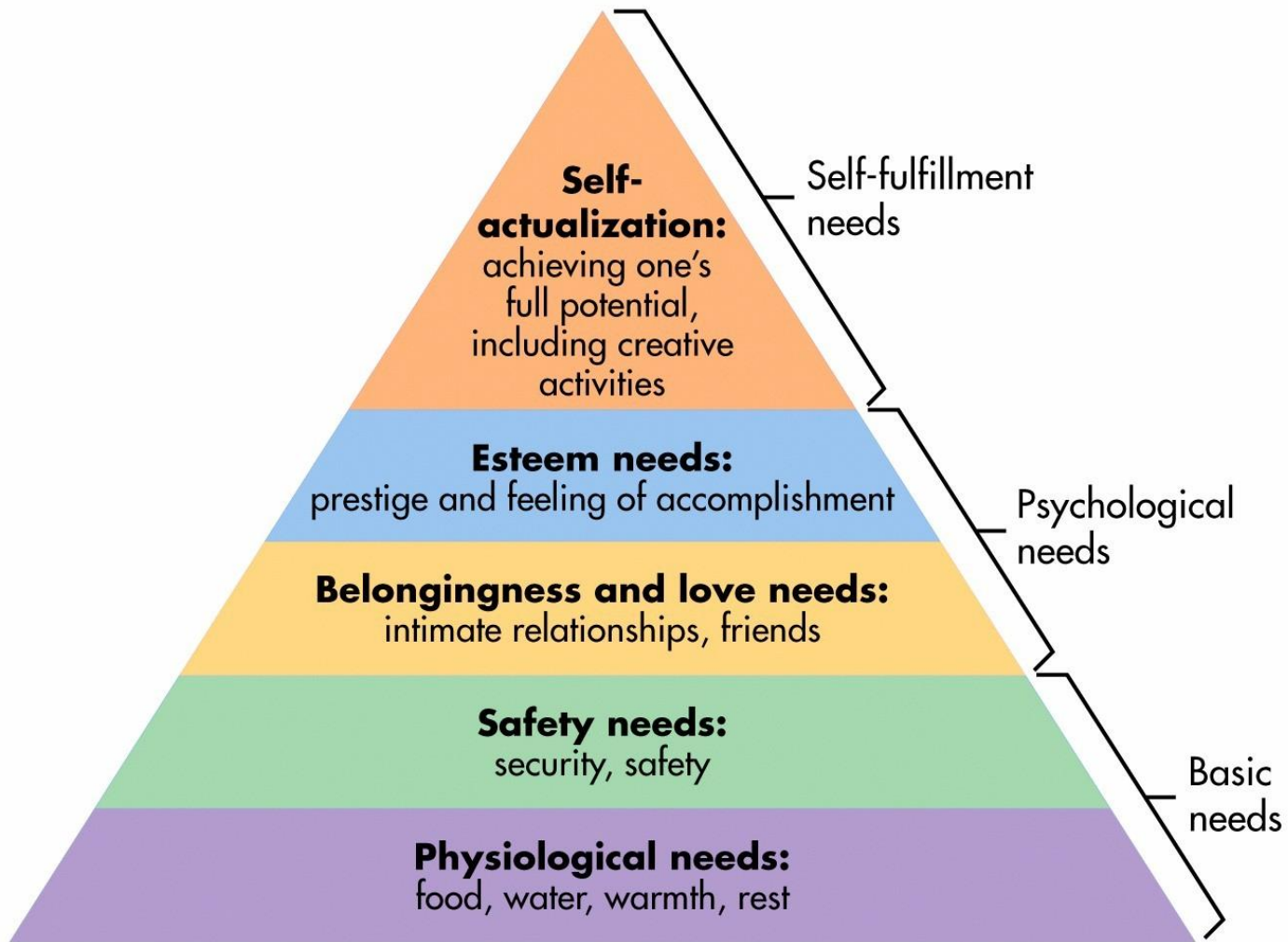


Branding

In 6 steps

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MARKET ANALYSIS

Step 1

Pelanggan adalah inti sebuah brand. Jika pelanggan tidak membeli, brand tidak akan ada. Brand yang paling sukses adalah produk, layanan atau pengalaman yang memberikan pelanggan **apa yang mereka inginkan, saat mereka menginginkannya, di mana mereka menginginkan, dan pada harga yang mereka bersedia membayar**

Point analysis

- Internal capabilities
- Competition
- Trend
- Public domain information

BRAND ARCHITECTURE

Step 2

Brand architecture

Brand Product

Brand Differentiation

Brand Vision

Brand Positioning

Brand Target

Brand Name

Brand Identity

Brand Promise

Brand Character

Brand Personality

Brand Emotion

Brand Experience

Brand Pricing

Brand Packaging

Brand Distribution

Brand Association

Brand Credentials

Brand Message

Brand Quality

Product / Service

Tentukan produk / layanan yang akan dibranding

BRAND VISION

“When creating a vision for your brand, think as big as you can—but make it specific.”

Kata pepatah Bugis/Makassar: "Sampailah dulu di tujuan baru berangkat."

BRAND POSITIONING

Dapat dikatakan pemisahan dari kategori yang sudah ada, atau membuat kategori baru.

Mobil yang kuat

Kafe di Semarang yang akrab dengan barista

BRAND TARGET

Dalam marketing disebut target market, dalam komunikasi dapat disebut target audience.

Brand target mendeskripsikan siapa user brand primer, sekunder dan tersier

BRAND NAME

Short

Unique

Consistent with the category type

Not easily confused with competition

Free of hidden meanings in foreign languages

Easy to remember

Pleasant looking in type

Available for a domain name

Clear of infringing on someone's trademark

Consistent with the brand's personality

BRAND IDENTITY

Tampil dengan baik sesuai namanya

Khas / distinctive

Mudah dibaca

Bekerja baik di Hitam-putih

Usability

Bebas dari makna tersembunyi (negatif)

Tagline

EXAMPLES OF STRATEGIC TAG LINES:

TAG LINE

- Since 1904
- HR Consulting
- Just do it
- Think Different
- Overnight Delivery
- Breakfast of Champions
- Good to the Last Drop
- Ultimate Driving Machine

STRATEGIC USE

- Brand Credential
- Brand Service
- Brand Emotion
- Brand Personality
- Brand Service
- Brand Association
- Brand Quality
- Brand Message

BRAND CHARACTER

Sama seperti manusia yang memiliki karakter, rancang brand dan sematkan sifat-karakter manusia - lalu konsisten terhadapnya

- Honest • Respectful
- Responsible • Expert
- Fair • Trustworthy
- Environmental • Employee-oriented

BRAND PERSONALITY

Brand personality is different from brand character. A person who says nothing might lack personality, but have great character. Character connects on a moral level—personality connects on a social level.

BRAND PERSONALITY TRAITS:

- Warm
- Friendly
- Loud
- Corporate
- Casual
- Off-beat
- Innovative
- Sexy
- Genuine
- Flexible
- Glamorous
- Serious
- No nonsense
- Fun
- Sophisticated
- Rugged
- Strong
- Contemporary
- Traditional
- Exciting
- Leading edge
- Hip
- Creative
- Practical
- Technical
- Athletic

BRAND EMOTION

Emosi yang diharapkan ketika berhadapan/berinteraksi dengan brand

BRAND QUALITY

perceived quality in the customer's mind

Produkmu memang berkualitas, tapi apakah konsumenmu sudah mempersepsikan itu

people will pay for quality if they understand it

BRAND PRICING

Pricing is also important because it directly reflects on your brand's image

From the consumers' point of view, pricing is important because it's their money. They want to know what the value proposition is—exactly what do they get for what they pay?

BRAND PACKAGING

Sesuaikan kemasan dengan brand yang telah ditetapkan. Konsistenlah!

Di dalam packaging termuat banyak hal mengenai identitas brand.

BRAND DISTRIBUTION

Pemilihan jalur distribusi sesuai dengan image brand

Brand luxury tidak dijual di pasar tradisional

BRAND ASSOCIATION

Brand diasosiasikan kepada entitas tertentu, misal artis.

sponsorship—sometimes co-branding—endorsing

BRAND CREDENTIALS

“Credentials are the collateral you put up to guarantee the performance of your brand.” Al Ries

Bisa berupa aktivitas, capaian atau awards. Termasuk usia brand dan reivew positif

BRAND MESSAGE

CRITERIA FOR CRAFTING A CORE BRAND MESSAGE:

- Will it be easily understood?
- Does it differentiate you vs. competition?
- Is it believable?
- Is it relevant to the marketplace?
- Is it consistent with the brand's architecture?
- Is the message unique?

Big Idea

Step 3

Brand central idea

Analytic + ma

HOW TO RECOGNIZE A BIG IDEA:

- Does it resonate as big when you first hear it?
- Does it create excitement?
- Will it move the brand to the next level?
- Is it unique?
- Is it easy to explain?
- Does it fit the brand strategy?
- Can it last for at least 5 years?

MARKETING COMMUNICATIONS

Step 4

Jawab pertanyaan

Bagaimana mengarahkan prospek dari awareness, consideration / interest, preference / desire, ke pembelian?

Bagaimana menjaga agar kembali lagi?

Bagaimana menjadikan mereka fans?

Bagaimana menjadikan customers berinisiatif merekomendasikan brand anda?

EMPLOYEE INVOLVEMENT

Step 5

Internal branding

Keterlibatkan seluruh team dan karyawan dalam aktivitas branding sangat berpengaruh terhadap capaian positif perusahaan.

Karyawan yang faham dengan brand DNA-nya, akan berfikir 2-3 kali untuk berlaku tidak baik.

Merancang sistem brand yang mudah diduplikasi adalah salah satu upaya menjaga konsistensi Brand

Touchpoint assessment, diklat, training dan latihan terus menerus untuk implementasi elemen-elemen brand architecture.

MEASUREMENT

Step 6

BRAND INTANGIBLES YOU SHOULD MEASURE ARE:

- Awareness
- Preference
- Perceived quality
- Perceived value
- Perceived differentiation
- Customer satisfaction
- Intent to purchase
- Intent to repurchase
- Willingness to refer
- Relevance