

# Bridgeway to Success™

October 2007

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**YOUR BRAND IS  
WHAT THEY  
EXPERIENCE.**

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## Let's Understand Brand: A Two-Minute Tutorial

The concept of “brand” is one of the most misunderstood in business. Let's clear it up.

- 1) What is a “Brand”?** First, your brand is *not* your logo, icon or name. Your brand is what customers (and employees and other stakeholders) think and feel about your organization, products and services. It's what they think and feel about *themselves* when they engage you. If a customer thinks that owning a Ferrari reflects success and feels cool when driving one, that's the power of brand. A brand is not what you do, *it's what they experience*.
- 2) Brand Equity.** The value of a brand. Four levels: *awareness, associations, attraction and advocacy*. Can people recognize or recall your brand (awareness)? Do they relate your brand to a product category, specific attributes, and thoughts and feelings (associations)? When acting, do they consider / prefer / request / insist on your brand (attraction)? Finally will they promote your brand and with how much verve (advocacy)?
- 3) Brand Management.** Building brand equity – influencing how people think, feel and act. Accomplished directly when people experience your products and services and indirectly through advertising, publicity and other forms of marketing. Think consistency, desirability and positive differentiation. The experiences must be consistent with the marketing and consistent over time if a brand is to be trusted. They must be desirable. And they must positively differentiate to answer the question, “Why not someone else?”

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