

# Building a Better Business Brand & Awareness

*Every day, your business needs to be seen, recognized and remembered.*

**Branding** is the name, term, design, logo, symbol, or any other feature that identifies one seller's product and/or distinct from those of other sellers. A brand is often the most valuable asset of a Business or Corporation. Brand owners manage their brands carefully to create value. The word "brand" is often used as a metonym, referring to the company that is strongly identified with a brand.

## Concept

Proper branding can result in higher sales of not only one product, but on other products associated with that brand. For example, if a customer loves Pillsbury biscuits and trusts the brand, he or she is more likely to try other products offered by the company such as chocolate chip cookies. Brand is the personality that identifies a product, service or company (name, term, sign, logo, symbol, or design, or combination of them) and how it relates to others: customers, staff, partners, investors etc.

## Awareness

Brand awareness refers to customers' ability to recall and recognize the brand under different conditions and link to the brand name, logo, jingles and so on to certain associations in memory. It consists of both brand recognition and brand recall. It helps the customers to understand to which product or service category the particular brand belongs and what products and services are sold under the brand name. It also ensures that customers know which of their needs are satisfied by the brand through its products. Brand awareness is of critical importance since customers will not consider your brand if they are not aware of it.

## Logo

All businesses need a logo, but many don't fully recognize its value, or know where to turn to get a quality design that's affordable and accurately portrays their company's image, what they sell and how they are different from the competition. Even businesses that have had a logo for some time may need a refresh to more accurately reflect their business today.

## Consultation

We offer overview consultation to discuss your marketing goals. We will then prepare a evaluation proposal for your consideration. Programs vary.