

# BRANDING AND MARKETING COLLATERAL

Better Business Builder



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The purpose of this Better Business Builder is to provide sufficient awareness of branding and marketing collateral for you to decide on those elements that should make up part of your organisation's marketing strategy.

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## Introduction

Branding and marketing collateral form part of the implementation phase of your marketing strategy. Do not proceed with this Better Business Builder until you are comfortable with your marketing strategy. Your marketing strategy will refer to strategies related to product/service, price, place (distribution), promotion and people. Now, in the context of your whole marketing strategy, developing marketing collateral is a part of implementing your promotional strategy.

Each of your strategies associated with the marketing mix elements must work together 'harmoniously' or in an 'integrated' way or 'synergistically'. You can't have, for example, a pricing strategy which is totally out of 'harmony' with the actual products and services you are producing (eg. low prices for high quality products). Now, not only do each of your marketing mix elements have to be integrated with each other, but the various parts within each element must also be in harmony and be supportive of each other. In other words, your whole marketing mix must appear to your customers as a credible, believable, consistent and deliverable package. Each element and the various parts of each must support each other.

This Better Business Builder looks in more detail at branding and marketing collateral as part of your overall promotional strategy. We want you to assess these ideas and tactics, then decide which of them are required to support your other marketing mix elements in implementing your overall marketing strategy.

In assessing the relevance of branding and use of marketing collateral, keep in mind the nature of the other parts of your promotional mix, for example, mass advertising, trade advertising, salesforce structure and management, outdoor advertising, use of Yellow Pages... and so on. Branding and use of marketing collateral must support the other parts of your promotions which in turn must support the other elements of your marketing mix.

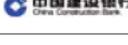
Our focus here is upon the practical application of branding and use of marketing collateral in YOUR business in implementing YOUR marketing strategy.

## Branding

### Value of Branding

In case you are not sure there is value in building your brand, the following list of brand values will change your mind...

#### BrandZ Top 100 Most Valuable Global Brands 2011

#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010	#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010
1		153,285	84%	26		24,312	23%
2		111,498	-2%	27		24,198	11%
3		100,849	17%	28		22,587	-4%
4		81,016	23%	29		22,555	141%
5		78,243	2%	30		22,425	3%
6		73,752	8%	31		21,834	-15%
7		69,916	N/A	32		19,782	-4%
8		67,522	18%	33		19,542	N/A
9		57,326	9%	34		19,350	11%
10		50,318	12%	35		19,102	246%
11		44,440	1%	36		17,597	N/A
12		43,647	-2%	37		17,530	-20%
13		42,828	N/A	38		17,290	15%
14		37,628	37%	39		17,182	3%
15		37,277	-5%	40		17,115	23%
16		36,876	97%	41		16,973	10%
17		35,737	35%	42		16,931	19%
18		35,404	-11%	43		16,909	N/A
19		29,774	N/A	44		16,314	-2%
20		28,553	15%	45		15,952	0%
21		27,249	N/A	46		15,719	11%
22		26,948	9%	47		15,674	17%
23		26,078	7%	48		15,449	19%
24		25,524	22%	49		15,427	5%
25		24,623	-20%	50		15,344	12%

\*The Brand Value of Coca-Cola includes Lites, Diets and Zero

\*\*Deutsche Telekom is in the process of re-branding its business to 'T', which incorporates T-Mobile, T-Home and T-Systems

\*\*\*The Brand Value of Budweiser includes Bud Light

\*\*\*\*The Brand Value of Pepsi includes Lites, Diets and Zero

#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010	#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010
51		15,168	0%	76		11,558	7%
52		15,131	N/A	77		11,363	-37%
53		14,900	3%	78		11,291	-19%
54		14,306	19%	79		11,147	-37%
55		14,258	0%	80		10,883	12%
56		14,182	-1%	81		10,735	-28%
57		13,917	10%	82		10,731	15%
58		13,904	-2%	83		10,540	N/A
59		13,754	-8%	84		10,525	26%
60		13,543	16%	85		10,443	19%
61		13,421	39%	86		10,335	15%
62		13,006	7%	87		10,076	N/A
63		12,931	1%	88		10,072	17%
64		12,542	-27%	89		9,877	10%
65		12,471	3%	90		9,600	29%
66		12,413	3%	91		9,587	N/A
67		12,160	7%	92		9,358	-43%
68		12,083	-3%	93		9,263	4%
69		12,033	45%	94		9,251	6%
70		11,998	29%	95		8,838	21%
71		11,917	41%	96		8,760	4%
72		11,901	40%	97		8,668	5%
73		11,759	25%	98		8,600	15%
74		11,694	N/A	99		8,535	N/A
75		11,609	N/A	100		8,439	-9%

\*\*\*\*\*The Brand Value of Nintendo includes Wii and Nintendo DS  
 \*\*\*\*\*The Brand Value of Sony includes Playstation 2 and 3, as well as PSP  
 \*\*\*\*\*The Brand Value of Red Bull includes sugar-free and Cola  
 Source: Millward Brown Optimor (including data from BrandZ, Kantar Worldpanel and Bloomberg)



## Branding - Key Points

To get started, the following are the key points you need to understand about branding.

1. **Brand:** A brand is a distinguishing name or symbol intended to identify the products and services of your business and to differentiate your products and services from those of your competitors.
2. **It is advantageous to have strong brand:** A strong brand gives you distinct advantages but this requires an investment of money, time and effort. It is difficult to build and grow a business without a strong supportive brand.
3. **A strong brand distinguishes you favourably:** Your brand distinguishes your products from competitors' and helps position your products relative to those of your competitors. This positioning process must be carefully managed. Your brand should clearly distinguish your business and its products from those of your competitors.
4. **A recognisable brand is critical:** Brands which are recognised by buyers encourage repeat purchases. Recognition gives your business a very strong competitive edge.
5. **Brand equity is the value of your brand:** Brand equity (or value of a brand) is a term which defines the 'value' which the brand itself adds to (or subtracts from) the value of the goods and services that a business itself sells ie. it's what the brand by itself is worth. The previous table shows that brands can be worth hundreds of billions of dollars!
6. **What makes a brand valuable?** Certain things contribute to how valuable a brand is:
  - (a) Level of **brand loyalty**. The brand itself can engender loyalty among customers.
  - (b) Overall **awareness of the brand**. This is built among existing customers, potential customers, and the general public.
  - (c) **Perceived quality** associated with the brand. Your brand should project an image of quality products and services.
  - (d) Associations of the brand with **things that contribute to sales** eg. Nike associated with athletics.
  - (e) **Patents or other protections** linked with the brand. Patent and copyright protection add considerably to brand value.
  - (f) **Perception of brand** generally eg. perceived high quality, perceived 'cheap and nasty', perceived reliability.
  - (g) The '**personality**' which has been assumed by the brand; the stronger the personality cultivated within the brand, the higher its value.
7. **Options in branding:** you have numerous options in branding. You can:
  - (a) Brand specific individual products you produce
  - (b) Brand whole 'lines' of products with the one brand
  - (c) Rely on your business name as your 'brand' overall

You need to consider what functions you wish your brand to perform in your marketing before making such decisions.

8. **Brand protection important:** It is in the interests of your business to make sure you do things to 'protect' your brand and hence its value to your business. Copyright is one way to do this. For more information on trademarks and IP protection go to [www.ipaustralia.gov.au](http://www.ipaustralia.gov.au)
9. **Support/ enhance brand equity:** You can do many things which contribute to your brand equity eg. the way you use advertising and marketing collateral can contribute to your brand's value. All your marketing mix elements should be involved in building the overall value of your brand. In the case of a famous brand such as Coke, all elements of the marketing mix contribute substantially to building brand equity. *Think about how Coke utilises product, promotion, place (distribution) and even pricing to build brand equity.*
10. **Logo and marketing collateral:** Design of a logo and all marketing collateral can be considered integral components of the overall branding process and as such the design must support the building of brand equity.
11. **Integrate branding with other promotions:** Branding must be integrated with all other elements within the overall promotional mix of the business. The overall promotional mix must be integrated with the other marketing mix elements. This means that all aspects of the business's offerings must work together harmoniously and present an understandable and consistent message to potential buyers or customers. For example if a brand is associated with high quality then it would be disastrous to put out a cheap line under the same brand name.
12. **Branding perspectives:** There are a number of perspectives to brand and branding:
  - (a) Brand can be associated with the *product* or service offered by a business (brand-as-product)
  - (b) Brand can be associated with an *organisation or business* (brand-as-business)
  - (c) Brand can be associated with a *person or assume a personality* (brand-as-person)
  - (d) Brand can be associated with some *symbolism*, such as imagery (brand-as-symbol)

A small business needs to contemplate these perspectives and decide on the one or combination that best fits the business in terms of developing a brand.
13. **Evaluating brand:** Another way to assess a brand is to apply selected criteria to it. For example:
  - (a) How memorable is it?
  - (b) How meaningful is it?
  - (c) How likeable is it?
  - (d) How transferable among products and services is it?
  - (e) How protectable is it?

### Branding - Further Considerations

1. Your brand can be described as how your business 'dresses, looks and behaves'.
2. Good brands differentiate you from competitors and create a favourable lasting impression in the minds of customers and potential customers.
3. Before deciding on your brand you need to research your target markets, find out how they think and behave and determine the size of these markets. Think particularly about what motivates buyers to purchase YOUR products and services.
4. Don't make branding complicated! This can confuse the market. Don't unnecessarily overload it with complex fonts, images and colours.

5. Define your brand by telling a unique story about your business and the benefits it provides with its products. Build a brand personality. Connect with customers using your brand. Best brands communicate a message eg. Budget, Hungry Jacks, Rooster On The Run.
6. You need to coordinate your brand with well designed logo, matching business cards and a web presence.
7. It can require a considerable investment to develop and launch a brand using a professional company which specialises in this.
8. You need to be comfortable with your brand and have faith in it!
9. Remember a brand helps build a 'link of trust' between your business and its buyers.
10. Tag lines can be considered a part of the branding process. These should be short (10 words), concise and memorable. They should be a short description of your reason for being in business. Always connect your tagline with your logo.
11. Use colours carefully and be aware of the messages and feelings they convey:
  - Red: stop, passion
  - Yellow: caution, trepidation
  - Green: go, safe
  - White: purity, virtue
  - Black: luxury, prestige
  - Blue: authority, calm
  - Orange: strength, stimulation
  - Brown: warmth, comfort
12. As a little aside, make sure your background music is appropriate for when your telephone is 'on hold'.
13. Make sure all your staff are thoroughly familiar with all aspects of your brand.

### Branding - Critical Considerations

In summary, the following critical considerations are necessary in branding your businesses:

- (a) **Brand Reliability:** You must give the impression of trustworthiness and reliability and project yourself as an authority in your industry or niche. You must live up to the promise of your brand and do things to support and reinforce it.
- (b) **Brand Trust:** Create a strong logo to support your brand. Be consistent so people will get used to your visuals.
- (c) **Brand Recall:** A visual brand is best way to create brand recall. People recall what they see ahead of what they touch, hear or read. However, you still need to reinforce it with a written message.
- (d) **Confidence:** Marketing your business with confidence is only possible if you have a strong brand to support your materials.
- (e) **Connection:** Use your brand to create a connection with your target market.
- (f) **Uniqueness:** Your brand should represent your unique selling proposition ie. what makes you unique.





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## Marketing Collateral

### Marketing Collateral - Key Points

1. **Definition:** Marketing collateral is a term which has arisen fairly recently in marketing and essentially refers to the whole collection of media which can be used to support the sales and marketing efforts of businesses. Use of marketing collateral is aimed at making sales efforts easier and more effective. This collateral has been described as **the core means to reach and communicate directly with potential customers**. It is important to remember that marketing collateral should never be regarded as an end in itself but rather as means to support all your other marketing efforts.
2. **Examples:** Some examples of marketing collateral include:
  - (a) sales brochures
  - (b) any printed supporting product and service information, including flyers and posters
  - (c) content on websites, blogs and social media such as facebook and twitter
  - (d) scripts used in demonstrating product benefits
  - (e) product and service data or fact sheets
  - (f) logos
  - (g) letterheads and envelopes
  - (h) banners
  - (i) powerpoint presentation templates
  - (j) direct mail formats
  - (k) business cards
  - (l) newsletters (electronic or paper based)
  - (m) branded uniforms
  - (n) promotional give-aways (pens, mugs, USB keys, caps etc.)
  - (o) presentation folders
3. **Support to advertising:** Marketing collateral supports advertising efforts and is generally used after advertising has attracted prospects. Hence, it is often used when sales staff are making direct contact with prospective customers or buyers.
4. **Importance of a system to manage marketing media:** You need a system to store and manage all your marketing media including marketing collateral. You need to ensure it remains relevant and is readily available.
5. **Selective use of collateral:** You may not need the full list of collateral at any one time or at all stages of your business growth and development. However, you need the right collateral when and where it's really needed.
6. **Portfolio of marketing collateral:** A carefully planned portfolio of marketing collateral can enhance the image and professionalism of your business even though it may be relatively small.

## Minimum Essential Marketing Collateral

The following represent what may be termed the 'essential' marketing collateral for any small to medium sized business.

1. **LOGO:** This is critical because it represents the identity of your business. It is really the 'face' of your business and is distinguishable from your competitors. It is important to get this right because your logo will grow in value as your business grows. It may be a good investment to get professional assistance with developing your logo. A powerful tagline that appears with your logo is highly recommended.
2. **BUSINESS CARD:** Business cards are essential for anyone in your business involved with networking, sales or customer support. Every business owner should have a professional business card. It lists the essential information such as name, business name, address, contact numbers, website and e-mail address. It can be used as a mini flyer if, on the back, you list the products and services you provide. Business cards are an important tool for turning initial meetings into productive relationships.
3. **LETTERHEAD:** Here, a simple and 'clean' letterhead is recommended rather than a fancily designed, complicated and cluttered one. The letterhead needs to be in both softcopy and printable form. To save the cost of having a colour printer you may choose to purchase pre-printed stationery.
4. **EMAIL DOMAIN NAME:** Nothing screams, "small, unprofessional business with limited capacity", louder than an e-mail address that ends with @hotmail.com or @bigpond.com.au. You must purchase a domain name that relates to your business and then use this for your e-mail address. At [www.crazydomains.com.au](http://www.crazydomains.com.au) you can easily search domain name availability to find one (or more) that suits you.
5. **EMAIL SIGNATURE:** Your primary form of written communication is likely to be e-mail and therefore a professional e-mail signature is essential. It should contain your name, position, logo and contact phone numbers. This is saved in your e-mail system so that it is automatically inserted whenever you create a new e-mail. Email signatures can also include links to on-line marketing collateral such as your website, blog or e-newsletter subscription form. It is important to maintain a consistent e-mail signature format for all staff.
6. **WEBSITE:** This is indispensable in today's electronic environment, especially if you are conducting your business on-line. Your website expands the reach of your business tremendously, even to international markets. It is accessible 24/7 so makes time zones redundant. If your website has e-commerce features your customers can help themselves with transactions without any manual interference necessary, making it an 'autopilot' sales person for you!

## Potentially Useful Additional Marketing Collateral (depends on nature of business)

1. **PRESENTATION FOLDERS:** Branded presentation folders, combined with a colour printer create a highly flexible and powerful promotional tool. While the professional appearance of the presentation folders remain unchanged, the contents can be easily varied depending on the situation and audience. They could be used to deliver sales information, proposals, workshop handouts, tradeshow information, useful reports, staff profiles, testimonials etc. The contents can be simply updated and printed as required.
2. **PRODUCT AND SERVICES BROCHURE:** These support the sales process so should be concise and persuasive. The main objective is to inspire buying decisions so should be well designed with product specs and benefits clearly and concisely listed. You need to design the size and content to meet requirements and for ease of handling and distribution. Things like product/service value, distinctive features, a statement of quality, reliability, guarantees, and cost comparisons could be included.
3. **BRANDED UNIFORM:** Business is all about first impressions. A branded uniform helps associate the qualities of you and your team with your brand. It helps maintain a consistent image for your business in all its personal interactions. It also creates "presence" in the marketplace.
4. **VEHICLE SIGNAGE:** Vehicle signage can be a very cost effective way of building your brand presence, particularly in regional areas where there are fewer vehicles operating. A single signed vehicle is likely to be seen multiple times by the same people. This repetition builds brand awareness and credibility.
5. **FACEBOOK PAGE:** The rapid rise in social media has seen Facebook becoming a highly reputable source of information for millions of people. In certain industries you would be expected to have a business Facebook page. This is not to be confused with a personal facebook account. Your Facebook page would contain dynamic and informative content that encourages people to "like" your business.
6. **BLOG:** A blog is essentially an on-line notice board on which you post content that is relevant and interesting to your clients and prospects. This builds your credibility and can greatly increase your internet search rankings. Readers are encouraged to subscribe to your blog so they are notified of new posts. They are also encouraged to "comment" on posts so you have the opportunity to commence on-line conversations.
7. **BRANDED ENVELOPES:** Branded envelopes give the impression of being a professional and stable organisation and therefore are a useful form of marketing collateral for a small business. While most invoicing is likely to be done via e-mail you may still need to post invoices periodically or communicate in a more formal way with government authorities or legal bodies. It is best to make your envelopes look and feel same the same as your logo, business cards and letterheads. These are a part of your business identity 'family'.
8. **POWERPOINT PRESENTATION TEMPLATE:** If you need to give sales presentations, such a template can be a great time saver as well as a promotional vehicle for you. Once again, the template should inherit the same features and look as your other marketing collateral. The consistency of image and colour will help build professionalism and credibility for your business.

9. **COMPANY PROFILE/FACTS SHEET:** This is really just a fact sheet about your business. It describes the nature of your business, mission, vision, date of establishment, location, contact information and biographies of key personnel. These are great presentation and marketing tools for a small business. Biographies of key personnel may include qualifications, experience, awards, publications, education and relevant experience. This should provide a confident and clear statement to customers, potential lenders, investors and the media. This sheet could be included in a presentation folder with other sales information.
10. **PROMOTIONAL FLYER:** This is used for distribution in letterboxes and other contacts with prospective customers. It is used for advertising, limited promotions and the creation of awareness of the products and services you offer. It is recommended you target these carefully and don't just pollute the environment...
11. **PRICE LIST:** A clear price list will help expedite the enquiry process as it facilitates communication and eliminates time devoted to quotations. Some businesses fear competitors finding out what they are charging and may balk at this. A good rule of thumb is not to engage in price wars with competitors but sell on the basis of value and differentiation. You need to try to remove price as a consideration and focus on the quality and uniqueness of your offerings. Of course, if you need to quote on a case by case basis then this list becomes unnecessary.
12. **CLIENT LIST:** Here, include a current list of customers or clients. This helps build trust, confidence, and establishes you as a key player in the industry. You may even include some customer or client testimonials here.
13. **SPECIFIC PRESS KIT:** You could put together a readily available package of materials to distribute to the press when needed. This could include: company logo, personalised letter pitching your company, press release, company fact sheet, product fact sheet, business card, and company background.
14. **SPECIAL PROMOTIONAL HANDOUTS ETC:** Things such as branded caps, pens, notebooks, calendars etc. may also make up a part of your total marketing collateral package. You need to be careful here about the purpose and quality of this sort of merchandise.







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