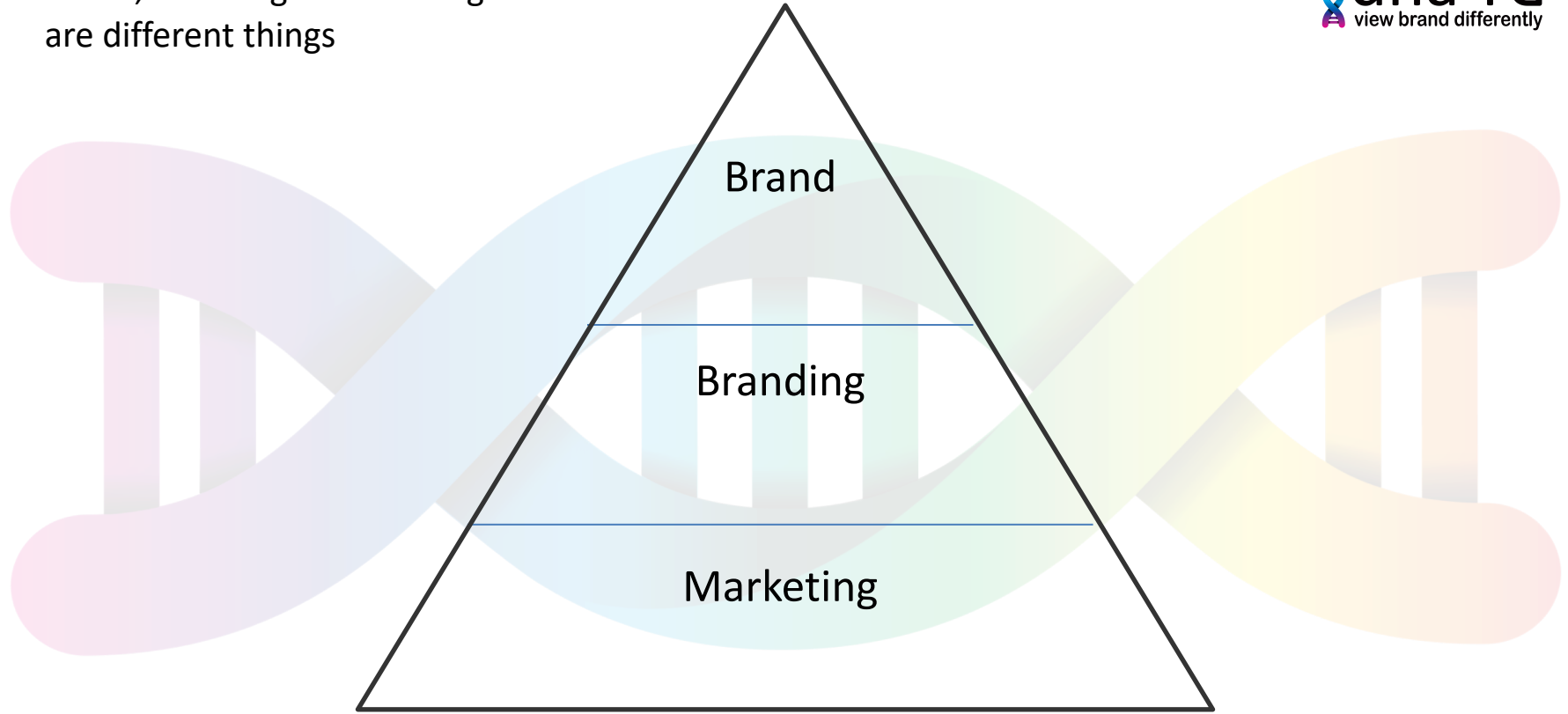


The difference between
Brand,
Branding
and Marketing



Brand, branding & marketing
are different things



Why have a brand?

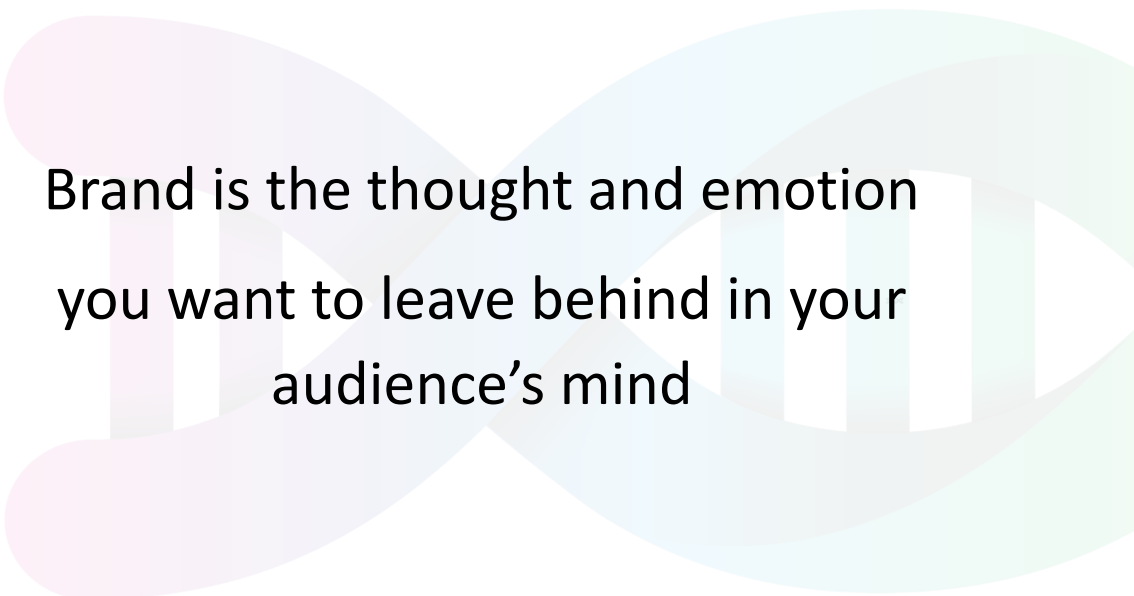
- Build trust with customers
- Better revenue
- Charge a premium
- Lower costs
- Attract the best employees



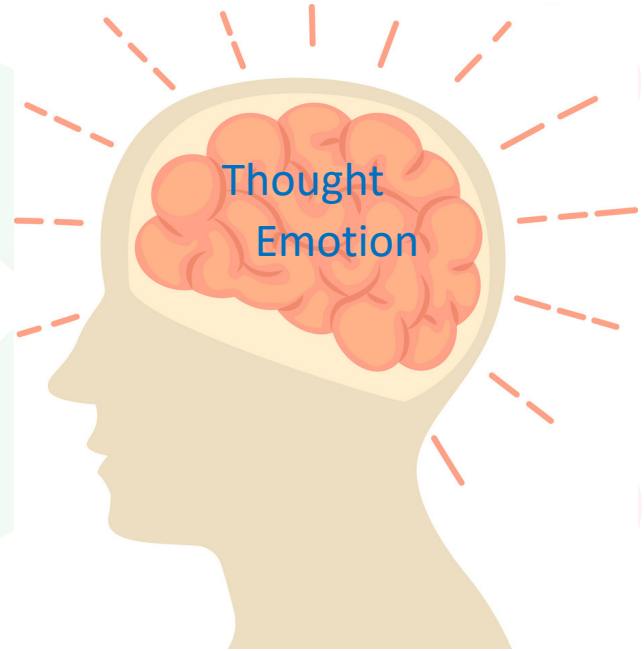
What is a brand?

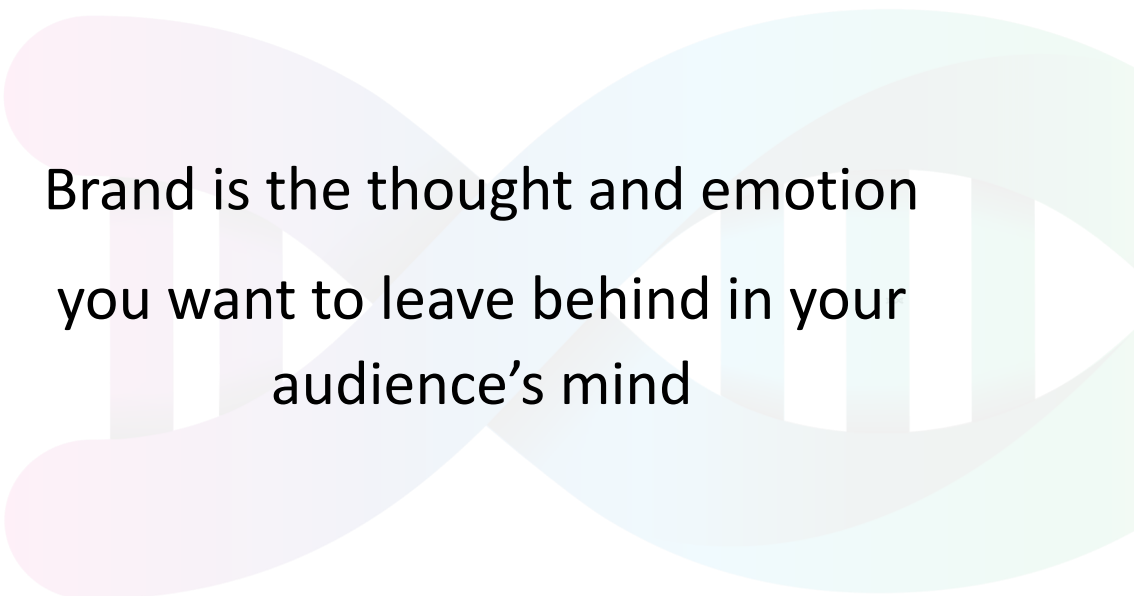


Think of a brand you love

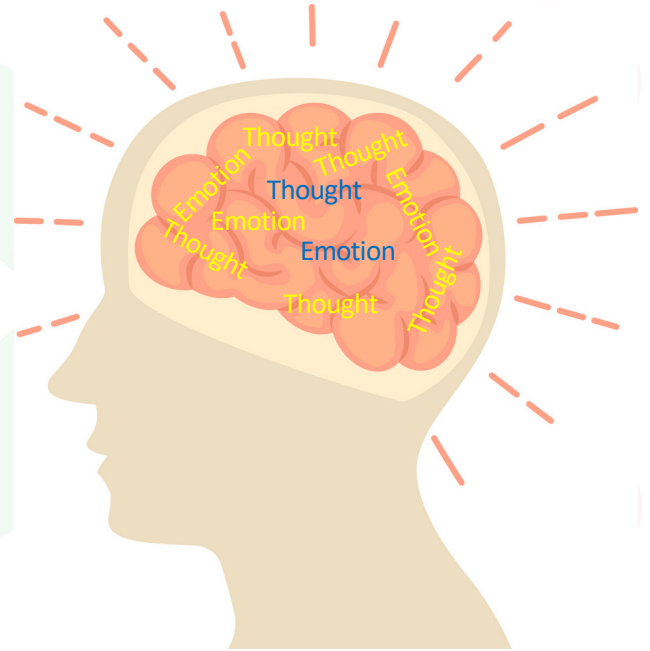


Brand is the thought and emotion
you want to leave behind in your
audience's mind





Brand is the thought and emotion
you want to leave behind in your
audience's mind



Brands are created by branding

Brand (thought & emotion)

Values

Behaviours

Identity

Story

Messages



Brands need

To be genuine

Total Clarity

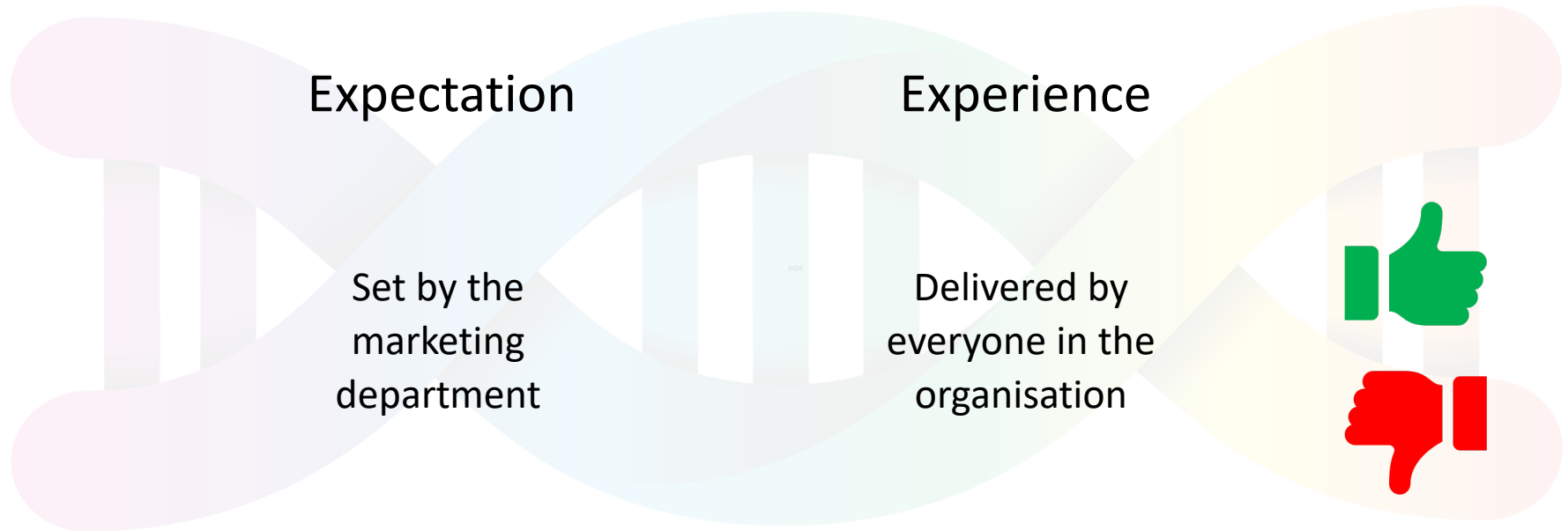
Ruthless Consistency

Long-term Thinking & Investment

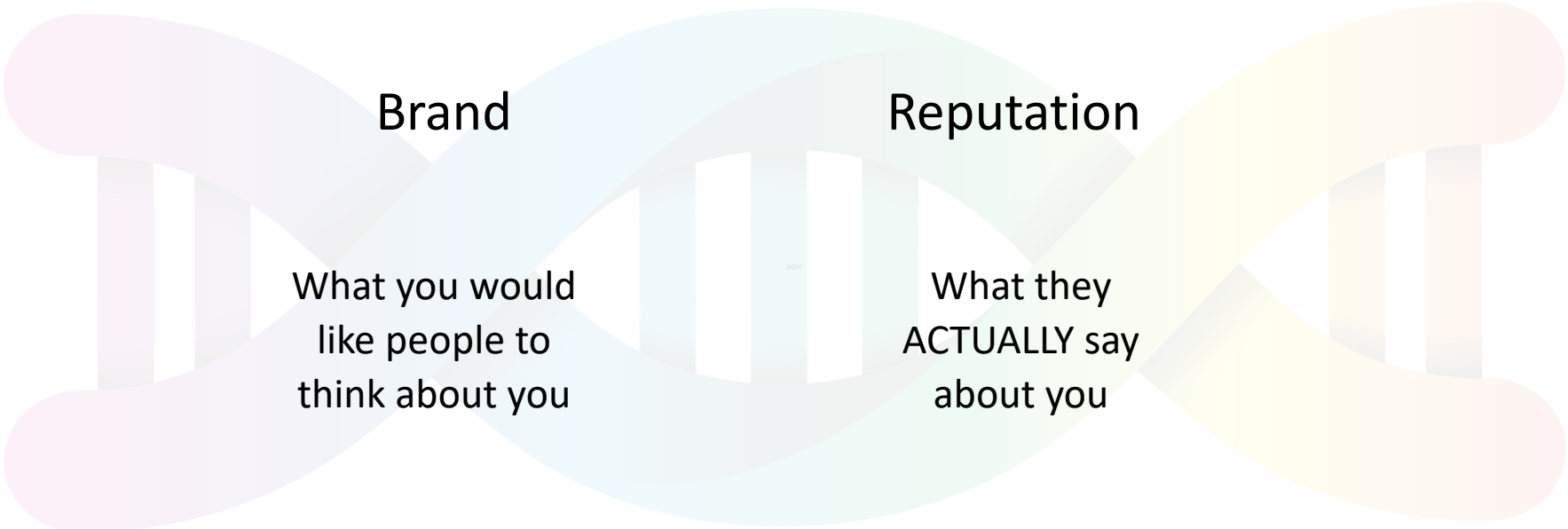


Think of a brand you hate

Brands are built, or destroyed, by experience



Brand is your objective,
reputation is your reality



Brand

What you would
like people to
think about you

Reputation

What they
ACTUALLY say
about you

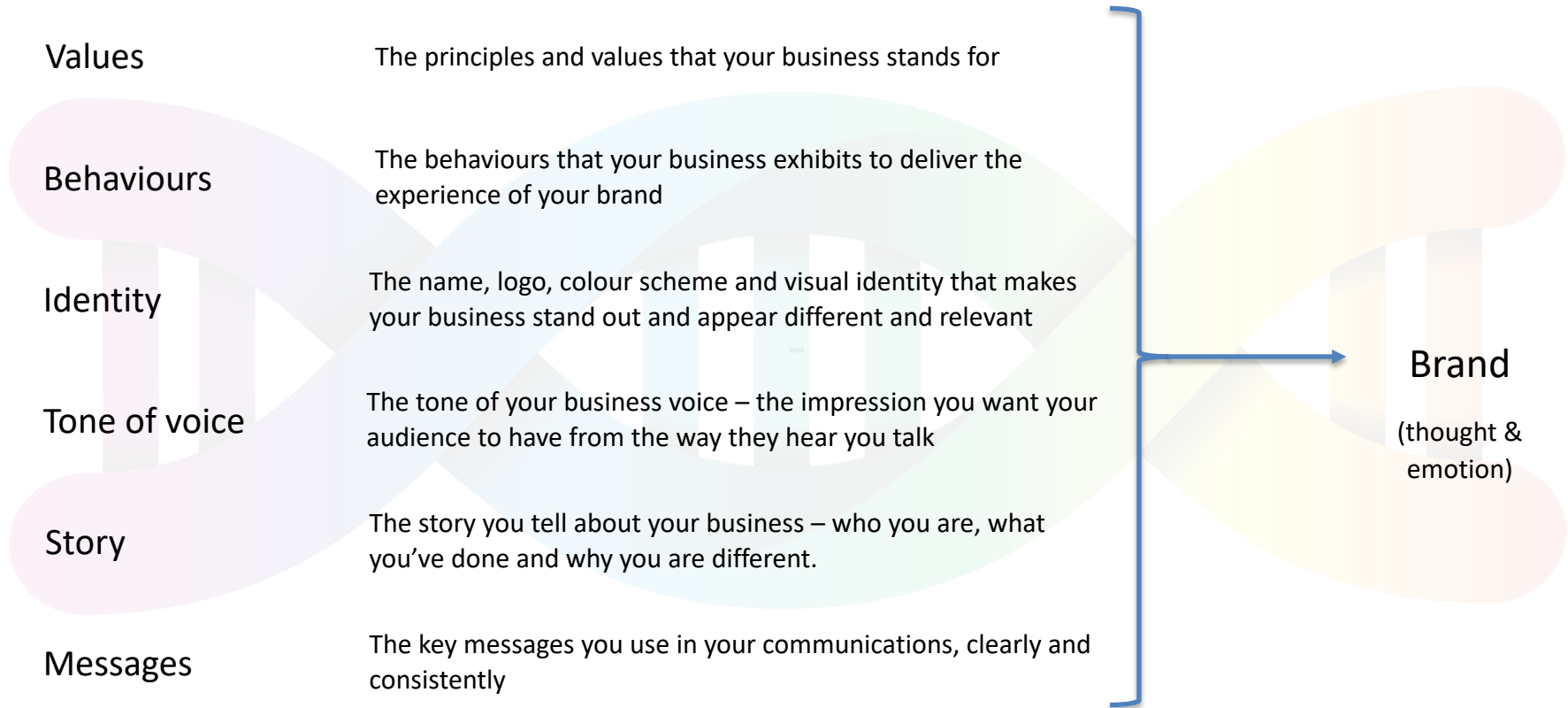
The difference between brand, branding & marketing





What is branding?

Branding gets your brand in the mind of your audience

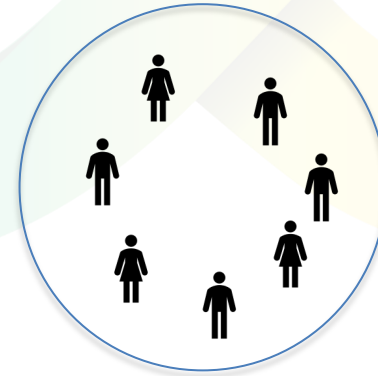


Use branding to be unique

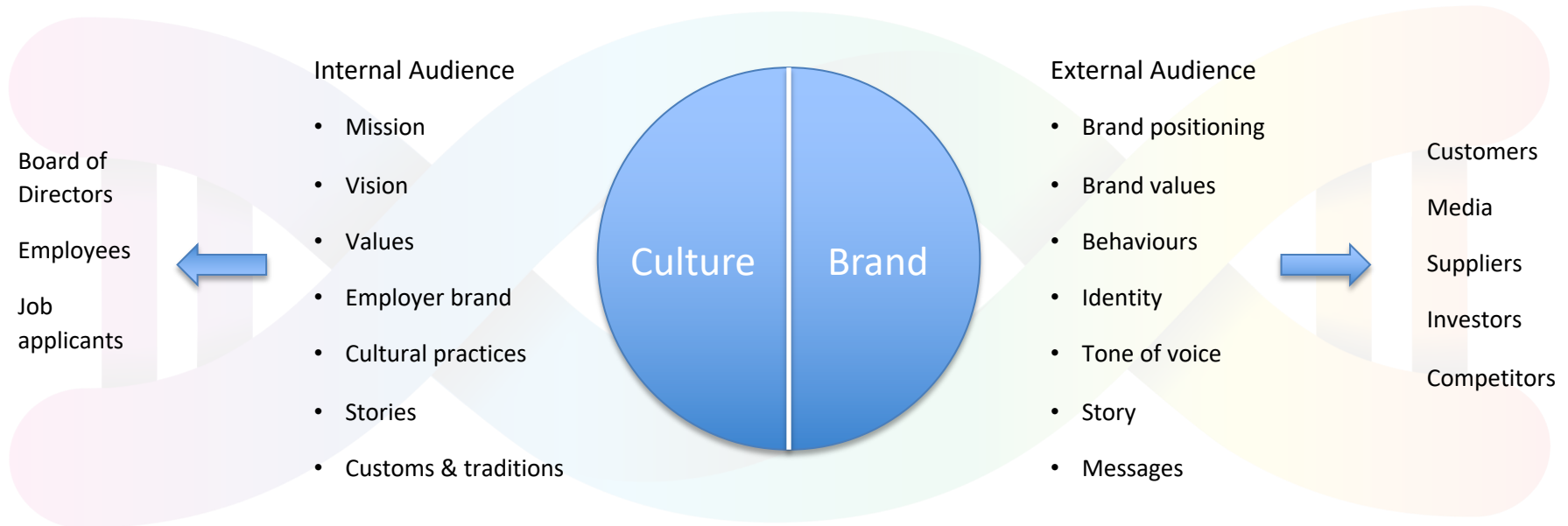
Fit in

and

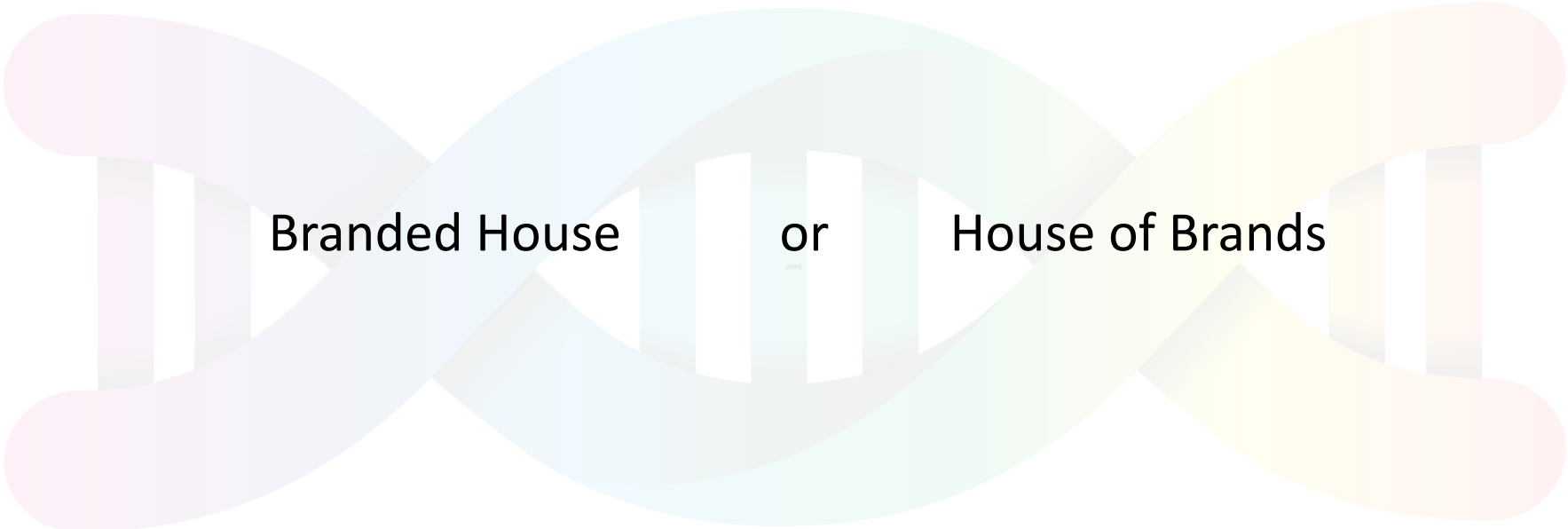
Stand out



Brands have external & internal audiences



For companies with multiple brands



Branded House or House of Brands

For companies with multiple brands

Branded House

- The same brand enforced across all products, giving a consistent look.
- One size fits all

Harris Federation 



House of Brands

- Brand management delegated to individual products, allowing for flexibility



The Athelstan Trust



Malmesbury School

"To be a happy, caring and excellent Community."



Bradon Forest School

"Challenge and aspire to achieve beyond expectation."



**THE DEAN
ACADEMY**

The Dean Academy

"At The Dean Academy we aim for excellence through collaboration, resilience and respect."

The difference between brand, branding & marketing





What is marketing?



“Marketing is the sourcing & harvesting of cashflow”

Tim Ambler, London Business School

Marketing is the sourcing & harvesting of cashflow



The difference between brand, branding & marketing





Thank-you