

# WHY BUILDING A STRONG BRAND IS ESSENTIAL FOR BUSINESS GROWTH. AN MD'S GUIDE.



Your business's branding is more important than you might think. However, before we get to why building a strong brand is essential for winning business, it's important to define some of the brand related terms that people, even seasoned marketing professionals, get confused with.

## ALL THINGS 'BRAND' EXPLAINED

Firstly, what is a **brand**? It's simply a name, term, design and/or symbol that distinguishes one seller or sellers' goods or services from those of other sellers.

The **brand identity** is the visible elements of a brand, such as the logo, colours, icons, images and overall design style that identifies and distinguishes the brand in consumers' minds. Brand identity is distinct from brand image which is the intent behind the branding and the way a company cultivates a certain image in consumers' minds.

Your **brand strategy** provides the road map that defines the structure, positioning, values, vision and development of a brand. It is the plan that defines how you will achieve a specific set of goals. A well-defined and executed brand strategy affects all aspects of a business and is directly connected to buyer needs, emotions, pain points and market specifics.

**Branding** is the process of giving meaning to a specific organisation, company, product or service by building a positive perception of, and emotional connection to, a brand from a buyers' perspective. Branding has the goal of establishing values and real reasons for a buyer to choose that organisation, company, product or service over the competition. Branding has to be built around authenticity. Creating a



brand built on a fabrication will ultimately fail, whereas brands built on essential truths build trust. Branding encompasses brand identity, marketing and advertising. It is driven by your brand strategy with a goal of building brand awareness.



**86% of consumers prefer an authentic and honest brand personality on social networks** ”

[HubSpot]

**Brand awareness** is a general term that describes how aware consumers are of a brand. It is simply the measure of how memorable and recognisable a brand is within its targeted audience.

**Brand association** and **brand perception** are similar terms but represent slightly different concepts about brand. Brand associations are simple values that a buyer deeply associates with a brand. While the brand perception is what a purchaser believes a brand represents to them - and this may not be the perception that the organisation that owns the brand wants to be portraying. Brand perception comes from the customers experience they have when interacting with the brand, as well as through word of mouth and/or recommendation.

Brand perception, also referred to as **brand image**, can evolve over time and doesn't necessarily involve a customer making a purchase or using your products and/or services. Since customers can have a different perception of your brand, it's important to work hard to influence and guide purchasers impressions.

**Brand loyalty** is the measure of the positive value purchasers attach to a particular brand that drives repeat purchase when logic, pricing or even better products are on offer from competitors. An example of brand loyalty are 'Apple Fanboys'. They are totally devoted to Apple products and services, which is demonstrated by their brand fanaticism and drives repeated purchases and brand evangelism.

Brand Loyalty also drives **brand evangelism**. This is the holy grail of branding and marketing whereby a purchaser will offer unsolicited and unconditional recommendations of a particular company, product or service because of their belief in that brand's superiority.

Brands are also often described as having a **brand value**, which is simply the monetary worth of your brand in its own right, if you were to sell it.

**Brand equity** is again often confused with brand value but has a completely different meaning. Brand equity is the premium that a company generates from a recognised brand when compared to a similar non-branded company product or service.

When a company product or service has a positive brand equity, purchasers will pay a higher price for its products, even though they could get the same or similar thing from a competitor for less.



## BRANDS BUILD EMOTIONAL CONNECTIONS AND DRIVE CONSUMER BEHAVIOUR

The above definitions give a clear idea of why branding is important, but let's take a bit of a deeper dive into why brand is essential to the success of any business.

Your brand is the sum of all the different ways in which you communicate with your employees, customers, suppliers and partners and the values that they then associate with your company, a product or service.

“ 77% of B2B marketers say branding is crucial for growth ”

[Circe Research]

A strong, well-defined and well-marketed brand establishes what a company, a product or service stands for and what sets it apart from other businesses, products or services. It encapsulates a clear set of values and has a relatable brand story that is aligned with a specific audience, one that clearly communicates what makes it different and why it should be valued.

Branding differentiates your offer from your competitors, and your brand identity provides a visual vehicle that people recognise and associate with that value.

When purchasers attach a higher level of quality, value or prestige to a brand, they perceive that company, product or service to be more valuable than any other similar company, product or service. They are willing to pay a premium for that product or service - the market bears higher prices for brands that have high levels of brand equity.

### VALUED BRANDS ALLOW YOU TO CHARGE A PREMIUM

As we've previously said Brand value is the monetary value the company's brand brings to the business - this is over and above the asset value or market capitalisation of an organisation. Brands can sell for 10s of millions of pounds, even when the business that grew them is no longer trading.

Positive brand equity increases profit margin per purchaser because it allows a company to charge more for a product or service than their competitors. Brand equity also has a direct effect on sales volumes as clients are attracted to companies with strong visible brands and positive reputations.

Corporate brands are assets that drive business performance over time. Companies with high levels of brand equity are simply worth more, and grow faster than brands that are not recognised. Large corporate B2B brands know this and consistently invest in their brand and building brand visibility.





**Brands with poor company branding pay 10% higher salaries** ”

[Smart Dreamers]

## **BRAND AWARENESS REDUCES THE COST OF LEAD GENERATION**

The more aware the market is of your company, product and service, the easier it is to get purchasers to engage with the sales process.

Quite simply, the more you build awareness of your brand the less you will need to spend on lead generation, as purchasers will seek your brand out, over and above the competition.

Big companies both B2C and B2B understand this and invest up to 60% of their promotional activity on building brand awareness and 40% on lead generation.



**Over 70% of brand managers consider building an audience more important than converting sales** ”

[Bynder]



Smaller organisation often fail to invest in building brand awareness and, mistakenly, put all their promotional spend into lead generation. Ultimately it means they will struggle to differentiate their company, products and services from those of their competitors and, consequently make lead generation harder, more expensive and sales less effective.

## **BUILDING A STRONG BRAND TAKES EFFORT AND COMMITMENT**

A company's branding is a living, breathing thing that needs constant policing, review and improvement. Strong brands are not created overnight, they are grown and crafted through care and attention, and when based on real and fundamental values of an organisation or the truth about a product or a service, they provide the strongest platform for business.

People interact with B2B brands in the same way they engage with B2C brands - they don't become a different person when they leave the house to go to work. Emotional connection plays a significant role in any purchase decision. Brands that make that connection have a better chance of leveraging it to make sales than those that don't.



**94% of people said they'd be highly likely to recommend a brand they were emotionally engaged with.** ”

[Gensler]

This means creativity, storytelling and long-term brand building are equally as important in creating a strong B2B brand as the functional aspects of communicating a product or service's key features, benefits and pricing.

## DEFINING YOUR BRANDING IS THE MOST IMPORTANT DECISION YOU'LL MAKE

Defining a brand requires human insight, structure, keen storytelling, focused messaging and engaging creative. You need to consider all facets of your organisation. Failing to understand how any one aspect of your organisation - from vision, values, persona and promise to internal communications, marketing and sales - can effect your brand equation, will result in your brand and customer experience being put at serious risk.

MC+Co's brand specialists go to great lengths to capture the essence of who you are and what you stand for. We articulate brand messages in surprising and exciting ways, while maintaining and reinforcing your brand image.

If that sounds like something you need, then please give us a call. We've spent decades helping companies of all kinds develop unique and often complex branding challenges.

[Find Out More](#)



**WANT TO TALK ABOUT A BRAND OR BRANDING FOR YOUR BUSINESS?**  
**CALL +44 (0) 1277 366898 OR [EMAIL US](#) TODAY**

### Our Other Services Include:

#### MARKETING STRATEGY + PLANNING

Insights that drive results



#### WEBSITES, DIGITAL + EMAIL

Rich digital experiences



#### CONTENT + SOCIAL MEDIA MARKETING

Connected conversations



#### VIDEO, ANIMATION + MOTION GRAPHICS

Messages in motion



**TRACKING, MEASUREMENT, ANALYSIS + REPORTING** Nurturing the sales process



#### LONDON:

T: +44 (0) 20 3036 0715 | E: [solutions@mc-co.co.uk](mailto:solutions@mc-co.co.uk)

#### ESSEX:

T: +44 (0) 1277 366 898 | E: [solutions@mc-co.co.uk](mailto:solutions@mc-co.co.uk)

[www.mc-co.co.uk](http://www.mc-co.co.uk)

