




PROFESSIONAL. PROUD.

The Things Big Companies Know About Branding – and How You Can Employ Them

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PLEASE SILENCE ALL CELL PHONES AND PAGERS AT THIS TIME. THANK YOU.



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Today's Agenda

- Brand Basics
- Branding Your Business
- Steps, Tools and Tips

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What's the Big Deal About Brands?

- Key concept in business strategy
- Frequently cited as a key trend in B-to-B best practices
- Engine for effective marketing communications

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Bill's Car Wash & Detailing Centers

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“Brand” Defined

Brands are personifications of organizations, products, services and experiences comprising a mixture of tangible and intangible attributes, experiences, images and associations that people have in their minds about a particular organization or trademark that helps distinguish products/services of one supplier or organization from another.

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What is a Brand?

- Product, service, corporation; a name or symbol that:
 - Generates a set of expectations
 - Creates a powerful image/cluster of associations in the mind of the customer
 - Provides instant credibility
 - Creates a bond of trust - a “trustmark”






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A Brand is a Promise



Sensory Experience



Refreshment



Cheap Chic

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Successful Brands Provide a Competitive Advantage

Differentiating Value & Relevancy <ul style="list-style-type: none"> Uniquely Different – can't be found or substituted elsewhere Provides meaningful benefits that solve problems Creates a unique relationship/ bond between brand and customer 	+	Performance <p>Customer experience with the brand consistently meets and exceeds expectations – “keeps its promise!”</p>	+	Consistency <p>The brand is consistent in the way it looks, feels, talks and acts at all touchpoints, and in conveying its unique benefits</p>
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Customer Trust & Loyalty

- Customers favor your brand – come back again and again
- Value/ROI
- Don't have to compete only on price
- Have trust/emotional connection
- Referrals
- More easily migrate to new services, audiences, new locations

Successful Brands Provide a Competitive Advantage

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Carwash Branding Considerations

Differentiating Value & Relevancy	Performance	Consistency
<ul style="list-style-type: none"> Audience Niche Unique Selling Proposition – what makes you unique? Name Physical Appearance 	<ul style="list-style-type: none"> Consistent Quality Customer Appeal Create Memorable Experiences 	<ul style="list-style-type: none"> Own the name Extend the look/feel Repeat, repeat

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Connect the Dots...

Differentiating Value & Relevancy	Performance	Consistency
<ul style="list-style-type: none"> Appeal to Women Drivers Name/Logo Physical Appearance <ul style="list-style-type: none"> Lighting Landscaping 	<ul style="list-style-type: none"> Consistent Quality Customer Appeal <ul style="list-style-type: none"> Personable Help Loyalty Programs, e.g., gift cards Create memorable experiences <ul style="list-style-type: none"> Kid Center Waiting areas Thank you card 	<ul style="list-style-type: none"> Own the name <ul style="list-style-type: none"> Giveaways w/name Extend the look/feel Repeat, repeat, repeat

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Connect the Dots...

Differentiating Value & Relevancy	Performance	Consistency
<ul style="list-style-type: none"> Fast, convenient Name/Logo Physical Appearance <ul style="list-style-type: none"> Access Traffic patterns 	<ul style="list-style-type: none"> Consistent Quality Customer Appeal <ul style="list-style-type: none"> Automation Loyalty Programs, e.g. guy 5 get one free Create Memorable Experiences <ul style="list-style-type: none"> Timer Add new time-saving features 	<ul style="list-style-type: none"> Own the name <ul style="list-style-type: none"> Giveaways w/name Extend the look/feel Repeat, repeat

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Building Our Brand: Differentiate

- Develop a positioning statement: what makes you stand out in the crowd?
 - Describes the unique place you want to occupy in your audience's mind
 - Explains where you fit within the marketplace, what you have to offer that is unique, and why people should care
 - Helps define your brand personality, tone, and approach

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Building Our Brand: Differentiate

Develop a positioning statement
Exercise

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Building Your Brand: Performance

Differentiating Value & Relevancy	Performance	Consistency
<ul style="list-style-type: none"> • Audience Niche • Unique Selling Proposition – what makes you unique? • Name • Physical Appearance 	<ul style="list-style-type: none"> • Consistent Quality • Customer Appeal • Create memorable experiences 	<ul style="list-style-type: none"> • Own the name • Extend the look/feel • Repeat, repeat

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Building Our Brand: Performance

- Exceed Customer Expectations with Consistent Quality
 - Equipment Maintenance & Upkeep
 - Physical plant
 - Improvements
 - Training

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Building Our Brand: Performance

Customer Appeal

- What is your audience/customer looking for?
- What's changed in what they want?
- Can you build repeat traffic/frequency?
- Ongoing evaluation and customer feedback

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Building Your Brand: Performance

- Create a Customer Experience
 - Not just service
 - What do you do to make a customer feel "special"
 - Do all your organizational touchpoints create a unique, differentiated experience for your customer?
 - Don't be afraid to leverage/build emotional connections...people buy from people

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Building Your Brand: Performance

Differentiating Value & Relevancy	Performance	Consistency
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Brand Touchpoints

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Building Your Brand: Consistency

Every Point of Contact Must Reinforce Your Brand Promise

<ul style="list-style-type: none"> Internal/Operations <ul style="list-style-type: none"> Physical plant Employee Training Employee Communication Customer "Experience" New Products/services Budget Priorities Partnerships/Alliances 	<ul style="list-style-type: none"> External <ul style="list-style-type: none"> Brand identity (logo, tagline, graphic standards) Marketing strategy and approach Advertising, promotions, public relations Signage
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Building Your Brand: Tips & Tricks

- Research Resources
 - Current customers
 - Survey/questionnaire/comment cards
 - International Carwash Association/Car Care World Expo
 - Trade journals/association
 - Local college/professor
 - Ad Agency

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Building Our Brand: Tips & Tricks

- Target Market/Audience Profile
 - Internet (do-it-yourself): "How to Identify a Target Market and Prepare a Customer Profile - peerspectives.org
 - Local college/professor
 - Ad/PR agency or consultant

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Building Our Brand: Tips & Tricks

- If you do it yourself – break the process into steps and do one at a time
- What you do is as important as what you say

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