

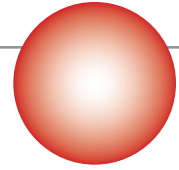


**john manlove**

MARKETING & COMMUNICATIONS

creating *spheres of influence*®

# brand influence



A brand is more than a logo. In the minds of consumers, it says everything about you. It's the voice and personality that represents your entire organization. John Manlove Marketing & Communications can help you convey your brand in a distinctive, memorable and consistent way. From your business cards to your Web site, a strong brand presence is essential in today's competitive business environment.

Your brand is one of your most important assets when it comes to influencing your audience - and it requires serious creative development. The brand process is a creative process and includes:

**BRAND PERSONALITY: A SET OF HUMAN CHARACTERISTICS ASSOCIATED WITH YOUR BRAND.**

The brand personality enriches the understanding of those guiding the communication efforts. The brand personality gives richness and texture to those who must implement the identity-building effort.

The important aspect of a brand personality is that it is often a sustainable point of differentiation. Consider the personalities of Harley Davidson, Nike, Hallmark and Tiffany. In each case the brand personality is unique within its class.

**BRAND PROMISE: WHAT ARE THE BENEFITS THAT THE BRAND PROMISES?**

Value Proposition, is a statement of the functional and emotional benefits delivered by the brand that provides value to the target customer. The benefit is the payoff for the customer. The effective value proposition should lead to a brand-customer relationship. JMMC can help you establish a clear description of a specific target market and need. We evaluate which benefits are most motivational... what functional benefits are relevant and motivate? What emotional benefits motivate?

**EXAMPLE: THE WOODLANDS**

*Functional Benefits:* Self sustained community that will improve the quality of the homeowners life.

*Emotional Benefits:* The peace and harmony experienced from living within a natural forest.

**BRAND POSITION: HOW WILL WE SAY IT?**

The brand position is the place you desire to occupy in your target markets mind, it must be authentic to your core identity, resonate with, be meaningful to and have value to your target market. Brand position is the part of the Brand identity that is to be actively communicated to the target audience and that demonstrates an advantage over competing brands.

The most important points of this definition are: "The Part – The Target – Actively Communicated"

The brand expression or "tagline" is the way you want customers to think and feel about your organization and its product or service. It is a specific position in your customer's mind that you want to own. For The Woodlands we developed a tagline that expressed the two main components of living in The Woodlands... people and nature. The tagline "Human Nature" simply communicates both, and implies that The Woodlands is a natural choice for prospective buyers.

*We share our strong endorsement of John Manlove Marketing & Communication based upon prior experience in marketing our region; drawing heavily upon their knowledge and expertise which is always well grounded, while innovative and cutting edge.*

*Jan Lawler*

*President and CEO, Economic Alliance Houston Port Region*

[www.johnmanlove.com](http://www.johnmanlove.com) | 281.487.6767

