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Business branding leads to success



To be successful today, businesses need to think about “total brand experience.” When we hear company names such as Ritz-Carlton,

BMW or The Hershey Company, those names mean something to us. Our responses are more than economic; they are ingrained in our minds, our memories and even our culture. The creation of this connection with consumers is at the heart of branding.

Building the bridge from your company to your consumer is not just about marketing, sales, public relations or advertising. It is more than your logo, brochures, company colors, slick ad copy or special events. Your brand is the sum total of the experiences that a customer has with you and your business, and it is your job to reach them.

Some of today’s most successful entrepreneurs have made their way to the top by making their brand more than just a label. Michael Eisner revitalized Disney in the 1980s by developing Disney as a total brand experience, one that consumers can enjoy in myriad ways, such as visiting a theme park, watching a film—families can even come home at night to Disney’s town of Celebration, right here in

Florida. “Disney” is more than a day at the park; it is a brand experience and a way of life.


Oprah Winfrey, with a net worth of more than \$1.5 billion, is another entrepreneur whose success comes from her knack for branding. Having revolutionized daytime television, Oprah exists in multiple media dimensions, every single one of which is branded with her name. “Oprah” is not just a woman; she is an icon that symbolizes a television show, a production company, a magazine, a book club and a new XM radio station—all of which have, under the Oprah name, blossomed into spectacular successes.

Oprah’s “Midas touch” is more than just her name; it is her uncanny ability to turn her ventures into meaningful commodities for her audience, who value their connections to the experiences she provides. Does this total brand experience turn profits? Just ask any of the authors whose works Oprah has chosen for her show’s book club, where inclusion is estimated to generate additional sales of one million books.

View yourself through the eyes of your toughest customer and ask yourself: What do you want them to say about your business? How can you impact their perception?

Transparency is vital here; don’t sell a brand you can’t live up to, because consumers will know the difference. Know your strengths and work hard to promote them, and even the harshest critic can have a hard time turning away.

Branding is about identifying and securing the total loyalty of your target audience to your company, something that Disney and Oprah have done undeniably well. A strong brand cannot be bought; it is the daily activity of not only your business’ executives, but of every staff member to amplify sales, generate loyal customers and increase profits. In fact, “brand management” should be listed on the job description of every associate in your organization.

Your brand is a pledge to your customers. With every experience you provide them, you are pledging that their loyalty will always be rewarded, and making a promise about the excellence of your product and service. Making the commitment to your brand may sound like a challenge, but—for both your clients and your bottom line—reaping the benefits will be a pleasure. 

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