

Chap II Create Brand with IT Design

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What is Brand?

the sum of all of the characteristics, both tangible and intangible, that make your organization, service, or product unique.

- Idea
- Trust
- Credibility
- Market

What is Brand?



“Mass advertising can help build brands, but authenticity is what makes them last. If people believe they share values with company, they will stay loyal to the brand.”

Howard Schultz, Pour Your Heart Into It: How Starbucks Built a Company One Cup at a time.

- Focus

Communicate core beliefs to ideal customers

Partners fall under brand or align

- Consistency

Message is always the same

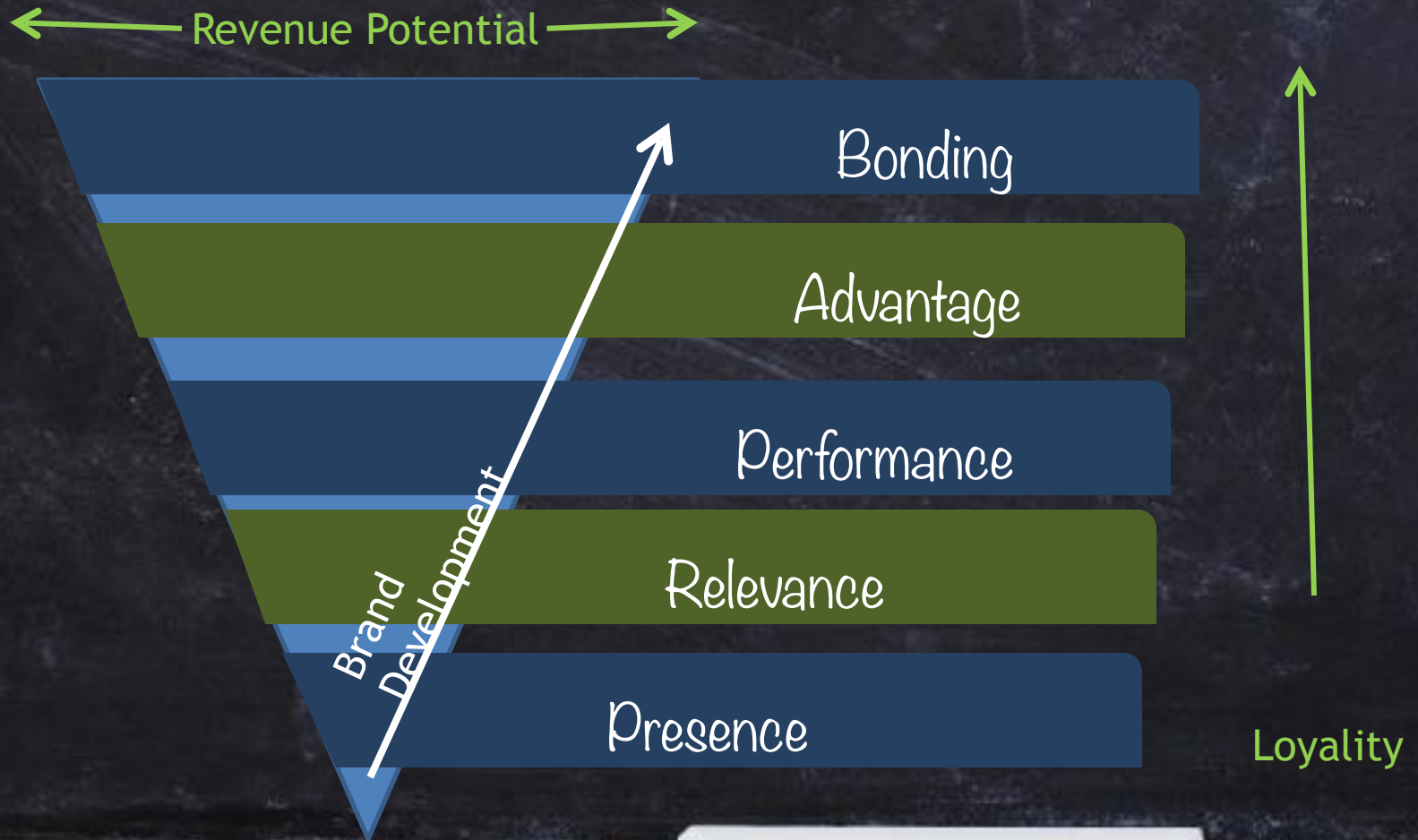
Dimension of Brand Personality

- Sincerity
- Excitement
- Competence
- Sophistication
- Ruggedness

Make sure that it has the right mixture of characteristics that appeal to your target customers

The Brand Pyramids

(Milward Brown)



Why Build Business Brand?



- 60% of your potential Customer prefer to buy new products from familiar brands rather than switch to new brand

Why Should Optimize your Brand?



- Strong brand have more power to retain customers and acquire new ones

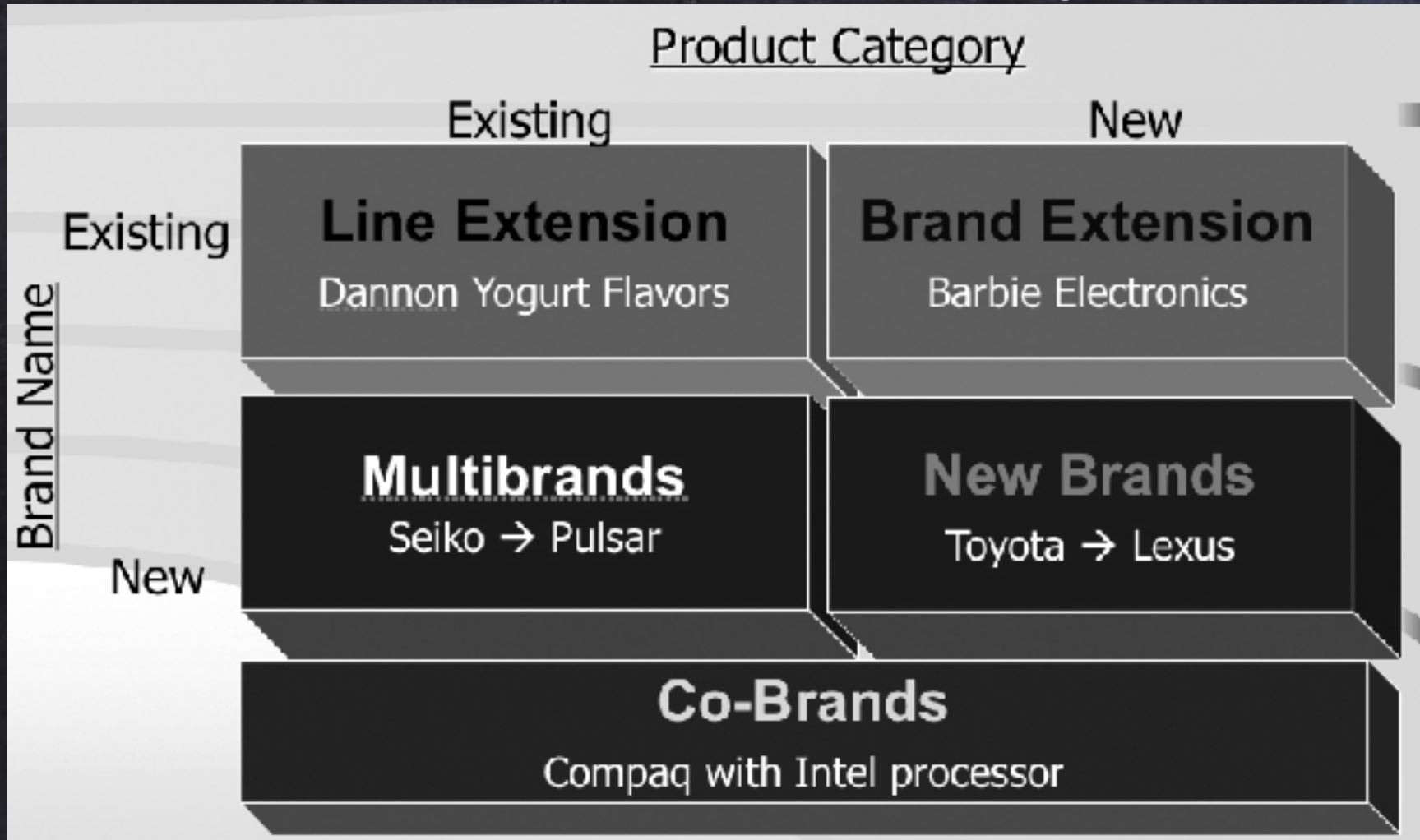
Why branding is important



Why branding is important



5 Brands Strategy



Other Brand Strategy

1. Manufacturer's/ National

2. Private

Co Branding

- Two companies join to create a new product carrying both their brands.
- Examples:
 - Pizza Hut & Pepsi
 - McDonalds & movie Mulan

National Branding

- products that carry the name of the manufacturer
- Example:



Batik Damar Hadi I



Batik Damar Hadi II



Batik Damar Hadi III

Private Brand

- products that carry the name of the seller, not the manufacturer
- Example:



	Internal	External
Fixed	<p>Brand Vision</p> <p>What do we want our brand to become?</p>	<p>Brand Promise</p> <p>What is our commitment to customers?</p>
Variable	<p>Brand Delivery</p> <p>How do we intend to fulfill our commitment and what actions will we take?</p>	<p>Brand Positioning</p> <p>How do we want to be perceived and what's our competitive advantages?</p>

McDONALDS BIG MAC

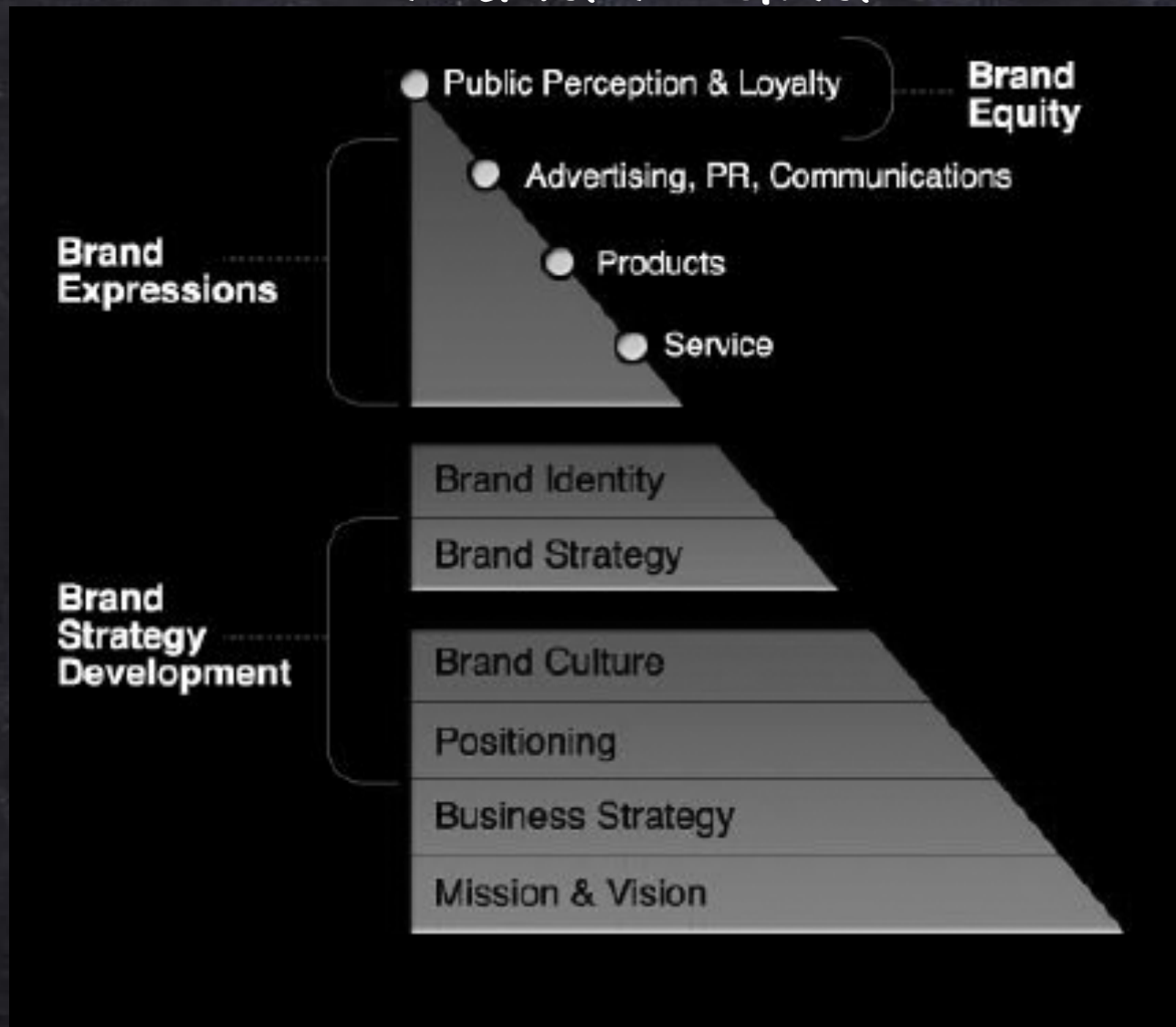
ADVERTISEMENTS



ACTUAL BIG MAC
- ROTATED TO MOST ATTRACTIVE ANGLE



Build Brand



How to build your brand.

- Four key components for success.
- 1. **Differentiation**: communication of your essence and uniqueness.
- 2. **Relevance**: meaningfulness to your target market.
- 3. **Esteem**: the respect of your target market.
- 4. **Knowledge**: target market's experience with your brand.

How to build your brand

Five branding axioms.

- 1. Differentiate or Else.
- 2. Consider all Opportunities.
- 3. Keep it Simple.
- 4. Speak with One Voice.
- 5. Be Willing to Change.

How we build a brand

Public Relations Communications/ Marketing Strategy

Create Corporate ID

Logo/Tagline

Website Products Stationary Package Newsletter Publications Direct Mail PowerPoint Advertisements Exhibit Booth Environment

Intranet e-marketing

Folder

Brochures Annual Reports

Video/DVD

Flyers

Conference Materials

Lobbies

e-newsletter

Posters

Rooms

Stores

Thank You

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