

What is branding?

Let's start off with what branding is NOT:

- A logo
- An identity
- A product

Definition:

A brand is a person's gut feeling about a product, service or organization.

It's not what **YOU** say it is. It's what **THEY** say it is.

Why is branding so hot?

- Because people have so many choices and too little time.
- Most offerings have similar quality and features.
- We tend to base our buying choices on trust.
- Trust equals reliability and delight. Trust comes from meeting and beating customer expectations.