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creating conversations



little book on brand

## little books from iris coatings

whilst all information is considered correct at the time of going to press, iris coatings ltd cannot be held responsible for any actions taken as a result of the content of these books.

topics currently covered are google, brand, the internet, human resources (HR), information technology (IT) and communication. look out for more books in the future.

for more information on any of these books, please get in touch with the iris team.

## so what is brand then?

in its simplest term 'it is any business or service with a character'.

brand communicates the values of the business.

brand allows buy in from staff and customers.

brand makes an emotional connection with its audience.

brand influences all communication channels.

brand tells people - what they stand for, what they are, what they do and how they do it.



# I thought brand was the logo!

it's not just the logo.

it's not just the website.

it's not just the advertising.

it's not just the marketing plan.

it's all this - it's everything.

The Coca-Cola logo, featuring the brand name in its iconic red, cursive script font.

## the cornerstones

product: what the business does.

environment: how the brand lays out its stall – brand experience.

communication: how it tells people, every audience about itself and what its doing.

behaviour: how its people behave to each other and the outside world.



# emotion

being as good as the competitors is no longer enough.

brand introduces emotional factors.

– being liked, admired or respected can help a business win.

each body shop can repair a car in a similar way to its competitors.

it is the core idea, the history, the structure, the personalities who have created the business and driven it forward, its successes and failures that shape and make it what it is.

most businesses are not especially conscious of these matters.



## bit of a check list

does your business have a core idea?

can you explain what your business does and what makes it different from its competitors?

do most of the people within the business share similar feelings?

does the outside world understand what the business stands for and how it differs from its competitors?



## it is important

brand management should be seen as a resource of the business just as the finance department, or the it department. there will be regular finance meetings – looking at the balance sheet, planning, probing and developing.

the it department will have regular meetings to discuss the impactfulness within the company. how many meetings does your business have regarding the brand management? a regular brand meeting is as important if not more important than every other aspect of the business.

give it a go - it can actually be fun and informative.



# elements

brand is a design, marketing, communication and human resource tool.

it should influence every part of an organisation all the time.

it is a co-ordinating resource because it makes the business activities coherent.

above all it makes the strategy of the business visible and tangible for everyone to see.



# the core idea of your business

the fundamental idea behind brand is the brand is everything the business does, everything it owns, everything it produces and to project a clear idea of what the aims of the business are.

the way to achieve this is to ensure everything in and around the business be consistent - in purpose and performance.

this will only be truly achieved if this activity manifests itself from inward consistency.

the core idea drives the business.

- it's what the business is about, what it stands for, what it believes in.



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## where it impacts internally

it's the story - the promises - the value structure that allows a common understanding for everyone to get behind and believe in.

it can improve morale and motivation.

it can reduce staff turnover.

it can attract a better calibre of employee - more than its anonymous competitor.

it can bring disparate parts of the business together in a common way.

## where it impacts externally

it can encourage customers to look more favourably upon the company and service - and to stay brand loyal.

it allows the customer to understand your promises.

it allows an emotional connection to be formed.

it allows more cost-effective expenditure in advertising and marketing.

it can add true valuation (in cash terms) to your business.



## the hearts and minds

create a positive emotional attachment to the brand which creates a response from the audience without the audience seeing or experiencing the product or service.

positive emotional bonding comes from mutually beneficial relationships built on intrigue, trust, understanding and support.

brand should be developed on a promise that will deliver positive, relevant and unique emotional qualities.



## overview

the brand of your business is important.

it's probably the most important thing. if customers truly understand what you stand for, how committed you are to providing real service and are therefore able to make an emotional connection with your business - they'll be back.

moreover they will become ambassadors for the business which will lead to recommendations resulting in more business and more opportunity to build relationships that will last. we hope you enjoyed this whistle stop tour of brand. if you would like to find out more or need assistance with developing your brand - contact the iris central team and we'll be happy to help.



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