



BRANDING EXERCISE MANUAL

- Rajesh Desai

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www.harmonymultimedia.in



As an Advertising Professional

I create for present with wisdom of the past and keeping future in mind. Because future is unknown and I dream of things that are not and Ask, **WHY NOT?**

Having the experience of more than a decade in the field of Advertising has inspired me to come up with "BRANDING EXERCISE MANUAL". A manual which I expect my accounts to just flip over a cup of tea or coffee.

Thinking upon each of the topic discussed here will broaden your perspective about the umbrella word "Branding".

So just get ready with a cup of.....

Rajesh Desai - MD

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1. Please try to answer the followings.



a) What your brand is?

b) What your brand is not?

c) Meaning of your brand



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Try and give as much meanings as you can !

Meaning 1

Meaning 2

Meaning 3

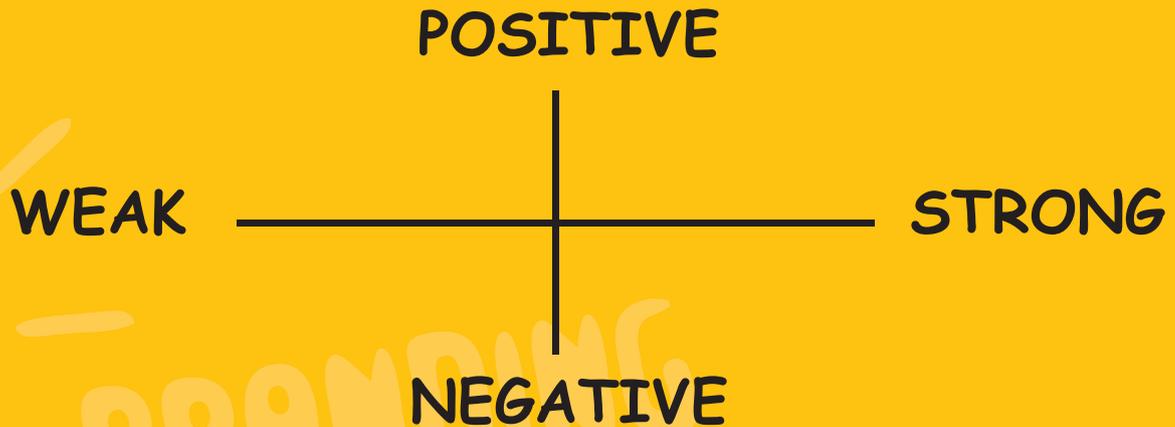
Meaning 4

Meaning 5

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2. What's your Brand bench mark?

Assess where does your brand stands today.



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3.

What is your
authentic purpose?

What is your
business & its purpose?



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4. How do you feel about your brand and its future?

What would you like to see happens to your brand eventually?

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5. Who will be your brand champion?



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6. Recognize Talent and develop it

Strategic Skills
Leadership Skills
Branding And Marketing Skills
Financial Skills
Legal Skills
Operational Management Skills
Human Resource Skills
Sales Skills
Computer Skills

DONT TRY TO DO EVERYTHING YOURSELF

7. Three interdependent Aces



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8. Establish your brand value and then never compromise.



9. Put your brand in context, Finding out who's there?

COMPETITION



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10. We are creatures of **emotions**, **passion** and **soul**.

BRILLIANT brands use metaphor imaginations, and even myth.

IT TAKES COURAGE, NOT MONEY, TO USE THE
POWER OF IMAGINATION IN YOUR BRAND.

Use Imagination !

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11. Your brand can never , simply cannot , just cant , appeal to all people.

**DECIDE- WHO DONT
YOU WANT TO SELL TO?**



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12. SIX LEGGED SPIDER FOR YOUR BRAND.

1. Product/
benefit

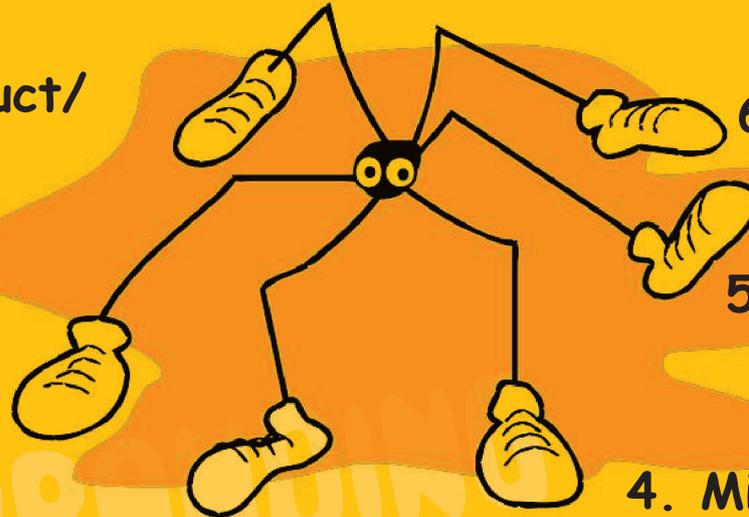
2. Desired
Positioning

3. Style

4. Mission

5. Vision Future

6. Values



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13. Refine Your Unique Brand Essence



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14. BRAND POSITIONING

Your brand position is not really something you do.
Its more something you are

The danger in positioning is in attempting
to occupy the same position as some one else

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15. CREATE THE NARRATIVE

A story or narrative is the most important single element in branding.

Brand simplifies choice so dramatically,
so satisfyingly, so easily,
that its no wonder we use it so much.

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16. THE BRAND NAME- get it right, avoid pitfalls

A great brand experience can overcome a dodgy name, but a strong name helps.

Settle on a name which has resonance in

DISTINCTIVE

APPROPRIATE

ENGAGING

INFORMATIVE

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17. Write The Internal Brand Positioning Statement

SUCCESS

RULES

BENEFITS

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18. Shape The External Brand Positioning Line

A PUNCH LINE



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19. Nurturing Your Greatest Resources - YOU

Brands are all about emotions,
but don't let those emotions drag you down-
GO BACK TO THE STRATEGY.

Running a business and building a brand
are not activities for the easily hurt.

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20. MEDIA AND MEDIA RELATIONS



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21. DONT WASTE YOUR ADVERTISING BUDGET

For which You
REQUIRE A CLARITY OF PURPOSE



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SELECT PURPOSE.

Tick any one of the following

- a. I want more people to know that my brand exist
- b. I want people to understand what my brand means
- c. I want people to be aware of my products and services
- d. I want people to contact on phone number on the ad to buy my product
- e. I want people visit my web site to buy or know about my product
- f. I want people to visit my sales office or site to buy the product

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WHATEVER YOU DO
IN ADVERTISING ,
DO IT SIMPLY AND
SINGLE MINDEDLY



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22. ON LINE , WEB



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23. ACHIEVE BRILLIANCY AT EVERY TOUCH POINTS



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24. DESIGN MATTERS



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25. YOUR PERSONAL BRAND BEHAVIOR



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26. Your staff should

- ✓ Talk
- ✓ Listen
- ✓ Empower



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27. Cheaper isn't always better



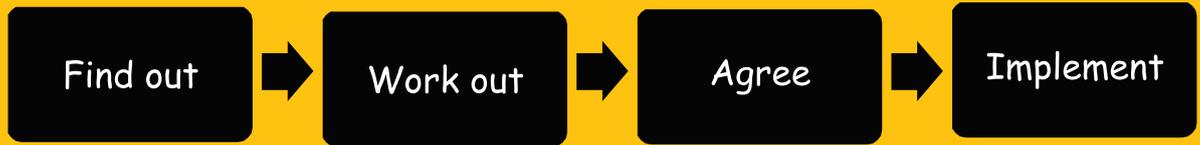
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28. WHEN EVERYTHING IS GOING WRONG-

CHECK POINTS where the Disappointment lies

Price	Efficiency
Value	Reputation
Availability	Visual
Communication	Verbal
Attitude	Communication

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29. Brand Extension



30. Next Steps



An Ad Maker by Passion and Profession, Rajesh Desai was born and brought up East Africa before his family shifted to Navsari, Gujarat.

After completing his BSc in Physics he went for MSc from an acclaimed university of India, MS University. Later to hone himself further he did MBA from Symbiosis.

It was the result of his dreams and determination that the advertising agency, Harmony came into existence. And today, growing on his feed, Harmony is like a Big Idea Home where Creativity Never Sleeps.

In his journey he has created some remarkable ad films for national brands across India.

He is passionate about brands has creativity by default with all this – he is all set to Rock & Roll the World of Advertising.



THANK YOU
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