



FROM BETTER TO BEST - CORPORATE BRANDING

Have you ever wondered how multi-national companies like McDonalds, Coca-cola, Microsoft, Apple, Intel, Motorola, Sony and UPS came up with their names? Just think, if these companies have some lame or forgettable brand name, would they be as big as they are now? Every company starts out by thinking of a name. A law firm, for example, commonly uses the names of its associates, like Smith, Johnson and Brown Law Firm. The name of a woman's specialty shop should be something sensual and exciting, like Victoria's Secret or Bare Essentials. A clothing line should boast the popular designer's name. Corporate branding does not just involve the company name. It also includes the corporate logo design and the overall company image. More importantly, it conveys your corporate identity. When you think of computers, Microsoft comes to mind. Instead of photocopier, you think of Xerox. Toothpaste equals Colgate. Coming up with the perfect brand name that will stick to the consumer's mind is as important as coming up with the finances to start a company - be it big or small.

1. First Impressions Last

When you distribute a business card, see what dominates that small piece of paper. Brand names and logos. Bland brand names never work. When you think of a name, follow these rules:

- Be original.
- Do not be overly creative - business cards must be functional. Sure a uniquely sized/shaped card might generate interest but it's very hard for a secretary to file in a business card rack.
- From your options, choose one that has a global appeal.

2. Branding

In today's global marketplace, a brand is considered as a valuable corporate asset and a marketing tool for success. Thus, you should always give careful consideration to different cultures if you plan to conquer a worldwide market.

3. The Simpler The Better

When creating the company logo, it is much more advisable to be creative and distinctive. The more conservative designs apply to a target market of the same kind. If you apply the same concept to a company whose customers are supposed to be young and hip, they will fall asleep as soon as they hear your brand name and see your logo. With a younger clientele, it is best to be energetic and creative when thinking of corporate naming and branding.

4. Brand Name Equals Image

With the Internet being considered as the most powerful marketing tool, it is very important that your customers remember something distinctive about your company. Give out a clear picture of the message that you want to impart and the image that you want to project. Strong graphic design is the ace up your sleeve to leave a lasting impact of your company.

5. Be Consistent

Corporate branding takes time. It includes your company name, your logo, your customer service, the staff, the building location, the state of the offices, even your maintenance staff and the company vehicles. As years pass, your company develops a certain reputation. It is a good thing if, upon hearing the name of your company, people would immediately associate it with the service or product that you represent. Make sure that you stick to the corporate image that you want to project.

6. Create A Powerful, Branded Web Site

Marketing through the Internet is yet another aspect of corporate branding. You should develop a distinctive, informative and complete web site. This is so that customers would have a clear understanding of your company profile.

7. Research, Manage, Dominate!

Try visiting websites which offer corporate branding and advertising services. Better yet, look for the people behind the big companies and ask or research on how these establishments have gotten to where they are now. Check on their corporate structure and how they began. Make sure that the people who make up the corporate ladder have enough enthusiasm and confidence about the company which should rub off on the rest of the staff. It would never hurt your company if you have a good personnel attitude and an intense pride of work.