



The Power of Brand

Philosophy and Process

We believe in the power of brand; in its value and ever increasing importance in consumers' everyday activities.

Brand is much more than simply a logo, corporate colors or printed material, a brand is the single most important asset a company has- its very identity. We help clients build enduring brands that become an inexorable part of peoples' lives; reinforcing consumer confidence and aiding brand adoption. As true Brand Stewards our continuing role is to create messages that make a consistent promise, true to the brand's image.

A Brand is a living entity; it stands for something, communicates value and makes a promise to the user. Brand is how the end-user thinks and feels regarding your company and its products. The Still helps clients build enduring brands that become part of peoples' daily lives; reinforcing their loyalty and use.

Our role as Brand Stewards is to create messages that make a promise consistent and true to the brand's image and personality. Once defined, the Brand Identity becomes an invaluable organizing principle. We use it for every single marketing decision. As Brand Stewards, we seek to insure that the brand is true--from the advertising to the development of web sites.

The Old Branding Method was simply to create the brand and then communicate the brand (usually through mass-media advertising) directly to each target audience. While this method of branding is still used for many products- it can be prohibitively expensive and is not particularly effective within quickly changing markets.

Companies who continue to rely on this traditional transmission model have fallen behind. Many major brand products are losing their footholds on the market because they do not realize other influencers are affecting the buying habits and brand loyalty of their traditional customers. More advertising isn't always the answer to the woes of struggling brands. What is required is to identify who or what is influencing the marketplace and more importantly their images.

There are multiple influences affecting a brand's position in the marketplace, it is vitally important to identify each influence and design programs to address them—traditional advertising is only one of the tools, and not always the most effective, depending on the target audience.

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The Still develops strategic programs to identify potential brand influencers and create a process for communicating to each of them. The premise behind The idea Distillery process is that the brand must surround and penetrate the target audience to speed consumer adoption through the use of multiple mediums; advertising, direct mail, web, public relations, community relations, events & promotions, viral marketing and word-of-mouth.

We start from a fresh perspective to combine the right messages, with the right messenger and the appropriate communications channels to reach brand influencers and ultimately our target audience. Today, successful brands are not simply built; they are carefully crafted and refined over time. Marketplace dynamics are fluid- so it's a continuous branding and re-branding process.

About the Author

David Hickman is a Partner at The Still and has over 25 years of marketing and advertising agency experience. He has directed several national ad agencies in New York and Atlanta as a Vice-President, Creative Director, Art Director or Marketing Director.

About The Still

An intellectual property creation, marketing, and media consulting firm, The Still handles all aspects of your company's branding and positioning efforts. The Still provides media metrics analysis, marketing audits, and market research, as well as marketing execution and idea creation. See http://ideadistillery.com/Brand_Analysis.html

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