

## BRANDING & COMMUNICATION PROCESS OVERVIEW

- "Branding is the logo of ownership burnt on the psyche of the consumer...."
- "..Branding is 'PROMISES KEPT'...." (Identifying what to promise and then keeping those promises)
- "Branding is creating a psychological entity.."
- Branding = Perception + Experience

## **Brand Positioning Brand Architecture Brand Character Brand Personality** Creating the 'landing space' Co-relation with the parent Intangible attributes of the Manifestation of the character brand (Writing a Bible for it) for the brand brand or other brands in tangible forms Industry Brochure Logo/ Symbol Tagline Advertisement Fliers/ Pamphlets Presentations other promotions