

Building and Protecting Great Brands

Brand definition

- A name, term, design, symbol or other feature that distinguishes one seller's product from those of others.
 - What you say, what you do, who you associate with
 - What the public thinks when they hear your brand name
 - Everything factual and emotional
 - A brand name exists objectively – but a brand exists in someone's mind

Brand personality

- Formal or funny?
- Big or small?
- Boring or surprising?
- Reserved or outspoken?
- Stylish or classic?
- Premium or inexpensive?
- Masculine or feminine?
- Rigid or flexible?
- Young or mature?
- Charming or chummy?

Personality traits

- | | | | |
|---------------|-----------------|---------------|----------------|
| • Adaptable | • Efficient | • Lively | • Self-assured |
| • Agreeable | • Enduring | • Mature | • Sensitive |
| • Ambitious | • Energetic | • Modern | • Shrewd |
| • Amusing | • Fair | • Productive | • Silly |
| • Brave | • Fearless | • Protective | • Sincere |
| • Calm | • Friendly | • Proud | • Skillful |
| • Capable | • Helpful | • Quiet | • Steadfast |
| • Confident | • Honorable | • Resolute | • Thoughtful |
| • Cooperative | • Impartial | • Responsible | • Tough |
| • Determined | • Industrious | • Righteous | • Trustworthy |
| • Dynamic | • Knowledgeable | • Romantic | • Wise |
| • Eager | • Likeable | • Selective | • Witty |

Building and protecting your brand

Building your brand

- What will you do to bring your brand to life?
- What can you do that would build your brand?
- What shouldn't you do to make a withdrawal from your brand?
- Who and what will you associate with?
 - Groups
 - Individuals
 - Causes
 - Events
- Be consistent in your behavior/comments/thoughts
 - Must evolve over time to be relevant

Protecting your brand

- Social media guiding principles
- Behavior when brand is present
- Types of activities we endorse/sponsor
- Guidelines for using the Farm Bureau mark
- Writing and speaking style rules when representing Farm Bureau
- Most importantly: Stop. Think.
 - Does this match our brand?
 - Is it a deposit, or a withdrawal?
 - What will the headline read?

Exercise #1: What does this brand represent?

Definition

- What does the brand represent?
- What distinguishes it from other farm organizations?
- What do you say you do?

Personality

- If it were a person, how would it act?
- What are characteristics of its personality?

Exercise #2: Trust bank deposit or withdrawal?

Trust Bank Deposit

Trust Bank Withdrawal

Exercise #3: Protecting your brand?

With whom and what will you associate?

Three steps to protect your brand?