Brand Evolution from Vision to Execution

Produced For a school

Introduction

- **How many know these logos?**
- Proliferation of Brands in all of life matters

Why Coca Cola and not Pepsi?

Why Messi and not Ronaldo?

Why Armani and not Labanella?

Why Duracell and Tiger Battery?

Why Startrite and not ……………?

What is branding?

- Definition –

- Branding is the art of crafting a distinctive and unforgettable identity for a service, product, person, or organization.

- It is different from marketing because it is the basis from which all marketing stems. The brand defines what will be sold and to whom.

The history of Branding

- The earliest forms of branding were used in ancient civilizations, such as ancient Egypt and Mesopotamia.

- Branding started as a form of identification process to mark ownership of animals.

- Globalization and Technological Advancement has impacted tremendously on branding and created an industry that cuts across several sectors in it [e.g. social media]

Why brand a school

- Since there is **increasing competition amongst players** for the clients in this industry especially in the niche that each school serves, its critical they are able to differentiate themselves and stand out.

➢ So, effective branding will accomplish the following:

- It will Boost **Enrolment**

- It will Enhance the **school's Reputation** in its industry.

- It will promote **Community Engagement**

Misconceptions about branding

- The reasons why organizations get it wrong:

  - They assume a brand identity inconsistent with their service/product
  - Have no idea what branding is all about
  - Think having a good logo is branding
 - Do not factor customer experience in brand development
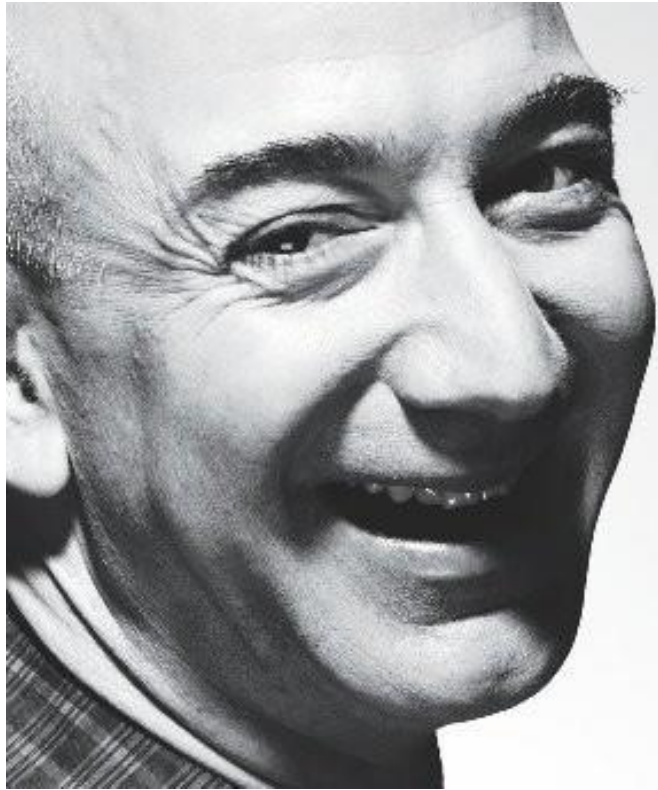
"Branding is what people say about you when **you are not in the room**."

- Jeff Bezos, founder and CEO of Amazon.com.

Developing a vision for branding in Startrite school

- 1.   **Define the Vision, Mission, and Core Values**

- A clear vision and strong values guide our brand's development. What do you want to be known for?

  [**Hold a Strategy Workshop**]

- 2.   **Align the brand with the school's Identity**

- Our brand must resonate with our unique selling point – [what makes the school tick or different]

- 3.   **Target Audience**

- Brand character must address or meet the needs of parents, students, and stakeholders for lasting impact
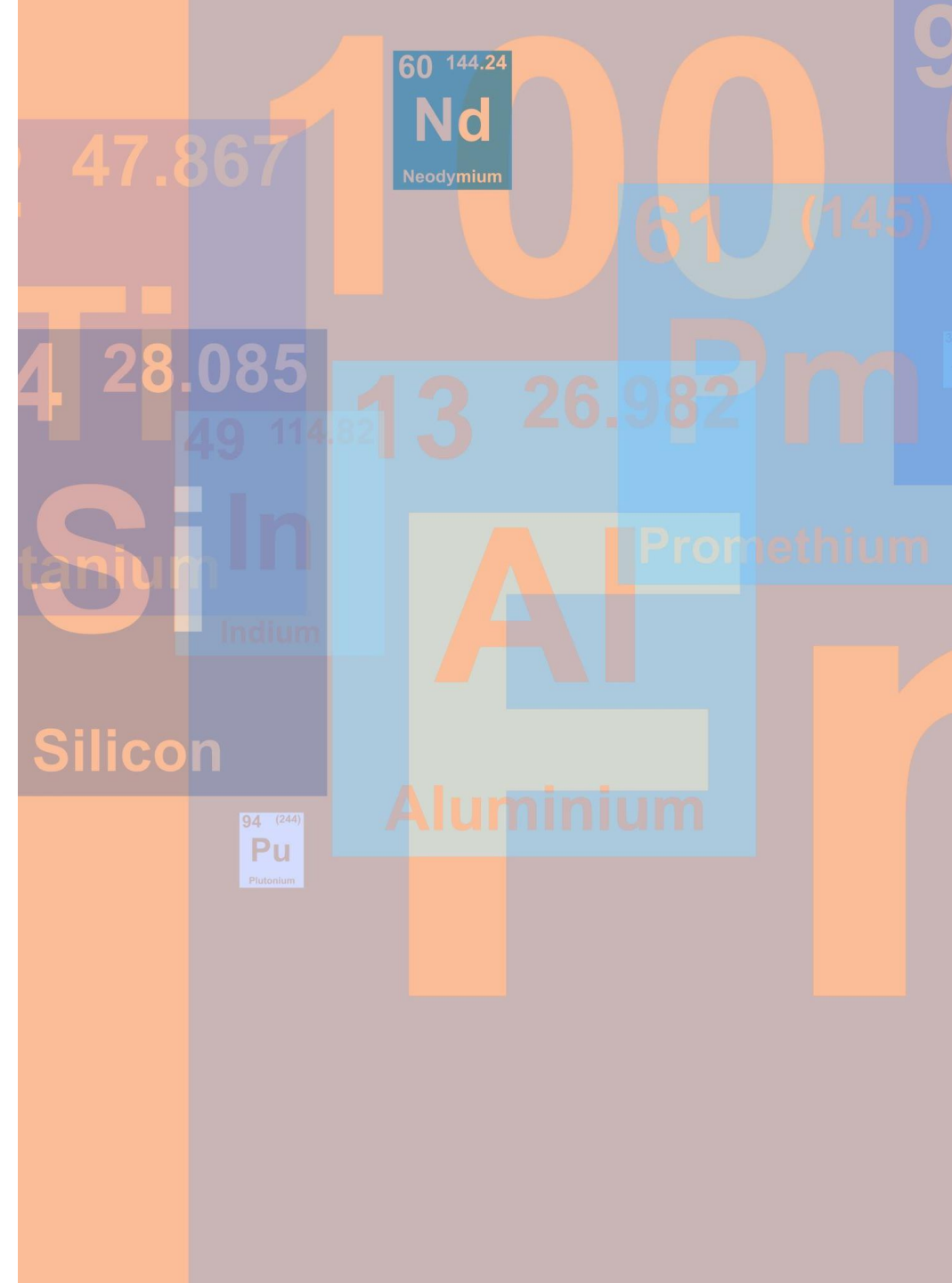
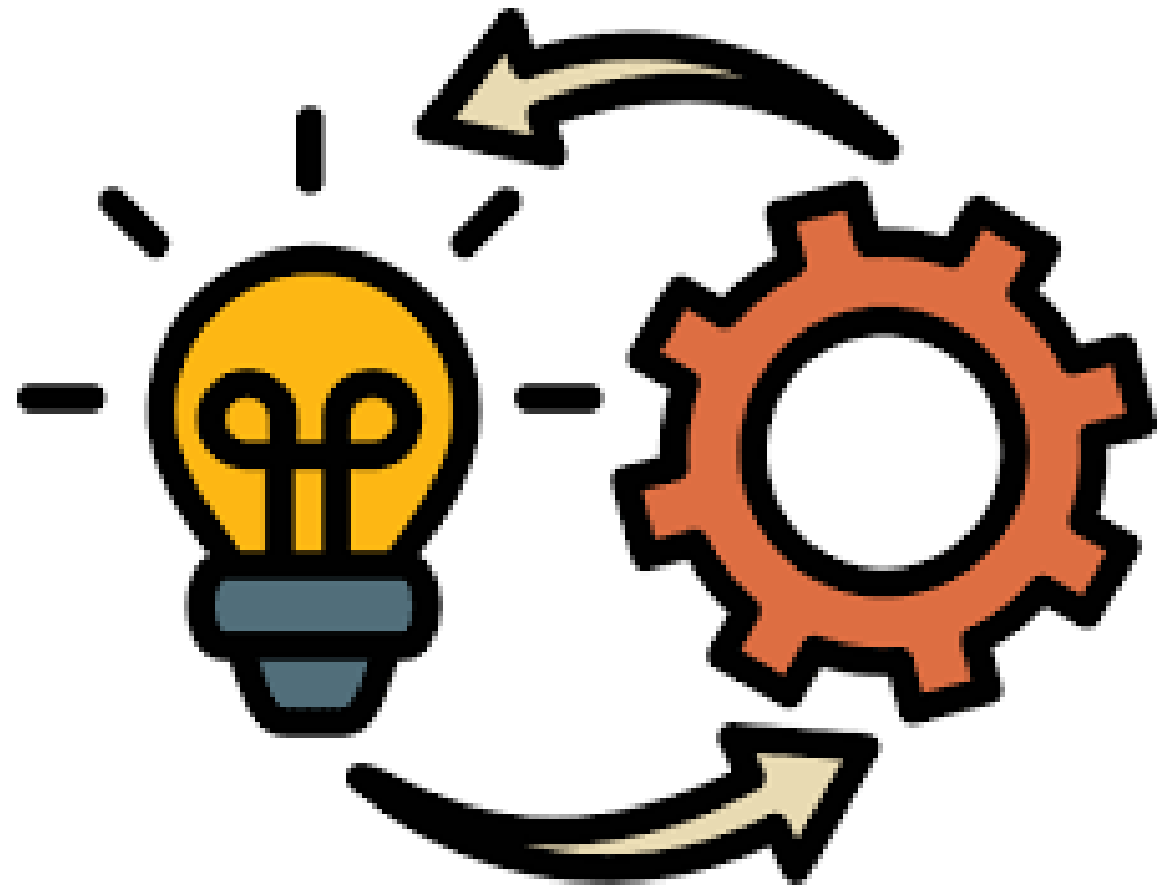# Implementation and consistency

Brand Guidelines

Guidelines maintain consistency across communications and touchpoints.

Practical Applications

Examples of applying the brand identity to websites, stationery, and social media.

Staff Role

Every staff member as a brand ambassador upholding brand integrity.

Adapting to Change

The Evolution Concept

- Brands evolve over time to remain relevant and appealing.

Gather and Utilize Feedback

- Stakeholder feedback drives positive changes in the brand.

Balance Tradition and Innovation

- Evolving while preserving our core values and identity.
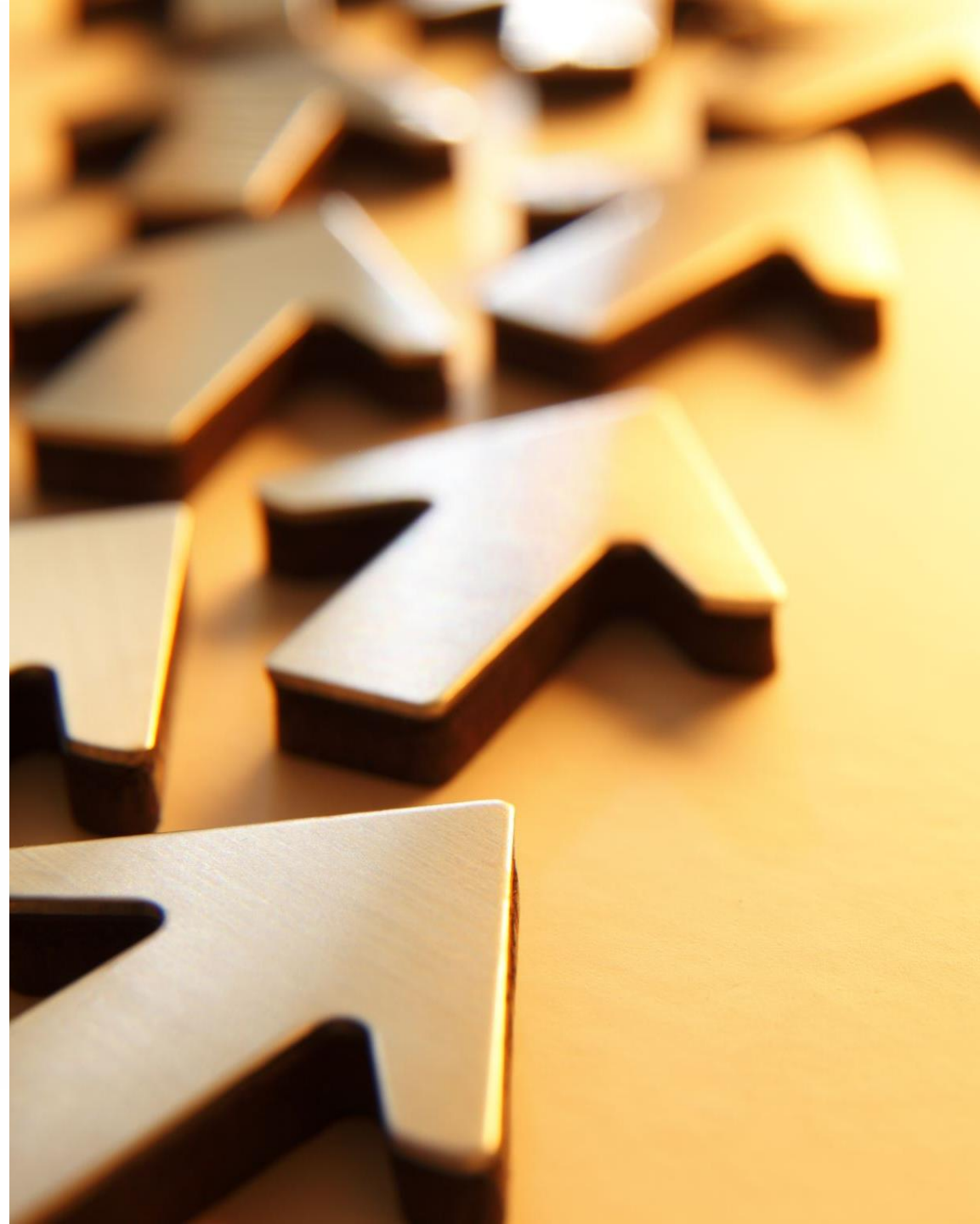
Next Steps for Startrite School

Leading the Market

- Insights on education market trends and strategies.

Leveraging Strengths

- **Utilizing our unique offerings to esta**blish market leadership.

Long-Term Branding Roadmap

- Develop a plan for continuous brand enhancement

Conclusion

- Collective Efforts

- The significance of teamwork in branding success.