

Digital Masterclass Series

The Importance of Going Digital in a Post COVID World

Today's Topic:
Branding: more than just a logo

Collaboration, Respect, Service Excellence,
Integrity, Innovation



GLEN EIRA
CITY COUNCIL

BENTLEIGH • BENTLEIGH EAST • BRIGHTON EAST
CARNEGIE • CAULFIELD • ELSTERNWICK
GARDENVALE • GLEN HUNTLY • MCKINNON
MURRUMBEENA • ORMOND • ST KILDA EAST

Today's Topic



GLEN EIRA
CITY COUNCIL



GLEN EIRA
CITY COUNCIL

Digital Masterclass Series

Branding: more than just a logo

Focus of this session

Branding – the What, Why and How



What is a brand

A Brand is more than just a logo

It is all the elements that the public is exposed to, which lets them form an opinion about your business

Your brand reflects the image & values you would like the public to associate with your business



So why is your Brand so important?

Your brand:

- Distinguishes you from your competitors
- Builds trust
- Provides direction
- Adds value to your business - goodwill on the balance sheet (asset)

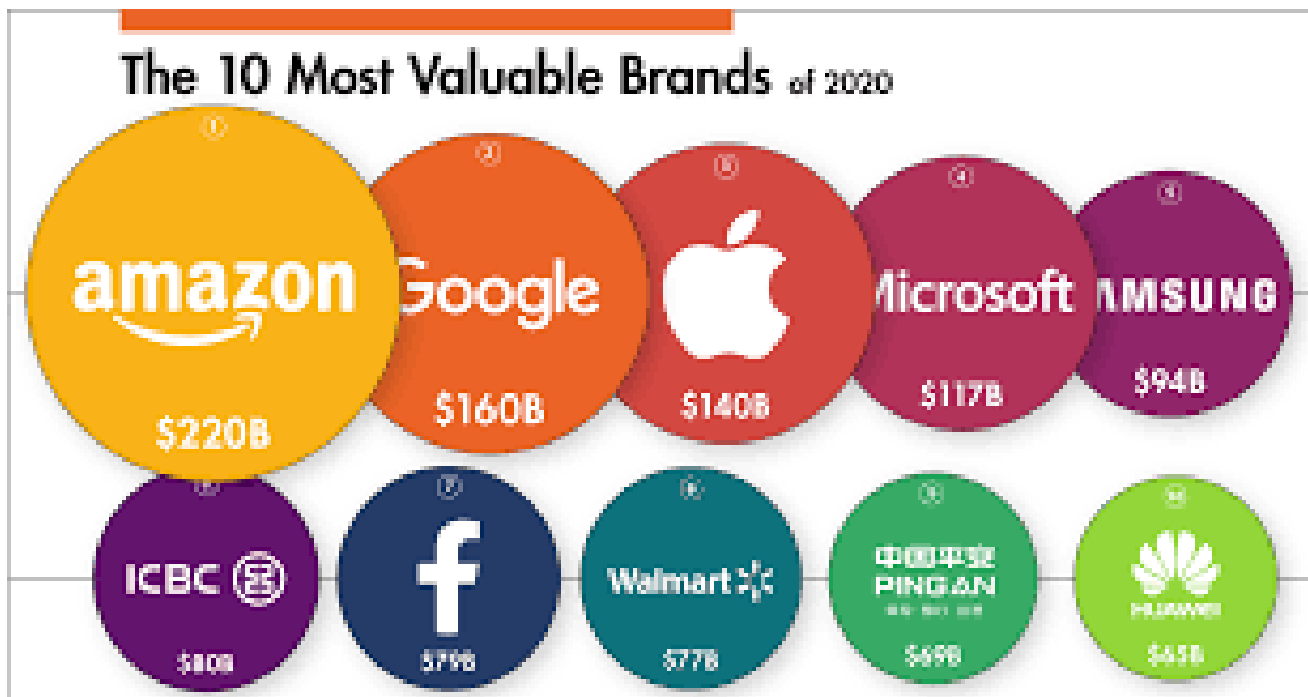


[This Photo](#) by Unknown Author is licensed under [CC BY-NC](#)

World's most recognised brands



Every brand has the potential to add value to the Balance Sheet



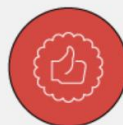
The annual Global 500 report from Brand Finance connects brands to the bottom line.



Brand Strength Index (BSI)

Assessing marketing investment, stakeholder equity, and business performance to express brand strength on a scale of 0 to 100

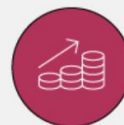
+



Brand Royalty Rate

BSI is applied to an appropriate royalty range which reflects the importance of brand to purchasing decisions in certain industries

+



Brand Revenues

The royalty rate is applied to forecast revenues

=



Brand Value

Revenues are discounted post-tax to a net present value (NPV)

Brand elements

A brand is made up of:

- Logo & tagline
- Values
- Style guide – colours, fonts, tone of voice in communications
- People / Customer service



Where Brand elements are used

- Signage
- Social media
- Written materials
- Electronic signatures
- Staff uniforms
- Customer service



Examples of iconic Australian brands



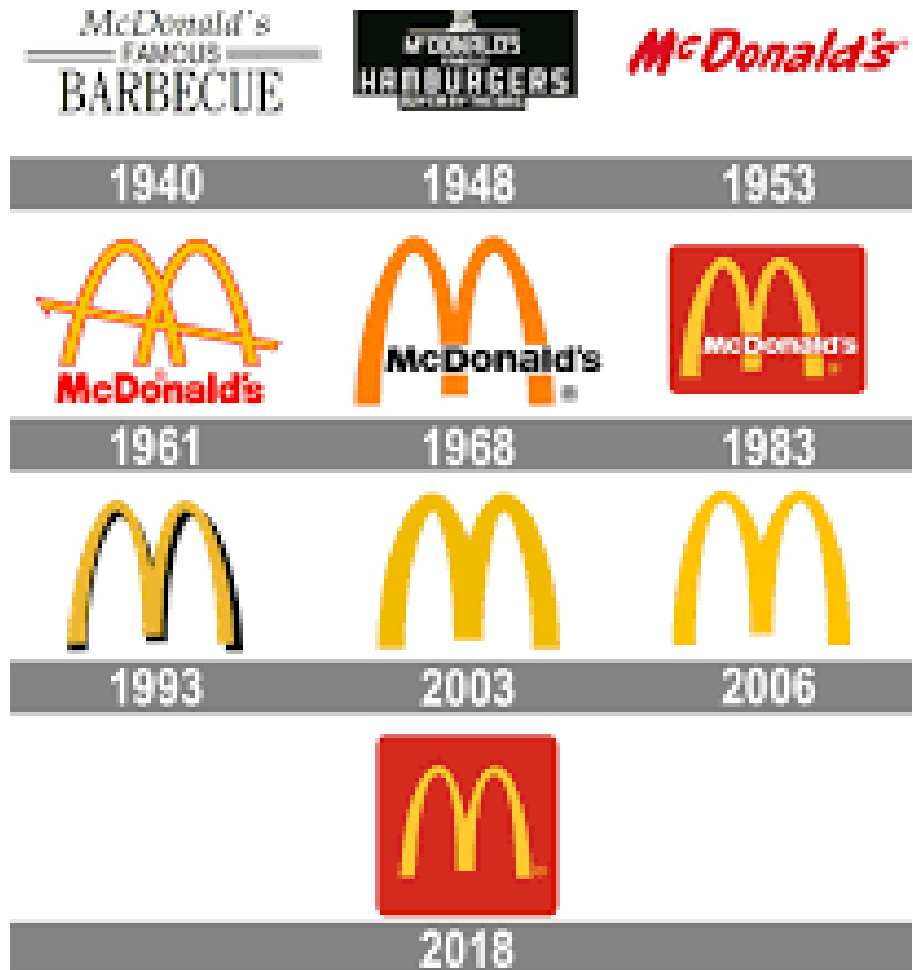
Examples of iconic Australian brands



Question: Should you revitalise your brand?

When to consider re-branding:

- Been around for years
- Entering new markets
- Extending your product line
- Competitors eating into market share
- Overcoming a PR crisis



Branding checklist

Checklist:

1. Do you know your brand values?
2. Are they consistently communicated across your business?
3. Are you in a situation where you need to revitalise your brand?



Actionable steps

Steps:

1. Brainstorm with your staff and key customers
2. Audit all your brand touchpoints – logo, signage, printed materials, staff / customer service; and
3. Decide whether your brand needs to be revitalised or just articulated and reinforced?



In Summary:



[This Photo](#) by Unknown Author is licensed under [CC BY-NC-ND](#)

Thank you



GLEN EIRA
CITY COUNCIL

For more information

<https://www.gleneira.vic.gov.au/>

[Business support - Glen Eira City Council | Glen Eira City Council](#)

cityfutures@gleneira.vic.gov.au