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GLOBAL MULTIBIZ



BRAND STRATEGY

Brand strategy is the description of the brand's style or format of getting to their target, being unique and how they influence concepts and decisions.



BRAND START-UP

You need :

- Brand Name (Universal – to suit all businesses you do)
- Brand Logo (Professional)
- Brand Motto (Reflects/Depicts your Brand)
- Brand Color (Consistent)
- Brand Structure (Purpose, Mission, Vision...)



LOGO

BRAND NAME

Tagline...



Color Palette



Mission



Vision



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BRAND STRUCTURE

(Key Brand Strategy Elements)

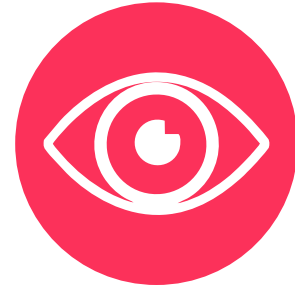


BRAND PURPOSE



Why the brand exist beyond money?

BRAND VISION



The brand's destination and what it aspires to be.

- What you want your future brand to look like
- Use that vision as a guiding compass to get there

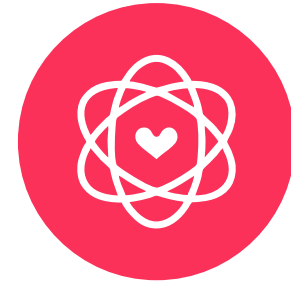
BRAND MISSION



It defines the brand's commitments for today.

- Dig deep to find a commitment
- Use that commitment to drive decisions

BRAND VALUES



Has a goal of providing a boundary of behavior for the brand, it operates according to a certain philosophy of conduct.

- It must be actionable
- Start with a single word
- Make them unique to the business

BRAND POSITIONING



To specify a unique point-of-difference (or differentiator), that sets the brand apart from its competitors.

- Effective brand positioning must fight for Awareness, Attention & Salience.
- Uncover what's important to your audience
- Give it to them with a unique experience

BRAND PERSONALITY



To make your brand sound & feel human rather than feeling like a corporate entity.

- Understand your audience
- Understand the traits they're attracted to
- Use those traits to shape your communication

BRAND VOICE & TONE



It provides the subtle detail of your tonality.

- Start with a well-defined personality
- Use personality traits to shape the voice

BRAND STORY

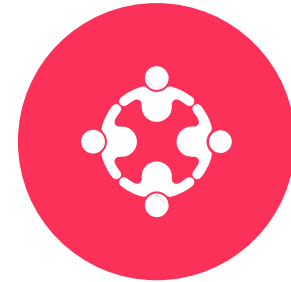


To create associations and deliver messages to the audience in a way that feels relevant & engaging.

- Step into the shoes of your audience
- Immerse yourself in their journey
- Tell their story with your brand as the support



BRAND HERITAGE



To create associations of tradition and longevity.

TAGLINE



To plant a memorable meaning in the mind of the audience that can grow into the position it wants to own.

- Distill your brand position
- Apply the key characteristics – Concise, Meaningful, Memorable, Catchy

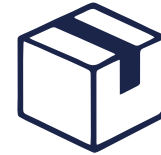
(Slogan: - spearheads a marketing campaign.

Tagline: - spearheads a brand.)



4 P's OF MARKETING

PRODUCT



- What does the customer want from the product?
- What features does it have to meet these need?
- How and where will the customer use it?
- What does it looks like?
- What size(s), color(s) should it be?
- How is it branded?
- How is it differentiated versus your competitors?

PRICE



- What is the value of the product or services to the buyer?
- Are there established price points for products or services in this area
- Is customer price sensitive?
- What discounts should be offered to trade customers?
- How will your price compare with your competitors?

PLACE



- Where do buyers look for your product or service?
- If they look in a store, what kind?
- How can you access the right distribution channels?
- Do you need to use a sales force?
- What do your competitors do, and how can you learn from that and/or differentiate?

PROMOTION



- Where and when can you get across your marketing messages to your target market?
- Will you reach your audience by advertising in the press, or on TV, or on radio, or on billboards?
- When is the best time to promote?
- How do your competitors do their promotions?
And how does that influence your choice of promotional activity?

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