

Designing Brand Identity

Designing Brand Identity Designing brand identity is a fundamental aspect of establishing a successful business in today's competitive marketplace. A well-crafted brand identity not only helps you stand out from the crowd but also builds trust and loyalty among your target audience. When it comes to SEO, your brand identity plays a pivotal role in shaping how your brand is perceived online, influencing search engine rankings, and driving organic traffic. By integrating strategic design elements with SEO best practices, you can create a cohesive and memorable brand presence that resonates with both users and search engines alike. Understanding the Components of Brand Identity Before diving into the SEO strategies, it's essential to grasp the core components that make up a strong brand identity. These elements work together to convey your brand's personality, values, and uniqueness.

Logo and Visual Elements Your logo is the visual cornerstone of your brand. It should be simple, memorable, and versatile. Alongside your logo, other visual elements include: Color palette Typography Imagery style Iconography Consistency across these elements helps reinforce brand recognition and creates a cohesive user experience.

Brand Voice and Messaging Your brand voice reflects the personality behind your communication. Whether formal, friendly, authoritative, or playful, your tone should be consistent across all platforms. Messaging should clearly communicate your value proposition and resonate with your target audience.

Brand Values and Positioning Clarify what your brand stands for and how it differs from competitors. These core values influence your content, design choices, and overall strategy.

2 Designing a Visual Identity for SEO Visual elements are not only vital for branding but also influence SEO indirectly through user experience and engagement metrics.

Creating an SEO-Friendly Logo While logos are primarily visual, optimizing them for SEO can improve discoverability:

- Use descriptive file names (e.g., yourbrand-logo.png)
- Add alt text that includes relevant keywords naturally
- Ensure the logo is responsive and loads quickly

Color Palette and Typography Colors and fonts should enhance readability and accessibility. Search engines prioritize websites that offer a positive user experience, so choose:

- High-contrast color schemes for better readability
- Web-safe fonts that load quickly

Consistent use of colors and fonts across all pages

Imagery and Iconography High-quality images and icons should be

optimized: Compress images to reduce load times Use descriptive alt attributes with relevant keywords Maintain a consistent style that aligns with your brand Developing Content and Messaging for SEO Your brand's voice and messaging directly influence your content strategy, which is central to SEO success. Crafting a Unique Brand Voice Define your tone and style to ensure consistency across all content types: Develop a brand voice guideline document Train your team on tone and messaging Maintain consistency in social media, blogs, and website content 3 Creating Content That Reflects Your Brand Identity Your content should embody your brand's personality and values: Use storytelling to connect emotionally with your audience Highlight your unique selling propositions Incorporate your brand's visual elements into your content design Keyword Integration and On-Page SEO Align your content with relevant keywords without compromising brand voice: Research keywords related to your brand and industry Use primary keywords in titles, headings, and meta descriptions Maintain natural keyword density to avoid keyword stuffing Include branded keywords and phrases that reinforce your identity Building a Consistent User Experience Consistency across your website and digital platforms enhances brand recognition and improves SEO metrics like bounce rate and dwell time. Website Design and Navigation Design your website to reflect your brand identity: Use your brand's color scheme and visual elements Ensure intuitive navigation with clear menus Optimize for mobile devices to reach a broader audience Brand Cohesion Across Platforms Your branding should be seamless across all online channels: Social media profiles should mirror your website's branding Consistent messaging and tone in all communications Use uniform logos, imagery, and hashtags Leveraging Branding for Off-Page SEO While on-site elements are crucial, off-page SEO strategies can amplify your brand's visibility and authority. Building Brand Authority and Backlinks Establish your brand as an authority in your industry: 4 Engage in guest blogging with relevant, branded content Partner with influencers and industry leaders Create shareable content that naturally attracts backlinks Online Reputation Management Monitor and manage your brand's reputation: Encourage positive reviews and testimonials Respond promptly to feedback and inquiries Address negative comments professionally to maintain trust Measuring and Refining Your Brand Identity Strategy Continuous analysis and refinement are vital for maintaining an effective brand identity aligned with SEO goals. Utilizing Analytics Tools Track key metrics: Website traffic and user engagement Search engine rankings for branded and non-branded keywords Social media engagement and brand mentions Gathering Feedback and Making Improvements Regularly solicit feedback from your audience: Conduct surveys and polls Monitor customer reviews and comments Adjust your branding and SEO strategies based on insights

Conclusion Designing a compelling brand identity is not just about aesthetics; it's a strategic process that influences your SEO performance and overall online presence. By thoughtfully developing visual elements, crafting consistent messaging, and aligning your content and user experience with SEO best practices, you can create a powerful brand that resonates with your audience and ranks higher in search engine results. Remember, a strong brand identity builds trust, fosters loyalty, and ultimately drives sustainable growth in the digital landscape. QuestionAnswer 5 What are the key elements to consider when designing a brand identity? The key elements include the logo, color palette, typography, imagery style, voice and tone, and overall visual style. These elements should work cohesively to reflect the brand's core values and resonate with the target audience. How can I ensure my brand identity stands out in a competitive market? Focus on creating a unique visual style and messaging that differentiates your brand. Conduct market research to identify gaps, develop a memorable logo, and maintain consistency across all touchpoints to build strong brand recognition. What role does storytelling play in designing a brand identity? Storytelling helps convey the brand's purpose, values, and personality, creating an emotional connection with the audience. Incorporating a compelling brand story into your identity design makes it more memorable and authentic. How important is consistency in maintaining a strong brand identity? Consistency is crucial as it builds trust and recognition over time. Using the same visual elements, tone, and messaging across all channels ensures your audience can easily identify and connect with your brand. What are some common mistakes to avoid when designing a brand identity? Common mistakes include copying competitors' designs, overcomplicating the visual identity, ignoring target audience preferences, and lacking flexibility for future growth. Ensuring clarity, originality, and adaptability are vital. How can I test and refine my brand identity before a full launch? Conduct focus groups, gather feedback from stakeholders, and run A/B tests on visual elements and messaging. Use insights to refine your designs, ensuring they resonate well and effectively communicate your brand's essence. **Designing Brand Identity: Crafting a Visual and Emotional Signature for Your Business** Introduction Designing brand identity is a fundamental step for any organization seeking to establish a memorable presence in a competitive marketplace. It's more than just creating a logo or choosing a color palette; it's about shaping the visual and emotional perception of your brand in the minds of your audience. A well-crafted brand identity acts as a bridge between your business and your consumers, conveying your values, personality, and promise through a cohesive and compelling visual language. In this article, we'll navigate the intricate process of designing a brand identity—delving into strategic planning, visual elements, and practical considerations that ensure

your brand stands out and resonates deeply. --- Understanding the Foundations of Brand Identity **What Is Brand Identity?** Brand identity encompasses all the tangible and intangible elements that represent your business. It's the sum of visual components like logos, color schemes, typography, and imagery, as well as the tone of voice, messaging style, and overall personality. While branding sets the strategic direction, brand identity translates this into visual and sensory cues that consumers recognize and connect with. **Why Is Designing Brand Identity Important?** A compelling brand identity fosters recognition, builds trust, and differentiates your business from competitors. It influences customer perceptions and can evoke emotional responses, which are crucial for fostering loyalty. In a crowded market, a strong identity acts as a visual anchor, making your brand memorable and enabling you to stand out. **Key Goals of Designing a Brand Identity** - Establish recognition and recall - Communicate core values and personality - Build emotional connections - Ensure consistency across all touchpoints - Adapt to growth and market changes --- **The Strategic Process of Crafting a Brand Identity** **Conducting Market and Audience Research** Before diving into design, understanding your market landscape and target audience is essential. This includes: - **Competitor Analysis:** Examine what your competitors' brands look like, their messaging strategies, and what gaps you can fill. - **Audience Insights:** Identify demographics, psychographics, preferences, and pain points of your ideal customers. - **Brand Positioning:** Clarify how you want your brand to be perceived relative to competitors—luxury, approachable, innovative, etc. **Defining Your Brand's Core Elements** - **Brand Mission:** Why does your brand exist? - **Brand Vision:** What future do you aim to create? - **Brand Values:** Principles that guide your behavior and decision-making. - **Brand Personality:** Human traits attributed to your brand (e.g., friendly, professional, daring). These foundational elements inform every visual and verbal aspect of your identity. **Developing a Brand Strategy** Once the foundational insights are in place, craft a strategic plan that aligns your visual identity with your brand's purpose. This involves defining your unique value proposition and key messaging points, which will influence your visual language. --- **Designing Visual Elements of Brand Identity** **Logo Design:** **The Visual Anchor** The logo is often the most recognizable part of your brand identity. It needs to be versatile, memorable, and aligned with your brand personality. - **Types of Logos:** Wordmarks (e.g., Google), symbols (e.g., Apple), combination marks, or emblems. - **Design Principles:** - **Simplicity:** Easy to recognize and reproduce. - **Scalability:** Looks good in various sizes. - **Timelessness:** Avoid trendy designs that may become outdated. - **Relevance:** Reflects your industry and brand personality. **Color Palette:** Evoking Emotions Colors influence perception and can evoke specific emotions. For instance, blue often signifies trust, red indicates energy, and green relates

to nature. - Choosing Colors: - Limit primary colors to 2-3 for clarity. - Use complementary or analogous schemes for harmony. - Consider cultural implications of colors in target markets. Typography: Setting the Tone Typography communicates personality and improves readability. - Font Selection: - Serif fonts convey tradition, authority. - Sans-serif fonts suggest modernity and clarity. - Custom or unique fonts can add exclusivity. - Hierarchy and Usage: - Headings vs. body text. - Consistent font choices across platforms. Imagery and Iconography Visual content should reinforce your brand's personality. - Photographic Style: Bright, candid, minimalist, or dramatic. - Icons: Should be simple, clear, and stylistically consistent. - Illustrations: Can add a unique, playful, or sophisticated touch. --- Creating a Cohesive Brand Style Designing Brand Identity 7 Guide A comprehensive style guide ensures consistency across all channels and touchpoints. It should include: - Logo usage rules - Color palette specifications - Typography guidelines - Imagery style and treatment - Tone of voice and messaging standards - Application examples (business cards, website, packaging) Consistency nurtures recognition and trust, making your brand more authoritative and reliable. --- Implementing and Evolving Your Brand Identity Applying Your Brand Identity Once designed, your visual identity should be applied systematically: - Website design - Packaging and product design - Marketing materials - Social media profiles - Internal branding (office decor, uniforms) Ensuring Brand Consistency Assign responsibilities and create templates to maintain uniformity. Regular audits and updates help adapt your identity as your business grows or market trends change. Evolving Your Brand Identity Brands must stay relevant. Periodic reviews allow you to refine your visual language without losing core recognition. Rebranding, when done thoughtfully, can rejuvenate your image and open new markets. --- Practical Considerations and Common Pitfalls Balancing Creativity with Functionality Creative visuals attract attention but must also serve clarity and usability. Avoid overly complex designs that don't translate well across mediums. Avoiding Over-Saturation Too many colors, fonts, or styles dilute your identity. Focus on simplicity and coherence. Cultural Sensitivity Ensure your branding elements are culturally appropriate for your target markets to avoid misinterpretation or offense. Protecting Your Brand Assets Register trademarks, logos, and designs to safeguard your identity from infringement. --- Conclusion Designing a brand identity is a strategic blend of art and science, requiring thoughtful planning, creative execution, and ongoing management. It's about constructing a visual and emotional signature that embodies your values, appeals to your audience, and distinguishes your business amid competition. When done effectively, a strong brand identity becomes a powerful asset—driving recognition, fostering loyalty, and supporting your long-term growth. Whether you're launching a startup or

refreshing an existing brand, investing in a well-crafted identity lays the foundation for meaningful connections and enduring success. brand development, logo design, visual branding, corporate identity, brand strategy, graphic design, brand guidelines, logo creation, brand positioning, identity system

Brand Design, 3/e The Science and Art of Branding Creating a Brand Identity: A Guide for Designers Designing Brand Identity Brand Culture Perspectives on Cross-Cultural, Ethnographic, Brand Image, Storytelling, Unconscious Needs, and Hospitality Guest Research Corporate marketing: insights and integration drawn from corporate branding corporate identity corporate communication and visual identification Brand Identity Essentials Creating a Brand Culture and Brand Campaigning Designing Brand Identity Nation Branding Practices in Latin America Corporate Digital Communications Logo Design Love Factors Affecting International Brand Equity and Brand Image The Multiple Identities of an Employer The Best in Retail Corporate Identity Corporate Brand Design Brand Relations Management Brand Identity Doc Branding in Asia Ruud Boer Giep Franzen Catharine Slade-Brooking Alina Wheeler Jonathan E. Schroeder Arch G. Woodside Kevin Budelmann Lioba Frings Alina Wheeler Eva Niesing John Nyafele-Antoson David Airey Annie H. Liu Marcelo Savignano Stafford Cliff Mohammad Mahdi Foroudi Tony Apéria Iterair Paul Temporal

Brand Design, 3/e The Science and Art of Branding Creating a Brand Identity: A Guide for Designers Designing Brand Identity Brand Culture Perspectives on Cross-Cultural, Ethnographic, Brand Image, Storytelling, Unconscious Needs, and Hospitality Guest Research Corporate marketing: insights and integration drawn from corporate branding corporate identity corporate communication and visual identification Brand Identity Essentials Creating a Brand Culture and Brand Campaigning Designing Brand Identity Nation Branding Practices in Latin America Corporate Digital Communications Logo Design Love Factors Affecting International Brand Equity and Brand Image The Multiple Identities of an Employer The Best in Retail Corporate Identity Corporate Brand Design Brand Relations Management Brand Identity Doc Branding in Asia *Ruud Boer Giep Franzen Catharine Slade-Brooking Alina Wheeler Jonathan E. Schroeder Arch G. Woodside Kevin Budelmann Lioba Frings Alina Wheeler Eva Niesing John Nyafele-Antoson David Airey Annie H. Liu Marcelo Savignano Stafford Cliff Mohammad Mahdi Foroudi Tony Apéria Iterair Paul Temporal*

begrippen achtergronden en praktijkvoorbeelden bij het ontwerpen van een merk

this innovative work provides a state of the art overview of current thinking about the development of brand strategy unlike other books on branding it approaches successful brand strategy from both the producer and consumer perspectives the science and art of branding makes clear distinctions among the producer s intentions external brand realities and consumer s brand perceptions and explains how to fit them all together to build successful brands co author sandra moriarty is also the author of the leading principles of advertising textbook and she and giep franzen have filled this volume with practical learning tools for scholars and students of marketing and marketing communications as well as actual brand managers the book explains theoretical concepts and illustrates them with real life examples that include case studies and findings from large scale market research every chapter opens with a mini case history and boxed inserts featuring quotes from experts appear throughout the book the science and art of branding also goes much more deeply than other works into the core concept of brand equity employing new measurement systems only developed over the last few years

creating a brand identity is a fascinating and complex challenge for the graphic designer it requires practical design skills and creative drive as well as an understanding of marketing and consumer behaviour this practical handbook is a comprehensive introduction to this multifaceted process exercises and examples highlight the key activities undertaken by designers to create a successful brand identity including defining the audience analyzing competitors creating mood boards naming brands designing logos presenting to clients rebranding and launching the new identity case studies throughout the book are illustrated with brand identities from around the world including a diverse range of industries digital media fashion advertising product design packaging retail and more

revised and updated sixth edition of the best selling guide to branding fundamentals strategy and process it s harder than ever to be the brand of choice in many markets technology has lowered barriers to entry increasing competition everything is digital and the need for fresh content is relentless decisions that used to be straightforward are now complicated by rapid advances in technology the pandemic political polarization and numerous social and cultural changes the sixth edition of designing brand identity has been updated throughout to address the challenges faced by branding professionals today this best selling book demystifies branding explains the fundamentals and gives practitioners a roadmap to create

sustainable and successful brands with each topic covered in a single spread the book celebrates great design and strategy while adding new thinking new case studies and future facing global perspectives organized into three sections brand fundamentals process basics and case studies this revised edition includes over 100 branding subjects checklists tools and diagrams more than 50 all new case studies that describe goals process strategy solutions and results new content on artificial intelligence virtual reality social justice and evidence based marketing additional examples of the best most important branding and design work of the past few years over 700 illustrations of brand touchpoints more than 400 quotes from branding experts ceos and design gurus whether you're the project manager for your company's rebrand or you need to educate your staff or students about brand fundamentals designing brand identity is the quintessential resource from research to brand strategy design execution to launch and governance designing brand identity is a compendium of tools for branding success and best practices for inspiration

exploring current issues in brand management this book fills a niche in the burgeoning cache of branding literature with a distinctive managerially and theoretically informed perspective on the cultural dimensions of branding

examines how research tools affect theory advances in culture and tourism research this title includes papers that focus on how to gain meaning from data to thus look at how streams of antecedent conditions result in tourism behavior

this book is the fourth book in the essential series following layout essentials typography essentials and packaging essentials it outlines and demonstrates basic logo and branding design guidelines and rules through 100 principles including the elements of a successful graphic identity identity programs and brand identity and all the various strategies and elements involved

essay from the year 2015 in the subject communications public relations advertising marketing social media grade 1 3 swansea university course strategy marketing and branding language english abstract brands occupy an increasingly prominent place in the cultural landscape schroeder et al 2006 this is why brands need more than just their products to create a customer base to establish a superior position in their specific market and keep

this position long term red bull does that in various ways the brand is connected to a range of different events sports and music these serve as advertising and communication channels for red bull as well as expands the idea of their products from just drinks to part of a cultural habit red bull gives you wings red bull 2016 is what has been used as the slogan since its energy drinks have been introduced to the market in 1987 see red bull 2016 the aspect of reaching one's highest potential is the core motivation for making connections with the previous mentioned areas

designing brand identity design business whether you're the project manager for your company's rebrand or you need to educate your staff or your students about brand fundamentals designing brand identity is the quintessential resource from research to brand strategy to design execution launch and governance designing brand identity is a compendium of tools for branding success and best practices for inspiration 3 sections brand fundamentals process basics and case studies over 100 branding subjects checklists tools and diagrams 50 case studies that describe goals process strategy solution and results over 700 illustrations of brand touchpoints more than 400 quotes from branding experts ceos and design gurus designing brand identity is a comprehensive pragmatic and easy to understand resource for all brand builders global and local it's an essential reference for implementing an entire brand system carlos martinez onaindia global brand studio leader deloitte alina wheeler explains better than anyone else what identity design is and how it functions there's a reason this is the 5th edition of this classic paula scher partner pentagram designing brand identity is the book that first taught me how to build brands for the past decade it's been my blueprint for using design to impact people culture and business alex center design director the coca cola company alina wheeler's book has helped so many people face the daunting challenge of defining their brand andrew cecon executive director marketing fs investments if branding was a religion alina wheeler would be its goddess and designing brand identity its bible olka kazmierczak founder pop up grupa the 5th edition of designing brand identity is the holy grail this book is the professional gift you have always wanted jennifer francis director of marketing communications and visitor experience louvre abu dhabi

bachelor thesis from the year 2013 in the subject communications public relations advertising marketing social media grade 11 european school of business reutlingen language english abstract in the globalized world of today a well elaborated long term oriented nation branding strategy which includes the government the public and the private sector as well as the nation's citizens themselves can help nations to improve and to better control

their nation image nation branding activities increase the countries competitiveness in the global marketplace and help to foster the tourism arrivals inward foreign direct investment flows and exports as well as they help to attract talented workforce and students despite its growing importance most latin american countries still have not engaged enough in the area of nation branding and mostly only focus their activities on the tourism promotion the region s countries have a good image regarding soft factors such as their people and tourism attractions but have a weak image regarding their products services and investment opportunities brazil has a relatively good nation image in many dimensions but still has not developed an extensive nation branding strategy chile and colombia are among the latin american countries which have started to conduct more complete and advanced nation branding activities although such advances can be observed there is still a lot of improvement potential in the nation branding practices of latin american countries

project report from the year 2020 in the subject business economics corporate communication grade msc university of cape coast course corporate digital communications language english abstract this report is in three tasks the first task provides the organisational summary of the chosen organization qatar airways then assesses the current stakeholders perceptions of its existing brand identity through stakeholder analysis and mapping and evaluates the ways in which the organisation has developed its brand identity over time and the impact this has had on its reputation in conducting the stakeholder analysis eight stakeholder groups were identified and their expectations analyzed with this done a thorough assessment was conducted using stakeholder mapping to know their perceptions of the brand identity of qatar airways the assessment revealed that stakeholder perceptions of the brand are generally positive by evaluating how the brand identity has been developed over time the context and concepts relating to branding and corporate reputation were first examined and then the impact of the brand identity on the organisation s reputation was evaluated this evaluation revealed that qatar airways brand identity has developed through deliberate brand identity strategies generally the brand identity of the organisation has impacted the company s reputation positively the second task of the report considers the use of digital communications to establish a new brand it begins by assessing the following as the most relevant digital tools and channels available for establishing and managing brand identity brand website social media mobile phone applications and email it further evaluates the suitability of two digital channels currently used by

qatar airways to communicate its brand identity the organisation s brand website and its facebook page this task then concludes by recommending the following digital communications strategies for establishing an enhanced brand identity having an increasingly active presence on popular social media platforms increasing the use of email newsletters increasing the use of visual elements on social media platforms providing information consistently and purposefully on the corporate website and developing the corporate website into an online collaboration platform and content hub the final task of this report examines how qatar airways can develop a new corporate brand identity that better reflects the needs of both the organisation and its stakeholders

completely updated and expanded the second edition of david airey s logo design love contains more of just about everything that made the first edition so great more case studies more sketches more logos more tips for working with clients more insider stories and more practical information for getting the job and getting it done right in logo design love david shows you how to develop an iconic brand identity from start to finish using client case studies from renowned designers in the process he reveals how designers create effective briefs generate ideas charge for their work and collaborate with clients david not only shares his personal experiences working on identity projects including sketches and final results of his own successful designs he also uses the work of many well known designers such as paula scher who designed the logos for citi and microsoft windows and lindon leader creator of the current fedex identity as well as work from leading design studios including moving brands pentagram metadesign sagmeister walsh and many more in logo design love you ll learn best practices for extending a logo into a complete brand identity system why one logo is more effective than another how to create your own iconic designs what sets some designers above the rest 31 practical design tips for creating logos that last

master s thesis from the year 2007 in the subject business economics operations research grade 10 european school of management and technology berlin language english abstract this thesis mainly deals with the challenge of analyzing an organization s ability to attract employees in spite of the abundance of literature covering the subject there is little empirical evidence supporting the superiority of one method over the other such over supply of organizational theories clearly calls for a unified framework that allows organizations to evaluate and improve their attractiveness as an employer

and as a consequence this thesis aims to contribute to the field by introducing a unified framework for identity gap analysis ufiga the ufiga draws upon the contributions of three particular theories which are employer branding the multiple facets of collective identities and control theory bringing together concepts from typically separated disciplines such as human resources marketing organizational behavior social psychology math and engineering such a breadth of disciplines allow the model to deal with many aspects of an employer s attractiveness such as the benefits presented to the target audience employer branding the differentiation between projection and perception of these benefits multiple identities and the manipulation of certain aspects of the organization s identity as a means of minimizing the gap between projection and perception of benefits control theory besides of formulating a theoretical model for employer attractiveness analysis this thesis provides the reader with a particular case of the model s applicability in fact it applies the ufiga to the particular case of dhl a worldwide market leader in the express and logistics business whose identity as an employer is somewhat overshadowed by its strong consumer brand after collecting information about three particular facets of dhl s identity as an employer i e

a selection of the finest retail identities from around the world

corporate brand design offers a unique and comprehensive exploration of the relationship between companies their brand design and their stakeholders the book begins its approach with a literature review to provide an overview of current thinking on the subject and establish a theoretical framework the following sections cover key stages during the corporate brand development process brand signature design its components and impact on brand reputation website design and how it builds customer perception of the brand corporate architecture design and the branding of space and place brand experience design from a sensuality perspective international case studies from a range of industries feature in each chapter to demonstrate how the theory translates to practice alongside case questions to cement learning and definitions of the key constructs by combining academic theory with practical case studies and examples readers will gain a thorough understanding of the corporate brand design process and how it influences customer identification and loyalty to the brand the book is a useful resource for advanced undergraduate and postgraduate students of strategic brand management corporate brand design and visual identity and marketing communications

brand relations management is a book for all those interested in strategy and marketing the primary intention is to show that both brand promise and brand delivery are necessary in order to build a sustainable brand the book s greatest strength is that it gathers and presents all the relevant theories of brand building it is therefore an excellent source for those wanting to educate themselves in the area

the sketchpad and planner designed specifically for brand identity and graphic design projects features 12 month undated calendar blank and ruled paper for strategy research and meeting notes 12 pt graph paper with two subdivisions for sketching ideas prior to digitising touchpoint crops for multiple print and digital applications including mobile screens and stationery

paul temporal shows how the fundamental principles of brand building are transferable to the asian environment a diverse collection of asian caselets should convince us that the 21st century will see the emergence of more asian regional and global megabrands professor john a quelch dean london business school branding in asia addresses an unusual situation in asia how is it that a region which has such high brand appreciation produces few international brands of its own the author s analysis of actual case studies ranging from powerful global brands to local companies illustrates his points clearly this coupled with a sensitive understanding of the cultural differences in the region makes it an excellent reference for everyone working with brands felix herrnberger president bmw asia pte ltd paul temporal succinctly dissects the often mystical qualities that make up a successful brand too often western insights models and case studies are applied arbitrarily across the globe it is so refreshing to see branding tackled from a purely asian perspective an invaluable reference book and eminently readable the step by step style and volume of relevant cases and examples makes this a must have for any manager in asia looking to embark on creating his own regional or global brand ray dempsey area manager mccann erickson south east asia

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