

Just the facts



97.3

COASTLIVE.COM.AU

BRANDING

2019

THIS PAGE HAS BEEN LEFT BLANK FOR YOUR NOTES:

WHAT IS A 'BRAND'?

Brands are everywhere in your daily life.

You may see them consciously, like the brand of the car in front of you at the lights, or subconsciously like the style of your favourite music or band...

brand

Noun:

1. A type of product manufactured by a particular company under a particular name.
2. An identifying mark burnt onto live stock or criminals.

Verb:

1. To mark with a branding iron
2. To assign a brand name to a product, service or business



WHAT ISN'T A BRAND?

A brand is **not a logo**, or a **corporate identity**, or **even its own advertising**, or its marketing...

SO... A BRAND IS...

It is many things... a promise, desire, belonging, action, trust and a unique set of values that are exclusive to that brand.

BRANDING =
PROMISE +
DESIRE +
BELONGING +
TRUST +
A SET OF VALUES

While many things can be branded:



...a brand can take a company, and its customers to new places, and to new experiences.

And when people start to use **your brand name** as a verb, for example... it means that your brand guarantees quality, induces desire, helps them to belong, and has built long term trust with them.

“ **Google** it ”

“ **Ps** Photoshop **that picture!** ”

“  **the carpet** ”

Many people confuse BRANDING with advertising or marketing, however... advertising and marketing are 2 ways to communicate your brand to your customers...



This could be the PERFECT definition of what marketing is...

**“The things that make me different
are the things that make me.”**

Alan Alexander Milne
(aka AA MILNE – author Winnie-the-Pooh)

In order to start advertising or marketing, **you need to start building your brand first.**

A strong brand **gives people a reason to buy** your product, or your service, that goes beyond price and features.

WHO...

WHERE...

WHAT...

BRANDING will tell people **WHO** you are...

BRANDING will tell people **WHERE** you are...

And, most importantly BRANDING will tell people **WHAT** you do.

WHO IS BRANDING FOR:

EVERY BUSINESS!

**But it is PERFECT for Trades & Services,
Medical, Legal, Educational, Recruitment
and for any Corporate Business.**

BRANDING WORKS on low frequency and high consistency, by keeping your business name at the top of peoples mind for when they need your product or service, day in and day out, 365 days a year. It is there in their mind.

Branding is not like a quick sprint, it is a marathon as these things take time to distil in people's minds, making your brand the go to brand when they need you.

WHAT IS YOUR BUSINESS BRAND?

Is your BRAND built on PRICE?

PRODUCT?

Or SERVICE?

Is your BRAND built on the stories that you tell about your staff,
your customers, or you?

If you don't know what your brand is,
then there is a way to find out what it is...



THE 7 SIMPLE STEPS TO BRANDING YOUR BUSINESS

What follows are 7 very simple steps to help you to brand your business, and don't worry, they really are very simple steps to follow...

1

STEP 1: DEFINING YOUR BRAND

What is it you do better than anyone else, and what are the emotional and rational needs of your customers.



2

STEP 2: YOUR BRAND IMAGE

When building your brand image, think of it as a person. What your companies beliefs are, its values and purpose, it's your personality that will become the brand, and, what we say.



3

STEP 3: YOUR STORY

Thirdly consider what is driving your business, who are your brand heroes, your staff, your products, or your permanent prices?



4

STEP 4: RELATIONSHIPS

Next you should aim to build long term relationships with your customers with constant, familiar, consistent price, products and... trust!



5

STEP 5: THE SAME VOICE & MESSAGE

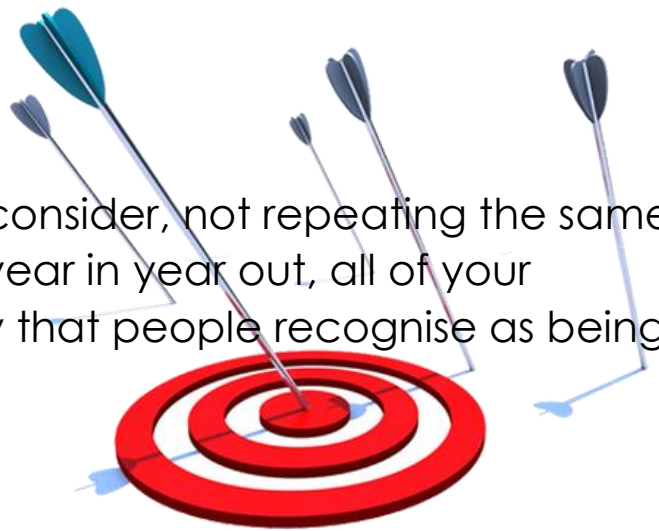
Then you should speak to your customers with a consistent tone of voice, reinforcing your business character.



6

STEP 6: CONSISTENCY

Consistency is the next thing to consider, not repeating the same message over and over again, year in year out, all of your messages should have an identity that people recognise as being from you.



7

STEP 7: KEEP THE SAME MESSAGE GOING

And finally... Always brand when you are communicating with your customers, don't dilute your message with indiscriminate discounting, and offer more rather than cutting prices.



SO.... By now you may be asking yourself...

DOES THAT WORK IN PRACTICE?

We have... **2** DIFFERENT BRANDS...
2 DIFFERENT & ENGAGED AUDIENCES...
AND... EVEN **MORE** OF YOUR POTENTIAL CUSTOMERS...



35 PLUS AUDIENCE
with a slight female skew.



25 to 39 FEMALE AUDIENCE
with a fringe audience of
18 to 24 FEMALES

That's a combined *potential* listening audience of...



***357,172 people**

*Data based on 2016 Australian Bureau of Statistics Census and broadcast footprint

And... As radio station's we use these branding methods ourselves...

Every step of the way we are building our brand, and our audience trust.

The best thing is, you can too, by partnering with us in a long term relationship as a business branding partner.

We keep things fresh with new music on 97.3 Coast FM, and we play old favourites on 91.7 The Wave.

From music we love to the people we love to listen to, our message is always the same.



COASTLIVE.COM.AU

We are a big brand, and you could be too...

So, are you ready to start branding with us?

TALK TO US TODAY ABOUT BRANDING!

