

# Delivering Successful Branding

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# Brand

“The intangible sum of a product’s attributes: its name, packaging, and price, its history, its reputation, and the way its advertised”

David Ogilvy – Ogilvy & Mather



# Brand

“The most valuable piece of real estate in the world, a corner of someone’s mind”

Sir John Hegarty – Bartle, Bogle, Hegarty

“What people say about you when you aren’t in the room”

Jeff Bezos – Amazon



# Co-creation of brand meaning

“The joint creation of value by the company and the customer, allowing the customer to co-construct the service experience to suit their context”

Prahalad and Ramaswamy, 2004



# Brand function

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- Navigation
  - Help customers choose
- Reassurance
  - Communicate intrinsic quality of the product or service
- Engagement
  - Image, colours, language to encourage customers to engage with the brand



# Great brands

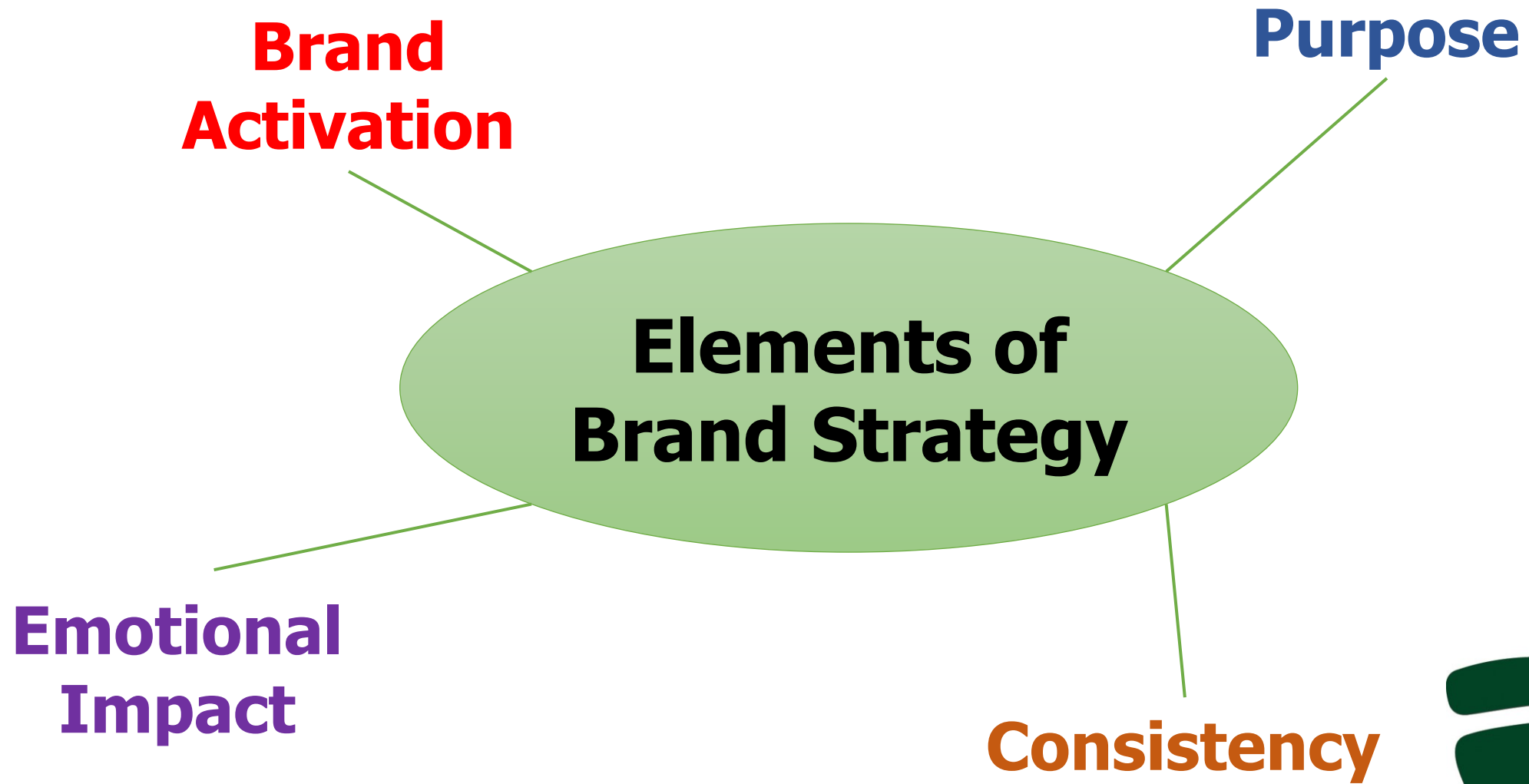


# Strategic Brand Management Process

1) Identify and Establish Brand Positioning and Values

- Mental maps
- Competitive frame of reference
- Points of parity, points of difference
- Core brand values
- Brand architecture







Purpose

# WHY?

**Transcends  
short term  
commercial  
requirements**

"To bring inspiration and innovation to every athlete in the world. If you have a body, you are an athlete"



# Consistency

**Reassurance  
adds value**

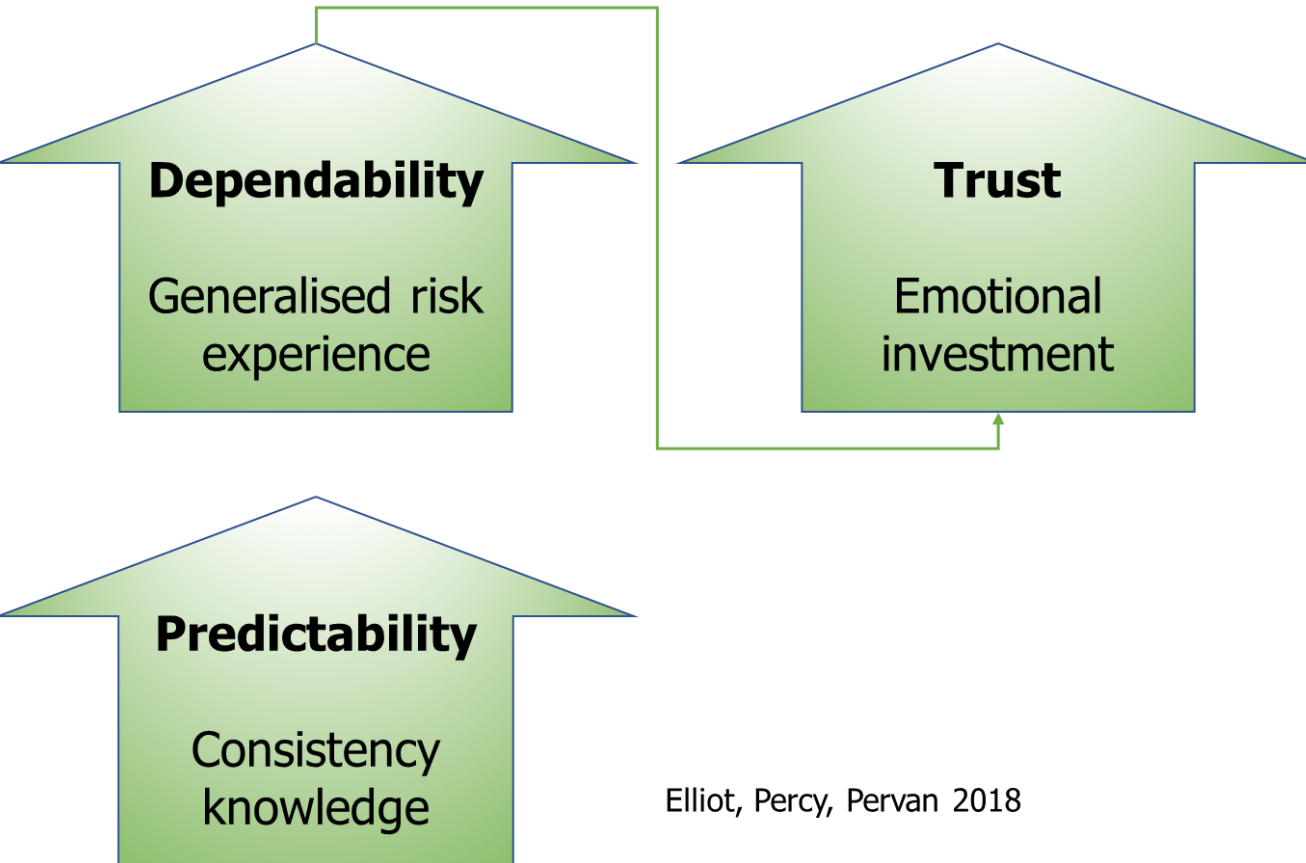


- ✓ Appearance
- ✓ Product range
- ✓ Pricing
- ✓ Ambience
- ✓ One-way system!!



# Emotional Impact

## Hierarchy of Emotional Involvement



Elliot, Percy, Pervan 2018

# 6

## Built in Emotions

- Surprise
- Anger
- Fear
- Disgust
- Sadness
- Joy



# Brand Activation

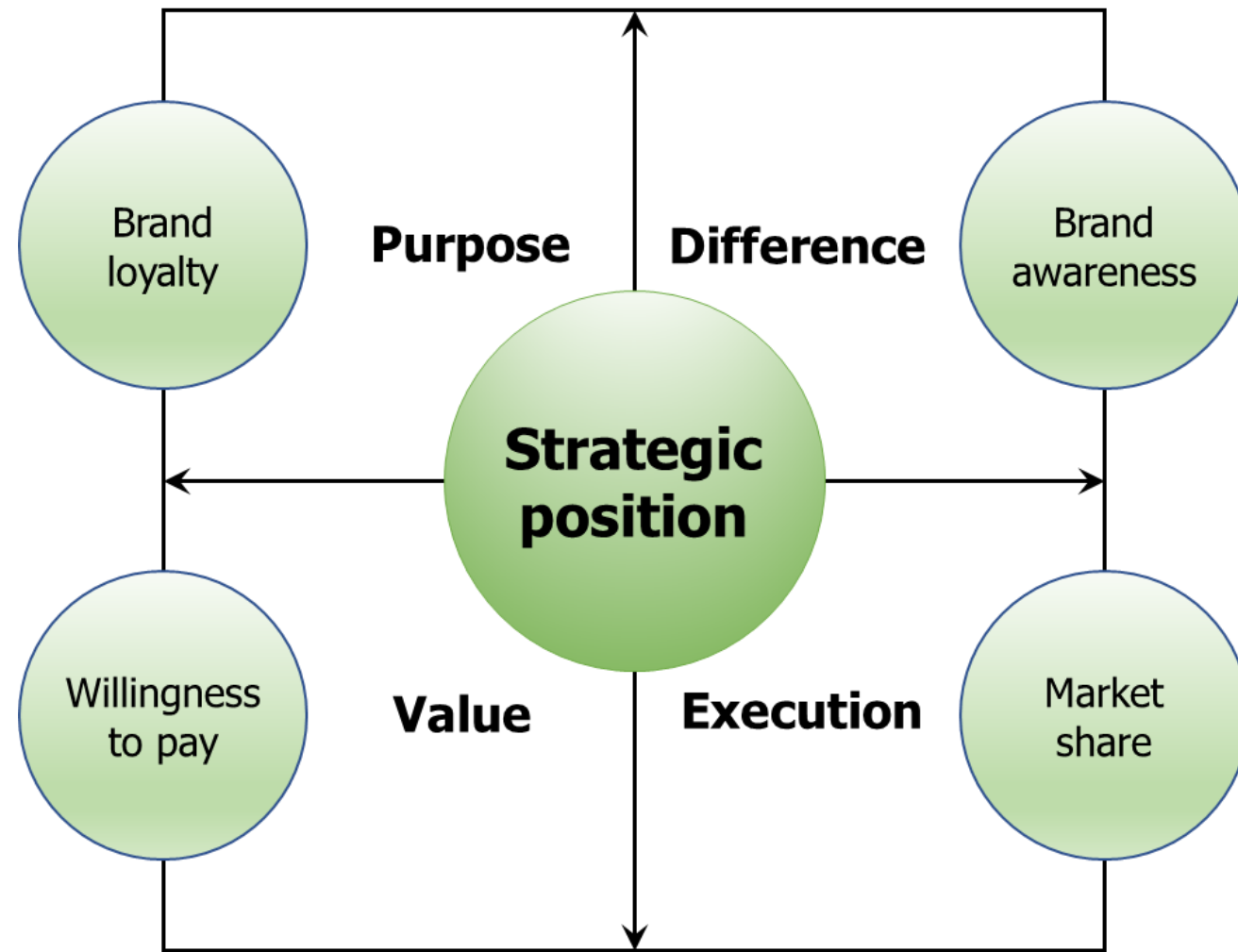
The process of making your brand known to people, increasing awareness and engagement through some kind of brand experience



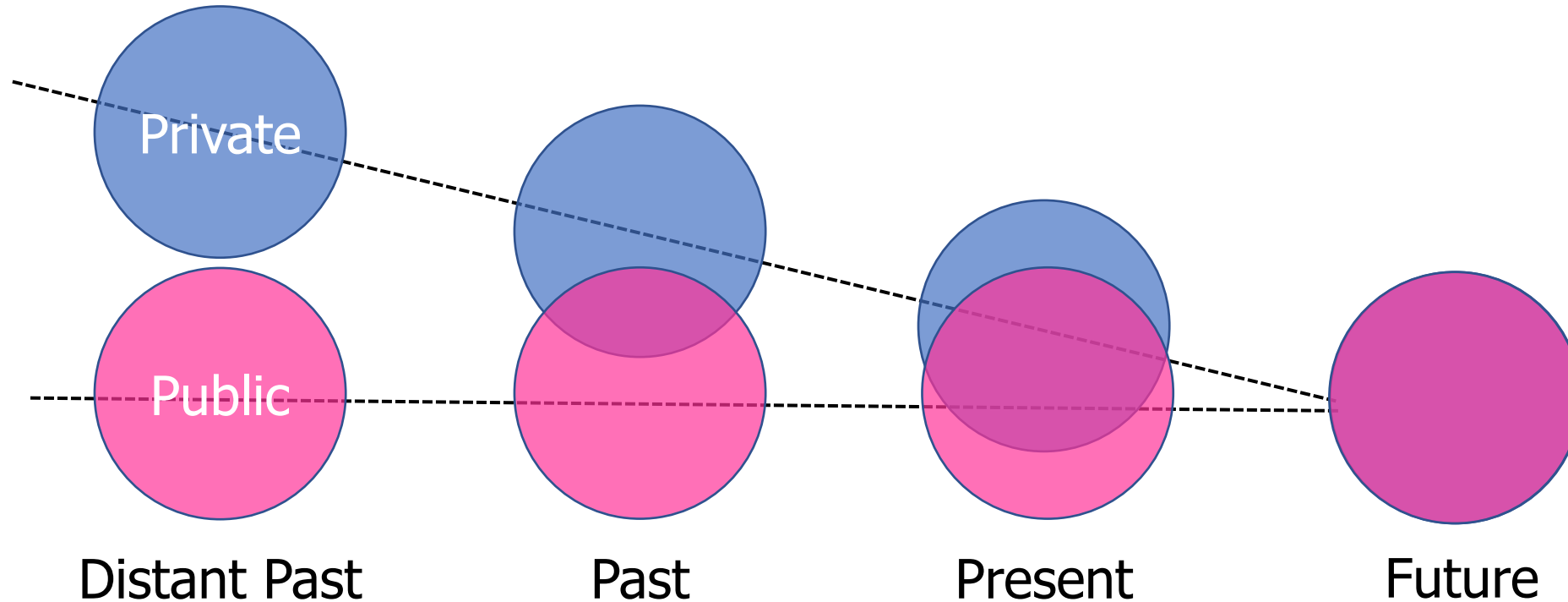
Shift the focus from the sales process to the buying process



# Brand Pillars



# But what about Personal Branding?



Be yourself: everyone else is already taken  
Oscar Wilde





# Personal Brand Identity

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- **Who are you?**
- **Who needs to know?**
- **How will they find out?**
- **Why should they care?**



# Thanks for attending

## Any questions?

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