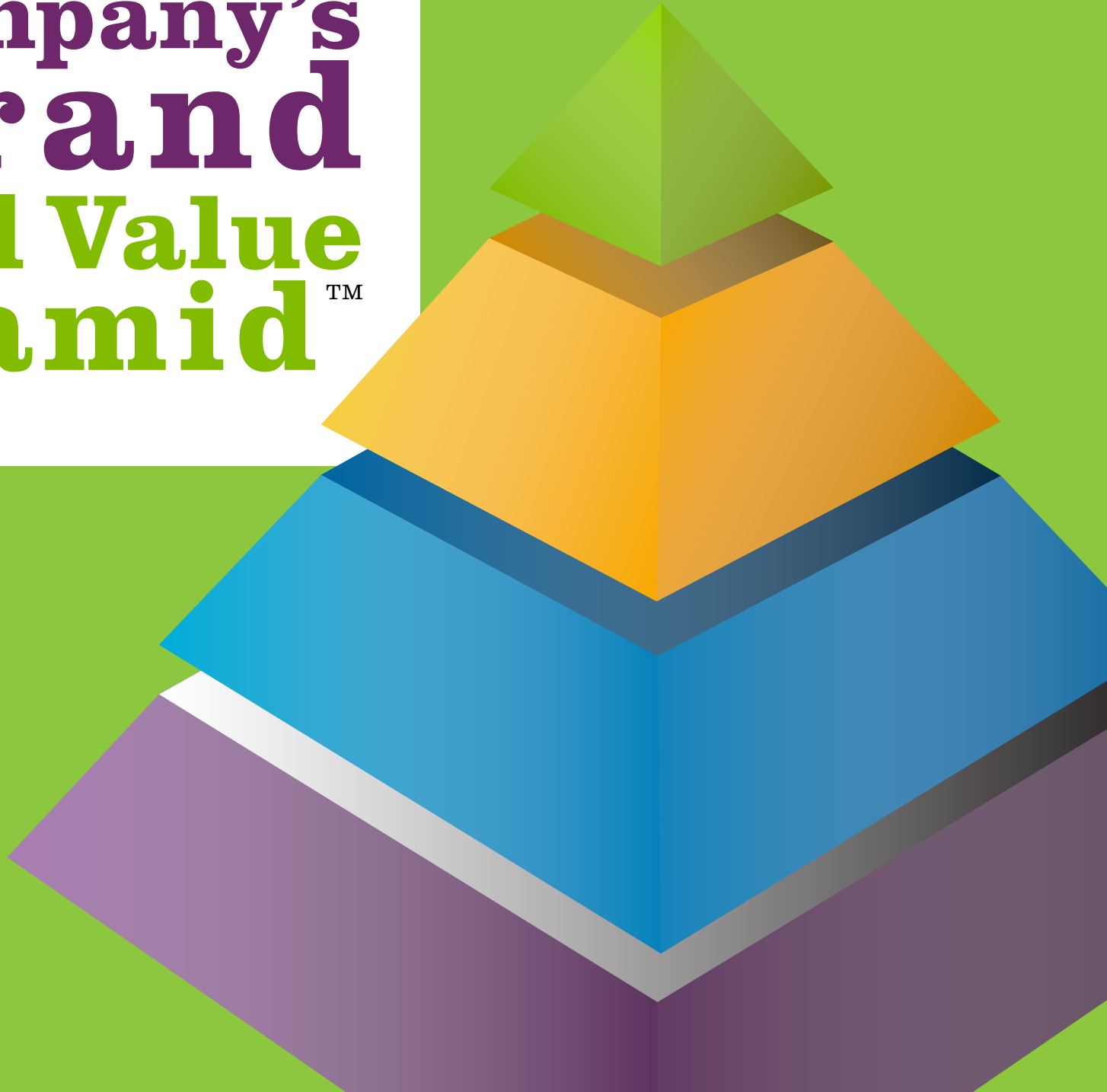


how to **company's**  
assess **brand**  
your **Brand Value**  
using the **Pyramid**<sup>TM</sup>



**GREENCREST**

MARKETING • ADVERTISING • PR • DIGITAL

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Written by:



**GREENCREST is the only integrated brand agency built to propel small-to mid-size businesses to the next level—guaranteed.** Selected as one of only 35 certified brand specialists in North America—and the only one in the region—GREENCREST specializes in brilliantly executed marketing strategy that raises our clients' profiles above the radar screen so they are heard, known and recognized as a leader.

## Consider This

Many Fortune 500 companies' brand value accounts for 50 percent or more of their total value.

## Introduction: Do you know where your brand stands?

Brand value is a recognized as a line item on a company's balance sheet. Recognition of brand value first surfaced in 1989 when KKR (Kohlberg, Kravis, Roberts & Company) purchased the Nabisco brand for \$31.3 billion. (You read that right...billion!)

## Smart, insightful companies brand.

They invest time and dedicate programs and resources to developing their brand. Great brands have a singular focus; they were created and are cultivated deliberately. Their business strategy is aligned to actively support the brand.

**Why?** When you holistically brand your company, you will:



INCREASE  
PROFITABILITY  
WITH PREMIUM  
PRICES



REDUCE  
COMPETITION  
VULNERABILITY



INCREASE  
CUSTOMER  
LOYALTY



INCREASE  
EMPLOYEE  
RETENTION AND  
SATISFACTION

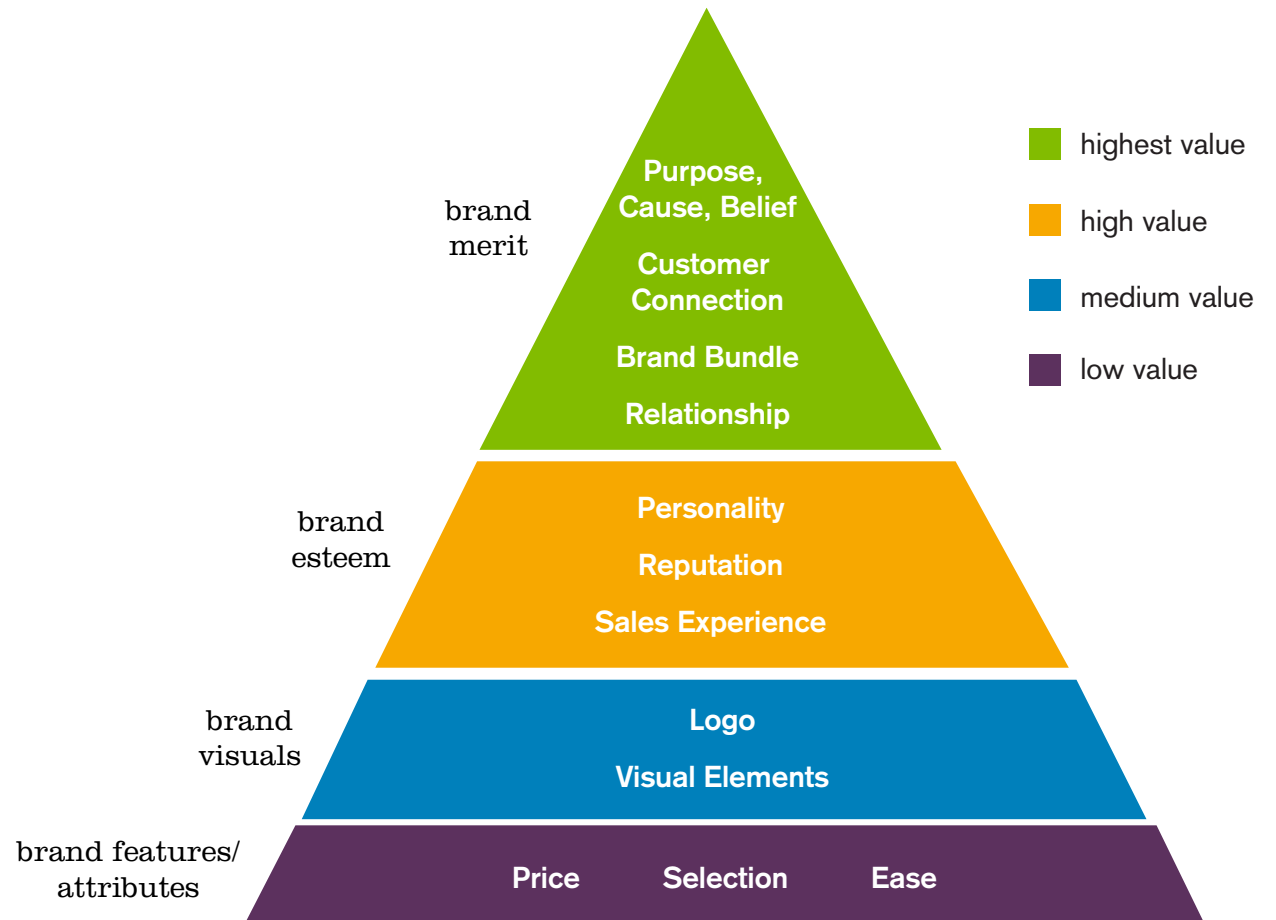


GROW  
BRAND  
VALUE

## Get Started Today

The **Brand Value Pyramid™** is a tool to visualize your company brand value. It illustrates some of the most common brand assets.

In this guide, you will learn how to use the Brand Value Pyramid™ to assess your company's brand.



# brand features and attributes

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## To Put it Simply

Your brand features and attributes are often used to describe “how” you differ from your competitors.



Let's start at the bottom of the pyramid and work our way upward, going from lowest to highest value. As you can see, brand features and attributes are important, but they have the lowest value in the pyramid.

Most brands offer a suitable price point. This value is in the worth a customer places on it. Product offering is essential in most, but not all, cases. It depends on your competitors. You may present hundreds of SKUs or a limited number. Stellar customer service, friendly return policies and Internet sales make doing business with your company easy in the eyes of the customer.

## Examples of Brand Features and Attributes

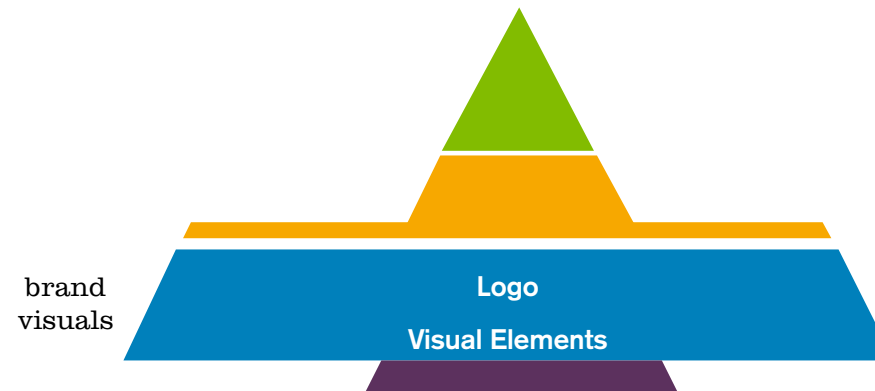
- Breadth of product offering
- Product quality
- Product pricing
- Convenience to purchase (i.e. multiple storefronts, e-commerce website)
- Employee-customer interaction (i.e. phone, email, in-person)
- Added-value service
- Special product features
- Company policies and procedures

## Exercise 1

1. List your company's current brand features and attributes.
2. Where can you improve?

## Don't Forget

Your brand is more than a logo, image, product or jingle.



Visual elements are the first opportunity to express your brand. Your logo, collateral materials, website, etc., are mandatory for increased value.

Brand visuals are often what people mistake for a company's brand. You cannot create a brand with visuals alone. Rather, your visuals help communicate your brand. Until your brand's unique distinction has been uncovered, don't start the visual identity process.

## Examples of Brand Visuals

- Brand colors
- Logo
- Website
- Stationary
- Business cards
- Product labeling
- Advertisements
- Sales materials
- Store signage
- Visual merchandising

## Exercise 2

1. List your company's brand visuals.
2. Where can you improve?

## Consider This

On average, brand value accounts for **33 percent of a company's intangible value**—sometimes as much as 75 percent for companies who invest in their brand and make it a strategic priority.



To grow the value of your brand, define a sales experience that is second-to-none. What will make doing business with your company memorable? Most people will put price aside if the experience is positive and memorable.

Reputation can be the vanguard of a good, highly-valued brand.

## What Does Company Culture Say about a Brand?

Every company has a culture—a personality. A grumpy old mechanic's behavior may be acceptable because you know under that crusty façade is a good heart, but that's not a terrific brand asset. A brand that is quirky, brash or even savoir-faire can have strength, but only if its audience is attracted to or relates with its ways.

## Strategy Alignment

When the business strategy and the brand strategy are in perfect alignment, company decisions become crystal clear. When a company aligns the people strategy in accordance with both the business and brand strategies, its brand value soars.



The Holland Helix®



# brand esteem

Transform your company into a brand-driven organization and culture. This includes internal adoption opportunities, such as having all employees understand, embrace and believe the brand promise and the role they play in bringing the brand to life within their functional area. This is a top-down approach that is driven by the CEO.

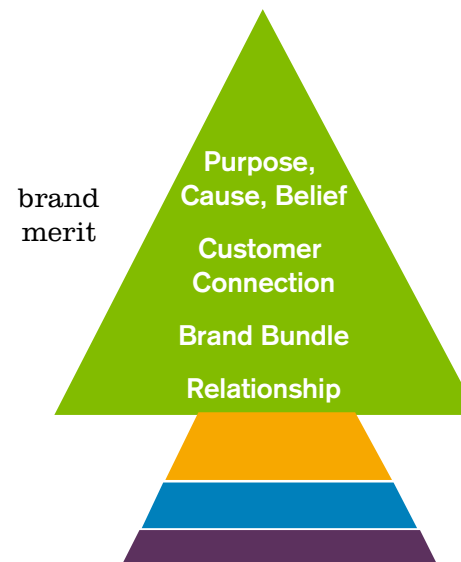


## Exercise 3

1. What's your company's reputation? Let's be honest here.
2. Describe your company culture.
3. Do your company strategies align?

## Don't Forget

Your brand is your promise to your customer and your evidence of distinction.



What does the relationship with your brand and its customers have to do with brand value? Everything. When customers enjoy or find value in your brand, they tell others. They wear your logo as a badge of loyalty, which results in repeat and referral sales.

## Check This Out

To learn more about the importance of defining your “why,” read this GREENCREST blog post!

## Protect Your Brand

A company can trademark almost anything it does that is unique—proprietary processes, exclusive approaches and specialized tools, and so on. When these trademarked processes and procedures (brand points) are added to other proprietary practices, you create a brand bundle—a collection of assets or portfolio of services competitors cannot provide. Learn more about brand bundles.

Anywhere an audience encounters your brand in a place other than at the point of sale is a connection. So how does your brand connect? Where are customers and prospects encountering your business beyond paid marketing efforts? There is great value in this connection.

## Why Does Your Company Exist?

A company’s purpose, cause and belief are as important as its brand offerings. Toms® shoes has a lot of competitors but it’s distinguished by its purpose: **One for One™**. For every pair of shoes purchased, Toms® gives a pair of new shoes to a child in need.

Why does your company exist? How are you changing your industry, your customers’ businesses and/or the world in which we live?



## Exercise 4

1. Do you have proprietary company assets that should be registered or trademarked?
2. What’s your company’s “Why?”

# thanks for reading

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Learn how GREENCREST can help improve your brand value. Schedule a FREE consultation now!

**Take the next step** and position  
your company for growth!

Now is the perfect time to set up a brand consultation with Kelly Borth, the only Certified Brand Strategist in central Ohio. This initial conversation can help you jump-start the growth of your business.

[Schedule FREE Consultation](#)

**Let's Connect**



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