

19th June Brandchat Notes: Brands + Great Brands



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How you build a great brand

How does a brand go from good to great?

It's a question many seek answers for, and lucky for you, this recap edition of #brandchat has them. With much gratitude to special guest [Denise Lee Yohn](#) [<http://twitter.com/deniseleeyohn>], author of *What Great Brands Do!*, we delve into what makes a great brand, with guidance from the following four questions:

1. How do you define "brand?"
2. What qualifies a "great" brand?
3. What is an example of a great brand and why?
4. How do you build a great brand?

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Enjoy the thoughts, insights and answers provided by our guest and lively BRANDidos, and feel free to join us on the next #brandchat Twitter chat.

How do you define "brand?"

- To me, a brand is an amalgam of purpose and personality – what you do, how you do it and why. @j_barrick
- **It is a bundle of values and attributes that embody the unique value you deliver to customers, plus your unique way of doing business.** @deniseleeyohn
- A brand is a promise (<http://www.smartinsights.com/online-brand-strategy/brand-development/brand-building/> [http://www.smartinsights.com/online-brand-strategy/brand-development/brand-building/%22%20%5Ct%20%22_blank]) @Mr_McFly
- Your brand is the story people believe about your organization, cause or idea. @SJAbbott
- A brand is the identity people think of when they hear your name in business

- or personal matters. @JoshStAubin
- A brand is also intangible. It means something different to everyone, and is so fluid. @j_barrick
- It's a melody of characteristics, from name to design, which define what your company/product is about. @TrueFilmPro
- A brand is how people see you, identify with you and remember you. It's the public perception of what you or your company is. @litlewys
- A brand is the essence of what your business is, aside from people, accounts or property. @joshmccormack
- A brand is the face of business: the story of who, what and why people should be listening. @ORIS4COLOR
- Internally, it's why you exist. Externally, it's why anyone should care. @j_barrick
- A company needs to carefully cultivate brand identity and not leave it up to customers to define. @deniseleeyohn
- It's important to spend time researching, defining and building your brand. @hydra_louise
- It's astonishing how complicated many companies make branding. Have a purpose; deliver what you promise. @j_barrick
- Brands are built, over time, by a conscious effort to communicate defined messages effectively. @AnnDruce

What qualifies a "great" brand?

- A great brand is one that provides a great product throughout the buying process and genuinely cares about their customers. @jasondominy
- A great brand doesn't sell you on anything. They put you, the customer, in the spotlight and commit to helping you succeed. @heyheyman
- Passion. Purpose. Commitment. Gratitude. Respect. @j_barrick
- One that connects internal culture to promise, product, customer, and every other touch point. @Mr_McFly
- Great brands are in sync; Perception, actions, products, people and values are aligned towards a purpose. @SaraBethMcP
- A great brand is one where the product/service lives up to and exceeds expectations, and the company strives for just that. @GeraldMoczynski
- Trustworthiness, consistency, passion, innovation and an understanding of who/what the brand is by the public. @ORIS4COLOR
- A great brand is one that stands the test of time. It evolves but stays true to what it has grown to rely on. @harrisonia
- A great brand is well defined and consistent. Something that people can connect to and expect quality. @EmmaCunningham
- Great brands value their employees and current customers as much as their prospects and bottom line. @iSocial_Fanz
- Great brands listen and care. They are good to customers and employees, too. @EagleEyedEditor
- Genuine commitment to product/offering, transparent leadership, staff involvement and customer centric. @kateeidam
- Customers have a relationship with the brand beyond the purchase. @deepalisriv
- A great brand is one that adds value to your organization. A poor brand puts barriers in your way. Simple. @SJAbbott

What is an example of a great brand and why?

- A great brand is one whose name becomes synonymous with or supersedes the product, like Kleenex, Q-Tips, Xerox.
- I'll go with the standby Apple because they sell a lifestyle, not products. @ORIS4COLOR
- United Colors of Benetton is way ahead of its time. @deepalisriv
- Grace and Lace is a prime example of a great brand. @MerlinUWard
- Old Spice. They've found a way to connect with their customers over the years PLUS their recent commercials are hilarious. @TrueFilmPro
- **ShakeShack is a great brand: terrific product and experience; avid fan base; very profitable; and it's growing.** @deniseleeyohn
- **IKEA is a great brand as well: purpose-driven, distinct positioning and offering, loyal customers, and very profitable.** @deniseleeyohn
- Southwest Air is a great one. Everything is in alignment toward their purpose: "to democratize the skies." @SaraBethMcP
- Other brands mentioned include Coke, Life is Good, KckngHrse Coffee, Go Pro, Virgin, Charmin, Disney, and WestJet.
- Great brands are recognizable. @JenMitch
- I think one brand HAS all the desirable qualities, and that's Zappos. The company re-invests in everything and everyone. @MrJDZ

How do you build a great brand?

- Invest in your product. Invest in your customer experience. Stay true to your story and culture. @heyheyman
- Clarity, or purpose, message and values. Don't overcomplicate or water-down things. @j_barrick
- Invest the time. Stay consistent with the message and don't stop realizing you are there for the customer. Keep them happy. @ORIS4COLOR
- Building a great brand requires buy-in from all involved. It's more than colors and tone – it's the how and why. @caff
- Focus on quality, service and responsive communication. Profits will follow as customers vote with their \$. @GeraldMoczynski
- Follow through on your promises. This cannot be emphasized enough. DELIVER. @j_barrick
- **Culture determines whether your people embrace and appropriately interpret and reinforce your brand to customers.** @deniseleeyohn
- Accept that you'll never be perfect, but there's never a good reason to be anything less than awesome to your customers. @j_barrick
- You build a great brand by focusing on your internal and external customers every day, at every hour. @jasondominy
- You need a culture that serves your business model with clear vision and values. Start there and it should be good. @SJAbbott
- Hire people who believe in the brand and share the vision. Do things to reduce friction, improve life and bring smiles. @caff
- Great brands help create great value. @SJAbbott

This is a topic that we'll get back to in later editions of #brandchat as there's a lot to be said of great brands. We hope you enjoyed this recap. To participate, join us every Wednesday at 10 AM CT (US & Canada) for #brandchat.