



building sharper brands

WHAT IS A BRAND?

GUIDE | BRANDS

INCISIVE GUIDES

Welcome to our series of real-world guides for B2B marketing professionals.

At CMDi we help clients think, communicate, and act incisively. Because today, only incisive communications work.

These practical tools and techniques have been proven through years of front-line use. They have been designed to create powerful and persuasive communications that will build valuable differentiation into your brand.

If you have any comments or suggestions, or would like more advice,

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Helping you
improve cut through
and response.

ONLY INCISIVE COMMUNICATIONS CUT THROUGH AND DRIVE RESPONSE.

CMDi builds brands on this simple truth:

The world is now so overcrowded with messages that only incisive communications get through.

Insightful and sharply focused, they are understood faster and remembered for longer. Clearly differentiated and ingeniously simple, they drive response.

Communicating incisively is how a brand achieves relevant differentiation, the key to market share and profitability.



FOCUSED

addresses a relevant need



DIFFERENT

achieves valuable differentiation



STICKY

stays in people's minds



MOTIVATING

prompts clear action

WHAT IS A BRAND?

GUIDE | BRANDING

WHAT IS A BRAND?

With so many
definitions out there,
**how do you describe
a brand?**

There are countless ways to describe what a “brand” means, with little consensus. A clear explanation is **hard to find**.

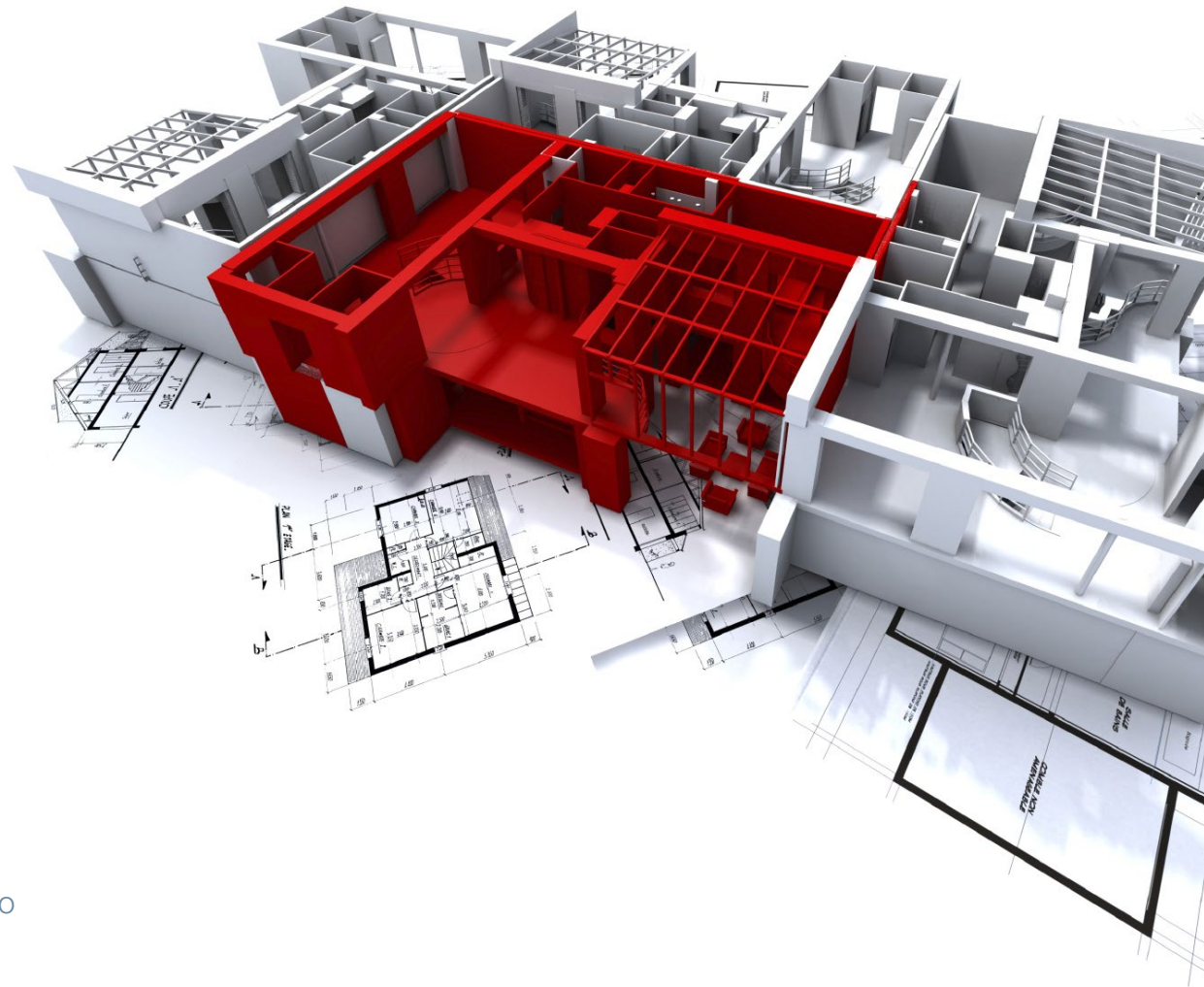
CMDi have created a useful metaphor to help everyone in the built environment sector understand brands. In simple terms, **it explains their complexity and power**, and shows why it is vital to manage them properly.

THINK OF A BRAND AS A BUILDING

Like a building, a brand comprises many parts coalesced into an entity that offers an experience unlike any other. It is this special brand experience that sets your products and services apart from alternatives and **makes them more valuable to customers.**

A brand is not one thing. Like a building, it is the sum of many parts: the rooms, the decor, the lighting, signage and even the occupants. Your brand is a **unique combination**, impacting both rational and emotional senses with every encounter.

Whenever your customers encounter your brand it affects them, like entering a building. They get a feeling and, even if they could not describe it, they know what it is. When you make them a brand promise, you are giving them a reason to visit your building and **a reason to return.**



BRAND MANAGEMENT

Why it's important
to **build, manage** and
constantly refresh
your brand.

Just like buildings, brands need to be looked after.
They need to be **managed, maintained and
renovated**. Sometimes, they need to be rebuilt.

Collectively, these activities are known as **Brand
Management**.

Remember, **brands are not optional**. Whether you
choose to manage your brand is.





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BRAND POSITIONING · PRODUCT LAUNCH · CONTENT MARKETING
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SHARPER COMMUNICATIONS
FOR THE EDGE YOUR
MARKETING NEEDS.