

What a Brand Is

Marketing

The difference between a brand, a logo and a reputation.

What it is not

- The logo — that is an identifier
- The colour palette — that is an asset
- The advertising — that is an input
- What you say you are
- A document in a drawer

What it is

- Memory structures in the buyer's mind
- Built by every experience, not only ads
- Held by customers, not by the company
- Reduces perceived risk in a decision
- An asset with measurable value

THE DIFFERENCE THAT MATTERS

You control the inputs. The brand is the output, and it lives in other people's heads.

This is why a service failure damages a brand faster than advertising builds it. Experience outweighs claims.