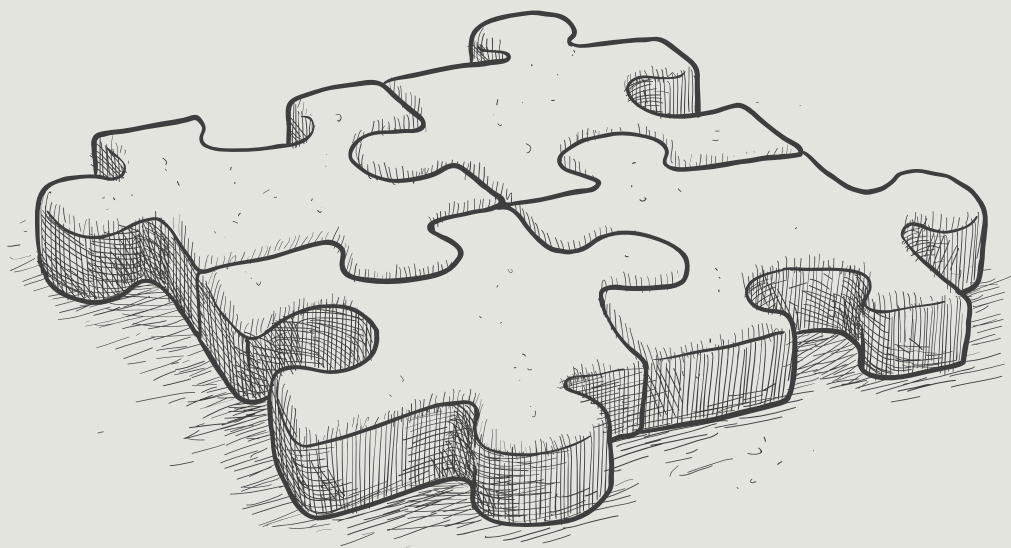




BRANDING AND EXTROVERSION HANDBOOK: A GUIDE FOR SMES



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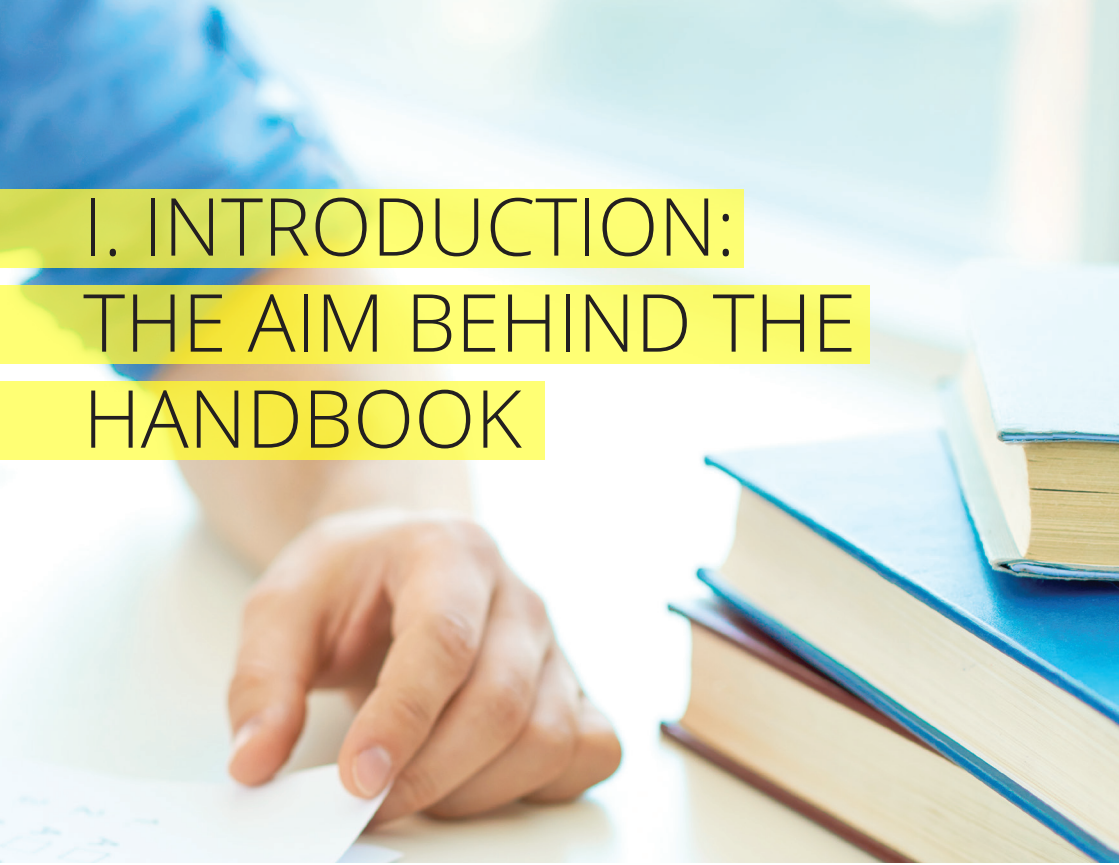
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I. INTRODUCTION: THE AIM BEHIND THE HANDBOOK



Today companies face huge challenges stepping into the market with new products and services. Finding the right market, price, budget and team to work with in this fast developing world of business is extremely challenging. A brand is key in order to stand out from competitors and effectively reach and gain loyal customers.

This handbook was carefully constructed for existing or potential entrepreneurs, managers of SMEs and start-ups to give an overview about the necessity and importance of branding. It is not a marketing book guiding you step by step through marketing strategy and extrovert approach; however it presents the key points which show how to build up a brand. It sets out the targets which have to be fulfilled whilst creating a brand, for example: establishing a company image, name, whilst also maintaining a consistent approach throughout.

A successfully implemented brand becomes an essential tool for achieving a company's business objective. This handbook was carefully put together so as to be user friendly and to contain practical information to serve as a general guide to 'branding', as well as a short summary of extroversion techniques and relevant on-line resources in order to improve a target group's branding process and reach business goals.

National and European Desk and Field Research

In order to create and develop this handbook, we have carried out complex research. By studying different texts and also through the analysis of other practises, we have been able to explore and understand the foundations of branding and extrovert entrepreneurial attitude.

By using the primary research method of questionnaires and interviews, we were able to collect new and up-to-date information regarding the background and current strategies of SME's. In this way, we were able to assess current needs with respect to branding, as well as different entrepreneurial attitudes in the workplace. We summarised our findings in a report.

The main finding from the research was that branding strategy and extrovert entrepreneurial attitude are important parts in the SME's operation, meanwhile the processes, relationships and activities of the branding strategy and entrepreneurial attitude are not always clear. Lack of knowledge was also detected in finding the link between the two.

Therefore a basic guidance information collection is needed which provides essential approach with clear definitions. Whatsmore, a brief description of the processes and relations is also needed in order to help SME's decide whether they need the process of branding and extroversion or not.

With this handbook, we aim to solve these problems and fill in the gaps; to provide a clear description of the branding process and extroversion techniques in order to make it easier for companies and SMEs to understand and implement in their own way.

II. INTRODUCTION TO BRANDING



"Branding, to me, is the identity of a product or service. It's the name, the logo, the design, or a combination of those that people use to identify, and differentiate, what they're about to buy. A good brand should deliver a clear message, provide credibility, connect with customers emotionally, motivate the buyer, and create user loyalty." Gini Dietrich



"A brand is no longer what we tell the consumer it is – it is what consumers tell each other it is." Scott Cook

II.1. WHAT IS BRANDING?

A brand or Branding refers to the perceived image and subsequent emotional response to company. Its products and services.

BRAND: Despite the fact that there are many different definitions of the word 'brand', they all encompass one main idea: the identification of a product and the differentiation from its competitors.

A brand is a more than a logo, a trade name, or a trademark, although such elements are all a part of it. Most importantly, brands refer to reputation, visibility and the ability to attract loyal clients who will further recommend the business. The elements which make up a brand should be simple, clear and easily remembered in order to attract a target audience towards your product or business. Brands are a key element in the company's relationships with customers - they represent consumers' perceptions and feelings about a product and its performance. A product or service, regardless of its quality, can be defined by this single concept: their brand, and this is exactly the reason why it is so important for entrepreneurs to build on their brand.

BRANDING: The process involved in creating a brand for a company in the consumers mind. The main aim of branding is to create a strong presence in a market which attracts customers who will become loyal to this product/company. Branding is a continual process which involves constant attention and consideration of your company's past and present, and then creating a cohesive personality for the company and its products going forward. Branding is something that triggers the emotions and minds of people, associated with the creation of the identity of a company: the sense of who you are, who you want to be and how you want others to see the company.



"The brand is the totality of such a symbols, which are responsible for identifying a specific manufacturer, provider of a product, service and also to distinguish them from other products, services." Berács József

BRAND



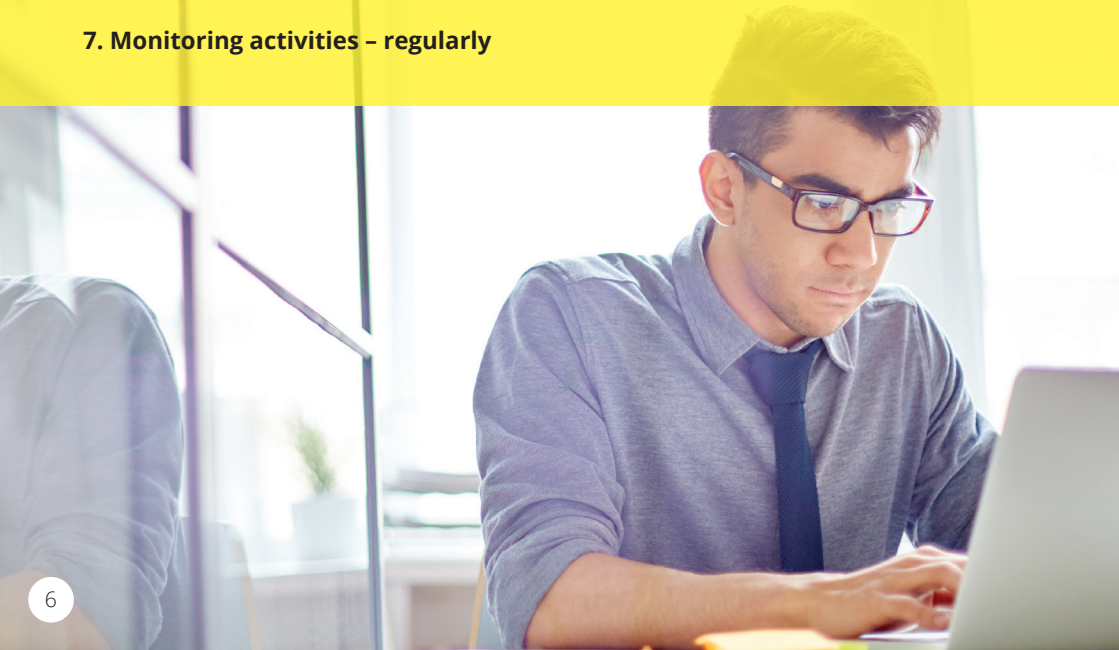
"Everything communicates, strategy is nothing without a universally compelling, and individually enchanting big idea that engages and aligns people inside and outside the corporation." Peter Economides

II.2. BRAND YOUR BUSINESS

Before brand building process, company owners have to analyse their business with written business plan, included marketing plan in order to check if the company is suitable for brand building, or not.

During the marketing plan preparation, owners have to be clear about objectives and how they're going to achieve them. A good marketing plan sets realistic and measurable objectives, allocates responsibilities, and includes budgets and action plans. It is important to update it regularly to reflect the current position of the business. The following key elements make up the business plan:

- 1. Business analyses – SWOT analyses**
- 2. Market overview – analysing market, customers, competitors, external factors**
- 3. Marketing objectives – SMART objectives (specific, measurable, achievable, realistic, timed)**
- 4. Marketing strategy – marketing mix**
- 5. Specific activities – to achieve marketing objectives**
- 6. Finances – planning marketing budget**
- 7. Monitoring activities – regularly**



One of the most important parts of marketing strategy is the marketing mix, which is a crucial tool to help to understand what the product or service can offer to the target group and how to plan a successful product offering. The aim of marketing mix due to the company's strategy is to achieve the highest return with the lowest investment. Before you start building your business and your branding, think over:

- To whom do you want to sell your product/services? (Who is going to be your target group exactly, well precisely?)
- Do you know their needs, habits, problems, where you can reach them or what type of personally they prefer?
- Does your product/service answer any of their existing problems? Or do you have a solution for an "inexistent" problem and have found a niche market?
- What is your real goal? To sell something and earn money, or to create a value/benefit for your customers – and with is establish your income?
- Decide: do you want to be a "usual" seller, or you want to be unique / different?

The 4 elements of the marketing mix are: product, price, place, promotion (4P)

Some questions to help understand marketing mix:

Product: What does the client want from the service or product? How can the product be different from competitors' products or services?

Price: How much did it cost to produce the product? Can the current price of the product keep up with the price of the product's competitors?

Place: Where do the clients look for the services or products? How different is your distribution strategy from your competitors?

Promotion: What is the main marketing message and how can it be sent to the potential buyers? What is the promotion strategy of the competitors?

Through the use of 4P tool, the company can establish and achieve its targets such as sales, profits, and customer retention and satisfaction.

In services 4P had been expanded to 7P with the following:

People: Who are those people who are contact the service and product, involved in the sales process? What do they look like, what are their attitude, habits?

Process: Are there any process in your company? What are the processes of manufacturing, providing the product and service? What do your competitors do on the market?

Physical Evidence: It is the physical evidence of a business' presence and establishment. A concept of this is branding. What are the physical evidences on your business on the market? And your competitors?

**TARGET
MARKET**

PLACE

Retail
Wholesale
Mail order
Internet
Direct Sales
Peer to Peer
Multi-Channel

PRICE

Strategies
Skimming
Penetration
Psychological
Cost-Plus
Loss leader, etc.

PROMOTION

Special Offers
Advertising
Endorsements
User trials
Direct mailing
Leaflets/posters
Free gifts
Competitions
Joint ventures

PEOPLE

Employees
Management
Culture
Customer Service

PROCESS

Especially relevant
to service industries

How are services
consumed?

**PHYSICAL
ENVIRONMENT**

Smart
Run-down
Interface
Comfort
Facilities

PRODUCT

Design
Technology
Usefulness
Convenience
Value
Quality
Packaging
Branding
Accessories
Warranties

Branding has to come from who you are and what your business can be, not from what you want it to be... Breakthrough branding is everything you do to build a brand that stands out and grabs people at every touch-point.

Traditional Business Person

- Focuses on the business metrics
- Avoids visibility
- Manages the business
- Delegates marketing
- Values winning
- Manages people
- Is remote from staff
- Favours hierarchy and processes
- Is cautious of new media
- Stresses customer service
- Is a factual communicator
- Communicates formally

Brand Entrepreneur

- Focuses on metrics and building a brand
- Is a visible brand ambassador
- Innovates through change
- Engaged in branding and marketing
- Values winning and making a difference
- Creates a culture
- Engages and “clicks” with employees
- Works collaboratively yet decisively
- Embraces new digital media
- Stresses customer engagement
- Is a storyteller and performer
- Communicates in an interactive way

It's worth thinking about...

- What would be the dream business for you based on your unique talents, interests, and abilities?
- Is there anything missing in the market that you could supply?
- What do you see/wish for your company in the future? Where do you want your company to be within five years?
- What perceptions do your customers and investors have about you and your business?
- What's the creation story of your business?
- Is there a new category, market you could create, where your business can be the first?

11.3. BRAND BUILDING, BRANDING PROCESS

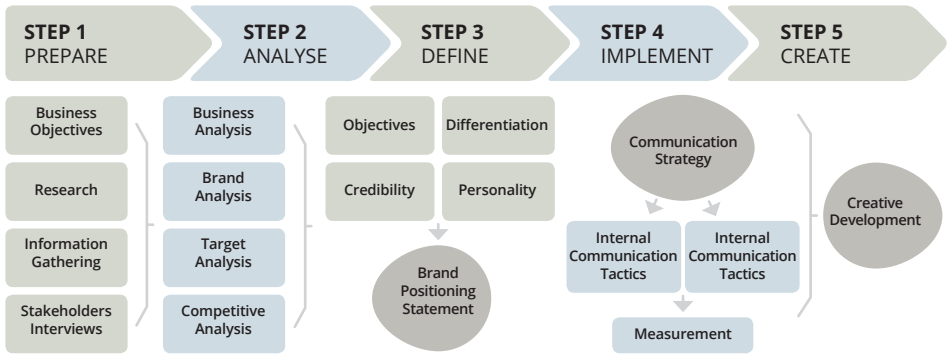
Brand building is a way of defining your business to yourself, your team and your external audiences. It could be called the business' "identity", but only on the understanding that it embodies the core of what the business is and its values, not just what it looks and sounds like.

The benefit and purpose of it: When customers connect emotively — because they share the same values and beliefs of a brand — it leads to higher sales and better brand differentiation. It also leads to loyalty, advocacy and can even protect your price in times when competitors rely on promotional discounts to drive sales. Brand is more than a logo, a name or slogan — it's the entire experience your prospects and customers have with your company, product or service.

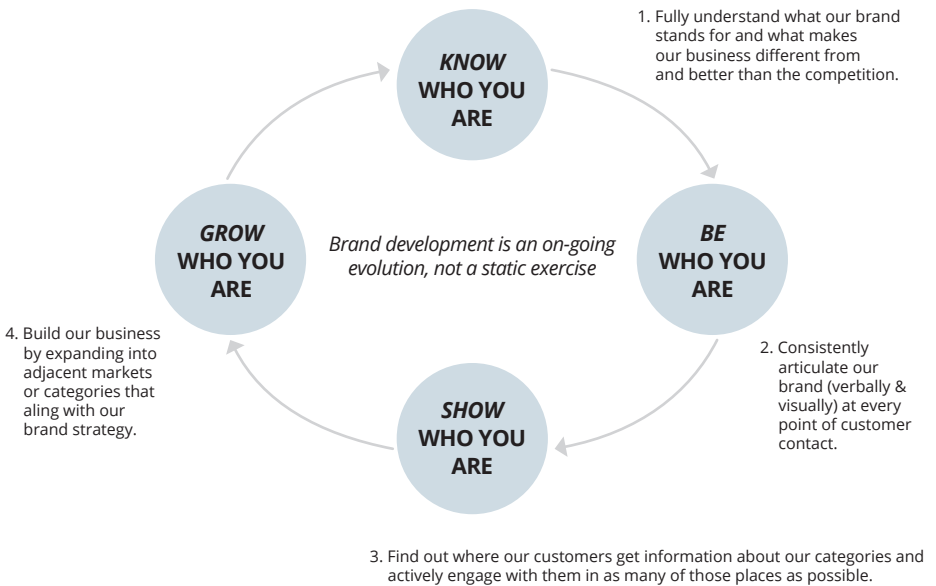


Your brand strategy defines what you stand for, a promise you make, and the personality you convey. And while it includes your logo, color palette and slogan, those are only creative elements that convey your brand. Instead, your brand lives in every day-to-day interaction you have with your market:

- The images you convey
- The messages you deliver on your website, proposals and campaigns
- The way your employees interact with customers
- A customer's opinion of you versus your competition

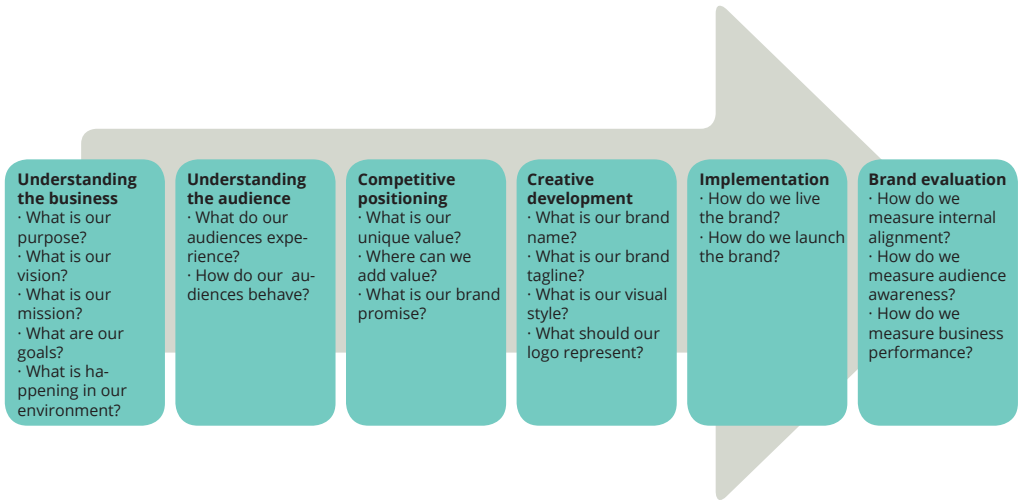


Rick Duncan, brandfixer.ca – ...often my work involves strategic planning, so I developed the “brand development process” to explain how it works. Not every company goes through the entire process, but it is a methodology to ensure there is discipline to the thinking.

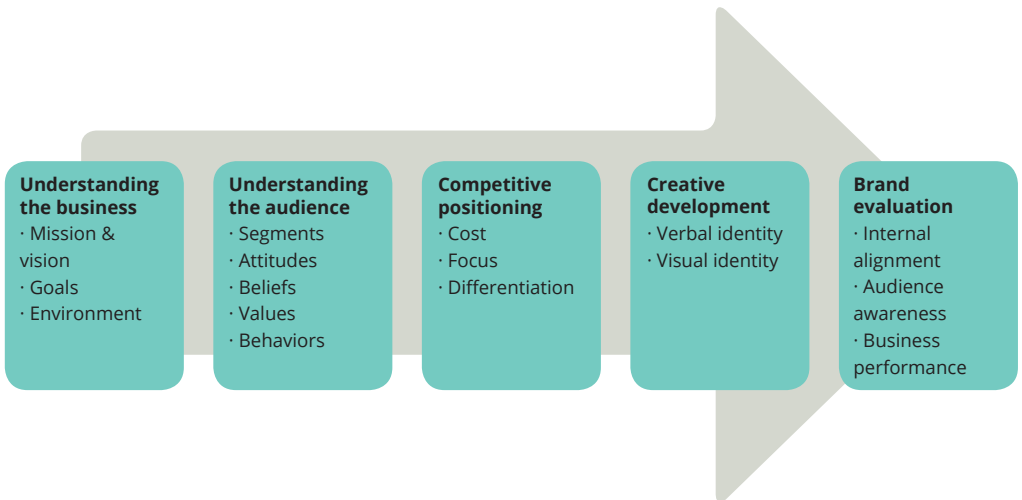


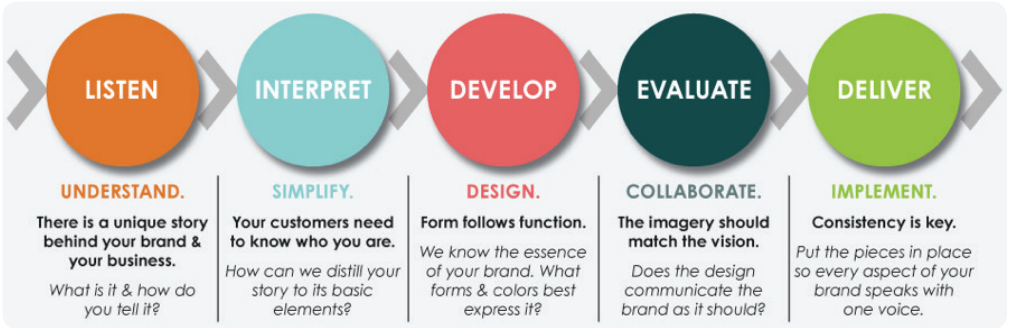
Tom McCall mc2branding.com – “Like so many elements of marketing, the process of developing and articulating a differentiated brand is an ongoing one. Done right, it’s a continual cycle of discovery, definition, communication, and evolution.”

Strategic Brand Development Questions



Strategic Brand Development Process





“Once we know what business you are truly in and what message you want to convey, we look at how best to convey that message. There are a number of branding strategies, each with their own pluses and minuses...”
 Sara Ghorashizadeh www.hartleyandsoul.com



SWOT

Brand Building is generating awareness, establishing and promoting company using strategies and tactics. In other words brand building is enhancing brand equity using advertising campaigns and promotional strategies. Branding is crucial aspect of company because it is the visual voice of the company. The purpose of brand building is to differentiate and to create a unique image about the company.

Before brand building each company has to look at the existing business position and predicting how external factors may affect the business and get a clear picture of its purpose and place. The SWOT analysis can help to analyse the company's current and forward-looking situation:

STRENGTHS: Characteristics of the business or project that give it an advantage over others.

WEAKNESSES: Characteristics that place the team at a disadvantage relative to others.

OPPORTUNITIES: Elements in the environment that the project could exploit to its advantage.

THREATS: Elements in the environment that could cause trouble for the business or project.

A SWOT analysis provides strategic insight on recommendations and opportunities for businesses to map out a strategic plan. As an actionable management tool, the SWOT helps owners hone in on the right course of action to leverage the business's unique characteristics. By turning threats into strengths, and matching strengths with opportunities, it is possible to maximize the chances of success and increase sales.

SWOT Analysis	
Strengths	Weaknesses
<ul style="list-style-type: none"> · Enhances Product Recognition · Help Product Positioning · Aids in Introduction of New Products · Builds Brand Equity · Strong reputation of the brand 	<ul style="list-style-type: none"> · Complexity · Expensive to Design · Difficult to Maintain · Difficult and Expensive to Change · Not having a clear product differentiation compared with competitor's offer · Weak distribution · Not enough online presence
Opportunities	Threats
<ul style="list-style-type: none"> · Positioning of the product in local and foreign markets · Increase the contribution margin · Control over pricing/ Brand price premium behavior · Control over distribution · Using advanced technology to develop new products · Growing demand from international markets · Using Facebook, Twitter and other social media sites to reach new customers 	<ul style="list-style-type: none"> · Free access to information though Internet/ Mass use of internet · Competitors might introduce better products and services at lower prices · Changes in the economic environment might reduce customer loyalty to established brands · Changes in customer tastes and fashions · Competitors might introduce better products and services at lower prices · Changes in the economic environment might reduce customer loyalty to established brands

It's worth thinking about...

What can you improve?

What obstacles do you face?

How can you get customers involved in creating your branding and marketing?

How can you use new media and traditional media platforms to build your business and personal brands?

What products, procedures, and systems can you develop to scale your business?

With whom it is worth building strategic partnership or cross marketing to build your brand and image?

III. STEP BY STEP INTO THE BRANDING PROCESS



III.1. PREPARATION FOR THE BRANDING PROCESS

The main areas of the brand building process:

- MARKET RESEARCH
- POSITIONING
- DEVELOPMENT
- INTEGRATED COMMUNICATION

Brand building never stops. The brand should be visible and reflected in everything that customers see (and don't see): Online and offline media.

Building a strong brand is about having a clear understanding of what the brand stands for, and then making sure everyone else understands it too. Building brand starts with answering some questions about product or business:

1. Who are my customers?
2. What customers do I want to have?
3. Who are my competitors?
4. What is my competitors' brand position?
5. What problem does my company solve? Does anybody care?
6. What is my value proposition? Is it distinctive? Is it relevant to my customers?
7. When people think about my company or product, what are the feelings and associations I want them to have? Are they unique? Can we "own" them?
8. What are the functional benefits that we deliver to our customers?
9. What are the emotional benefits that only we deliver to our customers?
10. What kind of personality will my brand have?



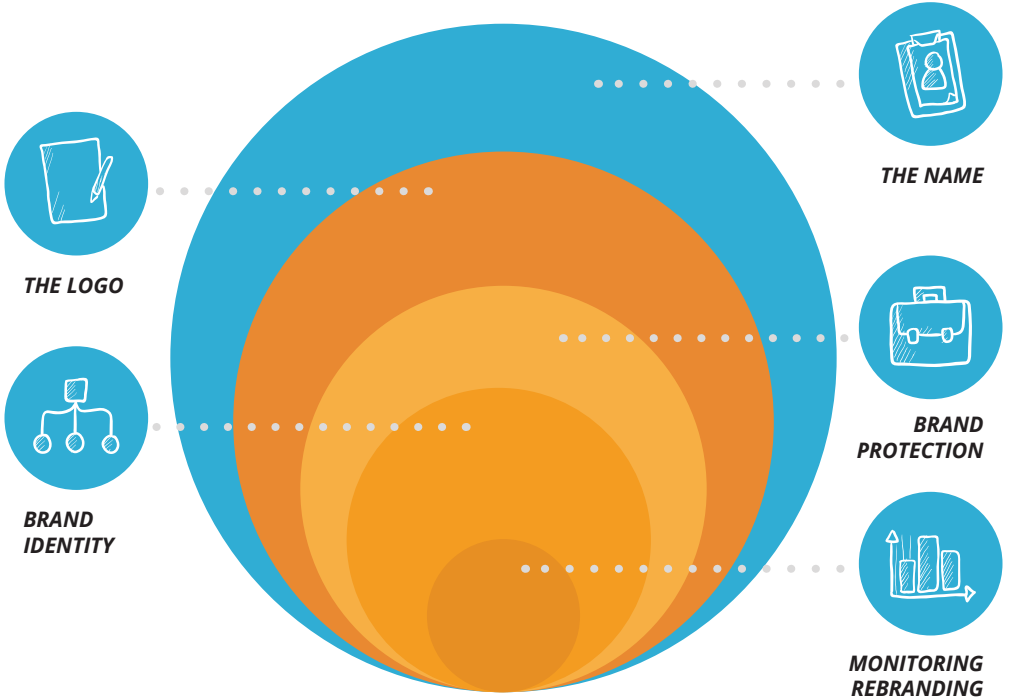
As you could see beforehand there are several brand building process with different numbers of steps but finally all of them cover all the important elements of the full activity.

Here is a process with simple steps to be followed (Sonia Chopra Gregory, fresh-parks.com):

1. Determine your brand's target audience (market research, positioning)
 2. Define a branding mission statement (unique feature)
 3. Research brands within your industry niche
 4. Outline the key qualities & benefits your brand
 5. Create a great brand logo and tagline (part a marketing communication)
 6. Form your brand's business voice (part a marketing communication)
 7. Build a brand message and elevator pitch (part a marketing communication)
 8. Let your brand personality shine
 9. Integrate your brand into every aspect of your business
 10. Stay true to your brand
 11. Be your brand's biggest advocate
- (+1. Measurement, control, rethinking)



The Main Steps in the Branding Process



III.2. THE CHOICE OF THE NAME

Be different, Keep it short, Evoke meaning, Make it sound good, Be sure it's ownable! Explore creating names with unusual words and sounds!

Developing a name for a business, a product or a service, there are number of options to choose:

- Use the founder or inventor's name
- Describe what you do
- Describe an experience or image
- Take a word out of context
- Make up a word

It's important to decide what your name should mean and represent.

Before you choose a brand name it's important to develop your brand strategy before you start the naming process

Tips:

1. Check and be sure, nobody uses your name or it isn't comparable to any other existing name or infringe any other trade mark. building
2. Determine what type of brand you're building. Will you company name be the main brand promoted to the marketplace? Will it represent your product or service? Or might you offer numerous products and services, all under their own names? This question will help you determine the importance of the marketability of your name.
3. Determine the types of name to use
4. Make sure that you can protect your name

Do you want to expand your company on an international level? Check if the name is acceptable in foreign countries, check the meanings in different languages, in different regions

5. Test before your final selection

www.marketingmo.com

"Brainstorming is the first step to choose a catchy and successful name"



The first thing a customer will notice about business is its name. A crucial element of any business is the creation of a brand name by which people could identify the service or product it provides.

It's very important to consider some factors when choosing business name. Company owners should think about target market, the product or service and the image they want to project. Is it better for the name to be functional or creative? When thinking of names, steer clear of those which are a mouthful when they answer the phone, that would look awkward on stationery, or are tricky to type as a web address. Before committing to a name, search on the www.ecegjegyzek.hu webpage (in Hungary) to check the name has not been registered or trademarked by another business, and that the website address is available.

Features of a Good Brand Name

A good brand name should have following characteristics:

1. It should be unique / distinctive .
2. It should be extendable.
3. It should be easy to pronounce, identified and memorized.
4. It should give an idea about product's qualities and benefits.
5. It should be easily convertible into foreign languages.
6. It should be capable of legal protection and registration.
7. It should suggest product/service category.
8. It should indicate concrete qualities.
9. It should not portray bad/wrong meanings in other categories.



AN EFFECTIVE BRAND NAME

- IS EASY TO PRONOUNCE
- IS EASY TO RECOGNISE AND REMEMBER
- IS SHORT, DISTINCTIVE, AND UNIQUE
- HAS A POSITIVE CONNOTATION
- REINFORCES THE PRODUCT IMAGE
- IS LEGALLY PROTECTABLE

Introduction to Branding, Chao Onlamai www.slideshare.net



Requirements of an effective brand name studyblue.com

Process of Selecting a renowned and successful Brand Name

1. Define the objectives of branding in terms of six criteria - descriptive, suggestive, compound, classical, arbitrary and fanciful. It is essential to recognize the role of brand within the corporate branding strategy and the relation of brand to other brands and products. It is also essential to understand the role of brand within the entire marketing program as well as a detailed description of the niche market must be considered.
2. Generation of multiple names - Any potential source of names can be used; organization, management and employees, current or potential customers, agencies and professional consultants.
3. Screening of names on the basis of branding objectives and marketing considerations so as to have a more synchronized list - The brand names must not have connotations, should be easily pronounceable, should meet the legal requirements etc.
4. Gathering more extensive details on each of the finalized names - There should be extensive international legal search done.
5. Conducting consumer research - Consumer research is often conducted so as to confirm management expectations as to the remembrance and meaningfulness of the brand names. The features of the product, its price and promotion may be shown to the consumers so that they understand the purpose of the brand name and the manner in which it will be used. Consumers can be shown actual 3-D packages as well as animated advertising or boards. Several samples of consumers must be surveyed depending on the niche market involved.
6. On the basis of the above steps, management can finalize the brand name that maximizes the organization's branding and marketing objectives and then formally register the brand name.

Choice of a brand name requires a lot of research, and it should be chosen very carefully as it captures the key theme of a product in an efficient and economical manner.



Good Practices

HUNGARY

Cserpes cheese workshop with a wide range of milk products, like yoghurts, several types of milk, cheese, cottage cheese without preservatives and flavour enhancement additives. This family owned company was established in 1992 in Kapuvár – Hungary by Mr. István Cserpes. With continuous expansion the company has its own commercial network, more than 60 products and several professional awards. Cserpes Cheese Workshop was awarded the Superbrands seal of excellence in 2013.



SPAIN

Clothing brand notable for its trendy patchwork designs, intense prints, asymmetrical designs and loud colours. 'Desigual': It's not the Same! This is the main motto of the Spanish brand, hidden behind the choice of a successful name which evocate feelings of "difference" and "uniqueness". The word Desigual is concise and memorable, whilst also giving an idea of the kind of clothes the brand produces.



GREECE

The company “The Mediterranean Land” with acronym “TML R.C.” is one of the most successful local brands. The idea of the company came after the announcement of UNESCO in 2010, to include the Mediterranean diet in the Representative List of the Intangible Cultural Heritage of Humanity, upon request made jointly by Greece, Spain, Italy and Morocco. Greece, because of its climatic conditions and morphology, produces most of the main products that make up the Mediterranean diet. Having faith in the fertile Greek land’s products, the company decided to promote them globally, showing that this small country of the Mediterranean Basin – ‘a land for flowers and bees’ – is blessed by the Gods.

The company started its own beekeeping unit and in cooperation with other units it created a portfolio of Greek products embodying its efforts in a Trading Company of Greek Standardized Food Products, ‘TML P.C.’ -which stands for the brand name ‘The Mediterranean Land’, with the goal to design collateral elements of



olive oil, honey and balsamic vinegars line products that transport the essence of the homeland Mother Nature. The company chose the names ‘athena’ for our olive oils line, ‘nectar’ for our bee products line and ‘acetum’ for our balsamic vinegars line. All of the products’ bottles are made of top quality Italian glass, while the logos are printed directly on them, creating a unique package that costumers never throw away.

Through this brand name “The Mediterranean Land” the aim of the company is to reflect the philosophy of the company to offer products that fully incorporate all the benefits of the acknowledged Mediterranean diet, using the most approved and traditional practices and precluding any artificial processes. Also the success story of the brand name is that the company managed to create an intension though its brand and inform the consumers all over the world about the high nutritional and medicinal qualities of the Greek products and offer them the best quality in a very special package. The “The Mediterranean Land” brand is recognizable as a synonym of quality, elegance and a healthy lifestyle. The quality and the package leave everyone satisfied, as all the aromas and tastes of the Greek countryside are gathered in its beautiful bottles!



CYPRUS

A prominent and successful local company in Cyprus which has managed to make itself known across the island and is also undertaking various exporting activities is Frou Frou Group of companies. The company was established in Nicosia in 1964, as a manufacturing company, producing an extensive range of biscuits (plain, hard cut and moulded, cream filled, crackers, snack crackers, wafers and chocolate coated biscuits and wafers). These products were distributed in the local market by the company's privately owned distribution fleet. Within a number of years the company was established as a market leader in the Cyprus biscuit market and it also expanded by exporting its products to Europe, the Middle East, the Far East and Africa. At the same time the company diversified into other markets by importing and distributing products, in the beginning related to the range of its own manufactured goods, with main emphasis on confectionery products and foodstuffs.

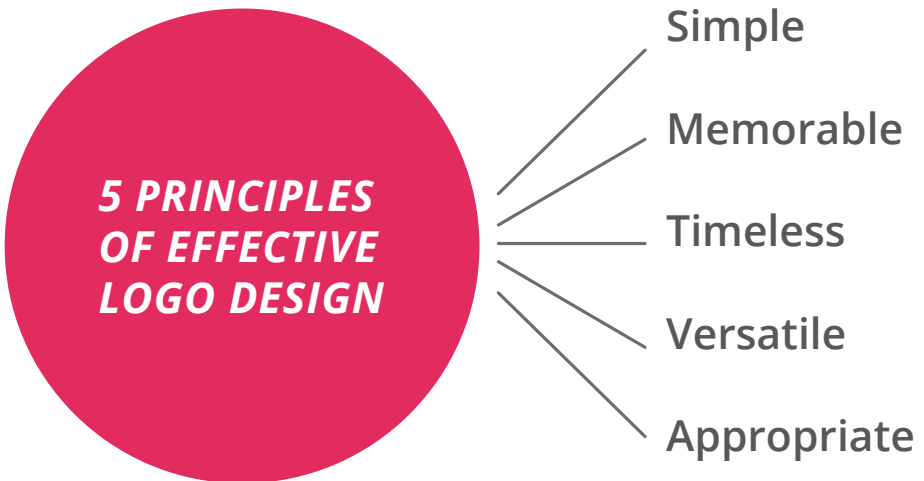
So why this company did become so well-known and is indeed an outstanding and quite familiar brand in Cyprus?

First of all, the main reason for its success is that Frou Frou stays faithful to its tradition and maintains, even today, a very close relationship with the culture of Cyprus. The company was established in a year where not a lot of enterprises existed, and so it quickly distinguished itself. In addition to this, their products are of high quality but are available at reasonable prices. Furthermore, special attention should be given to the logo, which presents the image of wheat. Wheat was the main source of agriculture in Cyprus from the previous years, and still is until today. Therefore, the logo reflects once again the faithful adherence to the Cypriot tradition, which in turn inspires a feeling of familiarity to its consumers. Finally, Frou Frou's products are addressed to all ages without exception, so it does not have a particular consumer target group, and its various advertisements involve every-day situations which everyone can relate to. However, one of the most cardinal reasons behind the company's success is considered to be its name: short, easy to pronounce, memorable, catchy and fun. All the above characteristics further enhance the company's wide recognition throughout its consumers.

III.3. THE RIGHT LOGO FOR THE RIGHT BRAND

When deciding on a logo, you need to concentrate on the perceived image you aim to convey and make sure it stands out. With the logo you are aiming to visually represent the brand or idea, as this is the image that will help customers to remember and share your brand. A logo should be simple with a distinctive design, so that customers are able to identify it easily among other products. Once you have a logo, you can start to think about how you can incorporate it into the products and then you can create an overall brand identity.

The logo is an essential part of a company's marketing strategy as it is the company's graphical representation. A logo also is a starting point for the various colours and design choices which will be used in the company's other marketing methods. Sketching and getting ideas down on paper is a good place to start, you can then begin to digitally create the image and experiment with different fonts and colours. Remember, it is very important to be consistent with the image you want to create.



LOGO

The main pillars for the right logo:

1. Be simple
2. Make it versatile
3. Must be usable and printable on different shapes, textures, marketing tools and variety of media

Should be adaptable, needing no changes for any environment

4. Don't copy, make your own! – Be creative, be different

5. Make sure it has a story to tell...

6. Choose the right colour

Colours have the power to affect feelings and emotions. Ideally, your choice of colour should be made on the basis of the target demographic of customers. Consider the age, gender and cultural orientations of the target audience, and couple it with your artistic creativity, and you've got a killer colour palette for your logo already!

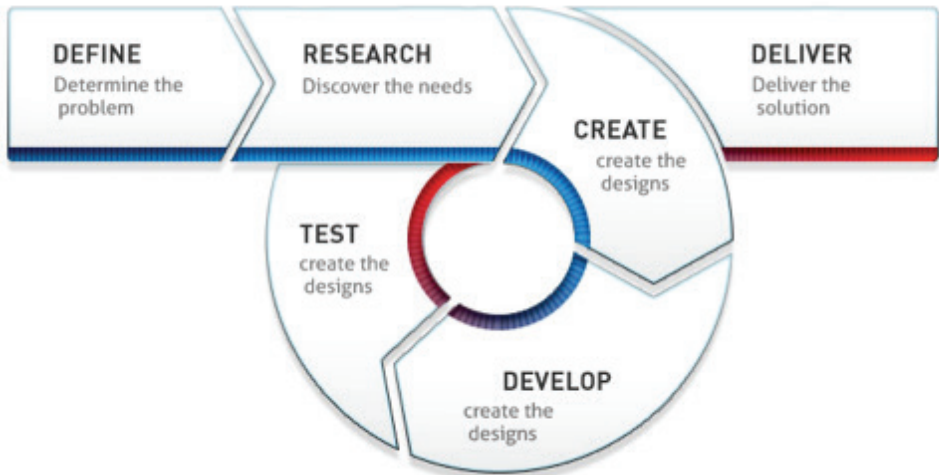
Should Be Able to Be Displayed in Black and White / 1 colour and inverse version!

7. Pay attention on typography:

Readable, printable, unique

8. Use professional people to create your own logo

<http://1stwebdesigner.com>



How to design a logo, a logo design process www.curtisbestdesign.wordpress.com

Good Practices

Apple

This simple image has become iconic and internationally recognisable as the American multinational technology company headquartered in California which designs, develops and sells consumer electronics. It is clever because the logo is an everyday object which has now been marketed in a way that people think of this image as the brand Apple, rather than the object.



AgroCoach

1. The name_ AGRO: targets and narrows the market, which is agriculture. Coach: shows the purpose of the services
2. Colour: reflect the market, but in the same time: elegant, visible – shows quality and trust. Also well visible, printable in 1 color or black&white
3. Pictograms remember to the land and sun=sunset or sunrise: also a link to the target group. But in the same time the shapes and lines are modern, can be used separately in presentations as well.
4. The slogan: The measurable development – which is unique on the coach market, also reflect the service

III.4. BRAND PROTECTION, INTELLECTUAL PROPERTY, COPYRIGHT

Building a brand means developing an identity and creating logos and slogans that clearly define your company. Product and trademark piracy is becoming a more and more serious threat to companies in the consumer goods industry. Not only do companies lose out on sales, but also the image of the company and of the brand is damaged due to counterfeit products which are unrecognized. The term piracy in relation to products and brands refers to the trading of goods which infringe intellectual property rights. Above all, this includes brands and patents, design rights, utility models, copyrights and related industrial rights. There is a list of different aspects that a company needs to take into consideration and include them in its protection strategy.

Intellectual property can consist of many different areas, from logos and corporate identity through to products, services and processes that differentiate your business offering. There is no doubt that lots of businesses have been benefit from the mass use of Internet since it helps companies to increase their visibility at relatively low cost. However internet has also a negative effect in business world since it has also increased the chances of intellectual property theft. Companies of all sizes are at risk of having their unique ideas, products or services infringed upon, even if they are on the other side of the world, making intellectual property protection more important than ever. Intellectual Property is protected in law usually by patents, copyright and trademarks, which enables a firm to earn recognition or financial benefit from what they invent or create.



There is a list of different aspects that a company needs to take into consideration and include them in its protection strategy.

1. Trademarks

A trademark helps a company to protect the names of the products by preventing other business from selling a product under the same name. Trademark registration is one of the most effective ways to build and defend a brand. In Europe, trademarks can be registered at a national level as a national trade mark or at EU-level as a “European Union trade mark” (EUTM) (<https://euipo.europa.eu/ohimportal/en/>). National and EUTMs coexist and are complementary one to and other. The same trademark can be registered at EU and/or national level. The EUTM system consists of one single registration procedure that grants the owner an exclusive right in all 28 EU countries. This dual system meets the requirements of companies of different sizes, markets and geographical presence. National trade marks may be better for small and medium-sized enterprises (SMEs) or local firms who don't need EU-wide protection. Before a company registers for a trademark, they should search in order to check if it's free to use.

2. Copyrights

If a company created a logo, piece or music or any “original works of authorship,” then it should copyright it. This makes sure no one else can profit or display your work without consent. A copyright can also ensures another company doesn't steal something like your logo.

3. Patents

Patents allow companies to stop third parties from making, using or selling your invention for a certain amount of time. A patent can be granted to an inventor to exclude others from making, using, offering for sale, or selling his invention. Just keep in mind that patents have an expiration date. This means that your inventions are protected for a certain amount of years then they will be available to the public.



To sum up the brand protection strategy is not an easy task and companies usually get confused since they are not familiar with the laws. So in that case, a lawyer if/when needed will make it easier to work and will also give advice on whether you need to protect your intellectual property in overseas markets.

Don't forget that the best, easier and cheapest way to protect the brand is by using it. The more people associate a name with your business and/or your goods and services, the more the courts will recognise that you have legal rights in it, and punish infringers.





Safeguarding your intellectual property rights, Sakina Babwani
www.articles.economicstimes.com

<i>Intellectual Property</i>	
Registered	Non-registered
Patents Trademarks Design Rights Domain Rights Plant Breeder Rights	Trademarks TM Copyright © Database

Hawk IP Dashboard www.hawkip.com

It's worth thinking about...

Does your brand /product/ service known enough to start a copyright process?
 Have you created something which opened a new market – makes worth starting a copyright process?



Some Bad Practices

The Domino's story has been widely viewed as a cautionary story about how not to handle growing public relations disaster in a real-time world. It has also been an example showing how important brand protection, integrity and reputation are, and the steps that can be put in place to protect the brand from social media attacks.

It all begins, in a small Domino's franchise in North Carolina, when two employees posted a farce video of some unsanitary food-preparation practices. Within limited time, thanks to the power and reach of social media, there were more than a million views on YouTube, a viral spread of the subject on Twitter and five references on page one of a Google search for Domino's. The late reaction and response of Domino's made things worsen quickly because the online conversation grew at a remarkable pace. The company responded 48 hours after the post of the video. Domino's did not issue a formal press release but did after all open a Twitter account to answer questions and also posted a YouTube apology to try to diffuse the public relations fiasco.



The cost to the Domino's national brand equity over the long term is still undetermined. Two recent surveys seemed to indicate that it will take time for the national brand to recover. An online research firm called YouGov confirmed that the perception of Dominos' brand quality went from positive to negative in approximately 48 hours. In addition, a national study conducted by HCD Research using its Media Curves Web site found that 65% of respondents who would previously visit or order Domino's Pizza were less likely to do so after viewing the offensive video.

The Domino's incident taught us that our brands and our reputations are vulnerable in new and unexpected ways. It is true that new technology and new media have empowered customers to take action as individuals and as parts of a collective whole. From the corporate point of view, the decisions of generating bad news form the company instantly signifies crisis that leads to the negative impact on brand, sales, and word of advertisements. Also with the mass use of social media tools, it doesn't take a lot to damage a brand in today's world. So this is a clear example illustrating the importance of an online brand protection strategy for a company.

As previously mentioned, a trademark is a recognizable sign, design or expression which identifies products or services of a particular source from those of others. Whereas in our everyday life we come across thousand examples of companies with similar names. For example, the brand “Dove” is used both as

- Dove (chocolate), a Mars brand of chocolate named after the ice cream
- Dove (toiletries), an unrelated Unilever brand of soap and other personal care products

Although Unilever Dove and Mars Dove are not a direct industry competitor, in the mind of consumers the soap is recalled first and creates unfavorable associations with Dove Chocolate. There exists a struggle among consumers to differentiate Mars Dove from Unilever Dove. Sometimes consumers assume the two brands are related. This is untrue and often disables Mars Dove to resonate over Unilever, especially because the promotional campaigns of the two brands boast creamy and silky textures, and display a script logo with the image of a dove.

<ul style="list-style-type: none"> • Brand Name – ‘DOVE BEAUTY BAR’ • Company Name – Unilever Ltd. • Type – Beauty Soap 	<ul style="list-style-type: none"> • Brand Name – ‘DOVE CHOCOLATE’ • Company Name - Mars Company • Type – Confectionaries, Chocolates

III.5. SUCCESSFUL COMPLEX BRAND DESIGN

To be successful on the market a company / brand must have a clear mission, message, must be unique, needs to have a corporate identity (complex appearance, visibility, behaviour, communication) which makes him distinctive form its competitors, which create an emotion and an image when customers think about the brand.

The visual elements of this complex communication should be collected in the Company brand book, which contains all the rules how the elements of the visual appearance can be used in/on different media.

It's always prepared after logo and its aim is to have a systematic visual language around the logo. What kind of elements can be used? ikons, pictograms, parts of the logo, that have their own meanings as well.

The corporate identity book/ guideline contain and prescribe the logo usage rules, typeface system, color palette, layout guidelines, typography and even more. They exist so that others can create design collateral and marketing materials that will have a cohesive look and voice.

It is the core of the corporate identity includes the logo, templates, fonts and other resources packaged together to make easier designing any material marketing tools.



Key components of the visibility plan may depend on the industry and on where and how the company plans to reach its target audience.

Creating your company/brand identity, image, think over, that on what kinds of platforms will you, your products, services be presented:

Offline contact points when your brand meets physically your customers:

- name cards, envelope
- promotional materials (toys, pen, balloon, cloths)
- packaging
- shop design, interior
- your sales team (their behave, their uniform, car, communication)
- incentive and any other company events (decoration, gifts, place, entertainment)
- customer service
- billboards, magazine ads, catalogues, newsletters
- exhibitions...

Online:

- Website, facebook/twitter/LinkedIn company profile
- Instagram, Pinterest
- Remarketing
- Emailing, newsletters, online magazines, blog...



Branding should be used across all touchpoints where customer can be influenced. Therefore, it is important to plan branding as an important activity before, during and after a sale. Whenever the customer is dealing with brand/product, they should be fully aware of its benefits and have the information they need to choose over competitors. The customer should make a conscious decision about wanting to use a brand. The aim should be to tempt the customer at each touchpoint, so the customer has a longer, more intimate interaction with a brand — to the point where a brand becomes invaluable.



The brand and customer experience should be consistent across all touchpoints, which can be classified as paid (traditional push media with advertising messages), owned (self-owned marketing instruments, websites, brochures, sales consultations) and earned (word-of-mouth publicity). Touchpoint interactions create benefits for consumers through the two-way communication between the customer and brand. This communication strengthens the customer-brand relationship, increasing experiential value, brand satisfaction and trust, providing a memorable brand experience for the consumer.

Communication should be clear and concise. Any involvement or interaction with the customer is an opportunity to build brand's image. A strong perception of a brand strengthens the customer's loyalty. When a company communicate the same basic values and message across platforms, the brand recall and identity increase.

Before purchase	During purchase	After purchase
Social media	Store of office	Billing
Ratings and reviews	Website	Transectorial emails
Testimonials	Catalog	Marketing emails
Word of mouth	Promotions	Service and support teams
Community involment	Staff of sales team	Online help center
Advertising	Phone system	Follow ups
Marketing/PR	Point of sale	Thank you cards

Customer touch-points www.surveymonkey.com

It's worth thinking about...

Which touch-points are really relevant and lead to sales? Which offer makes successful innovations?

III.6. BRAND IDENTITY, BRAND EQUITY

There is a lot of misconception when it comes to the differences between a logo, an identity, and a brand. People in marketing and design may have a decent grasp on the definitions and applications, but this is not always clear.

Before moving on, it must be said: there is some overlap in all three of these categories. For example, it's not wrong to call a logo a brand because of the origin of the word 'brand' (the hot iron rod with the company's icon or word mark, used on shipping boxes and livestock).

A logo is:

- the representation of the organization in its simplest form
- the emblem or mascot of the organization
- the foremost element that triggers the feelings of consumers
- critical for an organization to be recognizable
- a trademark

An identity is:

- the different physical elements of the company that work together and customers come in contact with
- the complete package of company materials: your logo, business cards, email signatures, websites, ads, your employee uniforms, store layout design, package design, corporate jingle, etc.

A brand is:

- a concept, not a concrete object
- the foundation of your entire marketing framework
- the emotional and psychological relationship between a company and consumers
- what people think and feel when they experience your company (their gut feeling)

Envisioning the brand you want to create comes far before designing your logo and corporate identity.



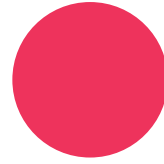
BRAND

perceived emotional corporate image as a whole



IDENTITY

visual aspects that form part of the overall brand



LOGO

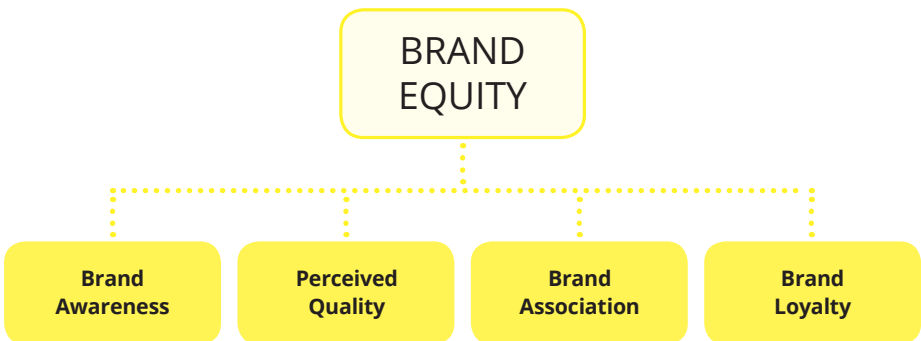
identifies a business in its simplest form via the use of a mark or icon

Brand identity includes the visible elements of a brand, such as colors, design, logo, name and symbol.

Brand equity is the value and strength of the Brand that decides its worth. It can also be defined as the differential impact of brand knowledge on consumers response to the brand marketing. Brand equity exists as a function of consumer choice in the market place. The concept of brand equity comes into existence when consumer makes a choice of a product or a service. It occurs when the consumer is familiar with the brand and holds some favourable positive strong and distinctive brand associations in the memory.

Factors contributing to brand equity are: brand awareness, brand associations, brand loyalty, perceived quality, proprietary brand assets.

A company with strong brand equity is positioned for long-term success because it helps a company navigate through macro-environmental challenges far more easily than brands with little or negative brand equity can.

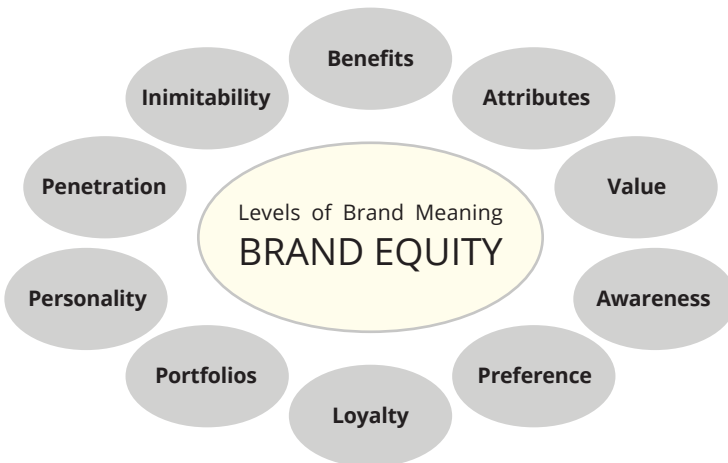


Brand: 5 main elements of brand equity, Smriti Chard www.yourarticlelibrary.com

Brand equity
www.mktnmanagement.blogspot.hu



What is brand equity
www.launchengineering.com



It's worth thinking about...

What do people think of your brand? Is your brand equity growing? What benefits do you want customers to associate with your brand? What is the vision of the brand that you want to create?

III.7. MONITORING AND REBRANDING

Nowadays we live and work in the age of technology, so it is important to have a strong online presence. You must also be aware that public opinions of your product will be easily posted and visible on the internet at all times, therefore you should always have a look at your brand's name appearance in others website, blogs, Facebook pages as well as your own. An easy way of doing this is to create Google Alerts for your business and words associated with it. Search Twitter for certain keywords relating to the brand, to see what people are saying. We'll talk more about what kinds of terms to search for later on, but there are all sorts of tools you can use to keep track of what people are saying about a particular brand online. Then, you can implement damage control when needed, or you can also share people's positive experience into your own social media networks, which can make your brand more reliable. You definitely have to look at analytics (visits, views, mentions...). Several tools can help you do that. Obviously it is not possible to be aware of all the things that are said on the Internet, but using google tools can help you see the most of it. Therefore you need to track keys words, expressions, and even people connected with your company.

As mentioned before, branding is a constant process, it does not end when you have created your name and image. It is vital to be constantly monitoring your product and also the market in general. Regular market research, and observing existing and new competitors will help you maintain your importance in the market. If you feel your brand or the market in general has shifted then you must to keep up to date, and consider adapting your brand in order to stay in trend. Regularly updating your brand can enhance it and positively shape customer experience. The market evolves and it is important to be aware that rebranding can sometimes give a company a fresh, updated feel. The key when rebranding is to maintain consistency, and not to lose your original brand visual to ensure that you are still recognisable as the brand image you started off with. Brands can be successfully revamped by updating old styles while celebrating its history.

Finally, you have to try to respond to all comments, whether they be positive or negative. Rebranding involves several steps; it is important to do it at the right time and not because it has been a long time since your company image has not changed. You have to influence and shape the brand as what the brand could be using keys questions regarding your current situation. Before rebranding you have to obtain customer feedback in order to know what is working and what is failing. Your knew image should be supported by the company's history, it does not mean throwing everything away... It will help you create and develop a new story that should send the right message. All your company communications from the website to the employee should support the new identity. You have to constantly promote your new image and never stop supporting it.

Good Practices

HUNGARY

The Gyermelyi pasta factory was established in 1971 in Gyermely – Hungary. The company and products were rebranded in 2015. It is now a unified and more pronounced corporate identity which is visible in all of their products. The new Gyermelyi branding strategy is more easily identifiable and therefore makes the products distinctive for the consumers.



GREECE

FIX is a brand of Greek lager beer. The FIX brewery was founded in 1864 in Athens, Greece and grew significantly fast. FIX (or FIX HELLAS, its most common trademark) became synonymous with beer in Greece, enjoying a virtual monopoly in the country for about 100 years until the mid-1960s, operating a number of factories that also produced soft drinks. International competition affected company sales. It lost first place in the Greek market in 1973 and continued to decline until 1983, when it went out of business.

In 1995, the FIX trademarks were bought by D. Kourtakis wineries from the National Bank of Greece, which had received the FIX trademarks in the liquidation of the company. Kourtakis organized the Olympic Brewery to produce FIX Hellas beer, with a label design strongly reminiscent of the original FIX label.

The new FIX beer was not financially successful and, in 2009, the Olympic Brewery Company was sold to Hitos AVEE and, in 2010, FIX beer was again available. The re-launched beer has a new label, with references to the gold medals and prizes won by the original FIX beer. An aggressive advertising campaign, with references to the strong historic legacy of FIX beer in the Greek society, has dramatically boosted sales, effectively leading to a strong comeback of the brand. The company's ambitions for the relaunch of FIX are based on a decisive and comprehensive strategic plan. A all new state-of- the-art brewery is established in Ritsona, Evia with capacity to cover what proved to be only 20% of consumers' demand. Subsequently, the unprecedented success of the launch resulted in an imperative need for the extension of the facilities to 12,500 sq.m. and an increase in production capacity to 450,000 hectoliters on a yearly basis, while, at the same time, employees increased from 30 to over 230 people over a 3 years period.



The traditional bottle of FIX Hellas, who wrote and writes history, on five new collectible tags!

CYPRUS

A very characteristic case study of a local company in Cyprus which has been re-branded is the Agios Nikolaos water which is produced under the Keo Group of Companies, a large public limited company formed in 1927. The company markets a wide variety of alcoholic and non-alcoholic products locally and in over thirty countries worldwide.

In 2008, the Health Services of Cyprus, after they took samples from Agios Nikolaos water, found that the water contained a pathogenic bacteria, the *Pseudomonas aeruginosa* bacterium, which is considered dangerous for the public health especially for vulnerable groups. After this discovery, KEO company withdrew all the Agios Nikolaos water bottles in Cyprus and went through a thorough decontamination. However, this was a serious blow in the company's name, as the company also lost its share value in the stock market.

In order to regain people's trust, KEO started an intensive and consistent campaign of rebranding Agios Nikolaos water, through a change of bottle design making it more modern and handy (they introduced the 1L bottle in this new design) and also they started creating various advertisements which were aired on local TV mainly, which represented KEO employees expressing their trust toward the product. In this way, KEO started to gradually regain the trust from its consumers through a well-considered rebranding campaign focusing on tradition, familiar emotions and change, and it has succeeded immensely, as the company's name was restored.



The change of design for 1L bottle (4th bottle in the row).

SPAIN

At the end of 2009, the Association of Rural Hotels and Small Hotels of the Basque Country decided to embark, with the help of Group Turiskopio, in a period of self-analysis to decide the way that the Association was going to continue. The result was a radical change with a new name (www.xarmahotels.com) and a new look for what it would turn into a top entity and of reference to the tourism into Basque Region. Going back to basics allowed them to re-design the *raison d'être* of the Association and the establishment of new goals and strategies that were maximizing the potential of the new technologies as an efficient and global channel of sales.



Old logo design.



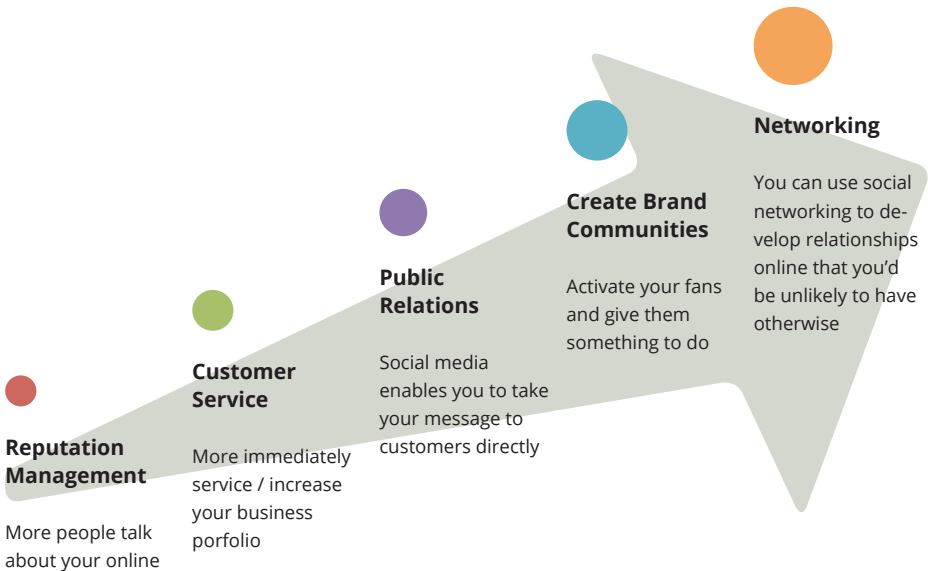
Muti-language (English, Esukera, Spanish) and a new, more elegant, sophisticated look.

III.8. BRANDING THROUGH SOCIAL MEDIA

More and more companies nowadays use the online social networking scene, by offering direct links from their corporate websites to Facebook, Twitter, blog and other social media applications and use these tools to promote brands and support the creation of brand communities. A study by Cone (2008) (<http://www.coneinc.com/>) shows that 93% of social media users believe that companies should have a social media presence, while 85% of them think that companies should interact with customers via Social Networking Scene. Notwithstanding the fact to mention that researches show that brand communities established on social media have positive effects on customer/product, customer/brand, customer/company and customer/other customers relationships, which in turn have positive effects on brand trust, and trust has positive effects on brand loyalty.

The most well-known social media platforms that companies use in order to promote and enhance their brand are: Twitter, Facebook, Pinterest, YouTube, Instagram, Snapchat, blogs, Foursquare.

Let's take a look on what a company can gain by branding though social media:



A photograph of three business professionals in a meeting. A woman in a dark blazer and white shirt is in the center, holding a blue pen and a white document. To her left, a man in a striped shirt and jeans is also holding a document. To her right, another man in a dark suit is holding a smartphone. The background is bright and out of focus, suggesting an indoor setting with large windows.

IV. BRANDING AND EXTROVERSION - CONNECTION AND RELATION

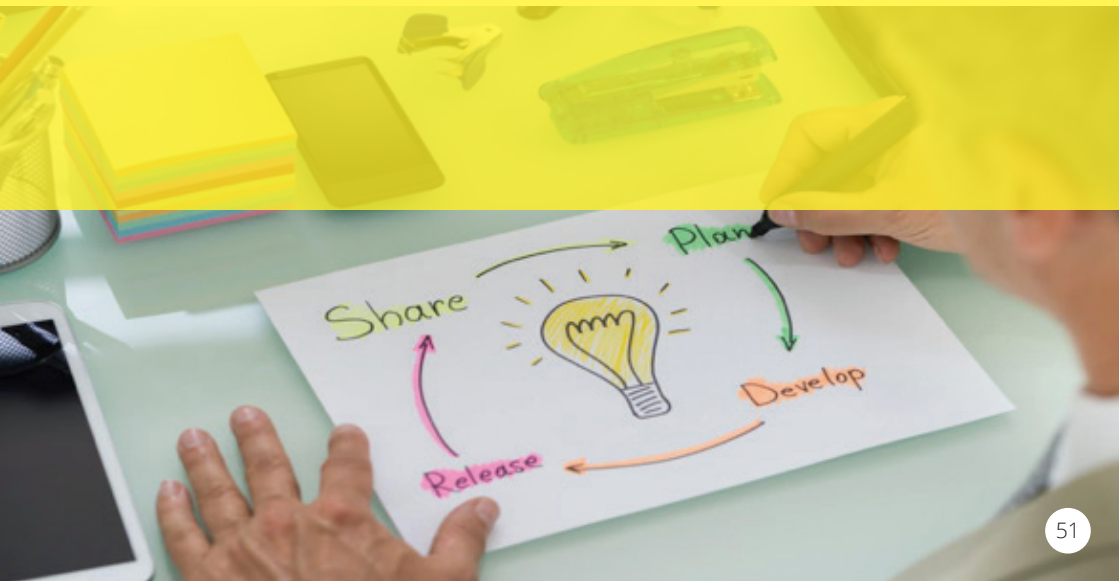
“The process of branding is inextricably linked to that of extroversion, as the one depends on the other. In order to achieve a sustainable extroversion, a company must first work on its branding strategy, so as to give a concrete image to its target market.”

IV.1. EXTROVERSION IN BRANDING

An extroverted strategy can be transformative. A transformative strategy interacts with the market and tries to change market conditions actively. This strategy aims to create new market opportunities in the light of sustainable development, including elements of the conservative and visionary strategy.

Conventional Extroverted Strategy: A company focusing on the conventional extroverted strategy aims at communicating its sustainability commitment to society in order to differentiate itself from the competitors and to increase its credibility. Therefore, it seems meaningful to engage more in sustainability that it is obliged to do by law.

Transformative Extroverted Strategy: The general orientation of transformative extroverted strategy is the same as that of conventional extroverted strategy. However, it aims at positively influencing the basic conditions of corporate sustainability. A company following this strategy is a driver for corporate sustainability in society and gains therefore much higher credibility. On the other hand, it is also necessary to assure through the implementation of sustainability a high maturity in internal sustainability aspects. The maturity level over all aspects is generally one level higher than in the conventional extroverted strategy. Again, most important are society-related aspects (those that have major impact (positive) on society and those for which society reacts sensitively to whether they are fulfilled or not).



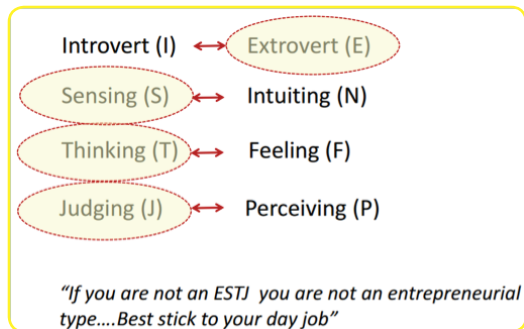
IV.2. DEFINITION OF THE EXTROVERT ENTREPRENEURIAL ATTITUDE

Extroversion is an important and defining factor in the branding process of an enterprise. The personality traits of an entrepreneur are important drivers of emotional bonding between brand and consumer. The personality approach has three supporting themes: personality, consumer and brand-self congruence. It draws theory from psychology about the categorization of human personality and it can be a driver of strong consumer-brand relationships.

The symbolically charged interaction between the brand and the consumer motivates the latter to choose one brand over another. Because a brand personality sets off a process of social identification between the brand and the self of the consumer, it is assumed in the personality approach that the fulfilment and expression of self is one of the strongest basic driving forces that predispose consumers to act on and consume brands. The personality of the brand generates attention and interest from consumers, who feel that they can use the symbolic benefits of the brand in their construction and expression of self. Therefore, an “extrovert” entrepreneur in branding is the one who manages to establish such relationship with its consumers.

The required skills for such an entrepreneur are:

- **creativity and open mindedness**
- **leadership skills**
- **excellent social skills**



Entrepreneurial Behaviour, Simon Stockley
www.jbs.cam.ac.uk

It's worth thinking about...

- Are you keen on meet people and do business networking?
- How often and ho do you speak about your business and services, product?
- Can you introduce your product/service/business within 1 minute (make an elevator speech)?
- Are you ready to introduce yourself and make presentations about your brand?

IV.3. EXTROVERSION TECHNIQUES (WITH SHORT DESCRIPTION)

Extroversion Techniques	Description
<p>Marketing</p> <p>http://www.businessdictionary.com/definition/marketing.html</p>	<p>The management process through which goods and services move from concept to the customer. It includes the coordination of four elements called the 4 P's of marketing:</p> <ol style="list-style-type: none"> (1) identification, selection and development of a product, (2) determination of its price, (3) selection of a distribution channel to reach the customer's place, and... (4) ...development and implementation of a promotional strategy.
<p>Advertising</p> <p>http://study.com/academy/lesson/what-is-advertising-definition-lesson-examples.html</p>	<p>Advertising is the action of calling public attention to something, especially by paid announcements. Note that the definition uses the term 'action of' and doesn't specify that advertising is limited to print media, television, Internet or any other specific medium. While it does place an emphasis on 'paid announcements,' it isn't a requirement. Attention is called to something, but it is not specifically always good attention.</p>
<p>Social media</p>	<p>Social media are extremely influential nowadays and marketers all around the globe have immediately grasped its importance and are taking full advantage of it. The use of social media in companies have the following benefits:</p> <ul style="list-style-type: none"> - it helps the companies learn more about their audience/consumers - it helps targeting audiences more effectively - it helps companies finding new customers and expanding their audience - social media allows the companies to receive instant feedback from their customers' perspective - it improves marketing intelligence - it can increase website traffic and search ranking - content can be shared more easily and fast - it helps create meaningful relationships between the company and the consumers - it can help increase brand awareness

Extroversion Techniques	Description
<i>Networking - conference</i>	Advantage: favorable business opportunities. Disadvantage: long time until a closer business relationship.
<i>Networking - online business club</i>	Advantage: online contact with more person at the same time from anywhere, whenever Disadvantage: not personal contact.
<i>Networking - advocacy and professional association membership</i>	e.g. chamber or cluster membership can help the networking, new business contacts and information can be obtained.
<i>Sales support - product or service tour</i>	Meeting potential customers, business partners to present directly the company or a product-service.
<i>Sales support - customer meeting</i>	Invite our partners in our premises, provide professional programs and of course refreshment room.
<i>Complex communication - radio, TV report</i>	Possible introduction to a large audience, strengthening our professional relevance.
<i>Networking, complex communication - active social media presence</i>	Excellent option for the care of public relations, branding, advertising.
<i>Sales support - MLM sales system</i>	Special networking and sales method.
<i>Corporate identity - supporting communities</i>	Standing next to a good cause, we can help in branding.
<i>Corporate identity, networking, brand building, complex communication - event sponsoring</i>	Special advertising and networking opportunities.

Extroversion Techniques	Description
<i>Corporate Website</i>	Corporate website is an informational website operated by a business. It helps export companies for their marketing purposes and to assist in serving foreign customers. It is necessary to monitor the feedback and continuous update information.
<i>B2B / Participation in Business Exhibitions</i>	Business-to-business (B2B) refers to a situation where one business makes a commercial transaction with another. B2Bs and Participation in business exhibitions helps business to promote its products/services as well as getting to know market and competitors.
<i>Sales support, brand building, networking - professional fair</i>	Both visitors and exhibitors alike.
<i>Corporate identity, networking - expert engagement, expert role (media, events, workshops, professional gatherings, conferences...)</i>	To act as an expert shows positive professionalism and is a publicity possibility.
<i>Sales support, networking - recommendations (collection and use)</i>	The business recommendation (both formal and informal ways) can help to establish direct business relations.
<i>Networking - business breakfast (e.g. BNI)</i>	Informal way to establish business contacts.
<i>Piggybacking</i>	Your new product uses the existing distribution and logistics of another business.
<i>Networking - workshops</i>	A kind of professional gathering to establish business relations.
<i>Sales support - brokerage events</i>	Formal possibility of internal PR and brand building.

V. BRANDING AND EXTROVERSION COMPLEX TRAINING



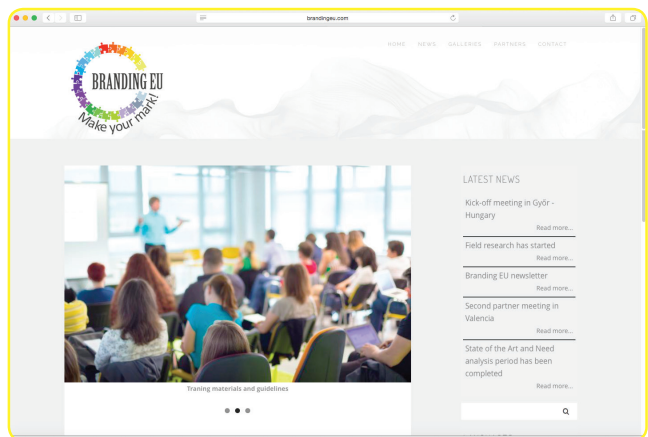
We hope this handbook answered many questions in the context of branding, brand building process and extrovert entrepreneurial attitude! It introduced the basic definitions essential concepts and the relationships between processes. Of course it is possible that new issues have arisen and it would be a need for more practical information of the branding and extrovert entrepreneurial processes and strategy preparation.

We offer a solution!

A complex Branding and Extroversion Training Program (BRANDING EU Training) was developed, which provides an opportunity to develop a practical approach with the contribution of skilled trainers and experts in branding. The training processes the connection of the branding and extrovert entrepreneurial attitude with the border areas such as marketing, strategy planning, networking, social media knowledge, ITC techniques, internationalization etc. Therefore the training consists of interlinked modules which built on each other.

The training is practice oriented. The method is some mix of traditional training and workshop with using best practises, case studies, visualization, role-play and interactive implementation of an on-site training type.

For more details, information about the training program you can ask our national contacts!



There are numbers of trainings, workshops, conferences available on the market in the topic of branding and marketing. So what Branding and extroversion complex training is for? What is the aim of it and can be the benefit for an SME entrepreneur to participate on it?

Contrary to conventional marketing and branding trainings, BECT is made for especially those SME business people, who don't have any or not deep marketing background, knowledge. Who are at the gate to build up their own company, brand, or want to refresh their already existing brand, company image.

This training gives them practical and immediately usable know-how about the main and essential steps:

- about branding and its process
- how to build a brand, what its aim,
- what are the advantages to link the self, product/service brand to extrovert entrepreneur attitude especially in case of SME companies.

It shows and teaches

- the advantage of building a brand strategy
- those critical points where entrepreneurs can make mistakes by ignoring the “rules” like with whom it is useful to work at strategic period (e.g. professional graphic designer vs. homemade graphic plans. logo)
- the benefit of extrovert entrepreneur attitude – how it helps to make connections, to be visible on the market such as networking, presenting and representing on events. And how it effects the business results, sales, and brand equity.
- why flexibility and capability to adapt the market changes are so important for SME companies in case of branding

It deepens the business and entrepreneurial attitude's awareness.



V.1. USEFUL NATIONAL CONTACTS

COUNTRY	CONTACT PERSON
Hungary	Zsófia Rácz-Molnár
Hungary	Sándor Borbély
Greece	Apostolina Tsaltampasi
Greece	Katharakis Michael
Cyprus	Giorgos Giorgakis
Cyprus	Michalis Maimaris
Spain	Stefano Modestini
Spain	Marcel Fernández Pellicer

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VI. MAIN BRANDING & EXTROVERSION LITERATURES AND ONLINE RESOURCES



VIDEOS & TUTORIALS ON BRANDING	SOURCE
<i>What is a brand?</i>	Youtube
<i>How To Design a Brand Identity</i>	Youtube
<i>Brands and Branding</i>	Youtube
<i>Branding: Identity Design</i>	Youtube
<i>Graphic Design Tutorial: Leading the viewer's eye</i>	Youtube
<i>Building a Brand From Scratch</i>	Youtube
<i>Business Branding Strategies That Build a Buzz</i>	Youtube
<i>Simplicity: the Key to Building a Successful Brand</i>	Youtube
<i>Identity design: branding</i>	Youtube

LINK	BRIEF DESCRIPTION
https://www.youtube.com/watch?v=sQLIPC_aIT8	Definition of Brand.
https://www.youtube.com/watch?v=03V5D2hS-h8	Step to develop and create a brand identity.
https://www.youtube.com/watch?v=THQxPG34Ry0	This video provides an overview of brands and branding, including brand promise, brand identity, brand DNA, and brand strategy.
https://www.youtube.com/watch?v=mnSgHLBpOpw	This episode wishes to understand the secrets behind building powerful brands.
https://www.youtube.com/watch?v=fENrhRBFS_I	The tutorial gives you useful tips in order to keep the viewers interested on our web page.
https://www.youtube.com/watch?v=IUGyFwo351k	The video provides information how to create your own brand.
https://www.youtube.com/watch?v=InKnhIR_EaA	Brand building masterclass to find out how to build a BUZZ around YOUR brand and kick start your strategy to get it right - FIRST TIME!
https://www.youtube.com/watch?v=ans3xos8VZI	According to Amazon's Jeff Bezos, your brand is whatever people say about you when you're not in the room. So how do you ensure they're saying the right things? MeetTheBoss TV's Ben Thompson caught up with entrepreneur BJ Cunningham to find out how to win the battle for hearts and minds, and why keeping your promises is key to building a successful brand in the internet age.
https://www.youtube.com/watch?v=pR7tMnKghDs	3 things you might not know about identity design and branding from Executive Creative Director Chris Do. Chris and Jose go over how the Ole's logo and new landing page was created by applying the CORE framework.

LOGO EDITING TOOLS / PROGRAMS	SOURCE
<i>Logo Maker</i>	Online program
<i>Logo Maker Professional</i>	Online program
<i>LogoGarden</i>	Online program
<i>Adobe Illustrator</i>	Downloadable form the website
<i>DesignApp</i>	Online program
BRANDING ONLINE TOOLS	SOURCE
<i>Tailor</i>	Online Platform
<i>Laughingbird software</i>	Downloadable from the website
<i>Naminum</i>	Online Platform
<i>Bynder</i>	Online Platform
<i>Brand Management Software WebDAM</i>	Online Platform

LINK	BRIEF DESCRIPTION
https://www.logomaker.com/	Creating simple logo (free).
http://www.sothink.com/product/logo-design-software/	Provides sufficient tools and rich templates which offer a quick workflow when designing logos.
http://www.logogarden.com/	Custom Logo Design With Free Online Logo Maker & Generator. Do-it-yourself (DIY) logos.
http://www.adobe.com/sea/products/illustrator.html	It has numerous features that give you control over every aspect of your logo design.
https://designapp.io/	DesignApp offers high quality logo design and brand design solution. It is not limited only for logo designs, create banner, letterhead, posters and whole your imagination.
LINK	BRIEF DESCRIPTION
www.tailorbrands.com	Tailor Brand's online platform gives a complete corporate identity from logo designs to presentations, or even entire brands.
https://www.laughingbirdsoftware.com/	Company providing different software to create your branding identity.
http://www.naminum.com/append?q=Bee	Naminum - Company name.
https://www.getbynder.com/en/	Bynder (free trial) is the leading branding automation solution and powers over 300 brands worldwide, including KLM Royal Dutch Airlines, Logitech and AkzoNobel.
https://webdam.com/brand-management/	Brand management captures all aspects of designing, delivering and regulating the desired perception of your company. Quickly delivering, controlling and protecting brand assets while guaranteeing easy access and ensuring consistent usage among an entire organization.

WEBSITE DESIGN / CREATION ONLINE	SOURCE
<i>DoodleKit</i>	Online Platform
<i>Wix</i>	Online Platform
<i>Utterweb</i>	Online Platform
ONLINE TOOLS FOR SOCIAL MEDIA	SOURCE
<i>Sprout</i>	Online Platform
<i>HootSuite</i>	Online Platform
<i>SocialOomph</i>	Online Platform
DIAGRAMS & INFOGRAPHIC ONLINE	SOURCE
<i>Visualize</i>	Online Platform

LINK	BRIEF DESCRIPTION
http://www.doodlekit.com/	Website builder for webpages, blogs, shops, forms.
ww.wix.com	A simple fully customizable and Free Web creation tool. Wix.com is a cloud-based web development platform that allows users to create HTML5 web sites and mobile sites through the use of their online drag and drop tools.
www.utterweb.com	UtterWeb is a website builder with everything you need to create a perfect brand identity for your business.
LINK	BRIEF DESCRIPTION
www.sproutsocial.com	Sprout's social media management tools can help you and your team monitor, respond, measure and collaborate to ensure smarter and faster communication.
www.hootsuite.com	Online Platform with the ability to manage all your social networks and schedule messages to be published in the future, Hootsuite allows you to expand the dissemination of your activities on social platforms.
www.socialoomph.com	Boost your social media productivity -- it doesn't have to be a manual time-consuming process! Twitter, Facebook, Pinterest, LinkedIn, Tumblr, RSS feeds, blogs, Plurk, and App.net! Easily schedule updates, find quality people to follow, and monitor social media activity! Join hundreds of thousands of satisfied users today!
LINK	BRIEF DESCRIPTION
http://vizualize.me/	Infographics Maker: It enables you to express your professional accomplishments in a simple yet compelling personal visualisation.

<i>Easel.ly</i>	Online Platform
<i>Smartdraw</i>	Online Platform
<i>Piktochart</i>	Online Platform
MAIN BRAND MOBILE APPLICATION	SOURCE
<i>Makr</i>	App Store
<i>DesignMantic</i>	App Store
<i>LogoScopic Studio – Logo Maker</i>	App Store
<i>Logo Foundry</i>	App Store
<i>Logopit Logi Maker</i>	Google play
<i>PixelLab</i>	Google play
<i>Logopit Logo Maker</i>	Google play
<i>Whova – Networking at events</i>	Google play

http://www.easel.ly/	This free web-based infographic tool offers you a dozen free templates to start you off, which are easily customisable.
https://www.smartdraw.com/specials/ppc/swotanalysis.htm?id=136749&gclid=CLOq09e_hs0CFekp0wodutMOQA	Free SWOT Analyses and other templates.
https://piktochart.com/	Infographics, Reports, Posters, presentation (free or premium).
LINK	BRIEF DESCRIPTION
https://itunes.apple.com/app/makr-a-design-+-print-shop/id583433016	Makr is a perfect logo design app for professionals who work on designing logos all the time.
https://itunes.apple.com/app/designmantic-logo-maker/id880585558	DesignMantic is a perfect app for the company owners to make their brand logo look professional.
https://itunes.apple.com/gr/app/logoscopic-studio-logo-maker./id965623955?l=el&mt=8	LogoScopic is a powerful logo design studio that will help you visualize and communicate the value and reason behind your brand without the need of prior design experience.
http://www.logomakerapp.com	Logo Foundry is a professional logo design suite that lets you create powerful branding for your business.
https://play.google.com/store/apps/details?id=com.logopit.logomaker&hl=el	You can make and design a logo easily with Logopit Logo Maker. It provided everything you need to get started. It only takes a few minutes to create your own logo in a couple of easy steps.
https://play.google.com/store/apps/details?id=com.imaginstudio.image-tools.pixellab	3D logo, text and picture editor, with easy to use menu.
https://play.google.com/store/apps/details?id=com.logopit.logomaker	Graphics application for creating business logo.
https://play.google.com/store/apps/details?id=com.whova.event	A mobile app for networking in conferences/expos, business events, community gatherings and individual meetings.

<i>Bizzabo – Event networking</i>	Google play
<i>10times</i>	Google play
PUBLICATIONS / BOOKS / ARTICLES	SOURCE
<i>Heding, Tilde, Charlotte F. Knudtzen, and Mogens Bjerre. Brand management: Research, theory and practice. Routledge, 2008 (book).</i>	Web Publication
<i>McAlexander, James H., John W. Schouten, and Harold F. Koenig. "Building brand community." Journal of marketing 66.1 (2002): 38-54 (book).</i>	Web Publication

<p>https://play.google.com/store/apps/details?id=com.bizzabo.client</p>	<p>Bizzabo is an all-in-one event management software that helps organizers create successful events by empowering them to build amazing websites, sell tickets, grow communities, go mobile and maximize event experiences - using a beautiful, user friendly platform. For attendees helps discover future events and find out who else will attend, reach out to speakers, exhibitors straight from the app, access event agenda, location.</p>
<p>https://play.google.com/store/apps/details?id=com.tentimes</p>	<p>Event discovery platform covering business events, tradeshow, conferences, workshops, seminars, expos. This app helps search for other professionals from the given industry, connect with them and build network.</p>
LINK	BRIEF DESCRIPTION
<p>https://books.google.com.cy/books?id=7QR9AgAAQBAJ&pg=PA134&lpg=PA134&dq=Extroversion+Techniques+branding&source=bl&ots=f1YCa8g9gz&sig=2GrXREUKOnzUHKYILbjLdcLK-Bew&hl=en&sa=X&ved=0ahUKEw-j29uaRxa7NAhXlxRQKHfR2CU-4Q6AEINDAD#v=onepage&q=Extroversion%20Techniques%20branding&f=false</p>	<p>For over two decades, it has been argued that the brand is an important value creator and should therefore be a top management priority. However, the definition of what a brand is remains elusive. This book observes in depth important branding concepts and practices.</p>
<p>https://www.researchgate.net/profile/John_Schouten/publication/230873898_Building_Brand_Community/links/0fcfd505997e-6f95cc000000.pdf</p>	<p>A brand community from a customer-experiential perspective is a fabric of relationships in which the customer is situated. Crucial relationships include those between the customer and the brand, between the customer and the firm, between the customer and the product in use, and among fellow customers. The authors delve ethnographically into a brand community and test key findings through quantitative methods.</p>

<i>Brands for The Heart –Branding on a Shoestring by Andrea Shillington</i>	Web Guidebook
<i>Article</i>	Web Publication
<i>Article</i>	Web Publication
<i>The Marketer's Guide to Developing a Strong Corporate and Brand Identity</i>	Web Publication
<i>Marketing and branding – a practical guide</i>	Web Publication
<i>Branding – the basics</i>	Web Publication
<i>About business networking</i>	Web Publication
<i>The Importance of Visual Elements in Social Media Marketing</i>	Web Publication
<i>Juntunen, M., Saraniemi, S., Halttu, M., Tähminen, J. (2010). "Corporate brand building in different stages of small business growth</i>	Journal of Brand Management, vol. 18, 2, pp. 115-133.
<i>The Science and Art of Branding by Giep Franzen and Sandra Moriarty</i>	Creativemarket.com

<p>http://www.brandsfortheheart.com/wp-content/themes/brands-fortheheart/images/2015/09/Branding-on-a-shoes-tring--Step-by-Step-Brand-Strategy-GuideForStartupsE2-2014.pdf</p>	<p>“Brand for the Heart” is a brand guide-book and provides the steps that will help the reader to unlock the creative genius and clarify their brand’s purpose, vision, values, positioning, promise and name.</p>
<p>http://www.theguardian.com/small-business-network/2015/dec/08/beginners-guide-to-branding-small-business</p>	<p>The article is from the Guardian and is a guide to branding your small business.</p>
<p>https://www.quicksprout.com/the-complete-guide-to-building-your-personal-brand/</p>	<p>The article is a guide for do-it-yourself branding and analyses the basic stpes in order to create your own brand.</p>
<p>http://blog.hubspot.com/blog/tabid/6307/bid/34238/The-Marketer-s-Guide-to-Developing-a-Strong-Brand-Identity.aspx#sm.001lxptjr-13cweyiqy42nmi0t93ld</p>	<p>This article summarizes the importance of brand identity. Besides that shows the steps of brand identity development.</p>
<p>https://www.smallbusiness.wa.gov.au/assets/Business-Local/Guides-and-handouts/Building-Your-Knowledge-Marketing-and-branding.pdf</p>	<p>A guide summarizes the significance of marketing/branding strategy and shows the most important content of it.</p>
<p>http://www.infoentrepreneurs.org/en/guides/branding----the-basics/</p>	<p>Summary of brand building process.</p>
<p>http://www.marketing112.hu/az-uzleti-kapcsolatepitesrol/</p>	<p>Networking technics pros and cons.</p>
<p>http://www.compukol.com/the-importance-of-visual-elements-in-social-media-marketing/</p>	<p>The article shows why visual elements are important in Social Media Marketing.</p>
<p>http://www.academia.edu/858827/Corporate_brand_building_in_different_stages_of_small_business_growth</p>	<p>An empirical framework for the for corporate brand building at different stages of the growth of SME.</p>
<p>https://creativemarket.com/blog/2013/12/18/top-10-books-on-branding</p>	<p>This book not only gives you an in depth look at what makes effective marketing, but it also switches the perspective from the producer to the consumer. It looks at what makes the public want to buy.</p>

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HUNGARY

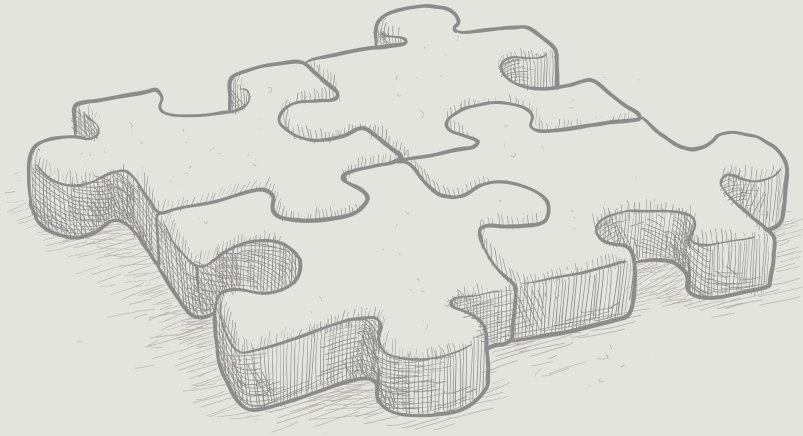


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