

in the know:

branding/M&A

STRATEGY ALIGNMENT PROMISES LOYALTY
 ARCHITECTURE PERCEPTIONS EXPECTATIONS VALUE
 PERSONA GUIDELINES IDENTITY VOICE MESSAGING
 STAKEHOLDERS PROSPECTS CUSTOMERS POSITIONING
 AWARENESS RECALL SALES BRAND AMBASADORS

Your brand is more than the logo. It's the complete package: imagery, colors, messaging, voice and reputation. A brand is also what your prospects and customers (perceived or real) think of you. It's the shorthand communication that stands out in today's intense, media-rich environment and the customer expectation that your brand must live up to.

When it comes to mergers and acquisitions, rebranding is critical to instill confidence among existing and acquired customers, to head-off attrition and close deals. It's also a key element in aligning very different cultures.

On average,
we're exposed to

360

ads each day.
But very few make
an impression.¹

Brands that are seen
as meaningful have a

46%

higher "share of wallet."²

25%

of global brands
are meaningful to
consumers.
The rest would
not be missed.³

28%

of Apple's total
market cap is due
to the perceived
brand value.⁶

42%

increase in
mergers and acquisitions
from 2014 to 2015.⁵

91%

of B2B buyers are
influenced by
word-of-mouth
when making their
buying decision.⁴

Five attributes make a brand



What about brand architecture?

Successful companies organize their brands to grow brand awareness and affinity among their most likely customers — and with the customer lifecycle in mind.

Masterbrand

A single brand that represents the organization. Product names or descriptors are used to call out product-level attributes.

House of brands

Ideal for product brands, this allows an organization to develop a portfolio of brands, each with a unique brand positioning tailored to a particular product or market segment.

Endorsed brands

Despite the distinctness of each product brand, the success of an endorsing brand architecture is the link between the higher-level brand promise (the endorsing parent) and the product brand. This link provides the assurance to the customer that if they like one product in the family, then a sibling brand is also worthy of consideration.

Best of both

This option leverages the existing brand equity in their respective marketplaces. However, sustaining and supporting 2 brands isn't a long-term strategy within the same market segment. Customers may view them as competitors, causing confusion and limiting cross-sell opportunities.

Challenged to reach your market and grow your share?

Drawing from over 25 years of marketing experience with clients both large and small, **indigoOne** helps businesses connect to their customers and prospects in meaningful ways — turning your investment in advertising into increased sales revenue.

From building brand awareness to lead generation and customer retention, we have helped clients valued at \$20 million to \$2 billion grow their customer base.

What can we do for you?



Your entire team provided insight and managed varied constituents across several businesses to bring a unified approach to our company's efforts at expressing a solid working communication strategy for both internal and external parties. Solid work."

Navarre Corporation

Check out our **blog** and learn more at **indigo-one.com**

¹ www.sjinsights.net/2014/09/29/new-research-sheds-light-on-daily-ad-exposures/

² www.theguardian.com/sustainable-business/2015/may/01/samsung-ikea-meaningful-brands-google-visa-microsoft-havas

³ www.mediapost.com/publications/article/254859/most-consumers-do-not-care-about-brands.html

⁴ www.incite-group.com/brand-management/how-social-media-amplifies-power-word-of-mouth

⁵ www.theatlantic.com/business/archive/2016/01/2015-mergers-acquisitions/423096/

⁶ Interbrand's Best 100 Global Brands report, 10/2015 / Market Cap values as 10/2015