

POWERFULPRESS

Successful Public Relations from RMD



Title: Brand Efforts Made Simple
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The screenshot shows the website www.pump-zone.com with the title "PUMPS & SYSTEMS" and the tagline "The Resource For Pump Users Worldwide". A search bar is visible in the top right. The left sidebar contains a navigation menu with categories like Resources, Topics, Publications, and Newsletters. The main content area features an article titled "Brand Efforts Made Simple" by Sue Reninger, RMD Advertising. The article discusses brand marketing, the importance of a clear message, and the role of employees in brand building.

Brand Efforts Made Simple

Written by Sue Reninger, RMD Advertising

What is brand marketing, and where should an OEM begin? Consumers are bombarded with brand messages. Most industrial brands do not know how to break from the clutter and reach a targeted customer.

One discipline stands strong through marketing fads and new trends: a clear message that communicates unambiguous attributes and recognizable benefits. History shows us that customers will revert to the familiar and the comprehensible. Brand marketing is a core, critical investment for any brand that hopes to be heard.

Your brand is simply a promise. Your brand is the expectation you create in various audiences about what buying, investing in or experiencing your product will bring to their life. Disney is family fun. Nike is empowerment. What will your promise be? How will you keep it in your day-to-day interaction with customers and end-users?

Seek leadership. Brand campaigns should assist a product or service in securing brand leadership within a category or market since once leadership is built, it is very difficult to take away. In fact, to do so, a competitor will need to spend twice as much, for two years or longer. The average competitor will increase spending only as long as market share is added. The moral of the story? Build a brand, and you will build to last.

Be the brand. Too many industrial brands find it hard to remember that what makes a strong brand, over time, is brand building activities—as well as superior product quality, advertising, marketing communications and brand personality. Therefore, it is critical to resist the temptation to raid a branding budget or see the budget as a variable or discretionary cost.

What are brand-building activities? Promotions, incentives and contests build volume. Advertising and public relation efforts build value. To be a brand leader, you need profitable volume, and that is brand building.

Start at home. Whether large or small industrial brand, your company's efforts will prove fruitless unless they are built from the inside out. To guarantee your brand and its promise are accurately conveyed and delivered, your team must be able to speak with one passionate voice. Here is how to begin:

- 1. Dialogue**

Employees are not just walking, talking billboards for a brand, they're a tremendous source of information about your brand, the hour-by-hour environment and competition. Engage your employees in a deep conversation about your brand's essence, and they'll feel a greater sense of ownership in becoming a diligent advocate of that brand to limitless points of contact: vendors, media, customers, potential customers, competitors and more.

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<p>Press Releases</p> <p>Upload Artwork via FTP</p>   <p>Comprehensive Industry Coverage: Automation & Process Control Power Transmission Electronic Components Semiconductors Sensors Test & Measurement Surface & Mount Technology Amp ID & Security</p>     <p><small>Submersible Wastewater Pump Association</small></p>	<p>2. Position</p> <p>Clearly define your brand's unique positioning in terms of who, what, when, where and why, but creatively craft it as well. Solid positioning statements are believable, yet reflect your brand's ambition. It is not just about who you are and the niche you hold, but who you aspire to become. Successful positioning statements help everyone involved raise the bar and rise to a new level of expectation. Without a solid concept, writing and positioning, employees tend to flounder like ships on a rough sea, and external audience perceptions are left to chance. Where your brand lands is dependent on which way the wind is blowing.</p> <p>3. Reinforcement</p> <p>Give your internal team plenty of opportunities to remind themselves of the brand and its promise. Celebrate a refreshed logo or a new advertising campaign. Demonstrate your unwavering commitment to the brand by launching the campaign internally-create screen savers, signage, sportswear, corporate challenges and e-marketing campaigns to remind your internal army of the brand promise. Use as many senses as possible, making your efforts something they can see and feel, something they can smell and touch, something they can hear. Without this important step, the brand runs the risk of being eroded due to lost opportunities. It takes 30 days to make a habit ... how will you ensure that your internal brand team is living the brand essence before engaging with a member of your external audience?</p> <p>4. Empowerment</p> <p>Most internal branding campaigns begin with a great idea, but lack the follow through. Post campaign efforts doom the promise to fail. Create a team of brand champions-team leaders that will challenge their colleagues to walk the brand walk and talk the talk. Empower these brand champions to lead the internal campaign charge, sharing creative e-mail signatures, voicemail messages, day-to-day conversations and more. Leave nothing to chance. Have your champions think first about possible points of brand contact, and then about optimum ways to build the brand at that opportunity.</p> <p>Before long, your internal campaign efforts will yield an army of brand builders, armed with motivational peer pressure and an undying effort to keep the brand promise.</p> <p><i>Sue Reninger is a managing partner at RMD Advertising, specializing in client brand strategies for industrial clients such as The Gorman-Rupp Company, Henny Penny, Anomatic and more. RMD Advertising is a fully integrated, brand strategy, advertising and public relations agency in central Ohio. Reninger can be reached for comments or questions at 614-794-2008.</i></p>
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