

Get Branded

STAND OUT

MARKETING & BRANDING



**“THINK LEFT AND THINK
RIGHT AND THINK LOW
AND THINK HIGH.
OH THE THINKS YOU CAN
THINK UP, IF YOU ONLY TRY”**

DR SEUSS

- » Marketing and Branding is a forever moving object. It defies those who think it can be tamed into one course of process.
- » Marketing is about communicating to your target audience in a strategic and measured way.

- » Marketing with Branding under its umbrella does not take a rocket scientist to perform the role.
- » However it takes a strategic, an objective, a passionate, a creative, and a continually upskilled person to implement a marketing and branding plan.
- » Marketing with people think differently – they need to be out of the box, have anti-conventional thinking and are in sync with the internal and external customer.



What is a brand?

- » **A brand** a name given to a product or service
- » **A brand** is easily recognisable
- » **A brand** is memorable
- » **A brand** gives you the edge
- » **A brand** gets you noticed
- » **A brand** is what you stand for
- » **A brand** is your identity



Brand identity

I'm not really that old or that OCD...

Team also = brand identity

I do love a bit of red... red car, red hair and the odd red lipstick

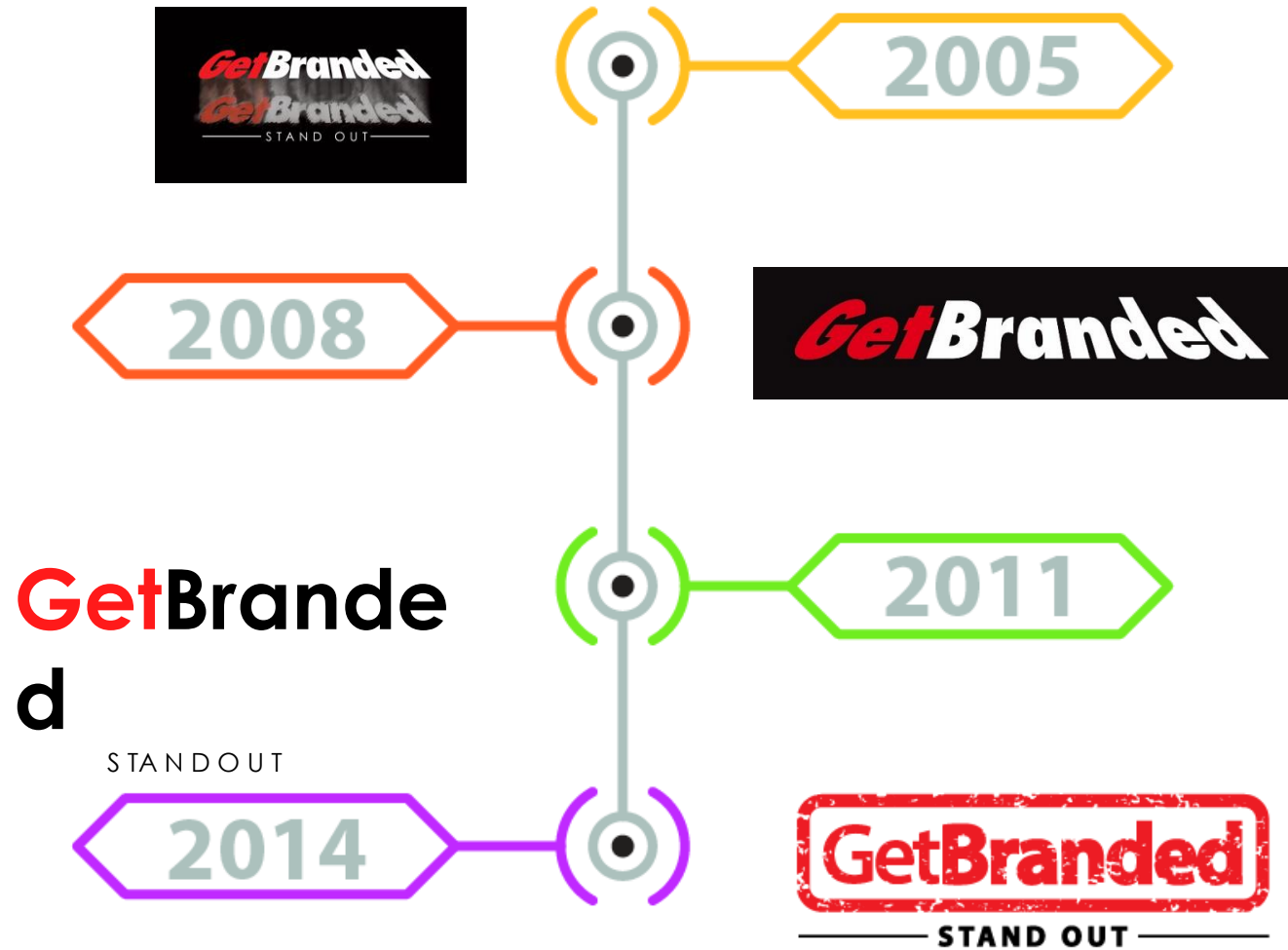
I don't actually live at Getbranded

I laugh at Peter's jokes... who else will?

The image shows five cartoon avatars of diverse people. A large red thought bubble above them says "Team also = brand identity". Four speech bubbles of different colors (yellow, red, purple, teal) contain humorous or personal statements from the characters, illustrating how their individual traits and behaviors contribute to the overall brand identity.



JOURNEY OF GETBRANDED





Brand stories locally!

Clinic
Open Day

TAIHS
Townsville Aboriginal & Islander Health Service

Saturday
15th November

9am-2pm. Free BBQ.
9 Turnbull Street, Garbutt
www.taihs.org.au

TAIHS

Clinical Registered Nurse
Level 2

Join a friendly, vibrant and diverse healthcare provider for Aboriginal and Islander people in Townsville and surrounding areas.

- Excellent opportunity for a Registered Nurse to work in a specialist role in a community setting, working in a beautiful North Queensland location.
- Ongoing professional development provided through training and education.
- Attractive remuneration (superannuation) with a generous, flexible working arrangement.

The opportunity is available until 15/11/2016 and is subject to the usual recruitment process. For more information, please contact the recruitment team on 08 9392 1111 or visit www.taihs.net.au/jobs

Help your community everyday

Join our experienced staff and help make our community healthier

www.taihs.org.au/join



Together we're healthier

TAIHS
Townsville Aboriginal & Islander Health Service

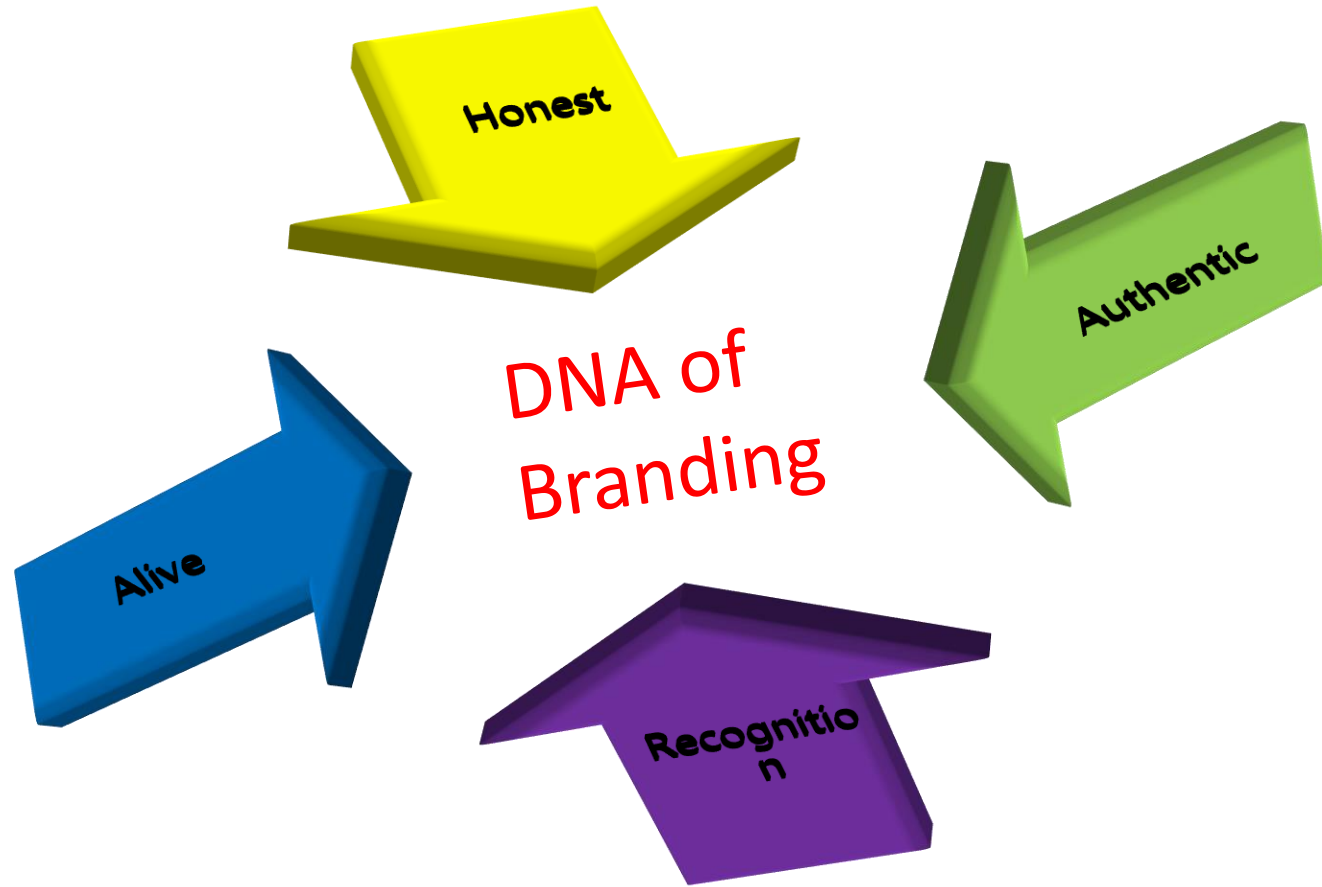
Visit us at 9 Turnbull Street, Garbutt www.taihs.org.au

Together we're healthier

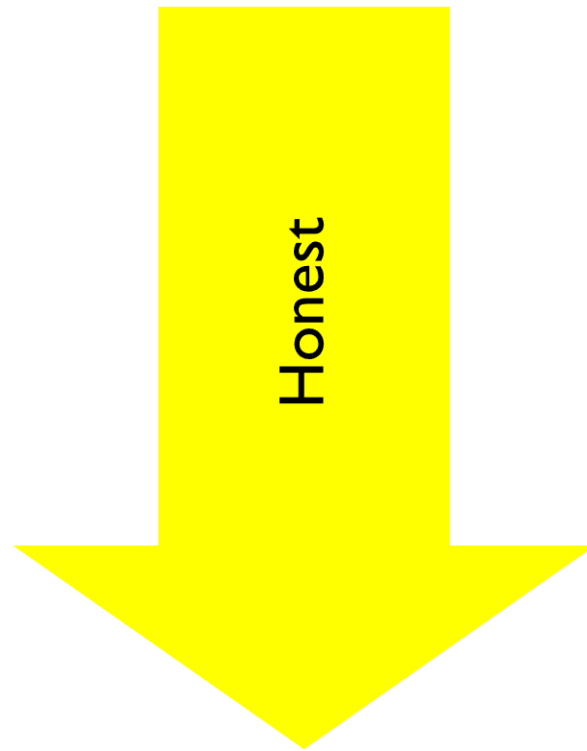
www.taihs.org.au



YOUR BRAND DNA



BE BELIEVABLE

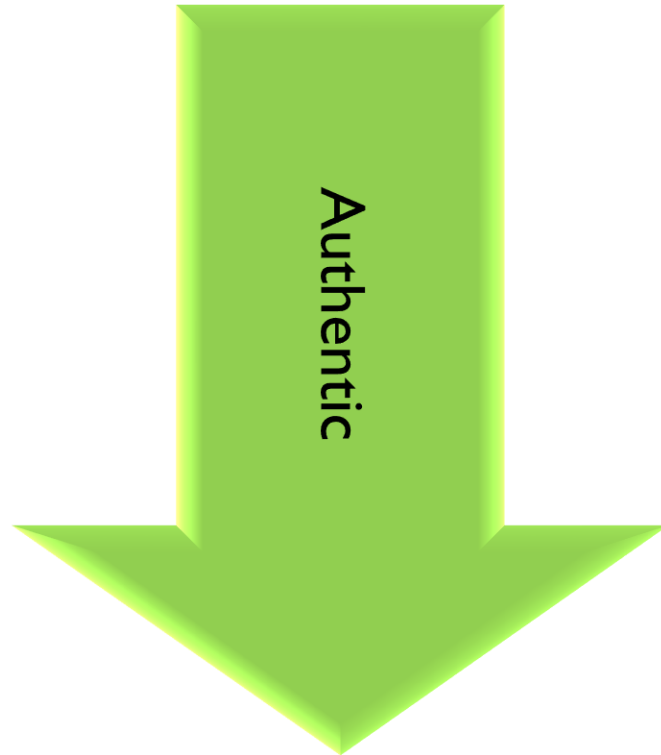


The language you speak in... through the delivery of your brand must tell the story

When someone speaks of your brand you want them to tell it and own it like it was there's.

There is so much competition, that if you are not honest you will be left to the wolves.

BE BELIEVABLE



Offer an authentic offer, one that is not easily duplicated

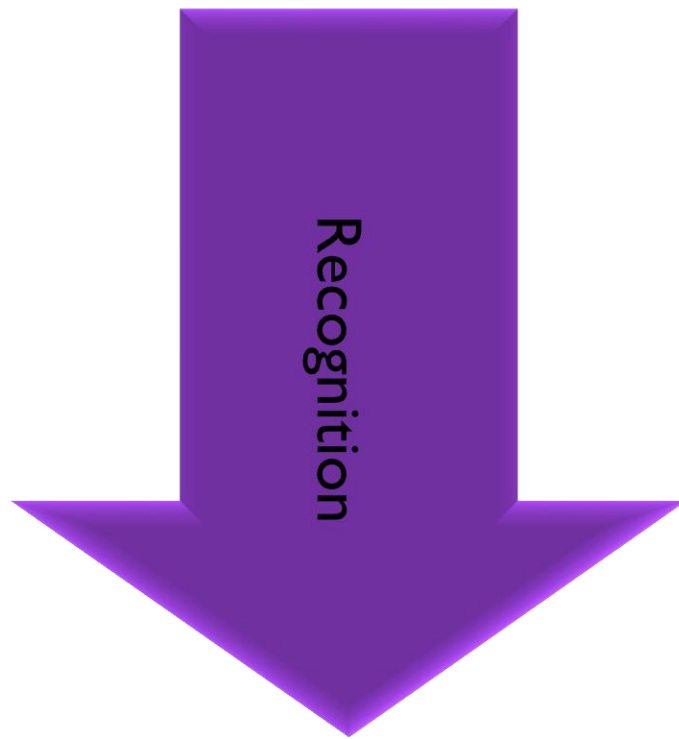
Find an original way of doing what your doing.

Be strong, be firm, create a space for your brand

Create the story that never ends, build and keep delivering

Delivery with conviction

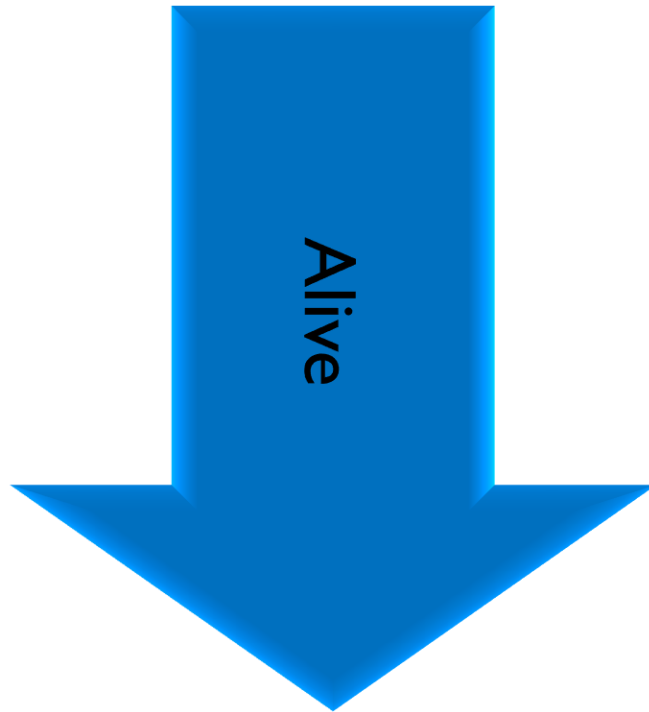
BE BELIEVABLE



Recognition of the business

Image
Logo
Words
Symbols
Feelings
Sounds
Smell
Taste
Quality
Delivery
Uniforms
Merchandise

BE BELIEVABLE



Today brands have become more organic.

They do grow and evolve over time.

The core of the brand remains unchanged. It must have flexibility to adapt to customer segments.

Brand must reach out to the customer, your employees, media through its position and delivery of marketing



YOUR BRAND DNA



WHAT WOULD YOUR BRAND BE?

Exercise

If you were to write a recipe for the DNA of your Brand what would it be?

Ingredients:

5 LESSONS IN LIFE FROM DR. SEUSS



1. Today you are you, that is truer than true. There is no one alive who is youer than you.
2. Why fit in when you were born to stand out?
3. You have brains in your head. You have feet in your shoes. You can steer yourself any directions you choose.
4. Be who you are and say what you feel, because those who mind don't matter and those who matter don't mind.
5. Today I shall behave, as if this is the day I will be remembered.

The Common \$en\$e Approach



Get Branded

STAND OUT