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# Before The Brand: Creating The Unique DNA Of An Enduring Brand Identity



## Synopsis

How to create a relevant, distinctive brand identity Before you start building a brand through advertising, marketing, and public relations, you had better know the difference between identity and image in order to establish an effective, enduring brand identityâa verbal, visual, and experiential formula that bestows credibility and attracts attention. Before the Brand is a crash course in brand identity basics that describes successful long-term strategies for creating and refocusing brand identities for all types of companies, products, services, and technologies. Knowing oneâs true identity makes it easier to speak the right message to intended audiences and allows for a strong, consistent, relevant, and differentiated brand. This persuasive primer is packed with case studies that glance into the identities of such premier brands as Nutrasweet, Intel, Gatorade, FedEx, and many more. It introduces the controllable elements of brand identityâpositioning strategy, brand name, nomenclature, tag line, logo, and moreâand shows marketers how to: Develop simple, flexible positioning strategies Create a brand name that hits home with your market Create a dynamic, visual brand personality Reinforce the brand identity through messaging Leverage identity opportunities through cobranding and other formulas

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Alycia Perry and David Wisnom III are cofounders of Versant Identity, a branding identity consulting company. Their clients include AT&T, DuPont, Frito-Lay, Visa, Procter & Gamble, and Lucent.

Most often people see the result of branding, but this book takes you behind the scenes and takes you through a great step by step guide to branding and how to go about the process. They have great examples that you can relate to, and it is definitely a fast read.

I thought this book would tell me the amino acids that build a brand - all DNA is built from just 4 such acids and I hoped that there was the same Watson & Crick insight - sadly no. It has some good building blocks but you are largely left to assemble them yourself.

Although my post-MBA career started in branding, I have been away from it for several years. Reading this book hit the spot. The book gives a very concise, easy-to-read overview of branding. It includes excellent examples of what both product and service corporations have done to succeed - and how others have missed the mark. Specifically, pages 24 - 25 talk about how to get started. It is detailed enough to have a meaningful impact, without becoming obtuse or overwhelming. I highly recommend this book for anyone trying to understand the power of branding. Readers can most certainly benefit from the author's experience.

I've read a number of books on "brand development" and have found most to lack substance and practical application in business. Before the Brand is founded on credible strategy and gives

step-by-step instructions on the art of brand development, whether it be for a personal brand identity, a new or existing business enterprise or a new consumer product. The case studies gave me valuable insight into the process used by major companies while framing the information in ways I can actually put to use in my business. This is one of those rare business books I'll keep on my shelf for frequent reference.

This is a very-well written book by obviously seasoned branding practitioners. As someone, who is in the same line of business, I really enjoyed reading it and I must say, I have learned quite a bit. I believe content-wise this book is almost up there with Wheeler's Designing Brand Identity. I wish it had more examples, cases and images. A must read for branding professionals.

I found Before the Brand to be very helpful in positioning my start-up seminar business. Just knowing what large companies go through to establish a brand gave me clues about what I need to do to market my business effectively.

"Before the Brand" is an easy to read guide on the multiple levels and nuances of branding. Anyone starting or positioning their business for the future should read this book! This information will save you time, money and accelerate your business growth.

This is a great reference guide for people who are looking for guidance on what a brand identity is and how to go about the process of creating one. It's a quick read and has handy check lists at the end.

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