


The Fate Of The Corporation Is In Your Hands

The single most important thing a corporation has is its brand. It's the reason corporations are valued higher than their physical assets. A brand is a promise. It's your promise to deliver whatever it is that you make or whatever service you provide to your customers. It's nothing less than everything anyone thinks of when they see your logo or hear your name.

When someone sees , they know exactly what it is. When someone needs to search for something on line, they'll most often go to Google™. Everything a corporation does needs to reflect directly back to the brand. All things inside and outside of a McDonald's®, bleed McDonald's®.

A brand is the fate of your corporation. Too, and most importantly, the consumer determines what your brand stands for...not you. As the marketing manager, division manager, vice president of marketing, CMO or CEO, it's up to you to remain steadfast and fearless to the brand. If you try to make the brand stand for something it is not, the brand will be severely weakened. If you try to stretch the brand into a new product segment that it is not commonly known for, you will, more than likely, be unsuccessful at the attempt.

A brand must have a singular identity. When you ask your brand to have multiple identities or to stand for multiple things, you'll confuse the consumer and sales of the brand will decrease. If you add up all the sales of Diet Coke®, Caffeine Free Diet Coke®, Coca-Cola Zero®, and all the other variations that exist today, these total unit sales are less than sales of when there was just Coca-Cola®. Really.

Protect thy brand. That should be the first thing you say to yourself in the morning and the last thing that you say to yourself at night. It's all you have. It's your present. It's your future. It's what consumers know you to be.