



Brand Guidelines

On-point. On-trend.

WEBSITE DEVELOPERS INDIA

Helping Good Brands, Amplify Their Positive Impact- Through Digital Presence

Table of Contents

Introduction	03
Who Is This Guide For?	07
What Should You Know About Positive Brand Image?	12
What Are The Elements Of A Brand?	18
Understanding Branding	27
How To Brand Your Business In The Digital Age?	32
How To Build a Positive Brand Image?	44





Introduction To The Guide



Branding makes a trademark impression on your audience, helping them get a clear idea of what they need, just by a glance from your website. You're automatically set apart from the competitors, making them choose you over others.

The right Development partner will help you with the right Brand Building Strategy like advertising, social responsibilities, visuals, customer services, etc.

We're going to open a plethora of ways on how you can easily work on your Brand Building for Great Success with the help of the right **Product Development Company - Website Developers India!**

An award-winning Mobile App & Web Development company, also providing great Digital Marketing Solutions to Startups and fortune companies, globally.

Come, be a part of this journey!



If people like you they will listen to you, but if they trust you, they'll do business with you.

- Zig Ziglar



WDI constantly works on providing different ways and strategies to keep your brand at the top of every search and competitors.



The marketing landscape is more complex than it's ever been. The balance of power has shifted from brands to people. We make it our business to get to know these people. Real people, living real lives, often outside of a **Marketing Venn diagram**. We believe agencies and clients must share values and mindsets to truly connect with their audiences. Whether in the retail world or business sectors, we know that to Activate people, you have to Captivate People. And that's what we do!

Along with being a recognized and **Award-Winning Mobile App Development Company**, we're also a Branding Company that understands emotions, drives decisions, and behavior, which is why we create brands that lead with purpose. A Design Company that believes **BRANDING** can **CREATE** powerful, positive impact & change in industries & organizations.

Who Is This Guide For?



- Start-Ups
- Small & Medium Business
- Enterprises



Start-Ups

Many startups prefer not to spend their time and money on their branding but imitate their competitor's identity or the current internet trends.

That doesn't work!

In the long term, you won't be able to market a product or service successfully, if you don't define a solid brand identity system.



HOW CUSTOMERS THINK: ESSENTIAL INSIGHTS INTO THE MIND OF THE MARKET

A successful book by [Gerald Zaltman](#), on traditional marketing methods, claims that 95% of customer purchasing decisions are subconscious.





- That is the reason why start-ups think their customers would decide to purchase their product over a competitor's one (such as pricing, features, convenience, etc), which will work only in 5% of the cases. On the other hand, **95%** of customers will be driven by other factors that are mainly created by your branding and how the customers feel about your company.
- This also means that even if the competitors have a wider range of features, better pricing models, more experience in the market, etc, a great startup branding can motivate a customer's subconscious to go with your business' products and services over competitors' ones.

Still not sure about the importance of branding for startups?

Talk to our experts, and they'll tell you why!

Small & Medium Business

Establishing a brand is hard enough when you have various resources. But, with small businesses and startups, it can become even more challenging because of budget and time constraints.

Brand building is the keystone of any successful business. **SMEs** need to understand that brand building is a necessity, not a luxury. While multinationals see branding as an integral part of their business tactics, **Small and Medium Enterprises (SMEs)** which operate on shoestring budgets, often stand at critical crossroads when it comes to marketing and brand building.

The most basic advice that any savvy marketer can give is: First, brand your company and product. Branding is important because it keeps you on message, and it helps consumers understand what your company or product stands for. One should be bold, imaginative, and not afraid to say what one really means. People like honesty!

THE SECOND THING TO FOCUS ON IS, WHAT THE CONSUMER REALLY NEEDS. WE ARE NOT TALKING ABOUT SALES PITCH HERE. BUT, THE RIGHT AND TRUSTWORTHY "BRAND" TO GO ALONG TILL THE END.

There's yet a lot more to know, and a lot more to learn -

Let's do it together!

Enterprises

Branding is essential for every company, whether we are talking about products, services, or pretty much everything else. It is the way the customer perceives the company, its products, and its services. The better the branding, the more likely the customer is to trust the company and refer it to others. The feeling people get when they think about a company or a product will play the most important role in establishing the brand name of the company. A positive feeling can make the company's future, whereas a negative will surely break it.

As a large company, you should understand your brand pretty well. Use this guide to take stock - are there areas you haven't considered? Cover each topic and share the results so that your whole organization understands your brand's anatomy.

We're here to help. If you have questions, please let us know!



What Should You Know About Positive Brand Image?



Brand Image

There's a huge difference between brands & products. To explain them in two different understandings, that is, “What The Consumers Buy”, (Product) & “What Concern/Companies Make”. (Brand).

An accumulation of functional and emotional understanding with a promise that the product will perform exactly as per the customer's expectations is what Brand is all about.

Think about a brand that has stolen the hearts of many.

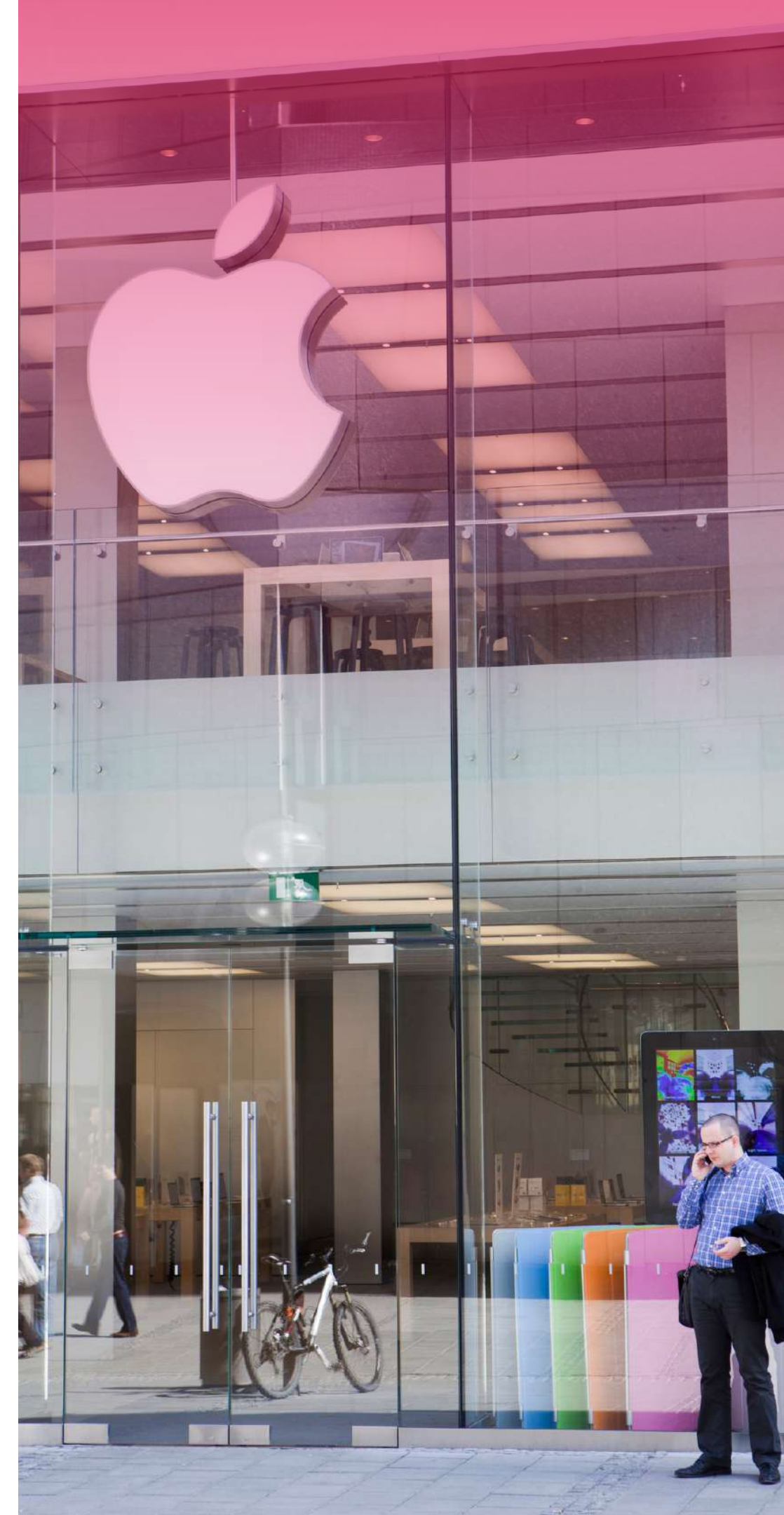


APPLE!

An expression that speaks forth Marketing with Sophistication.

POSITIVE BRAND IMAGE

- You don't have to explain what the brand is to even an average non-techie person. The logo itself is more than enough to hold its fame in the mouth of competitors too. For instance, the invention of the iPod was introduced by **Steve Jobs on October 23, 2001.**
- “ With iPod, Apple has invented a whole new category of digital music player that lets you put your entire music collection in your pocket and listen to it wherever you go,’ said Steve Jobs, Apple’s CEO. ‘With iPod, listening to music will never be the same again. ”
- The invention of the MP3 player was already in the market, but the hype that Apple got in for all, created a shift in the market and its competitors were in jeopardy for their products.



- Apple to date concentrates less on their services and more on the requirements of their customers, to which, their brand is more than just a name - It's An Identity!
- Likewise, your brand won't come up with fame in just a day. It needs a lot of work and the RIGHT MARKETING TRICKS! If you know nothing about it, let us help you with the best - Because, WDIPL's synonym is BEST!

Your Brand Is What Defines You - Let Us Define That Strategy For You!



Pros Of Positive Brand Image

- Your customers are likely to choose your brand if only they recognize it as a good and reliable one. A strong brand works to build customer recognition that will help you get references as well.



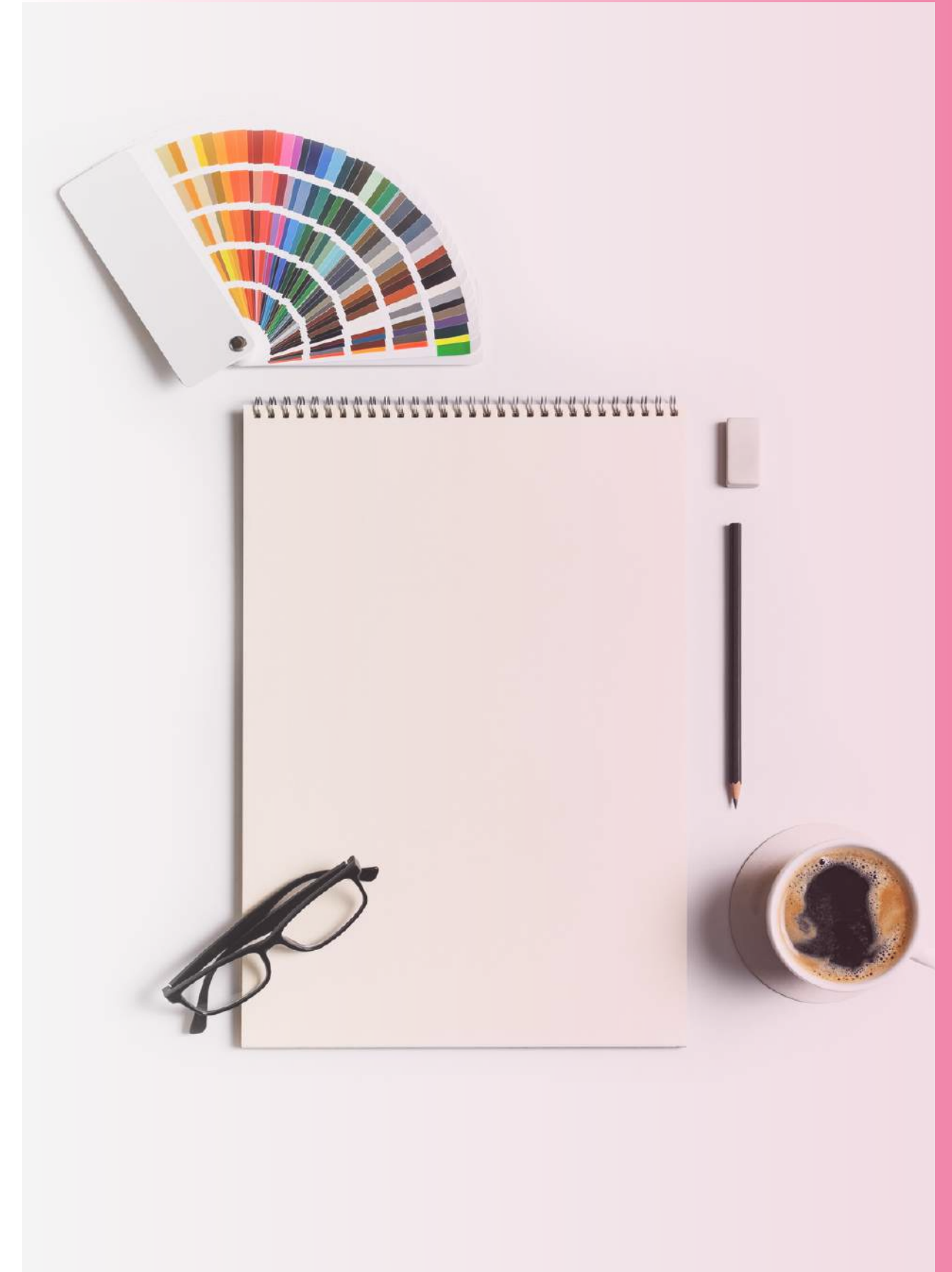


- Your customers are likely to choose your brand if only they recognize it as a good and reliable one. A strong brand works to build customer recognition that will help you get references as well.
- When a strong brand is built, certain values are conveyed to build an emotional connection with customers. These customers automatically are attracted to the brand they share great values with.
- As you work on your credibility, you also work on building recognition, competitiveness, and loyalty. A well-known brand enhances your credibility, which makes you far more likely to get the deal.

What Are The Elements Of A Brand?

Your brand consists of a wide range of different elements that help in taking a look at the most important elements of your brand. These elements are the sphere of branding. The key elements of a brand comprise the brand compass, brand personality, brand archetype, competitive advantage, visual and verbal identity, brand promise, brand experience. Let's understand these concepts in a broader sense.

18

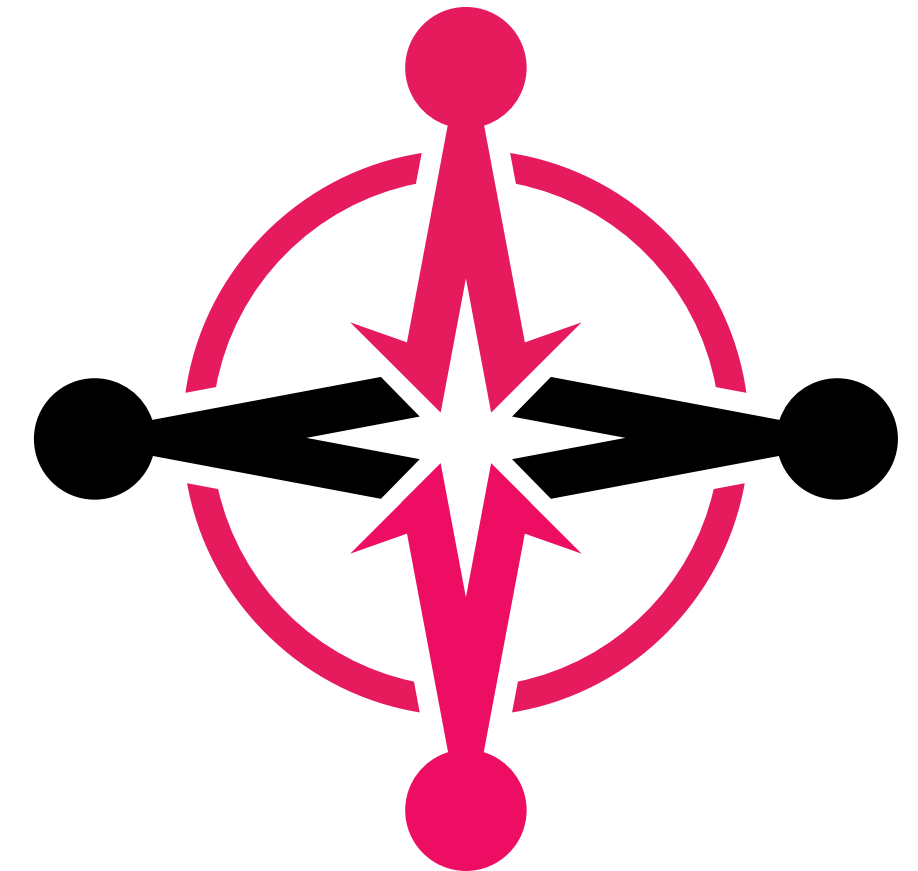


Brand Compass

An overview of the most fundamental truths about a brand, which is the outcome of the work done in terms of the brand strategy phase, including positioning and research. This phase will include a Brand Compass Charts that will give specified direction as to where your company is headed and what reasons.

This will be breakdown into four parts, i.e.

- Vision, that is the end stage you wish to bring in terms of your work
- Purpose, to answer the most asked question, why choose you?
- Mission, something that outlines your planning to achieve your vision
- Strategic Objectives are the real-world milestones you set to measure your progress.



Let Our Experts Build A Solid Strategy For The Growth of Your Brand!

Brand Personality

A unique rainbow of characteristics and behaviors that seem different from all other brands. It's the personality that attracts people to your brand, that comprises a different look and sound if it were a person.

Samsung definitely has its own identity, but when Apple comes into the market. Every other brand has to bow!

Brand Personality comes in four different dimensions, i.e.

- Sincerity is the primary aspect of what a company would need to comprise to look genuine, honest, and wholesome.
- Excitement is a platform that appeals to a younger demographic with dynamic advertising, high-octane design, and personality endorsements.
- Competence has all the aspects in it which are responsibility, trustworthiness, reliability, successfulness, intelligence, confidence.
- Ruggedness is built to go a long way, tough and outdoorsy for your customers to differentiate it as authentic, strong, high-quality.



Brand Archetype

Out of all the other brand developments, this aspect works wonders as it gives your brand the power of a profound, shared human experience since years of advertising. Brand Archetype is inspired by thinkers like Freud, Joseph Campbell, Jung, who were Archetypes with ideas or concepts that everyone is familiar with - The very virtue of humans, regardless of the society you belong to.

Let's understand a few fundamentals of Brand Archetype.

- Creator, which means being passionate about your creation, your brand! bringing new out!
- Rebel, outlaw social change and bring the best, uncommon attribute in the market.
- Explorer, pushing your boundaries in the hopes of getting new frontiers to your customers.
- Young, the epitome of virtue and purity that does not shy away from being young & wild!

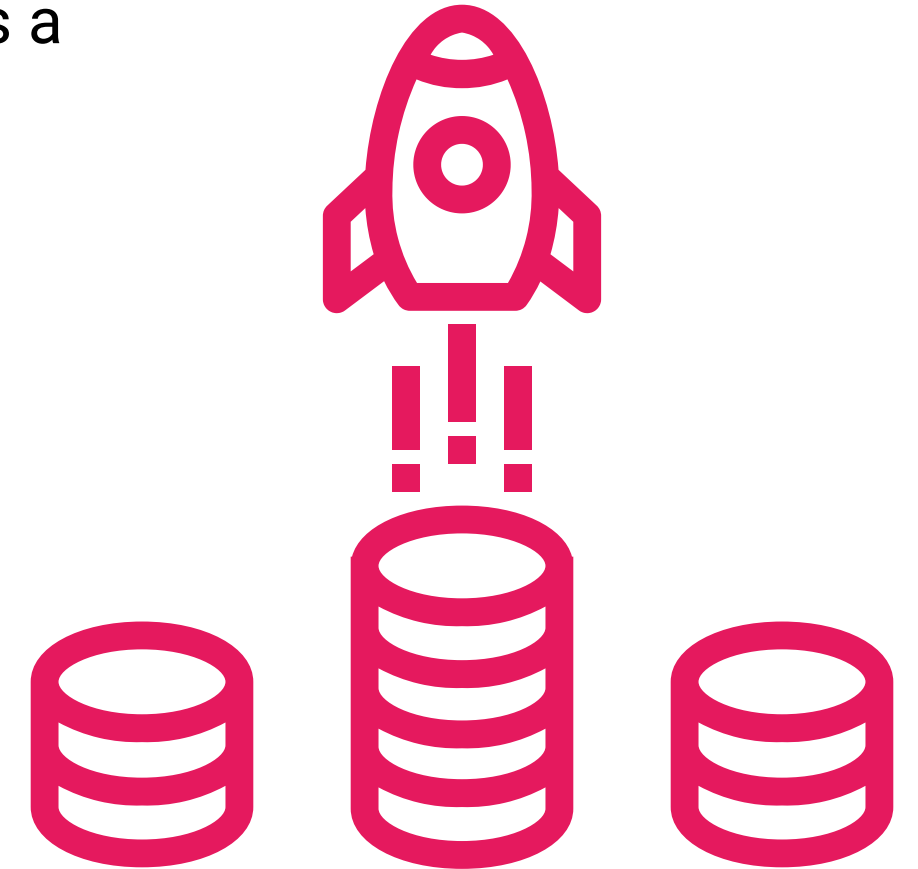


Competitive Advantage

A sustainable competitive advantage is the most crucial stage for any business that wants to stand apart from its competitors. As critical as it sounds, that critical it is to maintain and work on it. A singular value proposition like the speed of delivery or price will never be viable as a competitive choice.

Let's into a few Competitive Advantages

- Cost Leadership helps in differentiating and providing reasonable value at a lower price.
- Differentiation, delivering greater benefits than other brands, and identifying opportunities.
- Cost Focus, Leveraging either cost leadership or distinguishing your target-specific audience segments.



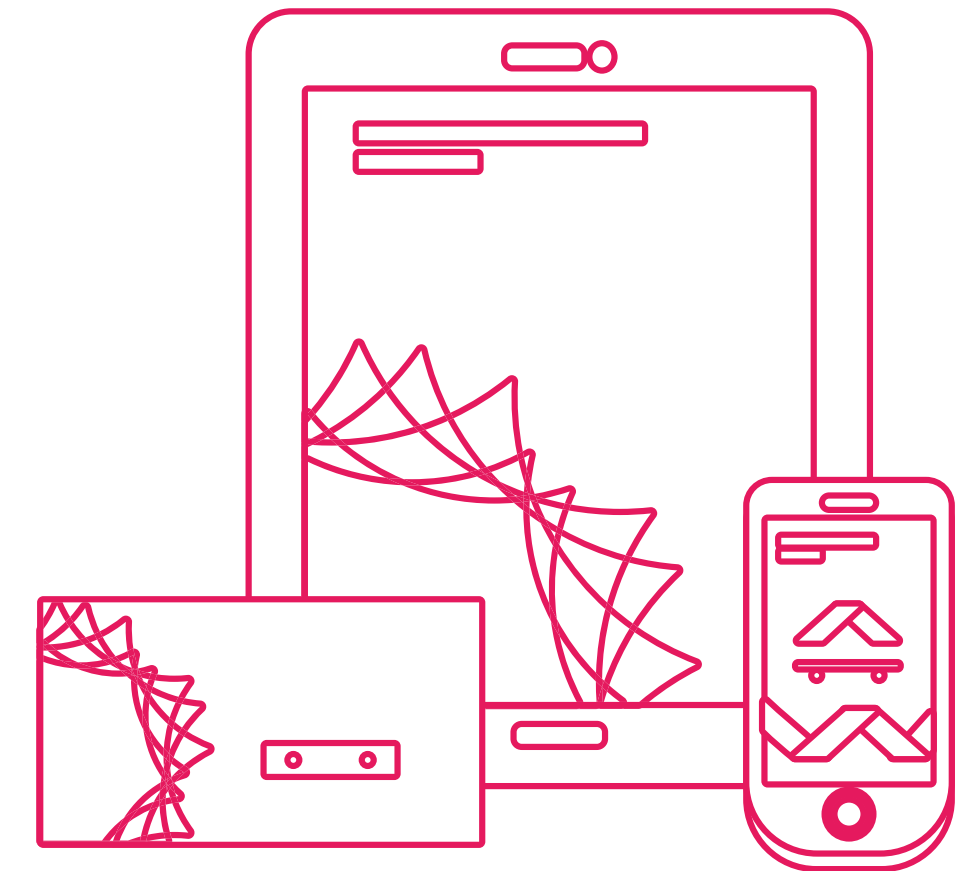
Visual Identity

An integrated system of visual elements makes it stand apart from others. This phase would include your color scheme, logo, typography, iconography, etc. Having an effective visual identity will comprise all the defining characteristics of your brand that will include your brand's personality, compass, archetype, and promise.

Let's look into a few aspects of Visual Identity In Branding

- Logo is a visual representation of your brand
- Color Palette plays a key role in buying decisions.
- Fonts & Typography with what emotions you speak.

Let Us Help You See Success Through Our Lens!



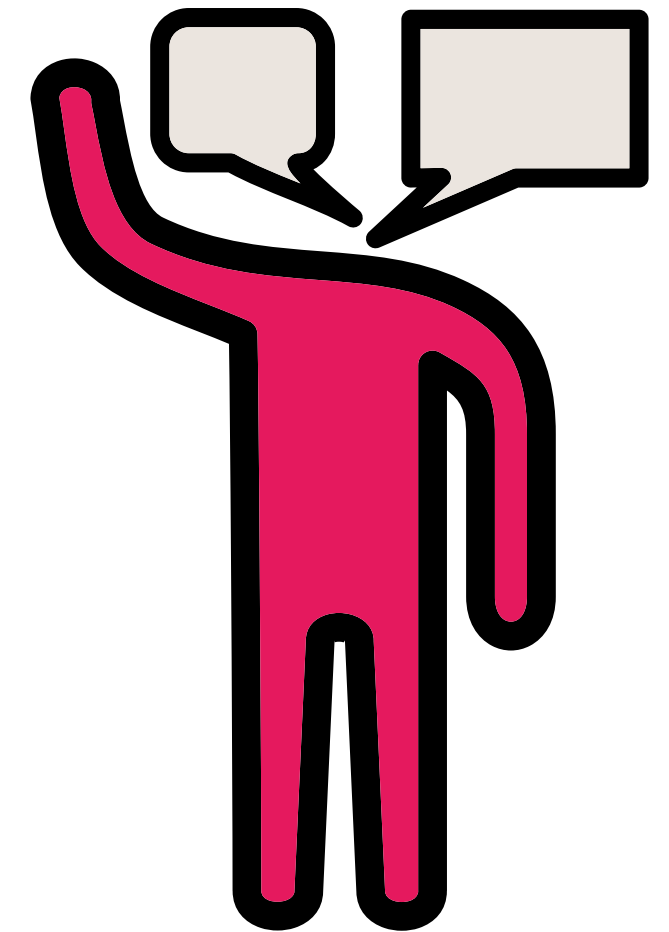
Verbal Identity

In distinction to visual identity, your brand's verbal identity is the most integrated system of words and texts that classify your brand and make it recognizable to your customers. Your brand's name and tagline is that one aspect that fits right in the mind of people. Hence, it needs to be replete with meaning.

What aspects do you need to know?

- The tagline, are you using an impactful one?
- Brand Voice, is it reaching out to the right audience?
- Brand story, are you giving out the right emotions to your audience?

Let Our Experts Dictate Your Brand To Your Audience!



Brand Promise

The pledge you make as an identity to your customers that maintain the relationship, bond till the end. Your brand promise can be explained in many forms as messaging, taglines, advertising, etc. This aspect is more critical than other implicit ones. But, remember. The more explicit your promise, the greater the expectations of delivering it to your customers will be.

Let's look into a few great qualities of Brand Promise,

- Compelling, something that really matters a lot to your customers
- Authentic, to be borne from your brand's purpose, and true to its values.
- Memorable, something for them to remember to get connected with you again
- Clear, plainly articulated, and easily understood by your customers to be a part of it.





We're Your Right Brand Development Partner!

There sure involves a lot of processes and a solid strategy, for which an experienced and expert Team is a must. However, the continued effort in building long-term relationships with your customers, but an effective project development will play the part just right.



Understanding Branding



Taking your company
to the next level

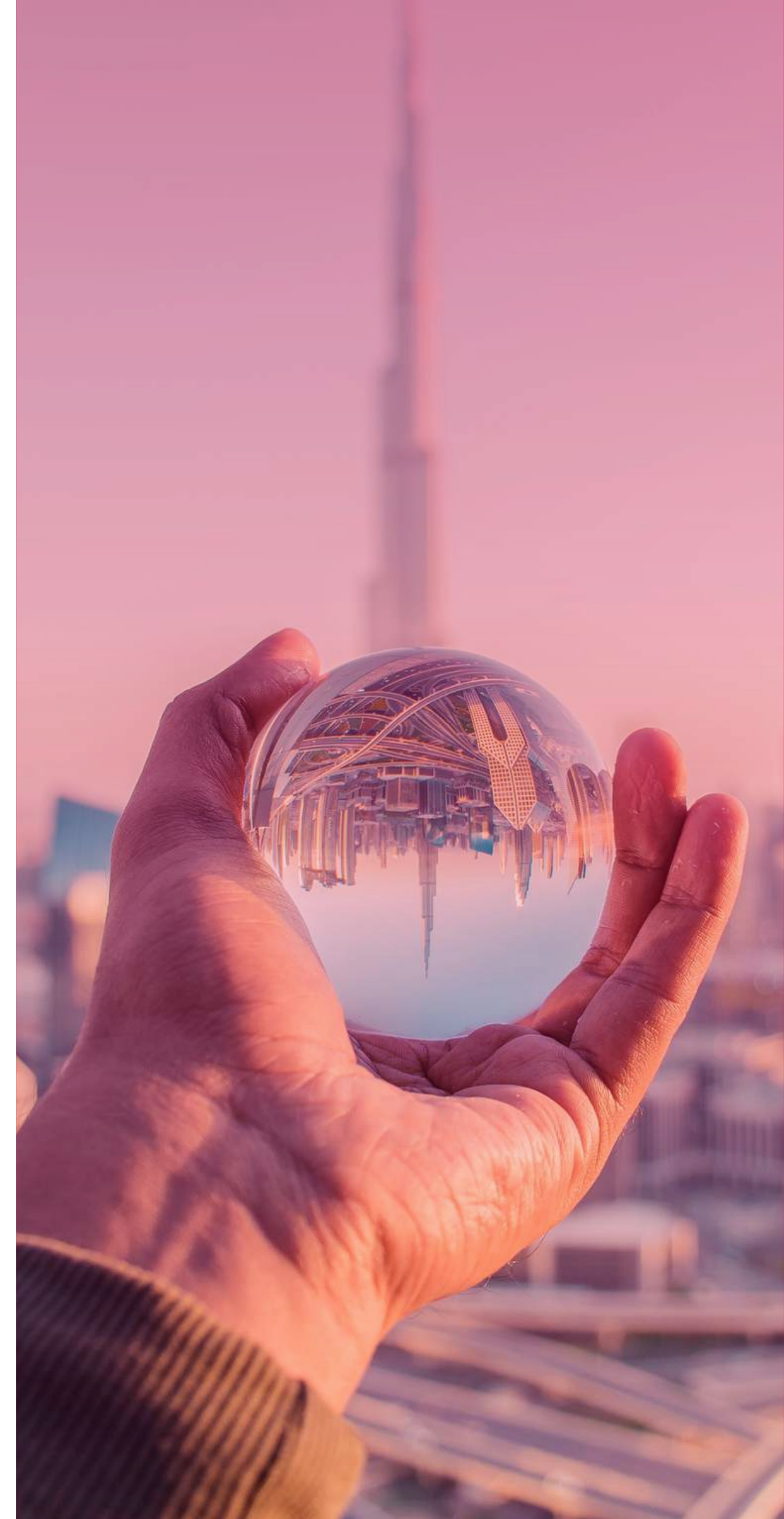
In today's digital world, it's really easy to see why brands are a greater asset than they have been in the past years. Forbes describes Brands as psychology and science conjoined as a promise mark. A product, on the other hand, comprises lifecycles. So basically, Brands outlive Products. They convert a uniform quality, experience, and credibility and are much more valuable. But, the value of it by many companies is kept on a balance sheet.

Why do such misleading occur?

Let's talk about Tata Motors for instance.

The time they purchased Range Rover & Jaguar from Ford, they didn't spend time behind purchasing a potluck. Rather, Goldman Sachs and Morgan Stanely helped Ford sell the brand to **Tata for \$2.56 billion**. The brand in itself was worth more than all other elements combined.

Learn More About The Importance of Branding Today!






“Brands are essentially patterns of familiarity, meaning, fondness, and reassurance that exist in the minds of people.”



– Helene Paquet, Homeowner



A brand can mean anything. A product that is famously used by people or an individual who is recognized and famously known amongst people. This brand brings up a plethora of images in the minds of customers or target audiences.

How Positive Brand Image Sets A Whole New Perception Of Quality & Marketing!

We've explained a lot more in detail on how the use of effective Digital Marketing Plays the right role in delivering the best services needed in having a strong brand image.

WDI works with their team of experts and **Digital Marketers** with an impression of changing your business from "Something" to "WOW". If you have an idea but don't know who can implement it right. You're definitely in a fix! But, we can help you efficiently achieve the best.

While we do all the talking and working, all you need to do is Give Us A Call Right away!





WDI works with their team of experts and Digital Marketers with an impression of changing your business from “Something” to “WOW”. If you have an idea but don’t know who can implement it right. You’re definitely in a fix! But, we can help you efficiently achieve the best. While we do all the talking and working, all you need to do is Give Us A Call Right away!

BUILD A BRAND THAT MAKES YOUR BUSINESS LOOK MORE THAN JUST A BUSINESS - LET'S TALK SUCCESS!

How To Brand Your Business In The Digital Age?

You have an excellent product or service and want to launch it on the market. But before even thinking of distributing it to the stores, your product needs branding. This isn't only a name, a logo, a unique positioning in its category, and a package, but involves Branding Marketing too.

Let's go through these processes and see what steps we need to follow in order to create a great brand.

Notifications

All

Today

Missed



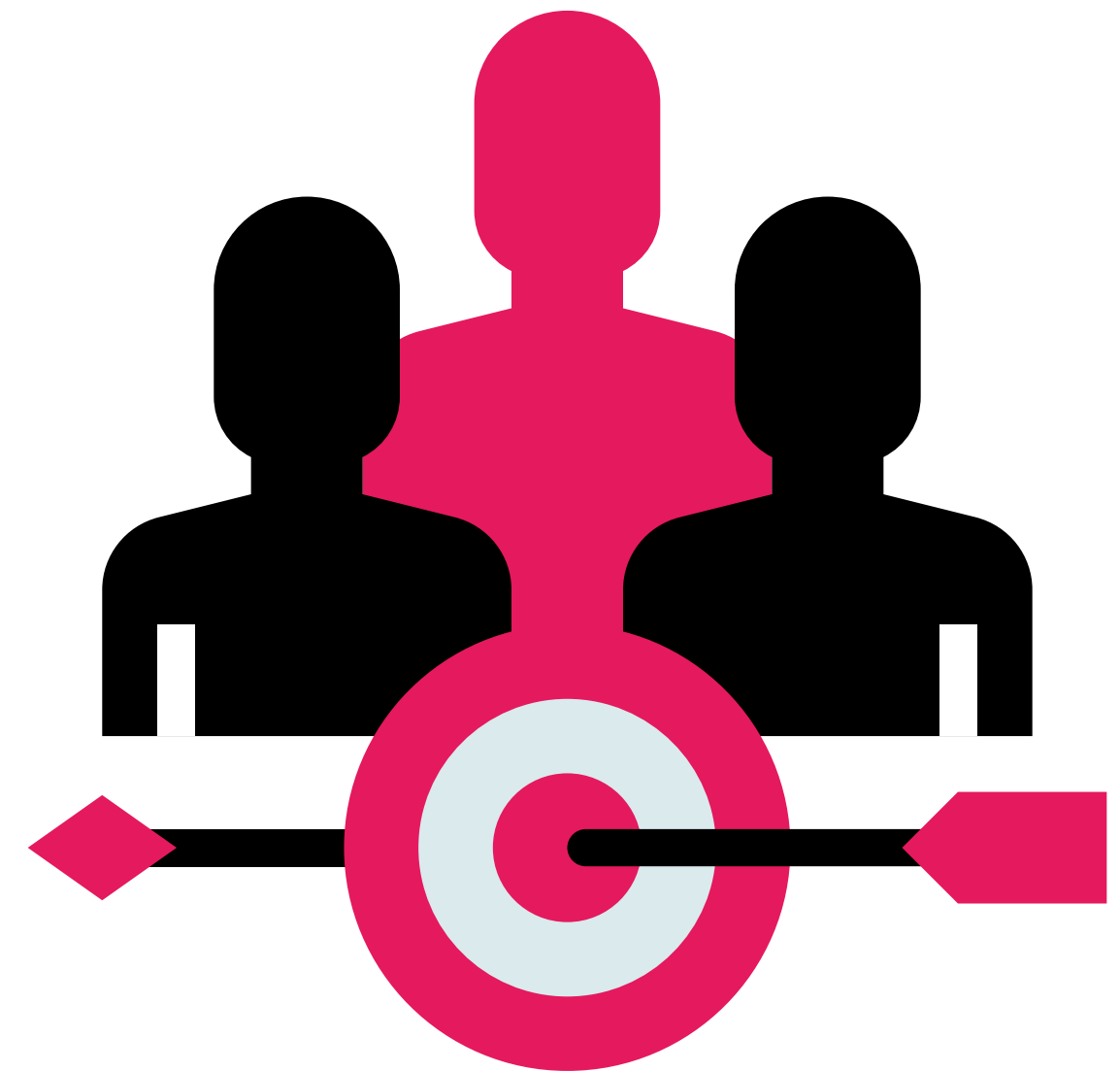
Good day we can discuss those matters over a cup of coffee.

Wed 12 Feb, 10: 00 am

Who Are Your Audience?

The first step in building a brand identity is knowing your target audience.

Really taking the time to research and identify that group of people that will be interested in your product/service. Then, list down their most important characteristics like age, gender, location, income, education, behaviour related to your product, and interests. Finally, organize a focus group and extract these people's core beliefs and feelings related to the needs you intend to meet through your product.





The Process Of Identifying



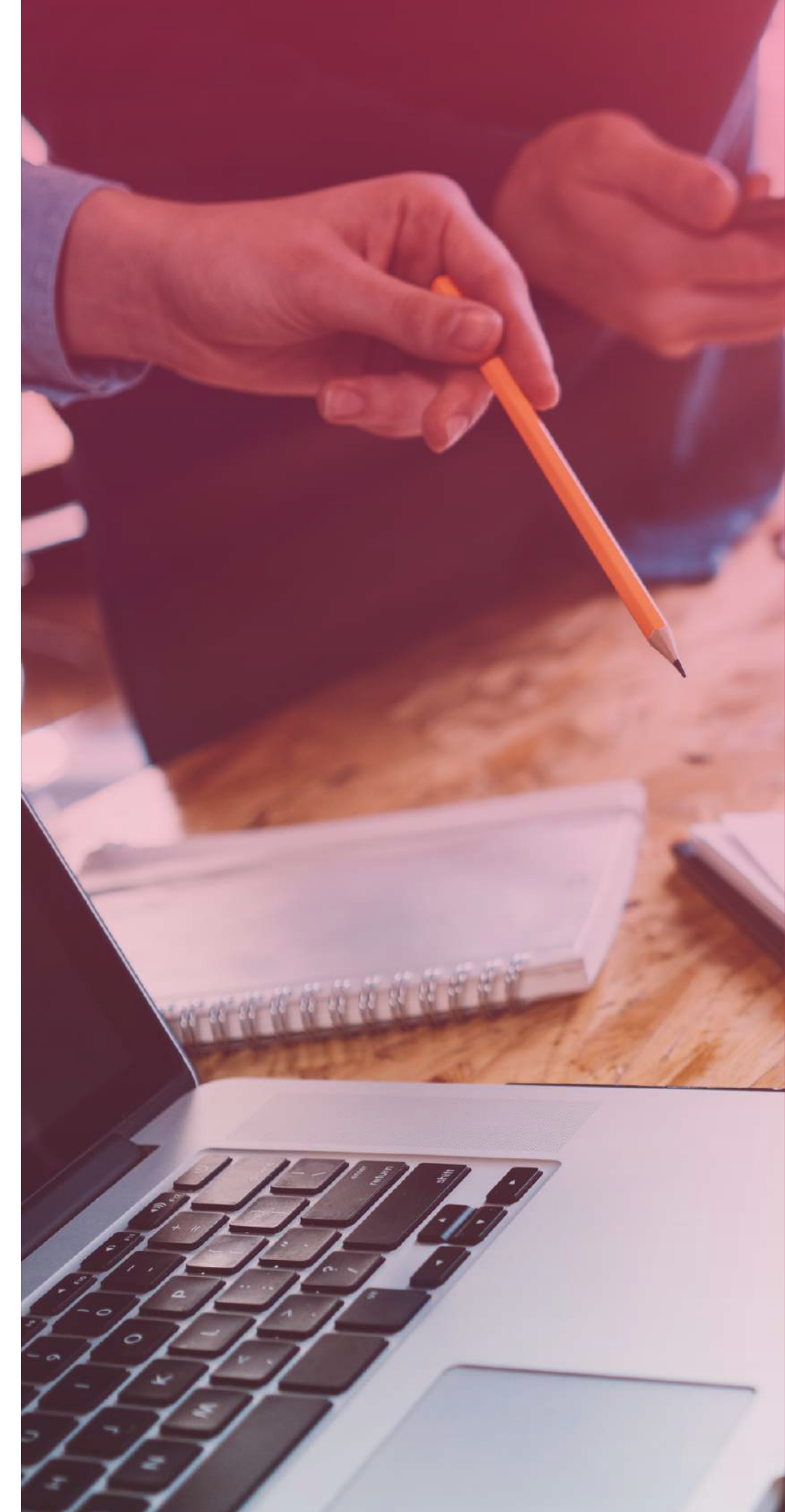
Taking your company
to the next level

A successful brand-building process outsmarts the competition. This plays a key role in creating your customer's loyalty for the future. Establishing a stronger connection with your customers comprises many principles, which are all important for your brand's success. This process defines your vision and position in the market, which also increases sales and advocates your product or services provided.

The stages involve from Brand Guide to creating Brand Elements like slogan, logo, branding process.

What goes behind describing your brand? Once you get to know the process, how do you go about the whole describing process? No matter what your direction, Branding is the path that will definitely get you there!

Let Our Experts Walk You Through The Branding Process



Brand Values

ASK YOURSELF

A fairly modern phenomenon that carries its own positive characteristics such as, style, elegance, trustworthiness, security, and innovation. This is essentially building a brand – a key element of any marketing strategy today. A strong brand is precious. The trick played is putting a number on that value!

- What does your brand really stand for?
- Think of your brand as a person. What values do they have?
- Are these values really unique to you, or just business jargon?
- Would your customers agree with your choices?

Is Your Brand Getting The Right Value Amongst Your Audience?

Brand Story

- Storytelling is all the rage. More and more brands understand the power of stories to transform their online presence and build trust.
- Iconic brands like Disney and Coca-Cola have long realized the power of their brand story to build a connection with their audience. Companies like Apple possess brand stories that are legendary in their status.
- In the process of neural coupling, a speaker and a listener share a story that allows their brands to interact dynamically.
- Your story shouldn't be by some godlike figure who dominates the legend and infuses the company with life and power. No. Instead, your story is inspired by the presence of people who participate, create, connect, and develop the saga of growth and success.



IT'S LIKE EVERYONE TELLS A STORY ABOUT THEMSELVES INSIDE THEIR OWN HEAD. ALWAYS. ALL THE TIME. THAT STORY MAKES YOU WHAT YOU ARE. WE BUILD OURSELVES OUT OF THAT STORY.

- Patrick Rothfuss, author

ASK YOURSELF

- Is your Brand Story easy to relate to? Is it engaging?
- Is it honest? Does it reflect the truth?
- Does your Brand Story connect on a human level?
- Is your story unique to your brand?

Brand Purpose

A powerful brand purpose sets out a company's intent to change the world for the better and connects with consumers on a personal level. The rise in conscientious consumers means that you need to think about the social, environmental, ecological, and political position of your brand.

Leave All The Planning & Working in The Hands Of Our Experts.

ASK YOURSELF

- Can you walk the walk?
- Is your Brand Purpose a true representation of your company?
- Does our Purpose communicate the broader benefits?
- Does your brand Focus on true value, not just the obvious features of your products or services?

Are brand purpose and brand promise the same? Not really. A promise gives the customer an indication of what to expect e.g. low priced groceries whereas the brand purpose is the reason the brand exists. The brand purpose and brand promise don't need to relate as the brand promise is usually more focused on the actual product or service offered.

Brand Vision & Mission

- A brand mission statement clearly communicates a brand's purpose, objectives, and how it plans to serve its audience. It is action-oriented and gives readers an idea of what your business does and what impact it wants to make. This statement may shift over time as the company grows and redefines its goals.
- It can be easy to confuse the brand mission with other parts of your branding, like brand voice and brand identity. While they are related, each of these elements plays a different role in shaping your brand.
- Many brands create a style guide or brand guide that illustrates every aspect of their brand. Style guides include their mission and vision statements, brand voice, and brand identity.

ASK YOURSELF

- What are your customers going to need from you in five or ten years?
- Where is your industry heading?
- How will your Brand Vision make a difference in the lives of your customers?

Are you building yours?

Brand Personality

Branding is a lot more than just name, logo, and tagline. It involves assigning characteristics and properties within and outside the offering to give that generic offering an identity that is different from those in the market.

Brand identity and brand personality are two interconnected tools that help in developing a desired brand image in the market. While brand personality strategizes how a brand would behave in the market, brand identity visualizes this strategy, which in turn, results in developing a brand image.

ASK YOURSELF

What all personality traits do your brand portray in your consumer's eyes

Is this the right sort of personality you want to convey?

If not then what changes need to happen to portray the needed personality?

Let us learn more about Brand Personality

Brand Strategy



**PEOPLE DO NOT BUY GOODS & SERVICES.
THEY BUY RELATIONS STORIES & MAGIC**

- Dan Wieden

Striking the right balance between centrality and distinctiveness is critical because a company's choices influence not just how the brand will be perceived, but how much of it will be sold and at what price—and, ultimately, how profitable it will be. And yet, marketers have lacked the tools needed to get this balance right.



Traditionally, companies have analyzed brand positioning and business performance separately:

- To locate gaps in the market and gauge how people feel about their brands, marketers have used perceptual positioning maps, which typically represent consumers' perceptions of brands or products on opposing dimensions, such as budget versus premium or spicy versus mild.
- To assess performance, they have used a different set of strategic tools that map or measure brands on yardsticks such as market share, growth rate, and profitability.

ASK YOURSELF

- How, what, where, when, and to whom, do you plan to communicate your brand message?
- What messages will you put out there?
- What's the time frame of your plan?
- How can you effectively monitor the results?
- What does success look like?

WDIPL has been doing brand strategy for years now. Back after encountering various clients who came to us for content strategy work but couldn't articulate who they were or what they were really trying to achieve. We soon realized they needed more than content help; they needed a total brand realignment. We were eager to help guide them. If you're one of those brands, that needs help with a solid strategy. We have something big waiting for you!



How To Build a Positive Brand Image?

Having a strong image of your brand can deliver benefits for your company. And, let's be real. Every company works hard and invests its efforts to build a strong brand image, as it proves to be very helpful in fulfilling the motives and objectives of one business.

Marketing a business may seem like a straightforward process of creating content, running paid campaigns, and engaging with the audience. But, is this process enough to get sales and revenue? How can a marketer build a strong brand image that connects with the target audience and triggers a buying decision?

Around 60% of shoppers said they buy from brands they trust and 21% said they bought because they liked the brand.

Are you struggling to create a focused brand personality that creates resonance among potential buyers? Will help you with a few effective ways and tips to build a positive brand image.



Competitor Research

By understanding and figuring out the strengths and weaknesses of your competitors, you will be able to understand the entire competitive landscape and channel your resources and strategy to leverage the opportunities to gain market share instead of playing the guessing game or a catchup game.

Competitor Research

Identifying the Target Audience

- Launching a new brand—product or service—comes with a big risk. Understanding the market landscape will help you minimize that risk and allow you to focus your brand marketing efforts in the most cost-effective way possible. Identifying the right target audience for your brand is one of the most vital pieces of a marketing strategy.

Highlight your USP

- A strong unique selling proposition lets you stand apart from competitors and actively focus your energy on creating things that cater to your ideal group of customers. Having a unique selling point—even one that excludes some prospective customers—is a competitive advantage that allows you to avoid the trap of trying to please everyone.

Create Your Brand Identity - Building the Visual Foundation

Before you know what tangible elements you want to make up your brand identity, you need to know who you are as a brand. These key elements involve your mission, your values, brand personality, etc. These elements are what define your brand, and before you start building your brand identity, you must have a clear understanding of each.





Main Logo Elements

Brand Logo & Tagline

TRADE MARK

Your logo design is the cornerstone of your brand identity. When working with your designer, you want to aim for your logo to tick off different boxes.

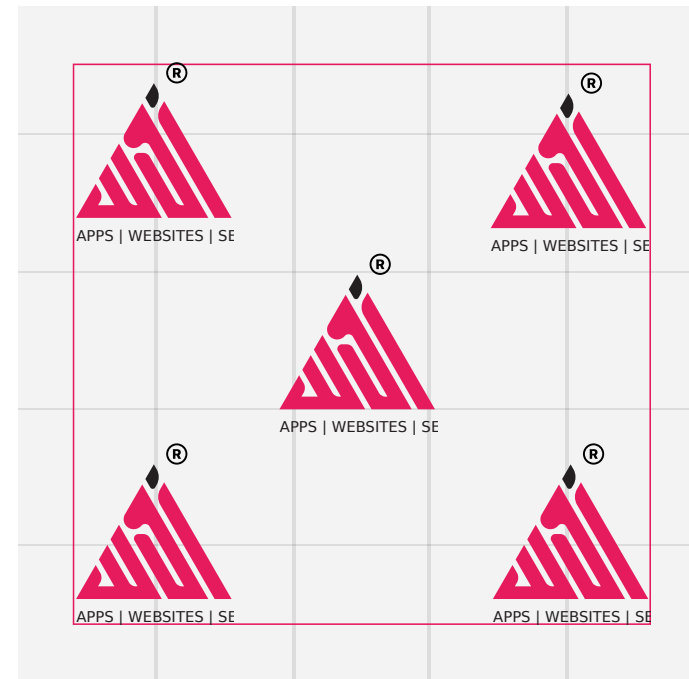




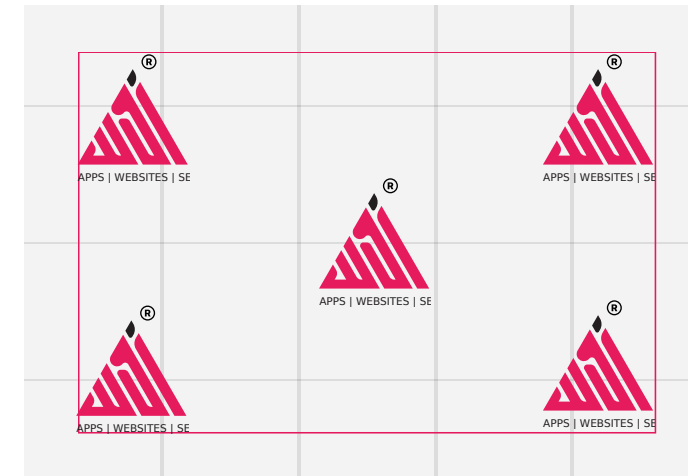
Usage Examples

Brand Logo & Tagline

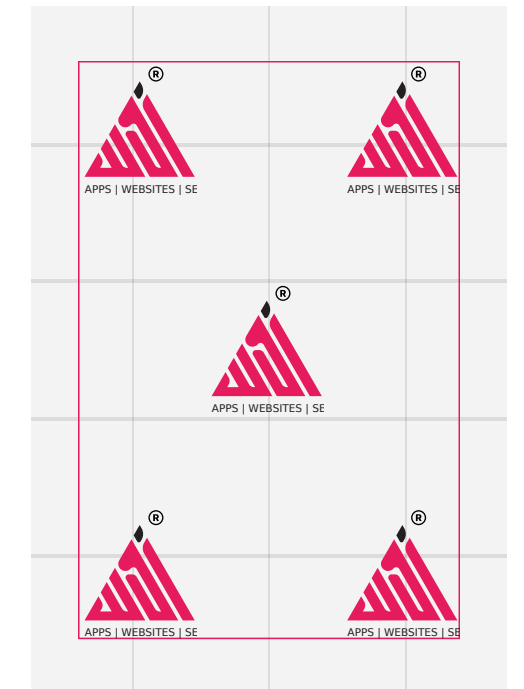
49



Physical Assets



Digital Assets



Promotional

Primary Brand Colors

Corporate Colors



Using branding colors and logo colors strategically can have a serious impact on how your brand is perceived by your audience. Which will help in making their decisions.

HEX CODE
#E5195E

CMYK
340 80% 50% 1

RGB
229, 25, 94

HEX CODE
#000000

CMYK
0% 0% 0% 100%

RGB
0, 0, 0

HEX CODE
#F7F7F7

CMYK
0 0% 97% 1

RGB
247, 247, 247



Aa

Roboto Bold

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

Typography

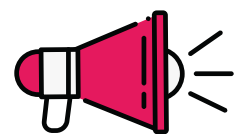
Alternative

Every visual element in your identity should contribute to a cohesive visual language, and thus each should complement the other. This is particularly true of typography, which should be informed by the shape of your logo.

Brand Elements

Your brand is represented by the various tangible elements that create and formulate a visual brand identity resulting in the innate and inherent Brand Elements.

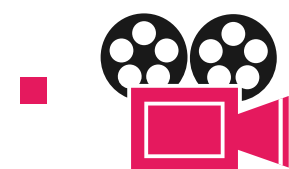
For instance, the brand logo, tagline, color palette, all the marketing, and promotional materials, etc are all tangible representations of the brand that make up its sensory identity in the market and in the minds of the customers.



Brand Voice & Tone

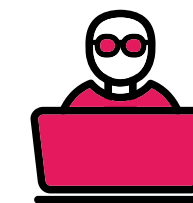
Brand voice weaves through every single piece of communication, from homepage copy and social media posts to customer service emails.

BRAND GUIDELINES WITH WDIPL



Brand Video

According to HubSpot, over 50% of marketers say videos have the best ROI of all their content efforts. Video is a powerful marketing tool for brands.



Illustrations

A collection of images with a cohesive mood and style that clarifies a brand's promise, often with a nod to human experience (humour, hope, irony, etc.).

Brand Content

You'll be halfway there if you start with publishing content that you know they want to see. And you'll know exactly what kind of content will appeal to them if you know and understand your target audience fully. That will happen when you know all about the brand.



Infographics

In fact, according to an interesting study conducted by OkDork and BuzzSumo which analyzed more than 100 million articles, online readers are more likely to share infographics than any other type of content.

BRAND GUIDELINES WITH WDIPL



Portfolio

One of the main benefits of a well-managed brand portfolio strategy is to provide the link of a firm's products to its overall consumer's perceptions about the company.



Ebook

In order to build brand awareness, you must tailor your eBook to your target audience. They're Highly shareable, visually engaging, and are a great way to solicit opt-ins for your newsletter.



Platform Development

Building a brand platform is a crucial step to building a strong brand. This will allow you to reflect on your brand identity. The goal is to find what makes it unique, and how to build strong ties with your customers. A good brand platform serves as a guide to steer and build a coherent marketing strategy. What are the elements of a strong brand platform?

Let's find out.



Brand Design & Development

Developing a brand means much more to WDIPL than designing a one-off logotype based on the company name, or logomark symbolizing the industry. To create a successful brand, consistent presentation across all digital and offline mediums is imperative, because consumers form an emotional connection with the brand over time.

55

WHAT ARE YOU TO FOLLOW?

Our Expertise in This Domain

—————→ Digital Marketing

—————→ Website Development

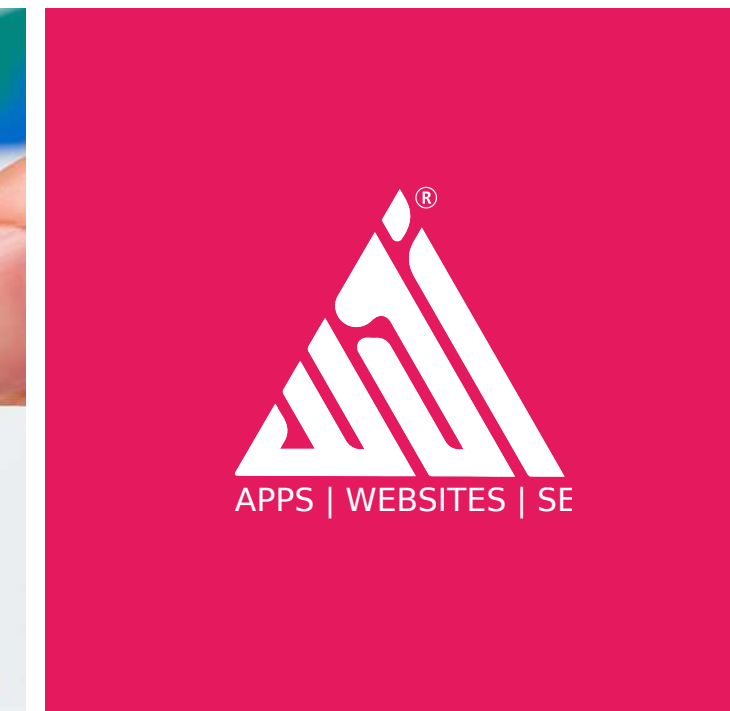
—————→ Mobile App Development

—————→ UI & UX

Brand Promotion

Connect with audiences

A survey says that 91% of buyers prefer to buy from a well-known brand. The only reason is that they have come across this brand name many times and heard people have satisfied and recommended this brand.





While branding makes a product recognizable, brand promotion helps to leave a deep positive impression about the brand in the buyer's mind. Not only that, the promotion of a brand builds the trust of the customer and makes them believe that the quality of the product or service the brand provides is the best choice available in the market. So, when they make purchasing decisions they tend to favor that brand. What all promotions are included in Brand Promotion?

Though branding can skyrocket the firm's sales, it requires a lot of effort, money, and time. But once the identity of the brand is established as a leader in the market, the result will be long-termed with little effort. So, firms like Nike, Philips, etc. are leaving no stones unturned while hiring endorsers or approaching ambassadors who can help them to build the desired image.


We hope you've been inspired by our guide. We've only covered the basics so if you need help transforming your brand from zero to hero then get in touch. With over 20+ Years in the business, we have all the know-how!



Go On, Tell Us What You Think!

Did we miss something? Come on! Tell us what you think or write to us in the below-mentioned contact details.

58

 **Phone Number**
(+91) 9820010775

 **Email Address**
manav@wdipl.com

 **Website**
www.wdipl.com

