

The Sun Brand

TITLE	The Sun Brand	
	Chapter 1: Defining Brand	
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ANIMATION	AUDIO	FRAME
Introduction	<p>Have you ever heard a commercial jingle or seen a photo of a product and instantly felt a sense of connection and familiarity? After seeing a company's name on a billboard have you had such a positive association that you felt compelled to purchase the company's product or service? There's an explanation for these feelings.</p> <p>A company's brand has the unique ability to create a long-lasting association or positive experience to a product or service. This training video was created to help you better understand the value and power of a brand, and most importantly, why Sun's brand is relevant to you.</p> <p>Now, you might think that the concept of a brand has no relation to your work at Sun.</p> <p>Actually, nothing could be further from the truth. In today's competitive marketplace, a successful brand, championed by its employees, is what distinguishes the market leaders from the competition.</p> <p>In this training, we'll first help you to define brand and understand its value. Next we'll define Sun's key brand attributes, then highlight how Sun stands out from the competition and finally identify the various ways customers may interact with the Sun brand.</p> <p>Understanding the power of Sun's corporate brand is not only good for business but also contributes to your ongoing learning and development as an employee at Sun.</p>	
Pre-test, multiple choice, 3 questions	<p>But before we jump in, consider this: how much do you really know about the concept of a brand?</p> <p>Please take this quick Pop Quiz to find out.</p> <p>1) What's the definition of a brand? A) It's a company's logo B) A person's gut feeling about a particular product, service or company C) A company's go-to-market strategy</p> <p>2) What may result from building a strong corporate brand? A) A substantial increase in email spam B) A company may increase its revenue, profitability and stock price C) World peace</p>	

	<p>3) When can a brand impact or influence a customer's relationship to a particular product or service?</p> <p>A) Only when a customer is first exposed to that brand B) Every single interaction or experience with a customer is an opportunity to strengthen a brand's impact and influence C) Only during Super Bowl commercials</p>	
<p>Topic 1.1: Definition of Brand</p> <p>Visuals:</p>	<p>So, how do we define brand?</p> <p>Well, to start it's not a logo, it's not a product, or even a company's go-to-market strategy. A brand is really a person's gut feeling about a product, a service, or company.¹ A successful brand creates positive associations that connect us with certain images, ideas and experiences. We form opinions about which brands we believe will deliver the best experience, and with repeated positive experiences we begin to trust that brand.</p> <p>Over time this trust grows and transforms into loyalty. When we are loyal to a brand we are more likely to make buying decisions faster and more consistently.</p>	
<p>Topic 1.2: Differentiation and brand</p> <p>Visuals:</p>	<p>To benefit from customer loyalty, market leaders must continually make an effort to differentiate from the competition. A compelling brand is a powerful way to stand out from the crowd.</p> <p>Because a distinct brand has the potential to create a consistent reputation around the world and with diverse cultures and markets, it's no surprise that global leaders like Sun work hard to define the essence of its brand value.</p>	
<p>Topic 1.3: Value and brand</p>	<p>So, how valuable is a brand?</p> <p>A successful brand has the ability to generate significant economic value for the business it serves, and that value can be measured. It can drive revenue, profitability, stock price and eventually market share. A strong brand can make the right customer want the brand's products and services over and above all of its competitors.</p>	
<p>1.4: Customer touch points (how every touch point is an opportunity to reinforce brand)</p> <p>Visuals:</p>	<p>Every single experience a customer has with a brand counts. Whether they are buying online, unpacking a product, talking to a sales representative or contacting technical support, every interaction is an opportunity for a company to reinforce its brand.</p> <p>The best brands ensure that the customer experience is a positive one throughout all of their interactions, and that each</p>	

	<p>touch point along the customer journey provides consistent, effective and appropriate messaging.⁶</p> <p>The right brand message, strategically communicated at key customer touch points, can influence a consumer's "gut feeling" about a brand, and begin building a positive association with the brand that leads to trust and ultimately customer loyalty. Customer loyalty is valuable as it secures ongoing customer demand in the forms of repeat purchases, positive word of mouth advertising, and customer retention, the building blocks of a strong brand.</p>	
<p>Topic 1.5: Brand stories: Apple, Intel and General Motors Visuals:</p>	<p>A few brands have truly taken the lead in differentiating themselves in the marketplace. Apple is a leader in product innovation and demand creation. Think about it: when Apple launches a new product, people practically fight to be the first in line to make a purchase. Although at one time it seemed unthinkable that Apple could make and sell a phone, today the iPhone is one of the hottest products around. As Apple's reputation for innovation flourished, its ability to introduce new product lines grew right along with it. Apple products, interface, stores, website, ads and packaging all share the same look and feel, consistently reinforcing the Apple brand at every turn.</p> <p>Starbucks' brand success is built around consistency, having created one of the most successful chains of coffee shops in the world. Every Starbucks retail store is immediately recognizable, providing a consistent consumer experience from Los Angeles to London. And they've expanded their offerings to include coffee accessories, books and even CDs, leveraging their brand strength with increased revenue opportunities.</p> <p>While companies strive to differentiate their products from the competition, not all strategies are successful. In an effort to pursue "endless growth" some companies continue to roll out undifferentiated products. For example, at one point, General Motors had five well-differentiated brands that represented almost 50 percent of the U.S. automotive market. Each brand, in an effort to grow, started chasing the same customers. The vehicles ended up similarly priced and looking alike and the five brands lost nearly 40 percent of their market share.</p>	
<p>Chapter Conclusion</p>	<p>A well-managed brand is critical to a company's success. In the next section, we'll take a closer look at Sun's brand, its key attributes, and how Sun differentiates itself from the competition.</p>	
<p>Footnotes</p>	<p>¹ The Brand Gap Workshop</p>	