

I BELIEVE

Effective Branding is All About Consistency

First of all, I Believe it's good to be Canadian! Perhaps more now than ever before! Oh Canada!

Coming off of an Olympic high is proving to be a struggle for me – I was JUST getting into the Olympic spirit and in the blink of an eye, it's all over. The radio playing in my living room just doesn't have the same ear appeal as the Olympic coverage blaring all day long! Sad... I'm really sad it's over.

Perhaps the music would be received better if it were the ***I Believe*** song playing throughout the house.... What a great song it was.... And infact, can't we all agree the ***I Believe*** slogan was everywhere during the Olympics? Radio, television, music, clothing, posters, articles, internet.... *Everywhere!* And it was SO effective! We will always remember the Believe message as part of the 2010 Vancouver winter Olympics.

Good branding, eh?

Keeping this fresh Olympic slogan in mind, I want you to think about this example and think about your own business. Do you have continuity in your own marketing program? Whether it's your website, business cards, ads, social media groups or other promotional materials – putting your personal stamp on every element is key! ***I Believe*** it's easier to pull off a professional image with consistency. Now, I don't expect you all to come up with a catchy slogan like the Van2010 gurus and paste it all over your stuff, but perhaps it's time to develop a logo for your company? Or, at the very least, pick a font and colour scheme that can be applied to all your *stuff*. Most importantly, change the things that need changed. ***I Believe*** (actually *I know*) you're missing valuable growth opportunities by being inconsistent in your marketing.

Now, like every successful athlete, I too have a vast group of resources that help me achieve the goals I set out to accomplish... this article is no different... so I've drawn some help from a great resource/blog buddy of mine: [Asen Marketing](#). They've provided the following Q & A to clarify branding and its importance.

What is Brand Consistency? *Brand Consistency across the branding spectrum occurs when all messaging conforms to a consistent set of design, emotional response, and message values. This way the brand represents a storage point for information about a company, service or product. It also becomes a vessel for the consumer's emotional awareness of the brand.*

Why do we need Brand Consistency? *The purpose of brand consistency is to enhance recall of messaging, and develop rapport with the consumer on an emotional level. This occurs over time as the brand's message, image, and association develops over time as recognition patterns form. It serves as an ideal way to make a space for your product and everything it represents in the customer's mind.*

The advantages of branding consistency:

- Easy recall for consumer.
- Consistent messaging is stored in consumer memory (Ambiguity or clutter of advertising destroys messaging recall)
- It increases the chances of a brand being recalled despite the recollection clutter of everyday life.

As always, questions, comments, quotes... I'm only an email or phone call away!

Happiness to All; Heather D

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