

Brand Development Definitions

Return often to find new definitions as our detailed discussions continue.

- **Brand Core Values**—Reflect customers' experiences (and feelings) of a company.
- **Brand development**—creating, refining, managing, and monitoring their communications and distinctive marketing assets.
- **Brand distinction**—to learn what makes a company unique from its competition and will resonate with its target audience.
- **Brand identity**—a visual representation (or elements) of who the company is, its purpose, and what it stands for.
- **Brand Mission**—This is the framework employees use when making decisions or speaking on behalf of the firm.
- **Brand positioning statement**—a 3-5 sentence paragraph that succinctly captures the brand's essence.
- **Brand Promise**—The company's commitment to its customers (and serves to dictate marketing efforts).
- **Brand strategy framework**—helps an organization clarify the brand's positioning statement (or purpose, vision, mission, core values, and critical messages) that dictates every form of communication that leaves the firm.
- **Brand strategy**—outlines the goals and aims of the company, which helps direct the business in all future endeavors.
- **Brand Vision**—Explains the brand's concept (or image) of its future.
- **Branding**—the strategic use of marketing assets and brand communications for every interaction with the target audience.
- **Brand**—the identity and story of a company to help make it stand out from competitors in the marketplace.
- **Business environment analysis**—learn what micro- and macro-environmental factors could have short- and long-term effects on a company's business.
- **Company Core Values**—Reflect the ingrained philosophies within the firm and dictate how you expect employees to behave.
- **Company Mission**—A precise explanation of a company's existence, purpose, intentions, and goals.
- **Company Vision**—Declares what the company wants to look like in the future (and dictates corporate-level strategy).
- **Marketing assets**—the visual representation of what a brand stands for and the story it tells.
- **Marketing toolkit**—a collection of shared information on the company's key product and service offerings, its elevator pitch, a sales sheet with the details of core offerings, and any other pertinent information the firm wishes to share with the public.
- **Marketing**—when a company follows a specific tactic (or tactics) to reach its preferred audience and builds its trust over time.
- **Tagline**—a simple message summarizing your brand positioning statement.
- **Unique selling points (USP)** —three to five unique features (or attributes) that another company cannot claim as its own.