



# **Branding Requirements For The Music Sector**

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## Branding & Identity

# (1) WHAT IS BRANDING?

### DEFINITION

- Brand is the perception someone holds in their head about you, a product , service, an organisation, a cause, or an idea (Jerry Mc Laughlin)
- Your brand is your promise to your customers. It tells them what they can expect from your products and services.
- Brand derived from : Who you are, Who you want to be and Who people perceive you to be (John Williams)
- Brand is a product that has differentiating characteristics, dimensions from other products satisfying the same customer needs (Keller, 1998 pg. 4)



## **(2) STEPS IN THE BRANDING PROCESS**

**A.** Identify who you really are and what you are really good at.

The identity of your brand is visible in every form of communication beginning with : name, logo and slogan, but included in absolutely everything the customer sees, hears, feels or thinks in relation to you.



## **(2) STEPS IN THE BRANDING PROCESS**

- B.** Communicate your strengths to the world by building your brand and showing your competitive advantage.
- What differentiates you from your competitors?
  - How does this difference serve your consumers/fans better?
  - Brand Loyalty



## (2) STEPS IN THE BRANDING PROCESS

C. Build your brand capital. The consumer's perception and awareness of your brand (products and services) is higher than the brand value. It is intangible.



## **(2) STEPS IN THE BRANDING PROCESS**

**D.** There must be consistent repetition of your message.

Every communication, interaction, and action, even if conducted in seeming isolation from the marketplace, has an impact on your brand

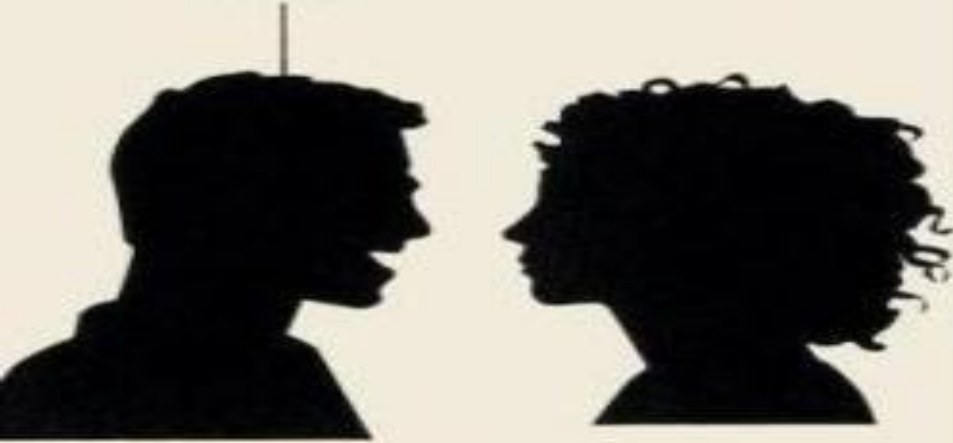


## **(2) STEPS IN THE BRANDING PROCESS**

### **E. The Push Tactic**

Market your brand. In an ideal marketing campaign, the power of the brand is perfectly leveraged and the brand is made stronger in the process

"I'M A GREAT  
LOVER!"



MARKETING

"TRUST ME,  
HE'S A GREAT  
LOVER!"



PUBLIC RELATIONS

"I'M A GREAT LOVER,  
I'M A GREAT LOVER,  
I'M A GREAT LOVER."



ADVERTISING

"I UNDERSTAND  
YOU'RE A GREAT  
LOVER!"



BRANDING

# BRANDING AND MARKETING



### **(3) RELATIONSHIP BETWEEN MARKETING AND BRANDING**

- Branding is the strategic foundation upon which great marketing campaigns are built.
- Marketing is the tactical action of promoting a specific product or service or brand. In marketing one refers to the product or service features. One refers to the symbolic and emotional features of the brand.



## (4) **Building a strong brand**

Characteristics :

- Audience Knowledge
- Uniqueness
- Passion
- Consistency
- Competitiveness
- Exposure
- Leadership



## **(5) The Machel Montano Brand**

- Building the Brand
- Strengths
- Limitations
- Development
- Music Branding

*W. Williams* HD



MACHELLEDONIA

**THANK YOU!**