

# ONBRAND

ideas, thoughts & commentary

#01

Welcome to the first in a series of easy going commentaries on the wonderful world of branding.

Often treated as a pseudo-academic discipline, branding quite simply builds value, sells and engages your customers.

And we love talking about it!

august is a brand focused communications consultancy offering high level strategic and creative brand building and maintenance advice to build and sustain effective brands with style and substance.

The first in our series of **On Brand** commentaries looks at the effect recessions have on brands; **Do Recessions Kill Brands?**

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# Do Recessions Kill Brands?

#02

The rich and formerly rich have simply stopped shopping. But it won't last forever! Eventually brands will again inspire consumers to buy what they want - not just what they need.



Click to hear august discussing branding on air with Dubai EYE 103.8's Business Tonight.

While the world's current problems are real, started by greed and perpetuated by fear, strong brands will survive and thrive - they always do!

Dead and buried formerly famous brands like Compaq, ENRON, Pan American, Cellnet or Rexall were never killed off by recession.

On the contrary, a surprising number of the world's most valuable brands are well over a hundred years old and have survived many downturns, before and after The Great Depression.

Lyles Golden Syrup (1885) and GE (1873) are just two examples. Think about Disney, HP and Microsoft - all started in the serious economic declines of 1923, 1930 and 1975 respectively.

**So what should you be doing now?**

Right now staying connected to your customers is more important than complex strategies or slick creative.

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## #03

It's a good time to ensure your staff and management share the same vision. Don't let anyone lose faith. Talk to your loyal customers; even if they aren't spending right now.

Resilient brands stay in touch, never disappear in bad times and remain highly valuable intangible assets.

More than ever before your brand needs focus and a blueprint to help ensure you get what you need from your staff, advertising and PR agencies.

If you're working with a branding consultancy get them to take the pulse of your brand, take its blood pressure and do a 10 point health check

- Are you still distinctive and different?
- Do your staff really know what your company stands for?
- Ever audited all your brand touch points?
- Ad spend not delivering the results you want?
- Does your name still reflect your business activities?
- Do customers understand how your divisions and products relate?
- Do you really know how your customers perceive you?
- Do all your managers share the same vision?
- Are you correctly positioned for competitive advantage?
- Do your business, communication and brand strategies align?

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