

# Habit 1: Maintaining an Undying Devotion to the Brand

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# What is your brand?

- ▶ Your brand is how you are perceived by others – what people think you've said.
- ▶ The only way to manage your brand is to think about what you mean to say and try to convey that in words, images, and actions.
- ▶ The DNA which is at the core of everything an organization does and communicates internally and to all stakeholders, including franchisees and consumers.
- ▶ Management must address the brand promise to each stakeholder group

# What does your brand mean?

- ▶ An effective brand should answer the following for your market
  - ▶ Who are you?
  - ▶ What do you stand for (for your end customer and franchisee customer)?
  - ▶ Why should I (the customer) care?

# How do you build your brand?

- ▶ Your brand is impacted with every customer “touch.”
- ▶ You build a brand one customer at a time.
- ▶ It is all about the CUSTOMER EXPERIENCE

# How do you build your brand?

- ▶ Branding ultimately shapes an organization because it is trust based:  
**We promise. We deliver.**
- ▶ When this is not done, customer relationships are more likely to be short-term and to contribute little to brand building.
- ▶ All stakeholders must be aligned on the mission and core values that drive the brand
- ▶ Challenges in getting everyone on the same brand promise page due to varying interests

# What do consumers ask?

- ▶ Can I trust this organization?
- ▶ Are promises met when we actually deliver products and services?
- ▶ Are we following through on commitments?

# Golden Nugget

A company's ability to deliver what it promises is *fundamental* to its brand and reputation.

# Can't buy your brand

- ▶ Customers will find the truth about your brand and ultimately will tell you what your brand means.
- ▶ Authenticity matters. Alignment matters.
- ▶ The key is connecting franchisees and employees to the brand and the brand promise.
- ▶ Effective communications and data will drive alignment and collaboration with the franchisee community

# It only takes one

When a customer is satisfied or dissatisfied he'll lay that experience over the entire system.

- ▶ "XBrand screwed me and I'll never go back."

Instead of

- ▶ "Joe X treated me badly and I recognize that all XBrands are independently owned and my experience may be isolated. I'll try another location."

# What is inside out branding?

- ▶ Traditionally brand development has focused on external advertising and promotion.
- ▶ When branding is more specifically associated with *intellectual capital*, rather than just the development of marketing, then brands will be central to the development of systemwide value.
- ▶ Trust among the franchisor, franchisees and support staff of each.

# Inside Out Branding

- ▶ Wholehearted commitment of management (leading by example).
- ▶ In most franchise businesses, the brand, its images, and relationships are formed by the interaction between franchisees/employees and customers.
- ▶ Doesn't this underscore the important of connecting franchisees/employees with the brand promise?