


A brand is a living entity – and it is enriched or undermined cumulatively over time, the product of a thousand small gestures.

MICHAEL EISNER, CEO DISNEY


Why is branding important?



**It's what makes your company
different from the competition.**



**Your brand is the single most
important investment you can
make in your business.**



STEVE FORBES



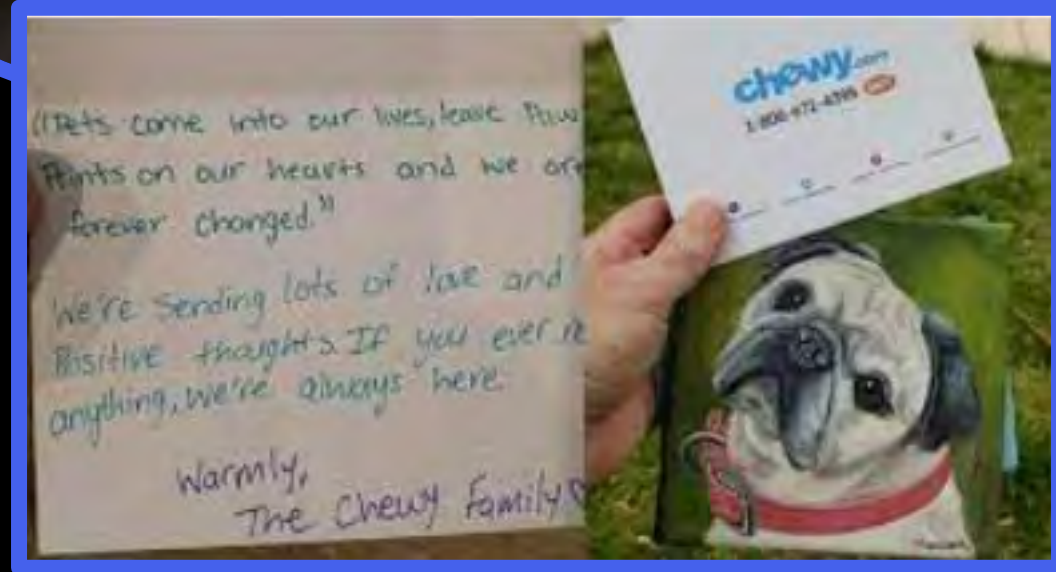
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**Branding helps you connect with
customers emotionally...
goes beyond a transaction**



**A brand that captures your mind
gains behavior. A brand that captures
your heart gains commitment.**







3

**Branding helps your consumers
know what to expect**





4

**Branding creates employee
satisfaction and builds
employee advocates**



What can you brand?

ANYTHING!



El Arroyo®



El Arroyo 
DEAR TACO TRUCKS,
PLZ CONSIDER CRUISING
THE NEIGHBORHOODS
LIKE ICE CREAM TRUCKS

El Arroyo 
IN 20 YEARS OUR
COUNTRY WILL BE RUN BY
PEOPLE HOMESCHOOLED
BY DAY DRINKERS

El Arroyo 
THE TRUTH
COMES OUT
AS THE TEQUILA
GOES IN

**What does it take
to build a brand?**

1.

Determine what you want to stand for to set you apart from the competition

2.

Identify all the ways to
deliver on the promise

3.

Get the entire
organization
on board

4.

Develop a look & feel and
tone & voice for your brand

5.

Start to tell your story

6.

Be consistent

**People remember how
people make them feel.**

People remember how
Brands make them feel.

Connect with us on LinkedIn.



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