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PRESS RELEASE

WANT YOUR BUSINESS TO STAND OUT AND BE MORE PROFITABLE?

Brand Identification and Positioning Can Do Just That

SAN DIEGO, October 17, 2006: Do you ever wonder how it is that everyone recognizes the “swoosh” of Nike? Or how Coca-Cola became the second most recognized symbol in the world? “Maybe its Maybelline” that led to their success. More likely, it is their use of brand identification and positioning.

Brand identification and positioning is vital for your business’ survival because it helps current and potential customers identify your business. It also embeds a concrete image and concept behind what you have to offer, and sets the expectation for your customers that they will repeatedly have the same outstanding experience. Brand positioning is equally important in reaching target audiences for your business.

“Ignoring brand identity and positioning is one of the most costly mistakes a company can make”, says Amy Lewis, Principal of Strategy Communications. “Well, that is, other than doing it wrong. The original cost of doing it right and doing it once is much less than changing direction many times.”

How Can Brand Identification and Positioning Help My Small Business?

Contrary to popular belief, branding is not only for large, corporate businesses. It is important that even the smallest business have brand identification. Not creating a brand identity is risky and only exaggerates the “smallness” of your business. Taking principles behind marketing products and applying them to your business’ products or services will help you achieve the success and recognition you deserve. Having a concrete brand identity will not only remind your current customers of your services, but help draw potential customers as well. Brand identification helps consumers choose between products, so why not encourage potential customers to choose you?

What Does Brand Identification and Positioning Mean For My Bottom Line?

According to the San Diego Business Journal (Dec. 25, 2005), for the average Fortune 500 company, branding is 69% of the company’s worth. Brand identity opens the door for your business to charge more for its services and increases the number of customers who want your service. As mentioned earlier, brand identification helps customers choose between products or services. When more customers choose you, you are expanding your business and creating more revenue.

Okay, So How Do I Get Great Brand Identification?

All great branding starts with a plan. The plan covers the development internal introduction and

all of the ways the brand will be communicated and to whom. Developing brand identity takes time. It is recommended that you make a one and five year plan. While all of this seems overwhelming, there are options to making the whole process easier. If you're like most business owners, you will need outside help. You may have great ideas, but employing someone to help you develop these ideas will allow you to have an outsider opinion and be less myopic. Brand identification should be a commitment to great ideas and should not be changed frequently.

The Role of Public Relations

Public relations allows you to brand your name and position yourself through the use of media. Being "covered" by news teams and editors, you develop brand recognition in the eyes of your potential consumers. The media inadvertently "brands and positions" you as an expert in your field.

Strategy Communications is a full-service public relations agency that knows the importance of brand identification and positioning for your business' prosperity. They offer many services including brand and corporate identity creation, positioning and development. Strategy will work personally with your business creating a truly unique and identifiable brand that suits your individual business.

Strategy Communications is committed to securing their clients the best possible coverage throughout San Diego County, as well as throughout the rest of the nation. Strategy Communications has provided clients with public relations representation since 2004. Strategy Communications office is located in La Mesa at 5480 Baltimore Drive, Suite 101, La Mesa, CA 91942. More information is available on the World Wide Web at www.scpublishrelations.com or by phone at 619-713-0622.

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