

Corporate Branding, what are the ups and cons - is it effective for small enterprise?

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Organizational branding is usually only successful if the company is well known and sells well thought-of products with a positive image. To consumers, corporate branding represents a level of quality that they have come to expect from the company. One of the disadvantages of corporate branding is that the company can become identified with only one type of product. They will expect all merchandise with the same brand name to have the same level of quality that they are familiar with. Photo ID cards

Today, a company of virtually any size can use the same sophisticated branding research tools the big boys use. Why is it important to worry about these kinds of things? because a solid corporate brand adds depth and value to a company's product offerings. It's also a public statement of the company's culture and values. For instance, HSBC bank, one of the world's largest banks, has the tagline the world's local bank, which both represents the size of the bank, but builds on its projection of focus on individual people. A strong corporate brand can also set the tone for further development of a company. Corporate branding is often, but wrongly, referred to as an exercise where the company logo, the design style and colour scheme are changed. Logically, these are important elements to evaluate and potentially change at a later stage once the strategy has been decided upon. It is often accompanied with a new corporate slogan, and then everyone expects results to occur during the project. Corporate branding is a serious undertaking which needs more skills and activities than just an updated glossy marketing facade and some new Photo ID cards with empty jargon. A strong corporate branding strategy can add significant meaning in terms of helping the entire corporation and the management team to implement the long-term vision, create unique positions in the market place of the company and its brands, and not the least to unlock the leadership potential unrealised by the organisation. Hence a corporate branding strategy can enable the corporation to further leverage on its tangible and non-tangible assets leading to branding excellence throughout the corporation. Companies like microsoft, intel, singapore airlines, disney, cnn, samsung, mercedes and many others are good examples to think of. The global fiscal powerhouses hsbc and citibank have both in recent years acquired a vast number of companies across the globe and adopted them fully under their international corporate brands with great success and within a surprising short timeframe. A clear brand is about building and maintaining strong perceptions in the minds of customers. This takes time to establish and many resources to keep, but no one remembers what the local banks used to be called, and hsbc and citibank have managed to transfer the brand equities from the acquired brands into their own.

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