

A sunset landscape with a large tree silhouette and a colorful bar at the top. The bar consists of four colored segments: purple, green, orange, and red. The text "A brand new day" is centered in white on a black background.

A brand new day

governments • society • economies



A smaller
world

Technology

43 million users
of Internet, 70 million
Cell lines in Nigeria

Speed, access, connections



Brands
are assets

Why Brand?

- 1) Creates loyalty
- 2) Instills trust, confidence (partners, stakeholders)
- 3) Attracts ambassadors and keeps right talent
- 4) Protective layer, *good times/bad*
- 5) Can command a premium investment
- 6) More revenue/opportunity channels



I love
branding

oh,
Millie



not butts, **Brains**





Think

Feel

Expect





Marketing: *the process*

Brand:
end result

Sum of all
you do!

what's Brandable?



Any thing that competes

*what's makes a
super
brand
grow?*

simplicity

creativity

unity

consistency



Differences

government / commercial ?

Public service
Helping all people
Cost effectively

Selling:
trust
certainty
integrity

Outcome:
Progress urgency
Unity of stakeholders
Loyalty
Community pride



Brand *essence*



What is your brand made of?
Do you have a clear roadmap?
Does everyone know the story?




Purpose



LOGICICAL GOALS

- Transform into serene and beautiful environments
- Be a garden state
- Earn admiration and respect from the people for this initiative



A young child with dark skin, wearing a light blue long-sleeved shirt and a colorful, patterned headwrap, is smiling and holding up both hands in a gesture. The background is a blurred outdoor setting with trees and a dirt path.

4 WORDS
THAT
SUM THE
BRAND UP

Personality

Promise



EMOTIONAL
DELIVERABLES



A grid of white spheres with one red sphere in the center containing the Google logo.

Google

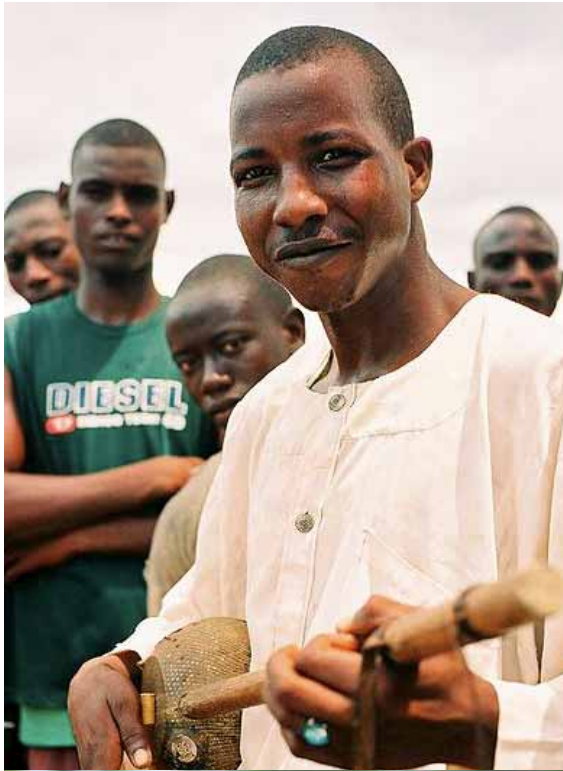
Points of distinction

UNIQUENESS THAT YOU OWN



Leadership & vision

Brand
strategy
or behaviors



Empathy & relevance



Clear message



On brand *all touch points*



On brand *frequency*



Facebook has more traffic than **Google**, over 500 million
25% of **search results** come from user generated content
50% of social media users **follow brands online**

Social media



Bold & brave

Brand

Equity killers



- Sea of sameness
- Not sticking with it
- Not enough volume
- More focus on external
- Team left out
- Stuck in time
- Can't say "I'm sorry"

To connect
Must brand



To compete
Must brand



To conquer
Must brand



Connect with me

Blog: Oddpodz.com

 [@brandingdiva](https://twitter.com/brandingdiva)

Web: brandingdiva.com



Thank you! *Karen Post*

Don't forget
to VOTE!



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