



indiana design consortium, inc.
Branding and Business Development Experts

The Power of Branding

What word do you own in the mind of your market?

Nowadays, many products are bought, not sold. In other words, people are making buying decisions on their own—without a salesperson—based on their perceptions of the products they have to choose from.

How exactly does this work? Through branding.

Branding has become synonymous with—if not a replacement for—marketing. That's because most markets today are overcrowded and overcommunicated. People are looking for a simple way to differentiate products when making a buying decision. Most often, they're relying on brand recognition.

In the buyer's mind, each brand stands for something. (That is, a brand should stand for something. If it doesn't, it's a poorly executed or weak brand.) When buying a car, for example, Mercedes stands for prestige. Volvo for safety. BMW for driving, as in "the ultimate driving machine."

If you want to stand out in a crowded market, you must simplify your buyers' perception of your product. You must develop and build a brand—a name that owns a single word in the mind of your market.

Do that, and over time, you'll find the brand is far more powerful than the product itself.

Contact [idc](#) and discover how you can leverage the power of branding to:

- Crank up revenues
- Increase market share
- Improve customer retention
- Remain top-of-mind in your market



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