

# Build That Brand!

## Don't Bet The Farm: *Turn On Consumers Desires*



“Many a small thing has been made large by the right kind of advertising.”  
-Mark Twain

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**SIEBENTHALER**  
CREATIVE SERVICES

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How does a Southern soft drink become the most recognized corporate symbol on the planet? Advertising, that's how. That, and a logo that's memorable for its timeless elegance and simplicity.



Hoping for a little of that magic to shine on Kelley Motorsports of Atlanta, the South's largest Titan dealer, we created a new logo to go with a national ad campaign.

If we're showing up on your fax and you'd rather we didn't, please let us know and we won't.

(ST. PETERSBURG, FL) The reality of a competitive consumer market is this: if consumers can't easily identify or recall your product, either by association with a shape or recognition of a name, they won't buy. Period.

In the old West, John Wayne knew what to do. He'd build a big, roaring fire, heat the branding iron until it was red hot, then sear his logo on every calf and colt in sight. Ouch! The better looking the brand, the more memorable. After a while, the best brands were associated with the highest quality, at least in the world of beef and horses.

### But Doesn't That Hurt?

Branding is the marketing term that describes the process of identifying a company's product or service to the marketplace in a memorable and associative manner. It shouldn't come as any surprise that the most recognized brand in the world is Coca-Cola. What's amazing is that it's readily identifiable by an astounding 94% of the planet's population! From Australian aborigines to Swiss yodelers, humans understand The Real Thing like no other product. (Ditto Marlboro and Budweiser. Consider the similarities.)

### Advertising's Role Defined

From its very beginning, Coke set out to aggressively market and promote what was originally an addictive combo of sweet syrup and seltzer water. Over 20% of the entire budget was funneled to the then-fledgling world of commercial advertising. (In fact, Coke virtually defined the emerging profession.)

For the Anheuser Busch brewery the road to recognition - and profit - began in 1872. That's when they first used the capital A & B Eagle trademark on their packaging. Over a century later, in 1991, that logo was finally retired. For nearly a hundred and twenty years, though, the brand was built, sustained, and harvested.

Harley-Davidson, too, has benefited mightily from the twin good fortune of lavish brand de-

votion and the business acumen to capitalize on that potential. It's no secret Wall Street's interest in the company is due in large measure to the aggressiveness of the brand's management, which translates to profit.

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WHAT'S IN A NAME? EVERETT/STIMEL

Example: Harley-Davidson

Becoming a recognized household name took 90 years and billions of dollars. It was well worth it.

• One of the most well-known brands in the world  
• One of the most valuable brands in the world  
• One of the most iconic brands in the world

What's In A Name? Ask Coldwell Banker

We're not sure what a '47 Knuckle has to do with a real estate web site, but in the world of dot-com overkill Coldwell Banker chose Harley to attract interest.

### Less Than Science, More Than Chance

Building a successful brand is a lot more than just slapping letters on a t-shirt, sticking it in the window, and hoping the register rings. From the consumers point of view, self-gratification is all about style and how it's communicated.

That's the dilemma created when marketing a brand isn't part of the basic business plan. Consumers must be given an easily recalled reference so they can differentiate and respond.

The bedrock of brand management is a memorable logo, placed in memorable ads, placed in memorable media, which will be seen by your customers - current and future. Something to think about with your next Big Mac and Coke.

Siebenthaler Creative Services provides high-performance advertising and public relations to the V-twin industry.

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