

Sensory BRANDING:

BRANDING MAKES \$ENSE!!

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Are you aware that your customers make buying decisions based on perception of your brand? Are you aware that perception is formed by a collection of various stimulations that come from our sense receptors? Is your brand capitalizing on the human senses to enhance, affirm and create trust with your clients?

CAPITALIZING ON YOUR BRAND'S VISUAL INTEGRITY!

In this article we are focusing on the sense of SIGHT! Sight is our most seductive sense and has the power to persuade us to make buying decisions beyond all logic! Case in point: how many of you have tried to pass up the offer of dessert at a restaurant when they push the cart full of chocolate, fruit, and whipped topping selections?

How can your brand enhance your customers "sight discriminators?"

Let's first cover the obvious...the look and feel of your corporate identity (Logo). How does your logo reflect your brand's style and values? What do the color combinations "say" to your targeted audience? If you understand color theory – you know that blue's and greens are interpreted as cool colors, while Reds and Oranges are considered "warm" colors. (There are millions of hues and tones that can be altered to change these perceptions).

How are your Brand's colors utilized throughout your web site, your brochure collateral, your business cards? Are your colors fairly close **or** the exact opposite to your competitors? It is highly recommended to be **completely distinctive** from your competitor's colors, look and feel. Consider Walmart[®] (Blue) and Target[®] (Red) – this wasn't a superficial decision, it was DELIBERATE. Target was consciously creating distinction from the get-go. They weren't trying to "mimic" or "ride on the coat tails" of the Walmart brand by potentially confusing the consumer with similar colors.

Now, let's take the SIGHT sense one step further. Does your work environment (e.g. office, storefront, plant, laboratory, web site, etc.) promote and affirm the colors and graphics of your brand? What can you do to enhance the customer's experience when they are physically standing in your brand's environment? The more consistency your brand appears to have visually, the greater trust your customers will have of the brand.

Affirmation, affirmation, affirmation. From painted walls, to colorized chairs, lights, tile and more – there are endless ways you can enhance your brand's perception of congruency. It is like an immediate justification or affirmation for the customer that they are in a unique, distinctive place – the RIGHT place to purchase the product or service.

Let's not forget that your Brand is perceived at the EXTERNAL LEVEL (your customers) and the INTERNAL LEVEL (your employees!). How is your brand's visual representation affirming to your employees? Are they constantly reminded of where they

are working? Based on your Brand's DNA – what style is reflected? What brand values are exemplified within your work environment?

The more congruent and “tight” your brand tolerance is (brand management), the more “buy in” your employees will have of the intended brand behaviors.

And it can all begin with enhancing the SIGHT integrity of your brand! Get creative and start thinking of ways you can enhance your brand's visual affirmations – and watch what happens!

© Suzanne Tulien and Carol Chapman are Principals in The Brand Ascension Group LLC a leading-edge, multi-faceted and experiential consulting and training firm that partners with organizations in elevating their brands. Through their innovative Brand Elevation™ methodology, they help clients capitalize on the power of human perception and engage them in conscious internal and external branding practices to propel and sustain the growth of their businesses. They can be reached at www.BrandAscension.com. 719.265.1707; 719.748.2290.