

**Advanced Organizational
Communication and
Information Based Leadership**
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What is needed for a brand?


- 1. the unique selling proposition
(what does the country offer that others do not)
- 2. the trade mark (symbol) used systematically in all marketing
- 3. the marketing slogan
- 4. the cultural richness, initiative and the entrepreneurship and technological knowledge of the country refined to high quality products and services!

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From: brandchannel.COM

- **Brand awareness** The percentage of population or target market who are aware of the existence of a given brand or company. There are two types of awareness: spontaneous, which measures the percentage of people who spontaneously mention a particular brand when asked to name brands in a certain category; and prompted, which measures the percentage of people who recognise a brand from a particular category when shown a list.

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- The challenge of branding:
- - to be similar enough to the rival in order to be identified in the right category
- - to be different enough from the rivals in order to be identified as unique and irreplaceable among the rivals



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