

ISSUE 442

DATE: 02/06/2017

PENFABRIC

MADE IN GREEN

PVH Suppliers' Summit Take Away: BRANDING.

Dear Penfabricans,

PVH, owner of exemplary brands such as Calvin Klein, Tommy Hilfiger, Michael Kors, Izod, Warnaco Group, Speedo and many other distinguished ones, is a giant in apparel retail. PVH has a very established marketing experience and technique. The retail turnover of PVH Group in 2016 was USD 8.5 billion. Their targeted sales turnover for 2020 is USD 10 billion. PVH expanded rapidly through major merger and acquisitions of brands. Thereafter, PVH boosted the images of these brands through various marketing and branding techniques, thereby expending their brand recognition and sales. The biggest arsenal for capturing quantum leap in sales is BRANDING. PVH aspires to be amongst the great brands of the world, ranking alongside Google, Apple, Facebook, Nike, Microsoft, Disney and the likes. Ambitious but doable. I believe that they have the will and expertise. This is the biggest take away from the recent PVH Suppliers' Summit in Chiang Mai, Thailand.

What then is branding? How can branding transform Penfabric into an excellent marketing company?

Branding is a process that involves the creation of a unique name and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers. Identification and

association of products or services with certain companies or brands. For instance, when we talk about fried chicken, we associate it instantaneously with KFC. For burgers, we think McDonald. Soft drinks with Coca-Cola or Pepsi-Cola.

Quote: The Basics of Branding

Below is a synopsis of branding by JOHN WILLIAMS
<https://www.entrepreneur.com/marketing/branding/>

Branding is one of the most important aspects of any business, large or small. An effective brand strategy gives you added edge in increasingly competitive markets. But what exactly does "branding" mean? How does it affect our business?

Simply put, your brand is your promise to your customer. It tells them what they can expect from your products and services, and it differentiates your offering from your competitors'. Your brand is derived from who you are, who you want to be and who people perceive you to be. Are you the innovative maverick in your industry? Or the experienced, reliable one? Is your product the high-cost, high-quality option, or the low-cost, high-value option? You can't be both, and you can't be all things to all people. Who you are should be based to some extent on who your target customers want and need you to be. Who are our intended target audience?

The foundation of your brand is your logo. Your website, packaging and promotional materials--all of which should integrate your logo--communicate your brand.

Brand Strategy & Equity

Your brand strategy is how, what, where, when and to whom you plan on communicating and delivering on your brand messages. Where you advertise is part of your brand strategy. Your distribution channels are also part of your brand strategy. And what you communicate visually and verbally are part of your brand strategy, too.

Consistent, strategic branding leads to a strong brand equity, which means the added value brought to your company's products or services that allows you to charge more for your brand than what identical, unbranded products command. The most obvious example of this is Coke vs. a generic soda. Because Coca-Cola has built a powerful brand equity, it can charge more for its product--and customers will pay that higher price.

The added value intrinsic to brand equity frequently comes in the form of perceived quality or emotional attachment. For example, Nike associates its products with star athletes, hoping customers will transfer their emotional attachment from the athlete to the product. For Nike, it's not just the shoe's features that sell the shoe.

Defining Your Brand

Defining your brand is like a journey of business self-discovery. It can be difficult, time-consuming and uncomfortable. It requires, at the very least, that you answer the questions below:

- What is your company's mission?
- What are the benefits and features of your products or services?
- What do your customers and prospects already think of your company?
- What qualities do you want them to associate with your company?

Do your research. Learn the needs, habits and desires of your current and prospective customers. And don't rely on what you think they think. *Know* what they think.

Because defining your brand and developing a brand strategy can be complex, consider leveraging the expertise of a nonprofit small-business advisory group or a [Small Business Development Center](#) .

Once you've defined your brand, how do you get the word out? Here are a few simple, time-tested tips:

- Get a great logo. Place it everywhere.
- Write down your brand messaging. What are the key messages you want to communicate about your brand? Every employee should be aware of your brand attributes.
- Integrate your brand. Branding extends to every aspect of your business--how you answer your phones, what you or your salespeople wear on sales calls, your e-mail signature, everything.
- Create a "voice" for your company that reflects your brand. This voice should be applied to all written communication and incorporated in the visual imagery of all materials, online and off. Is your brand friendly? Be conversational. Is it ritzy? Be more formal. You get the gist.
- Develop a tagline. Write a memorable, meaningful and concise statement that captures the essence of your brand.
- Design templates and create brand standards for your marketing materials. Use the same color scheme, logo placement, look and feel throughout. You don't need to be fancy, just consistent.
- Be true to your brand. Customers won't return to you--or refer you to someone else--if you don't deliver on your brand promise.
- Be consistent. I placed this point last only because it involves all of the above and is the most important tip I can give you. If you can't do this, your attempts at establishing a brand will fail.

Unquote.

Dear Penfabricans, branding signifies the maturity of Penfabric. Penfabric has taken some baby steps into branding. Our Brands include:





Tested for harmful substances and produced sustainably in accordance with OEKO-TEX® guidelines. www.madeingreen.com



Let us promote our brands intensively and extensively for brand recognition and to enhance the value of Brand **PENFABRIC.**

Have a lovely weekend contemplating ways and means to make our Penfabric brand irresistible.

Thank you.

With kind regards,
HSTeh.