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Paper Title:  
"ENTERPRISE AND BRAND IDENTITIES"

Companies, institutions and projects worldwide compete for attention with different economic, social, political or cultural products and services. Their targets are potential customers, their goal to receive interest, time, money, or to stimulate action.

One successful strategy is to be faster and better recognized than the competitors; to be more fascinating, more highly valued and strongly perceived, more intense, more often consumed and remembered for longer. With more sympathy and trust, a clear profiled brand identity can be built.

The identity concept is psychology-based. Whether someone is perceived as having a strong personality depends on his values, culture, appearance, style of communication and his behaviour. If consistent, the sense of identity is strong (no matter if good or bad).

Similarly with enterprises and their brand identities. Strong brands are consistent in all company and marketing aspects - regarding their visions, missions and brand cultures, their values, attitudes, positionings and competences, their offers, sales channels, price-mix, communications and behaviours. If a lot of consistent and long-term thinking, energy and money is spent, they become very strong, trustworthy brands.

But the one who finally decides, if a brand is strong and successful or not, is the potential customer. Because brands are built in customers' minds, brand building starts there. Enterprises have to get relevant marketing information, know the market and their potential customers.

What needs and wants are actually in the market? How big are the sectors? Which sectors are of interest for your competences and what you are offering? Can you reach them (regional, national, international) within your financial resources? How to communicate with them? What do you know about their age, sex, family status, religion, education, language and cultural background? And, most importantly, what are their dreams and values? Why should they want to visit your place and consume your product? What specifically are they looking for? How much time and money are they willing to spend? And, how do trends (short-, mid-, long-term, local, regional, national, international) affect the different market sectors?

## **NINE STEPS OF BRAND BUILDING FOR CULTURAL ENTERPRISES:**

1. **Find out, who you really are!** – Vision, mission, culture, values, attitudes, positioning, competences, abilities, main differentiator, unique selling proposition.
2. **Know your potential market!** – Segments, age, sex, family status, religion, education, cultural background, needs and wants, dreams and values
3. **Know relevant trends!** – Themes, directions, attitudes, time horizons, regions - how will these trends possibly affect what your business has to offer?
4. **Position your brand!** – Inner branding: uniqueness, differentiator, competences, fascinator, values, attitudes.
5. **Develop your brand design!** - Outer branding: What logo/signet, colours, designs, typeface, images fit your positioning best?
6. **Develop your brand wording!** - Brand name, claim/slogan, key words and brand language for different media (text and audio).

7. **Use all brand senses!** - The more senses you stimulate, the higher is the intensity of the attraction and fascination you generate (how does your brand look, sound, feel, taste, smell?). But stay alert to making your offer consistent for all senses and media.
8. **Develop your brand marketing!** - Your brand positioning has to be consistent, not only for all senses, but throughout the whole brand and marketing mix. Check and define your brand offers and services, brand prices, brand sales channels, brand communications and brand behaviour. The more consistent your brand, the stronger it appears!
9. **Multiply your brand success!** - If your brand is successfully positioned in the market, think about multiplying your success. Maybe other markets have similar needs and wants. Cultural franchising is a new and affordable concept in the cultural market, even for small and middle-sized projects.

**Last but not least:** Stay stubborn like a donkey developing your brand! Do not change strategy in the short term. Keep going, your brand will develop and grow.