

Got Toilet Paper on Your Brand?

by Nancy Crist



You see them everywhere... embarrassing branding blunders. They're the marketing equivalent of walking out of the restroom with toilet paper stuck to your shoe. Here's a short "don't do" list to ensure your brand has a long and prosperous life:

- Don't copy competitors. How will customers recognize you if you look like someone else? Create distance between you and the competition. Consumers like the company/product/service that is unique, creative and stands out.
- Don't invent a personality. Your brand should be built around your existing core competency. Don't select a brand and try to build your company around it. Your brand should reflect who the company is today... the current truth.
- Don't fail to deliver on brand promise. Don't promise something you can't deliver. Enough said