The importance of branding

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1. REPORT DATE  
AUG 2011

2. REPORT TYPE

3. DATES COVERED  
00-00-2011 to 00-00-2011

4. TITLE AND SUBTITLE  
The importance of branding

5a. CONTRACT NUMBER

5b. GRANT NUMBER

5c. PROGRAM ELEMENT NUMBER

5d. PROJECT NUMBER

5e. TASK NUMBER

5f. WORK UNIT NUMBER

6. AUTHOR(S)

7. PERFORMING ORGANIZATION NAME(S) AND ADDRESS(ES)  
HP Enterprise Services, 3000 Hanover Street, Palo Alto, CA, 94304-1185

8. PERFORMING ORGANIZATION REPORT NUMBER

9. SPONSORING/MONITORING AGENCY NAME(S) AND ADDRESS(ES)

10. SPONSOR/MONITOR’S ACRONYM(S)

11. SPONSOR/MONITOR’S REPORT NUMBER(S)

12. DISTRIBUTION/AVAILABILITY STATEMENT

Approved for public release; distribution unlimited

13. SUPPLEMENTARY NOTES


14. ABSTRACT

15. SUBJECT TERMS

16. SECURITY CLASSIFICATION OF:  
   a. REPORT  
   unclassified
   b. ABSTRACT  
   unclassified
   c. THIS PAGE  
   unclassified

17. LIMITATION OF ABSTRACT
   Same as Report (SAR)

18. NUMBER OF PAGES  
   16

19a. NAME OF RESPONSIBLE PERSON

Standard Form 298 (Rev. 8-98)  
Prescribed by ANSI Std Z39-18
The Importance of Branding
It Starts With An Identity
What Will Your Company Be Known For
For 6 years running...
1986, '85, '84, '83, '82, '81,
Ford has designed
and built
the highest quality
American cars and trucks.

No other company can
make this statement.

Quality is Job 1.

Buckle up—Together we can save lives.
How Do You Expand On Your Strength

"Increased knowledge helped us to transition into more sophisticated uses of our products to solve business and estate problems."
How is your company recognized in the market space in which you compete?
What Is Your Value Differential And Is It Contained In Your Brand
Why is this Important
Just being Good Is Not Good enough

<table>
<thead>
<tr>
<th>SERVICE LEVEL</th>
<th>RESULT</th>
<th>SALES VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lousy</td>
<td>Fail to take the order and sell nothing to a sure prospect.</td>
<td>$0</td>
</tr>
<tr>
<td>Good</td>
<td>Take an order, and sell the customer exactly what he asks for.</td>
<td>$10</td>
</tr>
<tr>
<td>Great</td>
<td>Advise the customer to purchase not just what he asks for, but what he really needs.</td>
<td>$50</td>
</tr>
</tbody>
</table>
The Devil is not in the Details
Greatness is
Understand the market place and Adapt
Lead the change that others will follow
Let your Brand Be your Flag
Its more than just a slogan, it becomes the soul of your company.
Questions