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Drew McLellan

CENTRAL IOWA NETWORKING 5/29

May 29, 2007 STORYCHAT: Add comment

Best practice: Branding

By DREW McLELLAN TOP DOG, McLELLAN MARKETING GROUP, DES MOINES

A brand is not your logo or your tag line. Those are important tools used to express a brand. But not the brand itself. A brand is a unified, singular understanding of what an organization is about and how it is unique from the key audiences' points of view.

It is you standing, hand on heart and making a promise. Then, keeping that promise. A brand is like a three-legged stool. The legs are: - The company's vision of the brand. - The consumers' vision of the brand. - Where the brand sits in the marketplace.

How you view your brand: This is your take. What do you believe the brand values are? What promise are you making to the consumer? How does that promise also weave through dealings with employees and vendors? What are you willing or not willing to compromise on?

How consumers view your brand: This is their experience. Do you promise one thing and then do another? Do your employees consistently deliver the same brand promise? Do marketing communications pieces, such as ads, Web site, direct mail, etc., paint a different picture than an actual buying experience?

How you fit into the marketplace: This is the 30,000-foot view. When looking over the competitive landscape, where does your brand sit? If your business is a local coffee shop, how does it compare with Starbucks? If your business is a phone/Internet provider, how are your materials and salespeople different from the last three I talked to? What does your brand promise say that makes yours different from a competitor's? Or are you like most companies and it doesn't? As a business owner, you must understand all three legs of the branding stool. You also need to make sure they square up together.

Why does branding matter? Every business exists in a complicated, crowded marketplace. No matter what you do, someone else does it, too. So, how does your business stand out in the marketplace? How do you differentiate yourself?

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NEW JOBS

Thomas H. Pohlman has been appointed president and chief executive of Ames National Corp. Pohlman joined First National Bank, the company's lead bank subsidiary, in 1998 as senior vice president after spending more than 20 years in banking.

AWARDS

Academy Roofing and Sheet Metal Co. was named a 2007 Firestone Master Contractor from Firestone Building

Products Co.

The Des Moines roofing company also earned the Firestone Inner Circle of Quality Award for its dedication to long-term commercial roofing system quality.

Several Iowans were recently honored at the **Phi Theta Kappa International Convention** in Nashville, Tenn.:

- Des Moines Area Community College President **Rob Denson** received the 2007 Shirley B. Gordon Award of Distinction.

The honor is awarded to a college president or campus chief executive who has made efforts toward promoting the goals of Phi Theta Kappa.

- **Nancy Woods**, Des Moines Area Community College Boone campus math and physics instructor and Phi Theta Kappa Iowa regional coordinator, received the Distinguished Regional Coordinator Award.

- **Joshua Smouse** of Coon Rapids, Des Moines Area Community College Carroll Campus Phi Theta Kappa Beta Theta Xi vice president, received the Distinguished Chapter Office Award.

- **R. Gene Gardner**, Iowa Association of Community College president's executive director, received the 2007 State Community College Director Award of Distinction.

Every business has a simple choice. You can create/identify a brand to differentiate yourself or you can just be the cheapest option.

Which would you choose?

*Drew McLellan is the head of McLellan Marketing Group, a full-service branding and marketing agency in Des Moines. He can be reached at (515) 251-8400 or at [www.mclellanmarketing.com](http://www.mclellanmarketing.com). He offers daily branding and marketing articles at [www.DrewsMarketingMinute.com](http://www.DrewsMarketingMinute.com).*

## LOCAL BUSINESS BRIEFS

### Poll offers voters tasty choices

**The Market at Jordan Creek** is putting a sweet spin on presidential polling. Beginning Friday, customers can vote in the "Gelato Poll" designed to monitor the public's 2008 presidential preferences via Italian ice cream.

Customers will be able to vote for their favorite candidates by purchasing candidate-represented gelato flavors. Every two weeks, the Market at Jordan Creek will rotate the candidates' names to new gelato flavors, giving each candidate a fair share of the variety.

### Lenz tapped to lead Drake's Arts and Sciences

**Joe Lenz**, professor of English and chairman of the English department at **Drake University**, has been named interim dean of Drake's College of Arts and Sciences, effective Aug. 1. Lenz will succeed John Burney, who has been appointed to the new position of associate provost for curriculum, faculty development and assessment.

Lenz, who holds a Ph.D. in English from the **University of Illinois**, taught at the **University of Michigan** before joining Drake in 1982. He has headed the English department since 1992.

*From Register staff and news services*

## BUSINESS CALENDAR

### TODAY

"Major Gifts: Finding Perfect Donors": 3-5 p.m. Learn how to identify and cultivate donors who give for operations, capital and endowment. Des Moines Botanical Center, 909 Robert D. Ray Drive. (206) 709-9400, ext. 132.

Central Iowa National Association of Women Business Owners: 5:30-7:30 p.m. Hyperion Field Club, 7390 N.W. Beaver Drive, Johnston. \$25 members, \$35 nonmembers; [cinawbo@yahoo.com](mailto:cinawbo@yahoo.com).

West Des Moines Rotary Club: 11:45 a.m. Des Moines Golf and Country Club, 1600 Jordan Creek Parkway, West Des Moines. (515) 225-2185; [www.dmgcc.org](http://www.dmgcc.org).

Workplace Readiness Certificate: 8 a.m.-5 p.m. Through Saturday. Training will cover critical workplace skills. Iowa Workforce Development, Des Moines Workforce Center, 430 E. Grand Ave. \$325; (800) 342-0033.

### BUSINESS NETWORK INTERNATIONAL CHAPTERS

Business Builders: 11 a.m.-1 p.m. Tavern Pizza and Pasta Grill, 1755 50th St., West Des Moines. (515) 202-0152.

West Des Moines: 11 a.m.-1 p.m. Champps Restaurant and Bar, 101 S. Jordan Creek Parkway, West Des Moines. (515) 289-1606.

Westside: 7-8:30 a.m. Iowa Machine Shed, 11151 Hickman Road, Urbandale. (515) 251-8307.

### WEDNESDAY

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Coral Rose - 21st Century Change Agent in Environmental Awareness: 11:30 a.m.-1:30 p.m. Nationally recognized presenter on sustainable practices. In second-floor room. Revelations Bookstore, 112 N. Main St., Fairfield. \$15 for lunch buffet of pizza, salad and beverage; [jody@fairfieldiowa.com](mailto:jody@fairfieldiowa.com); (641) 472-2111.

**STORYCHAT** 

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