

# A BRAND NEW BRAND BUSINESS

Building an effective brand takes dedication and commitment of resources.

BY DUQUESNE RAMSEY

## The Ten Second World Approach To Brand Building

- 1. Plan from the top down**  
Senior management should be guided by a clear vision of how they want to position their brand; with every brand activity supporting a stated business outcome. A brand is the combination of truth (facts), performance (sales results) and claims (key messaging):  
Truth + Performance + Claims = Brand
- 2. Assign a senior level executive**  
How a brand interacts with the marketplace requires supervision from a C-Level executive, such as a Chief Brand Officer. This executive is responsible for the centralized development and management of the brand and all its applications.
- 3. Align brand positioning to business goals**  
Be sure your marketing decisions directly support the goals of your business plan. Brands need to be unified with all other corporate objectives because inconsistency delivers mixed messages.
- 4. Track brand progress**  
Unless your company makes novelty items that are only sold during the holidays, for example, it is important to track the results of your messaging campaigns over time. Attitudes and trends will impact your brand perception and ultimately your sales. Each brand has a story, which needs to be restated to ensure its legacy.

Ten Second World is committed to streamlining brand messages because clarity and brevity are rewarded. In our media saturated environment, companies with the stronger brand enjoy customer loyalty and the competitive edge.

Ten Second World can be found at [www.tensecondworld.com](http://www.tensecondworld.com)

Short attention spans. Instantaneous information. We all market our brands in a Ten Second World. That's all the time we get to make a lasting impression. In order for contemporary companies to compete, you must communicate enduring substance in the equivalent of :10 seconds. Based on this philosophy, Ten Second World Inc. was founded. Ten Second World is an integrated corporate and product communications firm that aims at reaching its client's business and brand-related goals through customized strategic and creative campaigns. It says it is the first New York-based firm founded exclusively to drive market value through brand initiatives.

It is apparent from the moment you step inside the company's midtown Manhattan offices that this firm knows how to communicate messages effectively. The walls are lined with framed campaigns that speak to great brand building. Ten Second World practices what it preaches and has helped its clients, which range from fashion magazines to pharmaceutical companies, better position themselves and increase both market share and revenues.

Strong brands have tremendous power. Think about it. Why did you choose the bank your company uses? What about your choice of computer or phone systems? Think about the many buying decisions you've made for your own company. Did you pick products and services based solely on price or convenience? Most likely, your final decisions took into account trust and reputation, essential factors that make up a brand's perception.

So, how can you build a better brand to build a better business? Building an effective brand takes dedication and commitment of resources. A catchy tagline may instantaneously connect with a client but it takes time to establish customer loyalty. "Our edgy and innovative approach to brand positioning has enabled us to transform many brands with dramatic results," says Donatella Giacometti, Founder and Chief Brand Officer of Ten Second World. ■

