

Benefits of consistent e-branding

Consistent and targeted brand communication in all communication channels strengthens trust in the company and increases the brand's value.

The more the branding strategy is in accord with the corporate identity, the stronger the brand will be reinforced with the target group in the long run. By focusing on brand essentials, unnecessary wastage can be avoided and a strengthening of the brand image and therefore also of the brand value can be achieved. The total expenditure for branding activities will not be increased though the overall branding impact will be improved.



Trust in the brand

As soon as the communication strategy in all media is built upon the corporate identity, the user receives a consistent image of the company and its products: with each contact, his trust in the brand is reinforced and affirmed.

Information transfer targeted for your audience

Appeal to the intellect of the user by enabling him to find all the necessary information that he seeks about a service or product. Communicate your company's message using concise language which is based on the user's level of experience with your products or services; avoid using trade jargon. Make additional information easily accessible.

Emotional communication

The distinct use of colours, fonts, wording, forms, and images creates the desired emotions and virtual experience of your brand, which should always be based on the company's corporate identity. The resulting corporate design needs to follow the same rules in all media.

Product and web experience

A user's interactive experience with the website strongly influences his perception of the company. Flaws in usability and branding can therefore easily lead the user to conclude that the services and products are also inadequate. In contrast, *ease of use* highly influences the brand perception positively.

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