



Branding for startups

Imagine that you choose a brand name or a logo that doesn't communicate what you stand for. It happened to *BackRub* and *Blue Ribbon Sports*. They still exist, but both companies have decided to change the name and the logo of the company in early stages. Today, we know them as *Google* and *Nike*.

Branding matters for start-ups

Bad brand names and logos will lead to ineffective marketing efforts and worse: confused customers. We consider a brand name and logo as one of the most valuable assets of a company. It's "free advertising" and therefore helps promoting your brand at every touch point. Equally important, changing your brand name in later stage can be a very costly operation. So why not do it right, the first time?

*A brand is not what
you think it is,
it is what your customers
tell each other what it is*

Scott Cook, eBay

What makes branding different for start-ups?

The most strategic decisions in branding should be taken at the starting point of a company. The company develops its (brand) positioning, defines its market, and target audience. Little attention is often given to strategically choosing brand elements like a brand name, logo or slogan. These elements communicate something about the brand and help to identify the brand, or not.

Many academics have studied the effectiveness of these brand elements in building a strong brand and have arrived at six criteria:

- **Memorability, meaningfulness** and **likeability** make or break the building of your brand.
- **Protectability, transferability** and **adaptability** help defending your brand once it's been established and starts to expand.

Having access to this knowledge and knowing how to apply it, can make a huge difference in success or failure. That's where we come in!

Why work with us?

There are many reasons why you would consider working with us and here are a few:

- We love the energy and drive of **independent thinking** young professionals that work with zeal and zest to achieve their goal.
- We are young **entrepreneurs ourselves!** Except for founder Jorge Labadie all employees are under 30 and half of them have their own startup. As entrepreneurs we are convinced that branding is a cool and wise thing to do.
- We are branding **experts:** we have more than twenty years of experience in a large variety of projects from one man bands and SME's to multinationals like *L'Oréal*, *ABinBev* and *Liberty Global*.
- We are **science based**. All our staff has an academic background in branding and due to our cooperation with UvA Amsterdam Business School all the models and research tools we use are science based.



How does 37°Celsius work?

The products and services that 37°Celsius offers are always based on three pillars of consultancy, research and knowledge transfer.

1. **We consult.** Every stage in the brand building process requires a different approach and toolbox to make decisions. We provide you with these tools and support you in decision-making in order to optimize your brand performance.
2. **We research.** We are genuinely curious to find out what's on the minds of your customers. In the end, the brand resides in the mind of your customer. This is why we research and let you listen to the voice of your customers!
3. We believe that if **we transfer knowledge** to our clients they can produce better results themselves. Like with hiring a lawyer, you just need a basic understanding what legal issues are all about to make better judgments and decisions.

What does 37°Celsius offer?

We offer a wide range of products and services that will help our clients to build equity, like

- **Brand Quick Scan:** We assess your brand performance qualitatively, researching on a small scale the core components of your brand.
- **Brand Equity Benchmark:** we benchmark your brand against all brands researched by us, or against your competition
- **ProBAR®:** a full quantitative and qualitative assessment of all of your branding components (including brand values), its market environment and core competition.
- **Strategic Sessions:** We believe taking on board all (key) stakeholders of a company will produce more sustainable results. Strategic sessions normally take two hours to two days to reach consensus and define actions and next steps.
- **Ongoing consult:** By educating our clients we strive to make them self-reliant. However we will always offer a helping hand when needed. We team up with management and provide them with (branding) solutions acting as sparring partners.

Why do it now?

We are confident that a strong brand positioning will **strengthen** your business proposition and help you in acquiring the necessary financial resources. Don't forget that there's not only competition for strong business ideas, but also for financial resources. So your competition might be much broader than you think. Secondly, positioning your business case more pronounced in the mind of your audience means they **won't forget** about you. If your pitch is not top of mind it will be less memorable. And less memorable brands will find less people that buy them, and they do this less often. So help yourself achieving your next goal by building a memorable brand!

Interested in our services?

Visit our website www.37celsius.nl or call us on +31 (0)6 55 82 86 87