

NEWEST TRG LEADERSHIP TOOL

"Practical Means for Dealing with Difficult Times"

This section of our site features business tools and planning considerations designed to assist leaders for whom "just keeping up" is not good enough. These notes focus on sequences of thought and action intended to enhance the positioning of your group, both on a long and short-term basis.

Each week additional sets of Tools on a wide array of business subjects will appear. Your input is requested as to which Tools might be of interest to you. Requests will NOT create any form of obligation on the Reader who makes the suggestion, but will help us understand which subjects are of general interest.

Please check back weekly to review the next tool. Visit our [LEADERSHIP TOOLS ARCHIVE](#) for previous tools.

BRANDING AND MEDIA RELATIONS

At a time when Business in our culture is paused to leap forward, please consider two linked functions of an organization that often are not fully understood to be tightly connected, although the effect of either can be significantly enhanced by the full engagement of the other.

They are: "Branding" and "Media Relations"

BRANDING IS:

- The creation of a PERCEPTION of an entity or individual and the VALUE of the goods and services provided to a well defined targeted groups
- The key attributes of the perceptions to be developed include:
 - Differentiation
 - A mirror of the impression that the target group has formed about themselves
 - Factors that stimulate loyalty
- A set of core emotional messages readily absorbed by the target group
- The character of the elements (words/images) used to create the messages

BRANDING IS NOT:

- The actual products and services elected to be offered, modified or discontinued over time (but rather the PERCEPTION CREATED about and by the offering of those products and services)

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EFFECTIVE BRANDING:

- Creates an immediate chain of impressions
- Reinforces positive values already in place
- Is repetitive and cumulative

INEFFECTIVE BRANDING:

- Is a set of isolated elements not conveying an overall perception, regardless of the resources used to present them
- Is NOT memorable (or worse, leaves a wrong concept in place)

MEDIA RELATIONS ARE:

- Stimulating the Media (Press, Internet News, Focused Information Sources) to publish accounts of actual events, developments, personalities, products and services associated with your venture

MEDIA RELATIONS ARE NOT:

- The fact of having created press releases, stories or fact sheets that no one actually has the opportunity to read (and placement on your Website only counts if clients are drawn there!)

EFFECTIVE MEDIA RELATIONS:

- Echoes and wraps around the messages presented in your Branding efforts in the form of News Articles, and/or Third-party Publications without the appearance of direct advertising
- Causes the reader/viewer to come away with interesting facts about YOU directly associated by them with THEIR circumstance and assumed to be fully factual
- Is repetitive and cumulative

INEFFECTIVE MEDIA OUTREACH EFFORTS

- Are purely self serving without direct value to the viewer / reader
- Have no connection to further sources of information that reflect well on you

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For additional information regarding BRANDING AND MEDIA RELATIONS, please visit our [Contact Page](#) and send us an Email or simply call us directly during East Coast business hours on our toll free number 1.800.97-REGIS (1.800.977.3447).