

Branding

What Every CEO Should Know

AGC Silicon Valley

July 17, 2014

Marc Rudov

Branding | Marketing

Marc@MarcRudov.com

408.499.0115

Branding Is Your **#1 Priority**



The Way to Make Your Point

© 2014 BeUniqueOrBeIgnored.com

Branding. *You Do the Math.*



When Branding Matters: *Always*

Number of Competitors

Lo

Hi

State of
Economy

Good

FLOOD OF NEW
COMPETITORS



WHITE
NOISE

Bad

STAGNATION
&
PRICE WARS

CONSOLIDATION
&
PRICE WARS

What's a Brand?

Unique, jargon-free
value proposition.
"Get it" in 15 secs:

- **REACT**
- **REMEMBER**
- **REPEAT**

Be Unique or Be Ignored™

What's *Not* a Brand?

Jargon Makes You Generic



Be Unique or Be Ignored.com

No Brand Without GutShare



GutShare: Tap *Corporate* Emotions

Power



Reputation



Paycheck



People Like to Blend, Not Stand Out *(the antithesis of branding)*

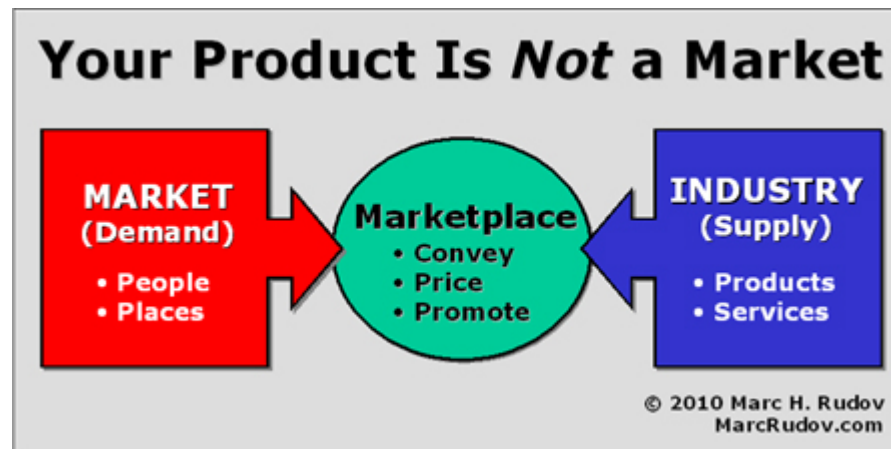


Racing Toward Commoditization



Be Unique or Be Ignored.com

Vein vs. Artery



Raising Capital Requires a Strong Brand



Be Unique or Be Ignored.com



Lasting Impressions



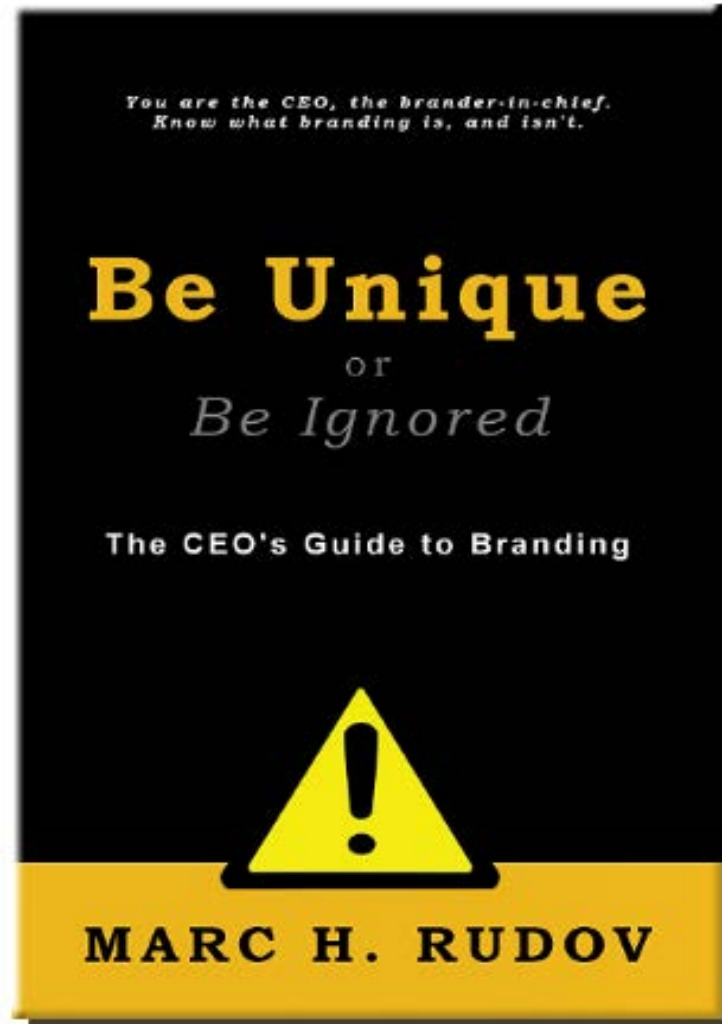
WHO CREATES THEM?

Committees?

Amateurs?

THINK AGAIN

Be Unique or Be Ignored.com



Marc Rudov
Branding | Marketing

Marc@MarcRudov.com

408.499.0115

Own My Book Today
[Be Unique Or Be Ignored.com](http://BeUniqueOrBeIgnored.com)