

Eight principles of branding

EIGHT PRINCIPLES OF BRANDING EBOOK AUTHOR BY LANDOR ASSOCIATES

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Summary

Successful brands are anchored in propositions that are desirable, distinctive, and credible in people's minds. As Walter Landor once said: "Products are built in the factory, brands are created in the mind." Following are eight pieces of advice that anyone working with a competitive identity will want to keep top of mind—a conversation starter. These concepts are key to developing a bond with consumers, which is the essence of branding.

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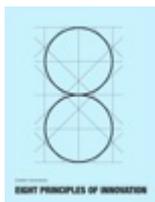
Great strategy calls for intelligent, incisive design to carry it out. Here are eight hallmarks of great design...

[EIGHT PRINCIPLES OF CREATIVITY](#)



It is hard to think of a human ability that has had a more profoundly positive effect on the world than creativity. This one human capacity has generated so much. It is individual and universal, intellectual as well as artful, born of inspiration and made with determination. Distinctly human but often misunderstood, creativity is fundamental to life. At Landor, it is our life's work to constantly build our creative capabilities in service of our clients' businesses. Here are some things we...

[EIGHT PRINCIPLES OF INNOVATION](#)



New ideas and their application are the lifeblood of successful innovation. Yet paradoxically we see the same things written about innovation again and again: processes, flowcharts, rules, and guidelines. Landor Associates constantly strives to find new ideas to innovate our own and our clients' brands. These eight principles should not be regarded as solutions, but rather as a fresh, creative approach to innovation...

[EIGHT PRINCIPLES OF NAMING](#)



Even at the best of times, naming is a contentious and emotional business. Whether you're naming your baby, your boat, or your brand, the process can breed nearly endless deliberation. Keep these principles in mind as you scout the perfect name...

[EIGHT PRINCIPLES OF STORYTELLING](#)



Storytelling exerts a strong, almost magical hold over the human psyche. Stories have the power to entertain us, touch our hearts, and illuminate the world we live in. A well-crafted, compelling brand story is an ideal way to get the word out, connect with an audience, and inspire loyalty. Apply these eight principles as you create a story that will help people remember your brand—and maybe even fall in love with it...

[EIGHT PRINCIPLES OF LUXURY](#)



What sets luxury brands apart? Like mainstream brands, luxury brands need relevant products, clear positioning, keen understanding of the target customer, and solid business strategy. But luxury branding goes far beyond these basics—sometimes even beyond logic. Luxury brands evoke an emotional response, be it the subtle satisfaction of pouring the best bubbly on the market or the sheer joy of letting out the throttle on a Lamborghini. Luxury must be felt...

[PERSPECTIVES 2014](#)



Welcome to the sixth annual edition of Landor's *Perspectives*. As always, we are pleased to bring you this collection of our best thinking on the ever-evolving world of business and branding. We at Landor are constantly exploring what makes brands successful and why consumers behave as they do. In these articles you'll find some of the tools and strategies we've developed to support our clients and contribute to their success. These include examples from across the ...

[PERSPECTIVES 2013](#)



Landor's ambition is to make a meaningful difference for our clients, and through them, the world. We believe great brands should have a clear purpose and act on what they promise. This requires creativity, discipline, and authenticity in all they say and do.

In today's world, where every business and marketing activity is subject to unprecedented public exposure, trust has become a differentiator, and even a true brand builder. This nascent dynamic elevates professional ...

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