

BRANDING: THE SPEARHEAD OF SUCCESSFUL BUSINESSES

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Did you know? According to Forbes, presenting a brand consistently across all platforms can increase revenue by up to 23%!

At first look, the notion of a brand may appear straightforward. However, in reality, branding is significantly much more comprehensive, and there are many elements that go into a company's brand.

This month, we explored the topic of Branding, and we also celebrated our 6th anniversary! Based on our experience on the ground over the past 6 years, VK Transformation has been helping businesses to stay relevant by transforming their brand concepts and modifying their brand elements such as logos, slogans, typography, et cetera to fit the times or appeal towards younger target audiences.

Watch our 6th-anniversary video here: <https://www.instagram.com/p/Cb7cTPgg6Vq/>

Branding in Asia's Digital Age

Due to various trends underpinning Asia's booming digital economy, having strong branding in the digital age is as crucial as ever. A strong digital branding strategy will allow companies to differentiate themselves from competitors and increase their impact, interaction, and customer awareness of their products and services.



Key drivers behind the increasing importance of strong branding

Consumers are spending an increasing amount of time on their mobile devices

- As of 2021, there were 4.66 billion active internet users globally
- With the introduction of 5G internet, consumers are now spending more time connecting with their mobile devices

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Rise of the empowered customer

- Consumers and decision makers can now examine different brands and research proactively, looking for insights and opinions from other digital customers
- Consumers are seeking increased engagement in value co-creation

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Increasing transparency between businesses and consumers

- In business, transparency is the foundation for trust between a company's investors, customers, partners, and workers
- At least two-thirds of customers would be prepared to spend more money on a company that is transparent

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Check out the full blog here: <https://www.vktransformation.com/post/branding-in-asia-s-digital-age>

We often assume large organisations such as Coca-Cola and Oracle have an unfair advantage when it comes to branding. From our first-hand experience, smaller businesses can achieve big brand results to set themselves apart from competitors and acquire & retain customers.



If you're still on the fence about branding, here are 5 advantages to think about:



Check out the full post here: <https://www.instagram.com/p/CcPlcsKPxK2/>

The Must-Have Elements of Branding

Every successful brand is made up of a variety of elements, each of which is distinct, but they all work together to form a cohesive and distinguished brand strategy. So, what are the elements that make up a brand?





Brand Name

A brand name is the words that define your company and what you have to offer to the public, allowing you to stand out from the competition. It serves as the brand's initial point of contact and the first opportunity to plant a seed in the audience's minds about why it should be remembered.



Brand Logo

Although a logo does not make or break a brand, it is one of the first visual elements through which consumers identify brands. The logo is the aspect of a brand that most people connect with. It's very visual and provokes a reaction from customers by using certain colours, fonts, and styles.



Brand Tagline

The tagline, like the brand name, is just a collection of words that the brand hopes to imprint in the minds of the audience in order to build a memory link to the brand, its experience, and its uniqueness. A well-crafted tagline can go a long way in establishing a company's market position.



Brand Mission and Vision

The brand's mission explains what you're doing and who you are, while the brand's vision identifies your long-term goals. While these may evolve over time, something must always be in place to define the current purpose.



Brand Aesthetics - Graphics and Images

Your brand's graphics and visual components include your colour palette, font, and anything visual. It is important to have consistent brand aesthetics through all platforms and mediums, whether it's on your website, product packaging, or social media presence.



Brand Tone and Voice

Your brand's tone and voice refer to how your company appears in marketing materials when communicating with customers. Your voice and tone are important brand elements since they assist you in communicating a brand personality.

Strive to find a tone and voice that is appropriate for what your company offers and your target audience, and include it into all of your company's communications.

Check out the full blog here: <https://www.vktransformation.com/post/the-6-must-have-elements-of-branding>

Check out the power of logos here on our marketing spotlight:
<https://www.instagram.com/p/Ccj9z33MLda/>



Brands Without Borders: Branding From an International Perspective

Business leaders understand that dominating a local market is only the beginning, in this day and age of limitless business development and expansion. For many Singaporean businesses, the objective now is to attain global dominance. Due to Singapore's small domestic market, many of our local homegrown businesses have begun market expansion efforts, with companies like Secretlab and ShopBack expanding their outreach overseas to become global businesses.

While expanding globally seems attractive and lucrative, it can only be achieved through a thorough international branding strategy. When a company extends outside its home market, it must make sure that its brand positioning remains relevant and transferrable to other markets. While its marketing approach, message tone, and/or other aspects may be tweaked to better appeal to a local audience, its brand positioning must stay constant.

Through effective international branding strategies, local homegrown brands on top of Secretlab and ShopBack like Love, Bonito, TWG Tea, and Charles & Keith have managed to globalise their respective brands across the globe. Evidently, when international branding is done correctly, there's no denying its reach.

Check out the full blog here: <https://www.vktransformation.com/post/brands-without-borders-branding-from-an-international-perspective>

Wondering how other companies have done it? Check out how local homegrown companies with powerful global branding here: <https://www.instagram.com/p/Cc2FnPGOrFo/>

Sources:

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<https://linchpinseo.com/key-consumer-trends-in-digital-marketing/>

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<https://www.inc.com/guides/build-an-international-brand.html>

ATTRACT AND RETAIN LOYAL CUSTOMERS THROUGH STRONG BRANDING

VKT offers a full-fledged 360° Digital Marketing Programme focused on accelerating your company's growth. Expect not only solutions in Branding but also a variety of other services ranging from Influencer Marketing to Social Media Management.

With our experienced EDG Certified Consultant, VKT boasts a proven track record in achieving a high EDG application success rate that grants your business **up to 70% funding for SMEs and 50% for non-SMEs**. So wait no longer, and [contact us](#) for a virtual coffee chat to discover more about how you may start your branding journey and leverage our expertise!

FOR MORE DETAILS, CONTACT US TODAY

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For more information reach out to us on our [website](#) and feel free to share our newsletter.

