

BRANDING...

AS SIMPLE AS 1, 2, 3

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by Kathy Rudkin

Branding is invaluable, especially in today's market, as our battle for customers intensifies daily and the economic upheaval continues to spread around the globe. Your brand is your core message and it is crucial that you spend time researching and identifying your market positioning. Your brand should pull together your entire organization with a powerful promise that not only gives greater awareness but increases

your recognition as well as gives you a competitive edge. Your brand is the foundation for the entire marketing message to your customer.

1 CHOOSING YOUR NAME: Your company's name should say a lot about your company. Without thinking, the customer should be able to identify what you sell either by your name and/or your logo together. This is one area you do not want to make a mistake on – it carries through the life of the company.

Do not make the customer guess what you sell. We once had a client come in for some work with initials for their company name. When asked what the initials stood for – the client responded “nothing, we the made them up.” HUH? Why would you do that? Your name is your greatest marketing tool as well as your first impression with the customer. It is what shows up in your logo, your signs, your letterhead, your ads, your website; it assists in your search optimization on the web... it is your #1 marketing tool.

Put time and effort into this decision and make it relevant. Having a great name is a powerful force. Your company name differentiates you from competitors, tells your audience what you do and helps build strong recognition and trust.

2 LOGO: An important part of your branding is your logo. Your logo's mission should be to portray what you do. Your logo is like a mini ad.

You want to create instant recognition and instantaneously establish your services in the consumers mind. If you are on a limited marketing budget, this is where you need to put your money. Professionalism is key. Once determined, stick with it. You do NOT alter logos once they have been established. This is your brand and it should be consistent through every piece of marketing. The

goal is – when people see it, they instantly recognize it, know exactly what you do and it becomes a fixture of their community.

3 TAGLINE: A tagline is a branding slogan which creates a memorable phrase that sums up what you do. Taglines are not always necessary, if you have done #1 and #2 correctly.

Taglines are, however, just another way of communication and when done correctly, you can hear the tag by itself and know what the company sells without ever hearing the name. For example: “Takes a licking, keeps on ticking.” “Where's the beef?” “Don't leave home without it.” “Just do it.” Probably on every single tagline, you could name the company behind it. Grant it, the above companies have multi-million dollar ad budgets and most of us operate in a different arena, but local tags are just as important. The key is to stand out and be memorable. It is an effort on your part to help your customer cut through the clutter. It is an identifying factor of your business and is meant to be used for a long time. If you are leaning towards a tagline, it is important to develop earlier on so you can incorporate it in your marketing materials.

No matter how small or large your business, without effective branding and marketing, if you fail to plan, you plan to fail. Put time, effort and marketing dollars into your branding. This is the first sales call to your clients. SM

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Stanbio Laboratory Draws New Product Interest at the AACC Annual Meeting Congratulations to the Winner of our AACC Clinical Lab Expo Drawing!

BOERNE, TX – July 31, 2009 – Stanbio Laboratory, L.P., a leader in medical testing and diagnostic devices, exhibited at the annual AACC/CSCC Meeting and Clinical Lab Expo amongst thousands of exhibitors and attendees.

The meeting was held in Chicago, Illinois July 19th – 23rd in North America's premier convention facility, the McCormick Center. Stanbio exhibited alongside an estimated 650 exhibitors in the clinical diagnostics industry, meeting with domestic and international customers and clinicians.

Continuing to expand its product portfolio, Stanbio Laboratory presented their new HemoPoint® H2 Data Management

System (DMS) which uses time saving data management software for the testing of hemoglobin. Stanbio also showcased their innovative β -hydroxybutyrate (β -HB) assay for the determination of β -HB (blood ketone) in serum and plasma specimens which has become essential for the identification and monitoring of diabetic ketoacidosis (dka).

While gaining many attendees' interest with their advanced product offerings, Stanbio also drew a crowd for their annual AACC prize drawing. The happy winner of an AUDIOVOX® 9" Portable DVD Player was Nieva Ladrillone, MS, MT (ASCP) of Sentara Medical Group located in Norfolk, Virginia.

Founded in 1960 and headquartered in Boerne, Texas, Stanbio manufactures and sells medical testing and diagnostic devices including clinical chemistry, pregnancy, drugs of abuse, serology, urinalysis, and point-of-care blood hemoglobin tests. Stanbio Laboratory's Quality System is ISO 13485 registered and its facility operates under the USFDA current GMP requirements. Stanbio also offers OEM and private labeling capabilities. Currently, Stanbio distributes products in over 110 countries worldwide. This year the company celebrates its 49th year in business. To find out more about Stanbio, review its news, or learn more about its products, visit www.stanbio.com.