



# LUXURY OF FREEDOM

*Your brand is your business values, your personality, the way you talk to your customers. It's in the way you package your service and answer your phone.*

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## BIG BERRY MASTERMIND MAJA PLAJH

"SECRETS OF SUCCESSFUL BRANDING"

By Alisa Kivirian  
BIG BERRY Slovenia.

The autumn has come and new Mastermind sessions together with it! On Saturday, 9th of September, Maja Plajh from 'React Communication Agency' visited BIG BERRY in order to tell us more about branding.

The young and successful businesswoman, who is

originally from Slovenia, is living and working in Vienna for 10 years already. Maja studied economics and later marketing, which brought her to the idea of creation 'React'. The Agency is providing marketing strategies and working not only with other companies but also with young artists.

# Branding Key Points



The brand is the whole presentation and the whole experiences the customers get. It's not only about the logo and the color, it is much more and this is the main thing you need to take care of.

Obviously, the brand is not being built in one day. You need to gain enough of experience, make a lot of researches about the customers, suppliers, and competitors. With time every company learns how they should act toward the customer. Therefore, your brand is constantly growing together with your package of knowledge.



After establishing a brand and building the reputation, you can easily add services to your main products and it is going to be under the same 'branding umbrella' anyway. For example, McDonald's. Everybody knows how the food is going to taste no matter in what country you are.



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Your brand is the promise to your customer.

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Before starting the creation of your brand, you always need to ask yourself what is your company's mission and what are the benefits and features of it. This will help you to figure out what qualities do you want customers to associate with your organization.



Of course, never forget about your legalities. Stealing the existing brand is not the nicest thing to do. Identifying your target groups will also bring its benefits in helping out with how you want your brand to look.



Even though branding is not only about the logo and colors, this part is quite important. Nowadays everything is changing and these days it is very important to use simple colors and font, which is easy to read. The beauty is in simplicity.



In addition, a good brand always has a catchy tagline. 'Just do it'. Of course, everybody knows it is all about Nike and every person has his or her own impressions about this brand. But their tagline is catchy and easily memorable, that's the fact.

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If you already have a branding strategy, you need to think about details. Here comes the question of templates for the documents, ID cards, letters and everything else. But remember: you don't need to be fancy, just consistent.

Branding is all of the ways you establish an image of your company in your customers' eyes.

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One of the most useful sources for branding is social media. It's an easy and cheap way of promotion. Apply your branding strategy to all communication channels. But don't forget that everything has to be connected. Webpage and all social media must also have the same style and features.

According to statistics, these days are the end of conspicuous branding. They're not necessarily shown anymore. It just doesn't need to be seen. Consider this fact when working on your brand strategy.

Another important thing to remember is the fact that every brand must adjust to the new market. If the trend now is simplicity, you must keep it simple.

After the theory session, the visitors had a chance to try themselves in branding. A workshop about creating the whole brand for a wine or honey company was a perfect ending to a productive Saturday.

We are really grateful to Maja for her visit and wish her all the best in the future!

