

# Authentic Branding



The ubiquity of brand messaging today creates real challenges for companies seeking mindshare and differentiation in the marketplace. At the same time, consumers are increasingly skeptical of marketing claims, seeking brands they can believe in and trust. Today, transparency and truth-telling are the hallmark of companies that establish real rapport with their customers or clients.

These new realities of marketing are why 360 believes that a brand is a far more valuable asset if it is an Authentic Brand. Authentic Brands are those that embrace core values, put their customers' or clients' interests and needs at the center of everything they do, and communicate articulately and consistently across all touchpoints. With a truly Authentic Brand, it's impossible to separate what they say from what they do.

360 works with companies to identify their core strengths and codify their value propositions, thereby helping the organizations embrace what's most real and relevant about themselves and communicate those attributes, believably and persuasively, to receptive audiences. When you can do that, you own an Authentic Brand.



## IS YOURS AN AUTHENTIC BRAND?

You can begin to determine whether it is by taking a long, hard look at your brand and asking yourself a few questions about it:

- ▶ Is our brand tightly aligned with our mission, strengths and core competencies?
- ▶ Is it well-defined, believable and differentiating?
- ▶ Does it speak credibly about the values of our company and compellingly about why those values matter to our customers or clients?
- ▶ Have we conveyed the overall personality of the brand in a way that is approachable and believable to people whom we'd like to know us better.

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