

## Will it Fly?® Educational Brief

**Module:** Brand Strategy

**Section:** Objectives

Your brand marketing strategy should be driven by your brand campaign objectives and should reflect the goals and messaging of your overall marketing plan. The development of a distinct brand through visuals (such as logo, packaging, advertising, and graphics) with combined emotional messages will uniquely position your brand in the marketplace.

Competitive research will help you to understand how to differentiate your brand. Most importantly, understanding your core target customer is key. This will allow you to create a brand personality that emotionally triggers your customer to purchase your product through habit. A successful brand can only be realized through time and reinforcement of a positive relationship for your customer through quality, consistency, and trust.

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