

What Is A Brand?

A brand is the unique combination of name, symbol or design that represents a product, service or company, and how it relates to key stakeholders: customers, staff, partners. While most typically used in marketing to identify and differentiate consumer products, the benefits of a clear, recognizable brand extend to other categories, including public health.

At its core, a brand isn't just a logo or name. Rather, it is a promise from the branded entity to its intended audience about what to expect from every interaction or touch point.

Branding fosters recognition.

People feel more comfortable interacting with other people and entities they are familiar with. In the case of childhood immunization, we are asking caregivers to give us access to their children, and a strong trustworthy brand makes it easier for them to say yes at the point of contact.

A brand tells people what you stand for.

The full brand experience—from visual elements such as the logo, to the way our frontline workers greet caregivers at the door—work together to tell a positive narrative about immunization and children's health.

A brand provides motivation and direction for your own people

A strong brand strategy provides the clarity of purpose that our health workers need to be successful. It gives them guidance in how to act, and how to meet their goals.

A strong brand helps people know what to expect.

A consistent and clear brand puts the caregivers we need to reach at ease, because they know exactly what to expect each and every time they experience the brand.

A brand helps you connect emotionally.

A good brand connects with people on an emotional level and they feel good when they interact with the brand. Children's health is emotionally charged and having a strong brand helps people feel good at an emotional level at the point of contact.