



# Branding Background and Touchpoint Seminar



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Q: What is a brand?

Q: Why are brands important?

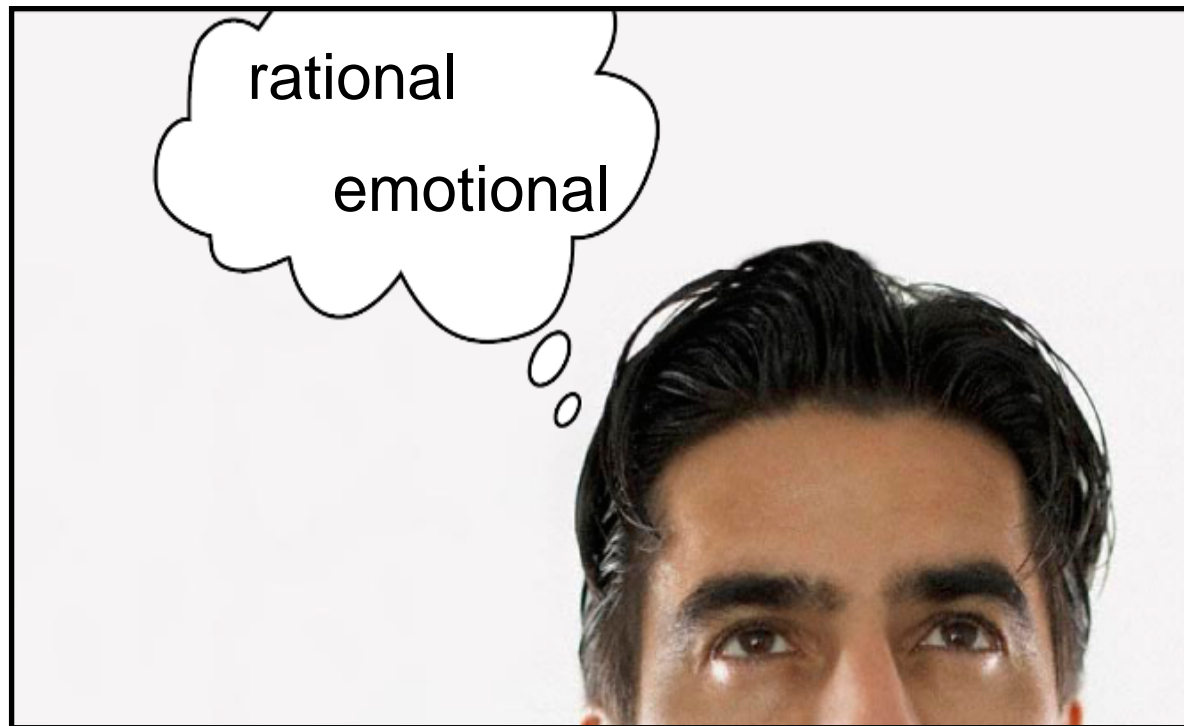
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# A brand is intangible

It's a unique space in the customer's mind where the relationship with our products and services reside.



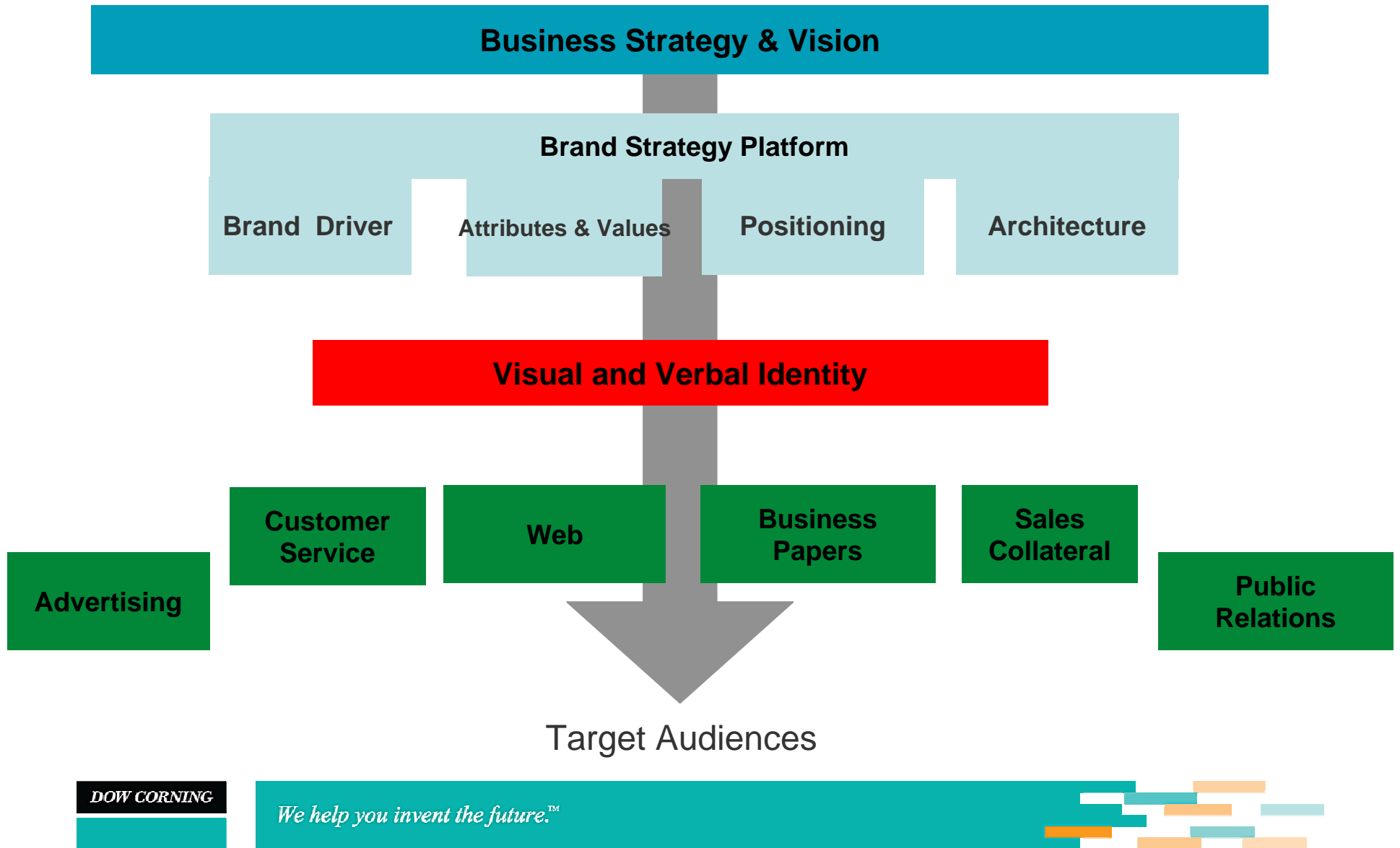
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# Importance of Branding

- Rallying point for people, strategy, and resources
- Shapes perceptions and sets expectations (prism)
- Informs people's experiences (internal/external)
- Distinguishes from competition (barrier to entry/entry over barriers)
- Increases attractiveness to customers, business partners and employees
- Provides platform for premium prices and more efficient new product / service offerings.
- Provides a buffer in a crisis.
- Brand Power = Channel Power

# Developing a Brand Strategy





# Branding Touchpoints

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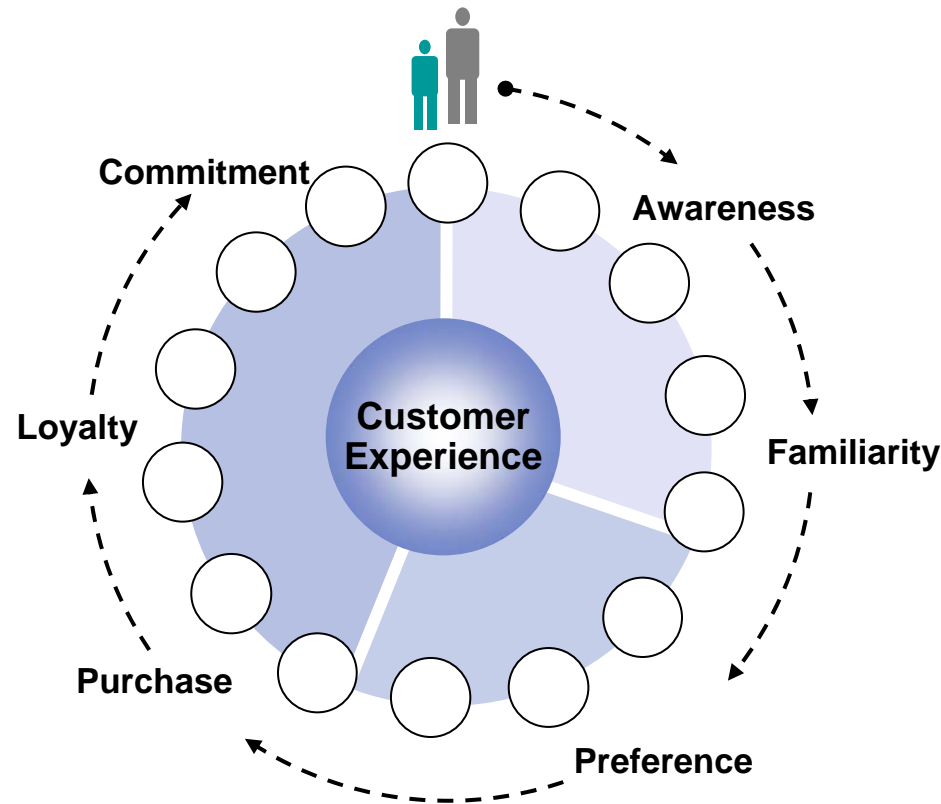
# A Touchpoint is

**The connections between our ‘brand’ and our customers:  
prospective,  
current and past. Customers experience our touchpoints along  
their path  
from consideration – purchase – use – repurchase / recommend.**

- **Can be physical (people, buildings, literature, events etc.)**
- **Can be intangible (feeling we convey via our communications by leaders, other representatives)**
- **Can be virtual (our website) etc.**

# Touchpoints and the Purchase Cycle

Touchpoints can be instrumental in driving customers through the purchase process or to derail them.



# Concept takeaways...

- Brands are promises.
- Branding happens everyday, everywhere.
- Should have clear roles to play
- Less is more, must not be too complex
- Brand architecture is used to optimize, integrate, and expand strategically

**“Brand Strategy  
is the Face  
of Business Strategy”**

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# Branding Basics – a short recap



- Products are made in the factory – brands exist in the mind.
- Brands represent the sum of all experiences + or –
- Brands are shortcuts
- Individual employee activities or lack of “right” activity has the ability to shape our customer’s and future employee’s experiences. (for better or for worse)
- Brand penetrates everything we do as individuals and collectively as organizations. It happens every day.

Every day we will face thousands of little, “*moments of truth*” that define Dow Corning and Xiameter to our customers and to potential employees. Each one of us matter in delivering on our brand promise at these critical “touchpoints”.

*It’s more than a logo, a brand is a set of promises.*

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