

Mistaken Identity

If there's one thing I heard while putting together this issue of THE HUB, it's that brand identity is not always what we think it is.

Brand identity can be less about big, amazing innovations than it is about small, incremental points of difference. It can be more about how well you treat your employees than it is about how much you advertise to your customers.

Brand identity is not as much about how your customers see your brand as it is about how your

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customers see themselves. It is more about the way your brand plays with other brands than how it plays on its own.

Even the strongest, most iconic brand identity can be copied, corrupted or stolen. Even the weakest can find its voice.

Television commercials may make a brand's image, but it's the brand experience that makes its identity. Maybe you can't judge a book by its cover, but a brand's identity is totally wrapped up in its packaging.

A brand's identity is built by listening to your customers, but not by letting them do all the talking. It's a conversation, and you are leading it. It may be trendy to say the customer "owns" your brand identity. But let's be honest about it. They really don't. You do.

What I heard while pulling together this issue of THE HUB is that there's nothing glossy, glamorous or glib about building and sustaining a brand's identity. It is hard, complicated work. But it's fun, too.

What did you hear? Please let me know: tim@hubmagazine.com.

All the best,



Tim Manners, Editor-in-Chief

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■ Brought to you by the editors of Reveries.com and Cool News of the Day, THE HUB is dedicated to exploring insights, ideas and innovation as the ultimate drivers of success in marketing.

■ Published bi-monthly since July 2004, THE HUB's circulation is exclusive to Reveries' proprietary database of approximately 3,000 senior-level, client-side executives in Fortune 1000 marketing departments and major ad agencies.

■ Advertising: For more information on THE HUB's sponsorship and advertising opportunities, please contact Joseph McMahon (joseph@hubmagazine.com) or 845-238-3516.