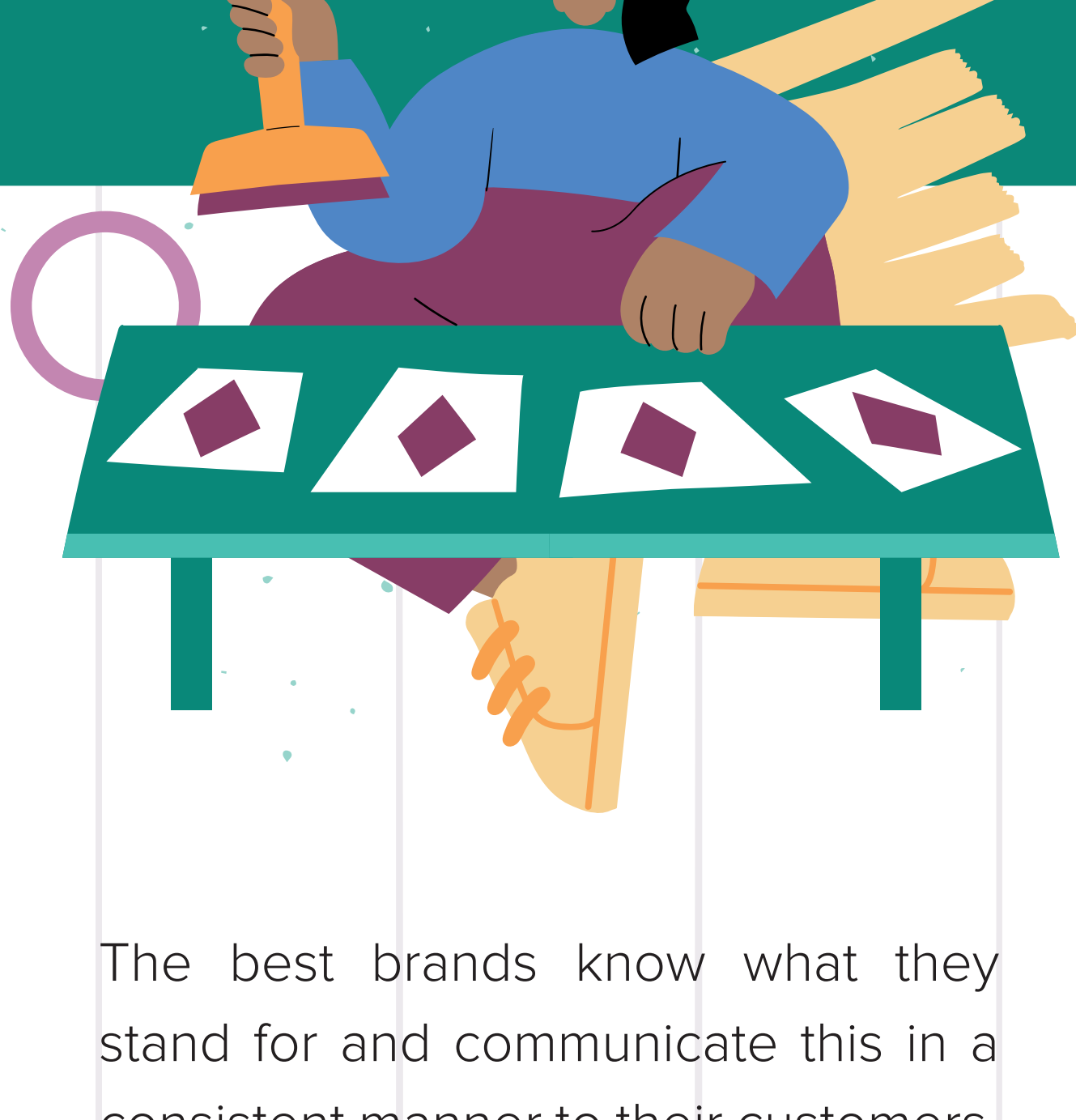


## BRAND CONSISTENCY A BREAKDOWN OF WHAT MARKETERS NEED TO KNOW



The best brands know what they stand for and communicate this in a consistent manner to their customers. But why exactly is consistency so important to branding?

### WHY BRAND CONSISTENCY

## MATTERS?

As humans, we're wired to seek out patterns and find structure in the information we're exposed to. On a brand level, patterns establish trust - they make it easier for customers to recognize and know what to expect from your brand. This helps form a consistent image of your brand.

### WHAT THIS MEANS

Market researcher Craig Borowski compares customer impressions to that of a mosaic. Like a mosaic, your brand is made up of many individual touchpoints. Whenever a customer faces a bigger decision, like abandoning your brand for your competitor's, it's the overall mosaic impression that convinces them to stay.

Inconsistent experiences cause cracks in the mosaic and confuse customers. When you fail to maintain consistency, you create a disjointed impression of your brand in customers' minds. Over time, these inconsistencies shatter the mosaic and erode customer loyalty.



That's exactly what happened to Skype when they were acquired by Microsoft in 2011. Multiple redesigns, rebrands, and software updates fractured their mosaic, and the app was quickly forgotten and upstaged by competitors like Zoom and Microsoft Teams.



### SET YOURSELF UP FOR

## SUCCESS

To build trust and a positive reputation, your branding has to be consistent on many levels, including visually. This consistent look and feel goes beyond your logo. It's about how you make your customer feel. In every interaction, your brand is evaluated. The words of Andrew Grant couldn't ring more true, "You never get a second chance to make a first impression."

While maintaining consistency is easier said than done, the fact remains: it's key to brand success. Take care of that mosaic and see for yourself what wonders it does for your customer relationships.



### WANT TO BUILD A MORE

## CONSISTENT BRAND?

LET'S CHAT.



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