**Draft** letter

Subject**:** What are Brand Assets and what is their value?

Dear …….,

*Brand Assets* are the *consistent* signals that a brand gives to make it easier for the consumers to recognize and identify the brand, without any other communication support. Like the powerful big yellow McDonald’s M. Nothing else is needed to create McDonald’s restaurant traffic. *Brand Assets* are very valuable, because of the long period of communication investments in them. Ensuring this asset is locked into the unconscious mind of the consumer.

That’s our job as experts, to lock *Brand Assets* in the mind of consumers, regardless of the form in which we communicate at ALL points of contact.

*Fame* and *Uniqueness* of *Brand Assets* make Brands *distinctive.* A *Brand Asset* is distinctive if it stands out in the cluttered marketing communication world, especially in the digital media ecosystems. In this way the brand becomes top of mind of the consumers, the best place to grow the brand in sales volume.

*Brand Assets* work as signals for the consumer to recognize the brand *in split secon*ds and to make a *quick judgement* of the brand at the point of consideration or purchase. The consumer by nature doesn’t want to spend much time and energy to make a choice. *Brand Assets* supports the consumer to make a quick and easy unconscious decision.

*Brand Assets* come in many forms, but the most often used assets are logos, taglines, mascots, jingles, celebrities, style elements and so on. George Clooney was the face of the Nespresso brand for quite a long time with the distinctive slogan: *‘What Else’.*

*Brand Assets* are not campaign concepts. *Building Distinctive Brand Assets* is about **building** **distinctive brand assets**. *Brand Assets* are not campaign concepts. Campaign concepts change over time, *Brand Assets* hardly ever change. In fact, the idea is to keep *Brand Assets* consistent, as long as it is functional. Because *Brand Assets* are the non-brand-name triggers that exist in the memory of category buyers.

Therefore, changing Brand Assets is a risk for a brand. The default answer to changing Brand Assets, based on emotion or gut feel, is *‘NO’*, because of the *Consistent* use of *Brand Assets* supporting familiarity with the Brand.

Brand Assets help to break through the *attention clutter.* We live in an ‘Attention’ fighting world. Our memory is where we store experiences for future use. A Brand that people recognize, attracts more *attention*.

*Building Distinctive Brand Assets* is a strategic area in branding. If you will ever be involved in changing Brand Assets for a Brand, consult the book: *Building Distinctive Brand Assets.* There two handy models in the book and the Summary.

Here is the link that will take you to the book on the Global Reading Club website.

<https://globalreadingclub.com/books/building-distinctive-brand-assets>

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book Building Distinctive Brand Assets