

KEVIN O'NEILL

9 Tips for Branding

1. Brands are an advantage for consumers
2. Brands should be trusted by consumers
3. Be aware of what was agreed upon and don't change this agreement
4. How the brand will profit should be thought out
5. The expanding of the brand should be planned for
6. Patient should be utilized with brands
7. A good strategy for the brand should be planned for
8. Get consumer input in regards to the brand
9. Sometimes celebrities do not work for a brand