2.1 Brand Value

Andrea Blair
Introduction

- Branding isn’t logo
- Branding is your story; the essential truth and purpose of your organisation, product or service. Its your ‘Why’
- Brands are built by consumers, not companies – It doesn’t matter what you think your brand promises, it matters what consumers think
- What do people think when they hear your brand name? How do you know?
Green Brand

Green brands are those brands that consumers associate with environmental conservation and sustainable business practices.

Consumers will, over time, spend more and be more loyal to sustainable green brands.

A connection is made with the consumer – trust is built. It must be authentic.

Still need to compete on price, quality, reliability and convenience.

Green is no longer ‘premium’ it’s expected.

Companies chasing ‘Green’

Companies are setting green targets, and at the same time delivering strong profits. Examples include:

• Apple - committed its corporate facilities and data centres will run on 100% renewable energy

• Nike aims to double its business whilst halving its environmental impact
Branding Session

This session is about the importance of your story and brand in building a successful business, and how geothermal energy can contribute.
Direct Geothermal Use Opportunities

Start to Steam - May 2017
Rotorua