

Beyond the Beaker



Why Your Laboratory's Brand Matters



What is a
brand?

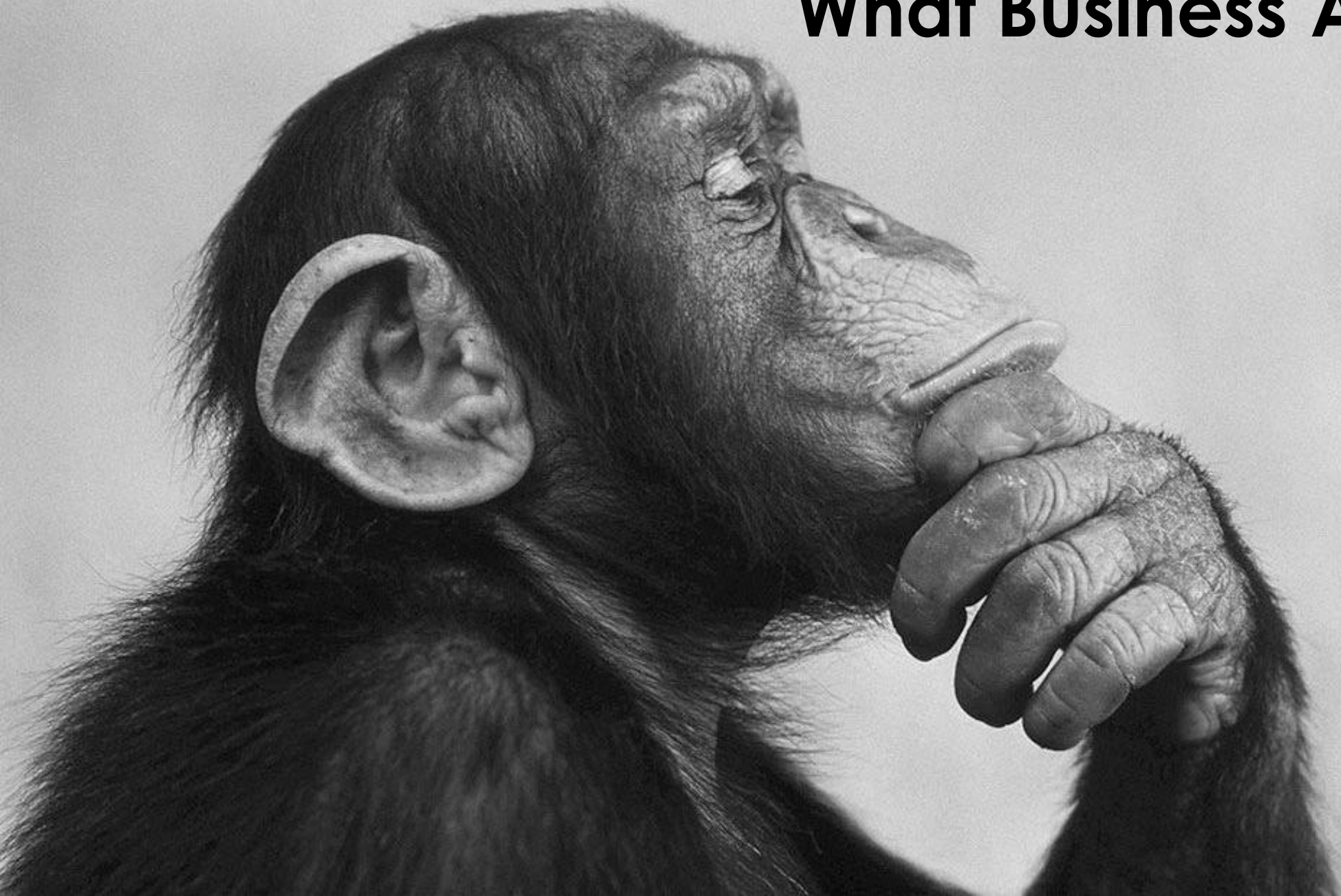
**A brand is NOT your logo,
website, color palette,
advertising, or tagline.**

A brand IS the collection of expectations, experiences, perceptions, and emotions people associate with your organization.

A close-up, grayscale photograph of a person's face, focusing on their eyes and hands. The person is holding a small, light blue rectangular gift box with a white ribbon tied in a bow on top. The hands are positioned in front of the box, with fingers slightly curled. The background is softly blurred, showing the person's hair and skin. The overall mood is intimate and thoughtful.

A B R A N D I S A P R O M I S E

What Business Are You In?



**WE
MAKE
TOYS**





amazon



Confidence





Why Branding Matters

Reduce

Reduce the marginal cost of effective communication and raise the marginal cost for direct competitors

Manage

Manage the risk of being unseated by competitors and allows consumers to avoid making a bad decision

Inoculate

Inoculates companies against minor missteps and can assuage many sins

Justify

Justify charging a higher price. Price is always part of a consumer's value equation; however, a great brand can lessen its importance.



A photograph of a large, white, cylindrical water tower with a domed top. The words "FLINT WATER PLANT" are painted in dark blue capital letters across the middle of the tower. The tower is supported by several thick, white, vertical columns. The background is a cloudy sky, and the foreground is filled with the bare, dark branches of trees and bushes.

FLINT WATER PLANT





**WHO ARE
YOU?**

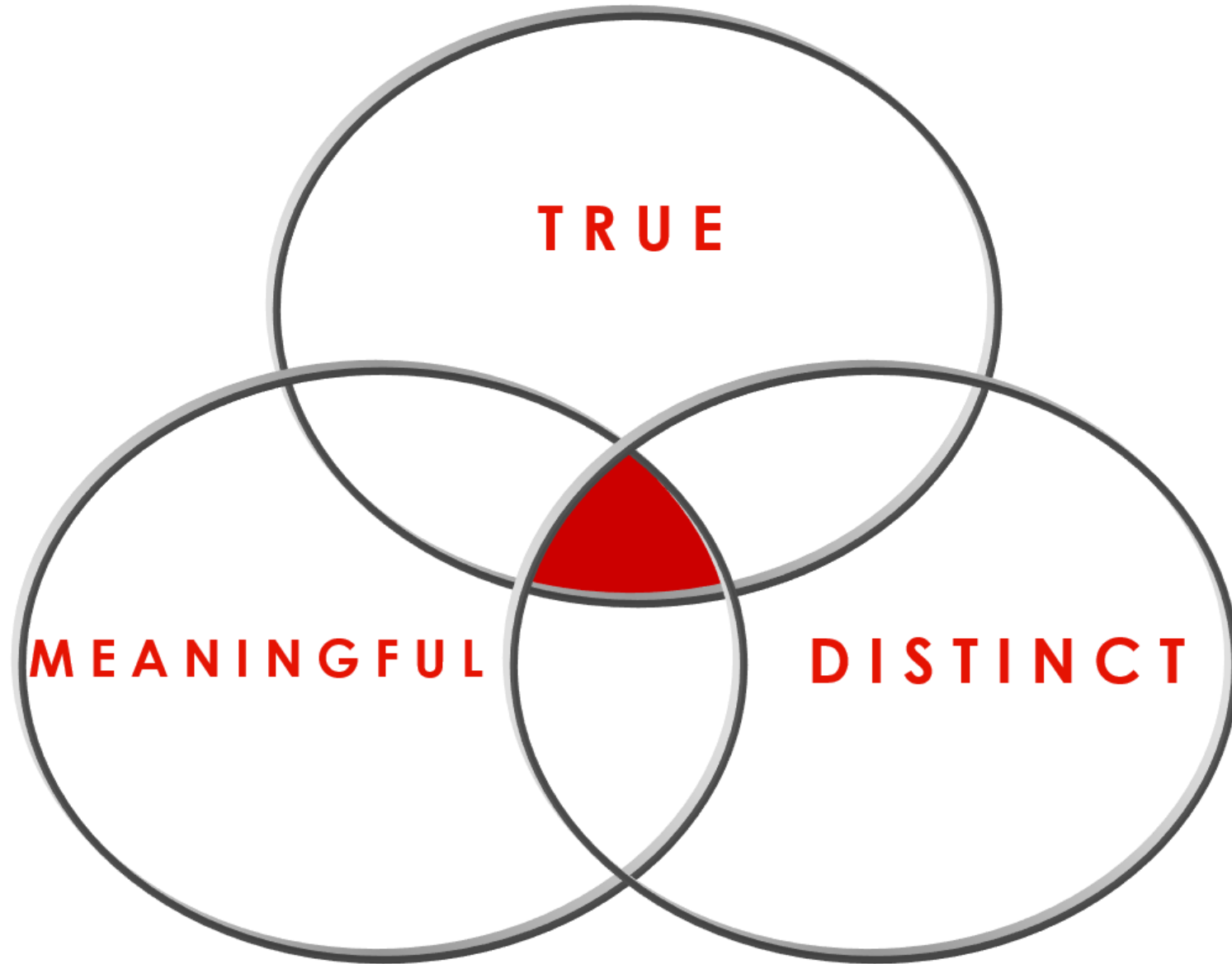
Articulate Your Attributes





What One Word Describes You Best?

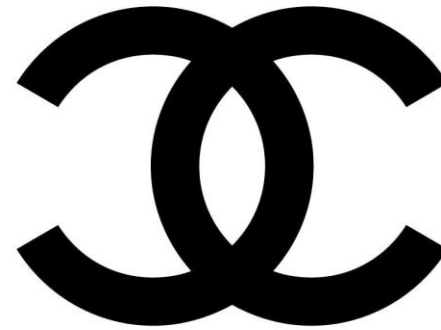




Value



Style



Fun



Safety

Rebel

Love

Status



Craftsmanship



Wealth



Intelligence



Family



Tribe



MARINES
THE FEW. THE PROUD.

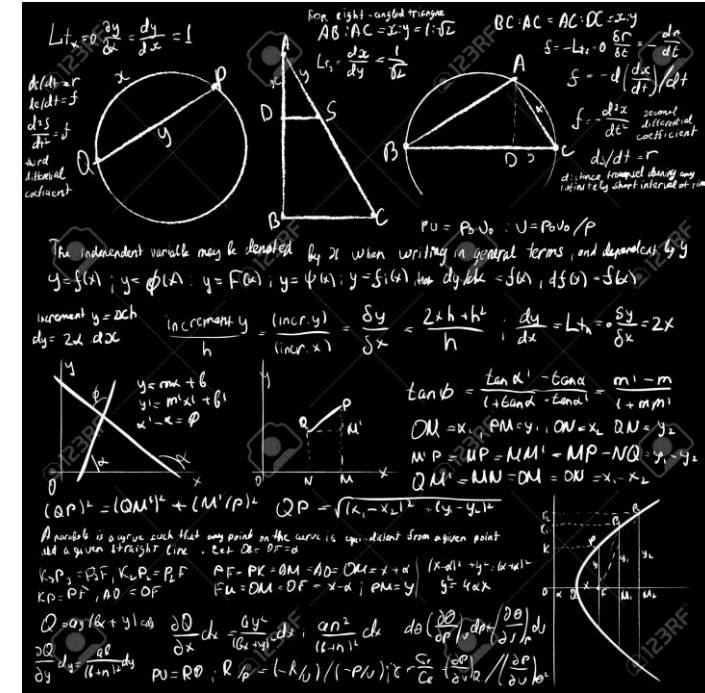




A grayscale photograph of a young boy with a wide, joyful smile, showing his teeth. He is looking directly at the camera. The background is blurred, suggesting an outdoor setting with foliage. The image is semi-transparent, serving as a background for the text.

**What Emotion Does Your
Brand Convey?**





Humans buy on Emotion...
We use Features and Benefits as
reasons to choose away from a
brand...

The Case for Branding

- **Distinction** – Give customers the reason to choose you
- **Retention** – Build relationships not transactions
- **Value** – Takes the focus off price
- **Reputation Protection** – Build trust before problems occur
- **Employee Recruitment and Retention** – Attract talent
- **Growth** – Makes it easier to introduce new services and programs

Brand Equity becomes Business Equity!

Five Essential Questions

What do we want to be known for?

What do our customers “believe” we’re known for?

What distinguishes us in the marketplace?

Does the customer experience consistently deliver our brand promise?

Can every one of our employees explain why a customer should choose us?

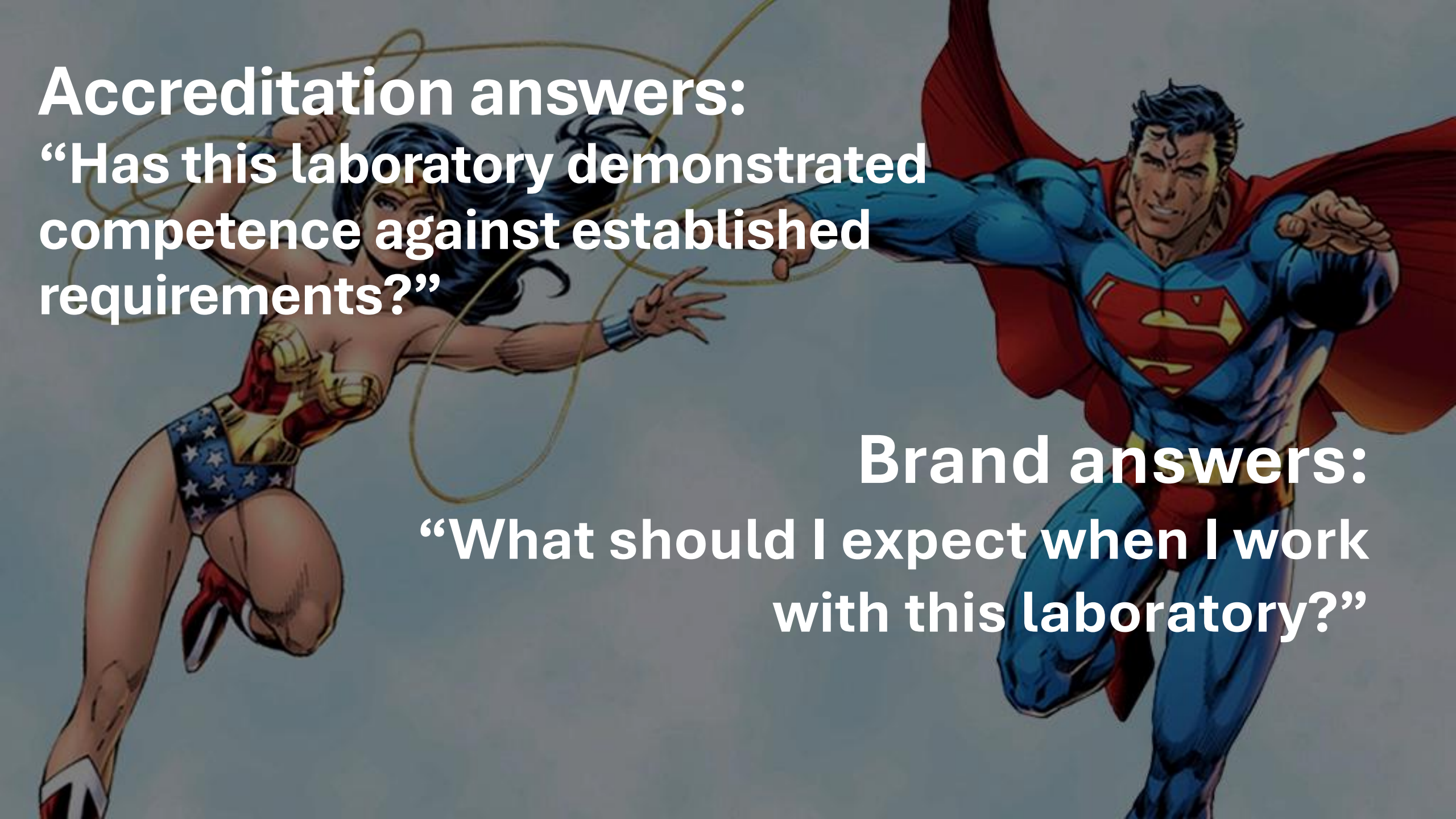




**Accreditation
doesn't just
validate a
laboratory's
competence.**



**It strengthens
the credibility
of your brand.**



Accreditation answers:
“Has this laboratory demonstrated competence against established requirements?”

Brand answers:
“What should I expect when I work with this laboratory?”

Accreditation supports credibility

Experience creates reputation

Brand gives that reputation meaning



$$1 + 1 = 3$$





INTERNATIONAL
ACCREDITATION
SERVICE®

Thank You !



thank you very much!

