

# Why using a quality label is crucial for building your brand and your business.

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# Introduction

This guide answers the question of why a quality label is important for the success of your brand and how it can improve sales.

There are various types of labels, some of which you will be more familiar with than others; care labels; size labels; printed labels. Each comes in different styles and materials

These are usually found within garments and are used to distinguish the designer, company and brand.



**So what sets labels apart from each other?**



Brand recognition and quality are two fundamental areas businesses, designers and fashion houses can distinguish themselves from competition by using the right sort of label.

Remember that “Every detail counts” when trying to convince a buyer to buy, whether wholesale or consumer.

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# 1. So why is branding important anyway?

**Here's a quick 101 for anyone not fully on board with how a great brand can skyrocket a business.**

A strong brand is invaluable as the battle for customer's increases every day. Therefore, it is imperative to invest time in researching, defining and building your brand.

## **So what makes a strong brand?**

A successful brand is unique; passionate about its own products and the sector it sells to; consistency across all platforms; competitiveness; exposure and demonstrates leadership.

This would be apparent with the likes of Coca-Cola and Apple but less obvious examples are SAP, Red Bull and Subway.



They used their brand attributes, consumer research and exposure to create two very powerful brands with Apple recently beating Coca-Cola to claim the title of "most valuable brand".

These brands are highly recognisable from their logos - people all around the world recognise them as they are truly global.

## **And the benefits are?**

Effective branding can result in higher sales of not only one product but other products associated with a brand. If you have brand trust you are most likely to try other products it has to offer rather than a brand you do not recognise.

This is brand recognition, people can make connections through visual signifiers e.g. logos, slogans and even colour. A brand almost has its own personality, it identifies a product, a service or a company.

"What a brand does for you is it draws clients to you. It gives you more opportunities... Thus, with the brand you have leverage and consistency" **Mike May of former global managing partner for strategy at Accenture.**

## **Branded products can also command higher prices.**

Where two products resemble each other but one is generic, a store branded product, people often select the more expensive product as it is perceived to be better quality because of its brand owner.

When buyers know what to expect from a brand, this forms the brand promise. Customers are less likely to switch or stop buying from you if you deliver your brand promise and expectations.

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## 2. Here's a brief process for developing a brand for your business

**Branding your business is not as difficult as you may think. These steps will help you get your branding project on the move:**

### **Know your audience**

Your audience is your customer, the people that buy from you. You should already have a good idea of who these people are, what they do and their likes and dislikes.

If this is not the case then research is necessary. This can be conducted in house or you may want to outsource this externally, depending on your resources and time.

### **Define your brand**

Defining your brand can be a time consuming task, however, it is one that is most definitely worth investing time in.

Consider your mission and the benefits of your product or service offering. Write a list of your brand attributes and how they help others to achieve their goals.

### **Develop your brand difference**

Your brand will have something different that separates it from the competition. Discover what this is and utilise it to your advantage, whether that is in your company slogan or how you market your products. Dare to be different!

### **Discover your brand personality**

Every business has a brand personality and if you do not know what this is, do not fear. Your brand personality is a collection of the human characteristics your customer relates to when engaging with your brand.

It is important to discover your brand personality to increase your brand equity. Your brand personality will usually fit into five categories; sincerity; excitement; competence; sophistication or ruggedness.

### **Create a clear consistent brand message**

Ensuring your brand sends out a clear consistent message is one of the biggest challenges you face as a brand. Often the brand message becomes diluted due to a lack of internal and external communication, too many logos causing confusion for the customer. Keep your message clear and concise throughout all marketing efforts whether that be doing offline or online marketing.

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## 2. Here's a brief process for developing a brand for your business

### **Engage with your audience**

Engaging with your audience should begin in the early stages of your brand when you are researching your audience. It is important to begin the relationship building process early on and to maintain it. Research your target audiences preferred communication methods and use these to effectively distribute your brand message to them. Ensure your company has a follow up process once your product or service has been delivered to them. This will maintain your relationship with your customer and will encourage brand loyalty.

### **Keep your brand promise**

There is nothing worse than a brand that does not deliver what it promises to its customers. This creates negativity and ruins the trust that you have spent so long building. Be careful not to promise too much and stick to your promise.

Whether you are looking to re brand your business or are wanting advice on how to brand yourself, these tips will ensure you have a clear brand message and a consistent approach to it. Remember to conduct research to determine your audience and their wants and needs and most of all stay true to your brand.

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### 3. A quick guide to labels and their uses for branding purposes

<b>Label Type</b>	<b>Uses on clothes</b>	<b>Benefits</b>	<b>Branding opportunities</b>	<b>Clothes you will find this in</b>
<b>Custom woven label</b>	Inside neck or outside of the garment	ultra durable, sign of quality	Can be seen on clothes rails or when garment is folded and displayed on a shelf	All Clothing from mid range to high end
<b>Cotton label</b>	Inside of the neck	Soft eco friendly	Natural fibre promotion	Eco friendly type clothing
<b>Printed label</b>	Inside neck	Cheaper	Good start up label	Low priced Garments
<b>Embossed label</b>	Outside and inside of garments	Class fashion statement	Tend to be on the outside of garment logo on show	High end shirts, evening wear, woollen items
<b>Jacron label</b>	Outside of garment	The leather look quality	Outside of garment branding on show expensive product	Beanies, thick woollens, jeans, leather accessories
<b>Silicone label</b>	As above	Funky, something different	Tend to be a street wear type label youth clothing	Hoodies, hats, jeans, high tops
<b>Size label</b>	Neck or side seam	Customer needs to know the size	Customer information	Every type of clothing
<b>Wash care label</b>	Neck or side seam	Important care instructions	Customer information	Every type of clothing

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# 4. Summary of why a good label can improve sales and build brand

Simply, a label is used to identify a product.

It passively promotes your products and helps consumers distinguish between goods.

Customers will often look for a label they know and recognise.

It can be the difference between getting a few extra seconds consideration and being tossed back onto a rail or shelf.

Not only is a label important for selling your products but for communicating with the customer your company's image, values and increasing the perceived value of your products.

When designing a logo all these need to be taken into consideration as well as any legal requirements that the product needs to show.

The logo can assist the buyers to easily spot a product without having to read the brand name.

Here's a summary of why labels are important:

- Attract attention-Labels capture the customer's attention, catchy words may stop a customer in their tracks.
- First impression-it's likely to be the first thing a customer sees, their first impression will be made

and first impressions count.

- Provides information-provides product information to aid the customer's decision or to help with the customer's experience.
- Aids Selling-a label will generally include product codes that make it easy for resellers such as retailers.
- Addresses needs in global markets-for companies serving international markets or diverse cultures, multilingual labels might be needed.
- Meet legal requirement-many products are required by law, to contain certain labels i.e. warning information.

Product labels are made from various materials. For example they can be stickers on fast moving goods, woven or printed in fashion garments, silicone for outer wear and luggage or in plastic containers.

The product owner should take time in formulating the look of the label, the design depends largely on what your product is.

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## 5. And finally, the importance of label quality

When deciding which labels to buy, you will be faced with the decision of choosing between high and low quality labels.

High quality labels are manufactured using high quality yarn and machinery.

A loom device weaves the yarn so it is durable.

Whilst quality labels may be more expensive than low cost labels, they have a better quality feel and will certainly last a lot longer.

Therefore when choosing your labels you must consider your brand. Luxury fashion houses spare no cost when it comes to their branding and labels in order to protect their brand.

Labels that look cheap, fall apart after a few washes or fade quickly all reflect badly on the brand and could impact future sales.

Ultimately you must think of your audience and their expectations before thinking of price as cheap labels could be a false economy.



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