

# Branding precedes product value

 By [Jimmy Tembo](#)

4 Jul 2016

Lately, I have fallen into a tendency of writing what I call e-memoirs for my sons, where I put my thoughts on social media and hope that one day they will be able to find them. A factor which I hope they will both learn from and find motivation. Below is my latest one...



@garloon via [123RF](#)

*My dear sons,*

*Both biological and not, by non-biological, I address all the kids in society who look up to me. There would not have been a reason to say that if we stayed together. I have had the pleasure of reading a handful of books on how to make it in life. Great brands such as Coca-Cola, McDonald's and KFC to mention but three have not been shy to write about 'how they made it,' Or at least give licenses to. I will soberly tell you that almost all of them are hogwash (I used a more radical word in the original post). I use the word almost because it all depends on what you look for. If Coca-Cola wanted you to make it or wanted to show you how they made it, then surely their secret recipe would have been available for the public.*

*But that's the beauty of life, my lesson learnt in wanting to make a better life for you is that nothing or no one will ever spoon feed you. Go out there and develop your great recipe that you will guard jealously too. As the lines in one of my favourite songs the Gambler says, 'You've got to know when to hold 'em...Know when to fold 'em...Know when to walk away....Know when to run...You never count your money.....When you're sittin' at the table....There'll be time enough for countin'.....When the dealin's done.*

*And lastly, always know that there is only one person that will forever have your back, the one carrying it sons. YOU.*

*Now go out there and keep reading, and of course question everything.*

*Love you.  
Your Dad!*

But as I went to bed, I asked myself further why the same Coca-Cola that I somewhat attacked made it this big, coming from selling only 25 bottles in their first year of operations to being valued at just over \$80bn as brand worth in 2016. All that worth for mere sugar and water!

Hence my afterthought point, if an ordinary Jack on the street were to be given the formula of Coca-Cola, would they be able to turn it into that fortune? Quoting what the great Henry Ford said, "A man who stops advertising to save money is like a man who stops a clock to save time"

What preceded the fortune of the brand Coca-Cola is branding, for it (branding) did not only create the desired perception but also made the till ring, endlessly. Again, branding precedes the value of any product.

In many instances, particularly small businesses, we see owners put more focus on delivering an excellent product, completely neglecting the fact that branding and all its associated facets are a conduit that delivers the consumer to that very excellent product or service.

I have eaten great burgers that far out-tastes a McDonald's burger, but the owner's failure to put much time and money in marketing activity has meant that they will remain a corner store at most if they are lucky, or consequently close the doors.

Yes a great product is important, but you will never grow it to the value it deserves if you keep neglecting the 'how to get to the top,' great branding.

## ABOUT JIMMY TEMBO

Jimmy Tembo is the co-founder of Birdie Media, a marketing company that focuses on campaign marketing in the Mpumalanga area. At a personal level, he consults for franchises and non-franchise businesses. "We have started to see the backside of businesses that believed in national or global demographics, businesses that will excel tomorrow are those who listen to their particular local market" Jimmy Tembo. [jimmy@birdiebiz.co.za](mailto:jimmy@birdiebiz.co.za)

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