

## **Identity**

The outward expression of a brand or person



Image: <https://pixabay.com/en/man-face-psychosis-head-hands-2877136/>

“Know thyself.” Old saying

**Tag:** image

### **Challenge:**

Because the identity is assembled by the brand owner, it reflects how the owner *wants* the consumer to perceive the brand.

Organizational, social, corporate, one's identity it affects the way it is perceived by the public.

The biggest mistake an entrepreneur can make is having a poorly defined brand identity.

### **Solution:**

A brand identity is built over time. You must implement several strategies to help grow brand awareness and strengthen the brand. It builds a robust social media presence using all of the appropriate channels to communicate directly with the desired target audience on all social media channels.

Buiding Identity answering to Who, What, Where, When, Why, and hoW.

### **Reference:**

<https://www.inc.com/molly-reynolds/5-steps-to-building-a-strong-brand-identity-when-the-game-is-constantly-changing.html>

<https://www.reidhoffman.org/article/2166>

Submitted by Romania in Transition Association A.R.T