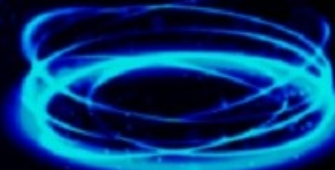


Positioning



Integration



Assessing



Growing

Brand & Branding

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Introduction

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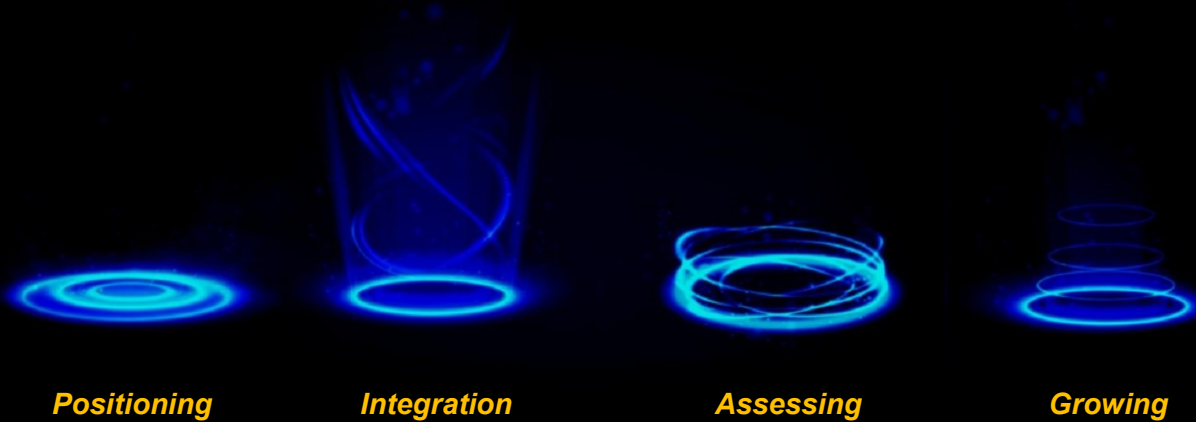
Before starting this introduction, we must really understand the meaning of what a “Branding or Brand Management” represents in the digital market. The practical and fundamental concept can be summarized in that a “brand” represents a set of elements that together help and persuade consumers to identify and acquire a specific product among so many competitors.

From this point of view, our “Ramgy” platform focuses its efforts on making its users understand the need to learn this fundamental technique called “Branding”. The need lies in the exact understanding of what the consuming public really wants. Therefore, anyone interested in creating a digital asset must understand this need and follow the necessary steps for the creation of those digital assets. Thus, taking this into consideration, the creator will produce a striking and convincing digital asset that can attract the attention of the consumer to the point of keeping it focused on that interest and thus get it acquired.

This creator of digital assets must think that he is creating a brand for a company or corporation whenever his interest is to offer a product or service; since each consumer has different interests depending on their social, cultural and economic context. In this way, we now understand that a “brand” can not only be a logo and visual identity, but a whole set of persuasion tools aimed at the consumer to arouse his interest in the products or services offered.

Components of the “Branding” Technique

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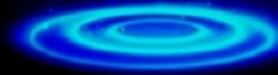
The “Branding or Brand Management” technique consists of a series of actions that have to do with the positioning, integration, assessing and growth of a brand. This technique, essentially, is responsible for creating conscious and unconscious connections with the public, which results in influencing their purchasing decisions.

When creating any type of digital asset, these four phases must be analyzed and developed firmly to obtain positive results within the digital market to attract and retain consumer attention to the product or service offered.

Components of the “Branding” Technique

1

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Brand Positioning

Developing Brand Positioning:

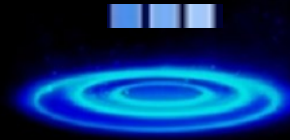
Before starting to understand what brand positioning means, let's try to understand how it is linked to the creation of a digital asset... Why does “Ramg Solutions Group” consider the “Branding” technique as a basis for the creation of a digital asset?

Let's start by analyzing that every brand initially refers to the representation of a company; therefore, let's think that when we create a digital asset we are considering this will be intended for that company or business, in this case that company or business is ourselves. In this way, our creative thinking will strive to use all kinds of tools that can contribute to the creation of said asset in an effective way which can satisfy any requirement of a potential consumer.

Components of the “Branding” Technique

2

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Brand Positioning

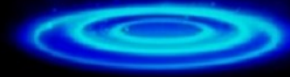
For example, let's think about creating a digital asset of class: "IMAGE", considering that it is for us who represent that company or business. Therefore, we are going to create it with our best effort to convince ourselves which is functional...that way I would be selling my own product to myself...if I can sell it to myself it is because I can sell it to anyone. The important thing here is to believe that as a digital asset creator, I am a multiple potential digital asset creator that can meet diverse demands among such a diverse field of consumers. This would ensure that I can attract the attention of multiple consumers with different interests by focusing them on a single product... my product that contains all the features to satisfy the interested consumer. As a marketing strategy it will be fully functional.

So, under this interpretation scheme we first begin to create our digital asset, first focusing on it as a name for “X” which would be our company. Next, we create a representative image for the given name, which in this case, would become its official logo (using any image generator or image editor and even artificial intelligence we can create this type of digital asset)

Components of the “Branding” Technique

3

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Brand Positioning

keep in mind that this is just an example about creating digital assets. It is just a guidance-text with steps to be followed to create any digital asset...not logos only.

Before continuing with this content we must be clear about what both tangible and intangible assets are and the differences between them; since both globally shape the interests of a company or an individual and have their own value regardless of where they are located (physical or digital world--watch video)