

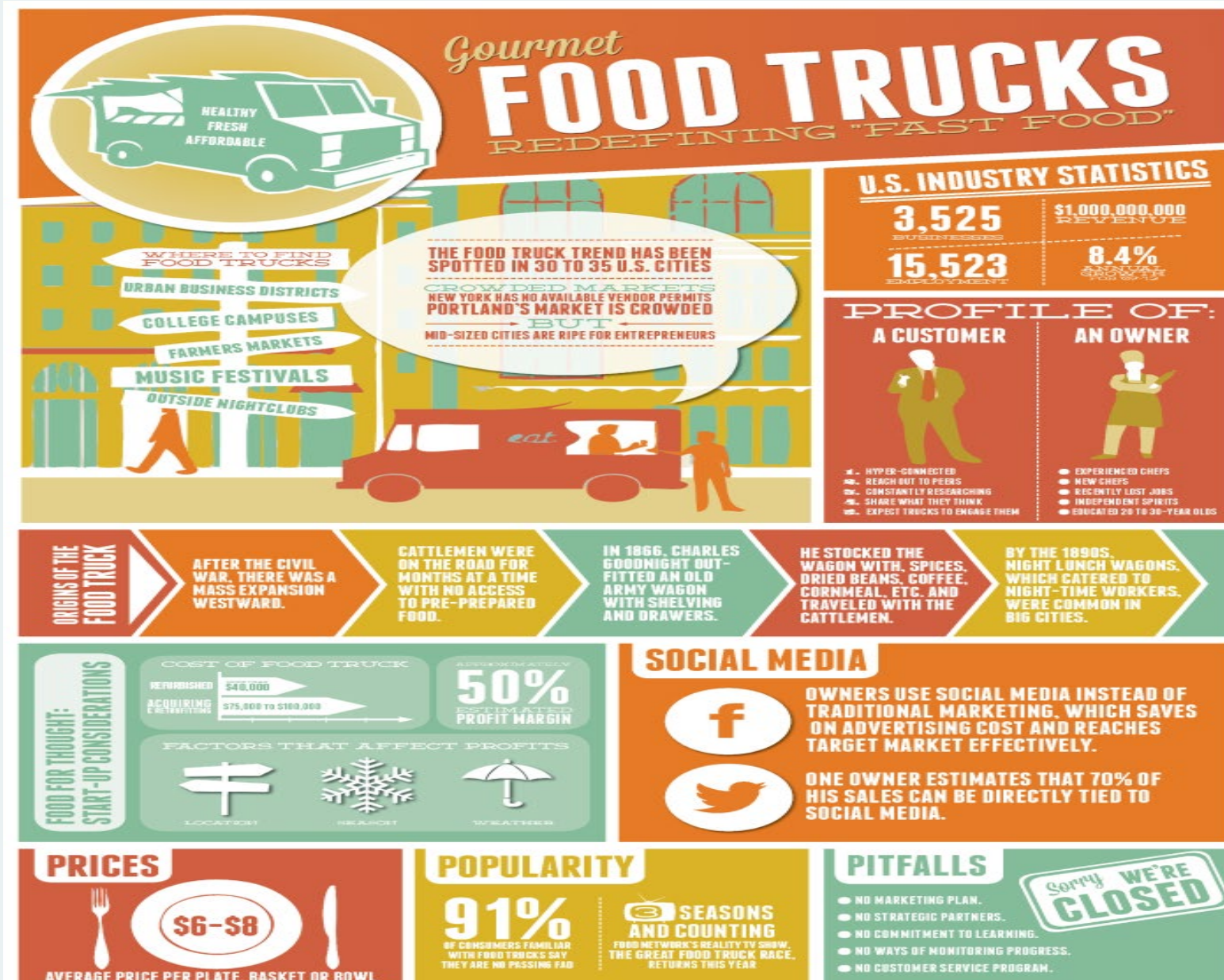


# The Importance of BRANDING

# BRANDING TOPICS OF DISCUSSION

- Food Truck Overview
- Importance Of Branding
- Perception Is Reality
- Brand Your Concept
- Branding Examples
- Steps To Creating An Awesome Brand
- Questions
- BERK ENTERPRISES

# FOOD TRUCK OVERVIEW



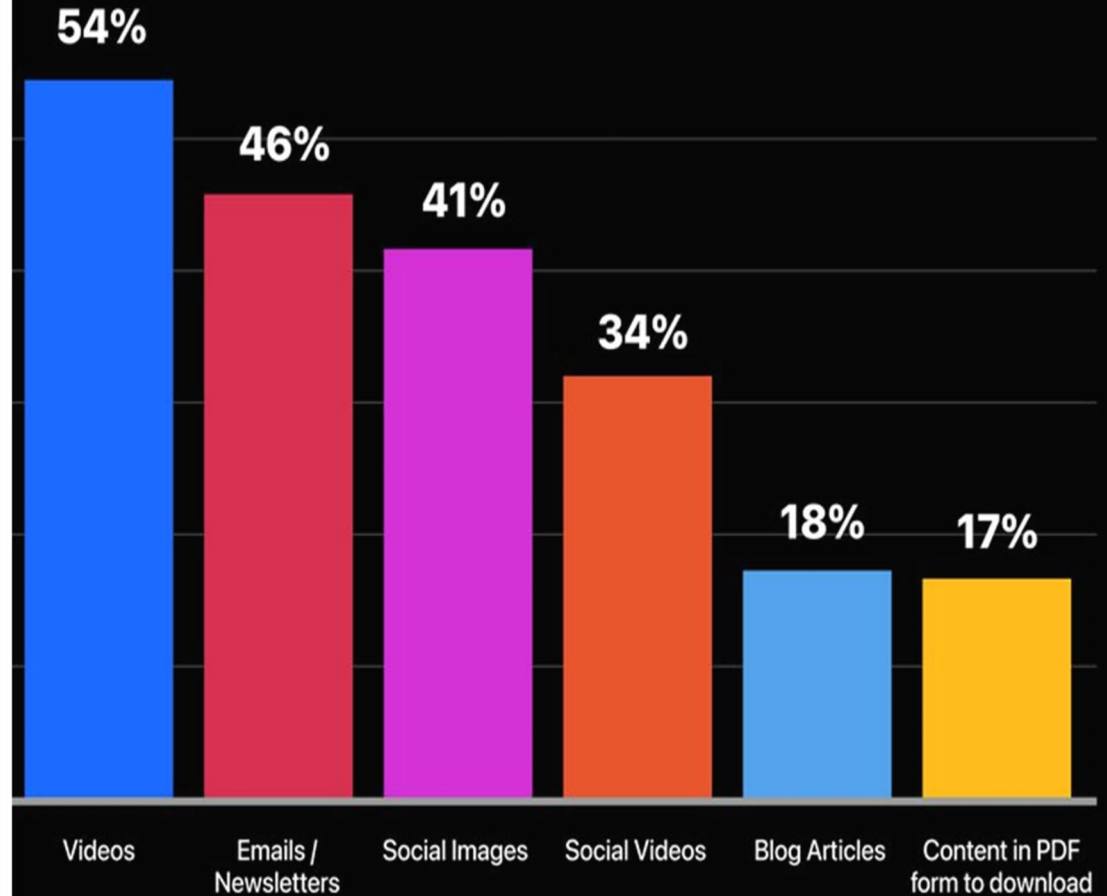


# WHY IS BRANDING SO IMPORTANT FOR YOUR BUSINESS?



## For brands, video content is preferred

What kind of content do you want to see from a **brand or business** you support?



# How to Improve Your Brand Perception



- Update your website
- Invest in professional branding
- Provide thought leadership through content
- Engage with your target audience
- Review your services
- Monitor online reviews

➤ **HAVE A STRONG SOCIAL MEDIA PRESENCE**

# COLOR PSYCHOLOGY

Red triggers hunger, appetite, stimulation, and attracts attraction.	Yellow color triggers the feelings of amiability and happiness.	Orange makes a brand appear vibrant, happy, playful, artistic and energetic.	Blue creates a sense of trust and dependability, making the brand appear trustworthy.	Snacking brands with chocolate leverage the color brown in their logo marks.
RED	YELLOW	ORANGE	BLUE	BROWN

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- ❖ Give small samples of products you sell
- ❖ Professional photos of YOUR prepared food
- ❖ Quality disposables
- ❖ Quality, hygienic condiments
- ❖ Customer service, oriented employees
- ❖ Illustrations of your food ethnicity segments; Cowboy Hat, Jalapeno, etc.

# The Good, The Bad, The Ugly



# Steps to Building a Successful Brand

- Magnetic Signs that can be interchangeable.
- Head on a swivel.
- “Catchy” words ex. Affordable, Family Menu, Today Only Specials, etc.
- What appeals to your patrons/ location.
- Colors used on local SUCCESSFUL restaurant brands.
- Google/ Bing for ideas.



# Q&A



Thank  
you

DOUG GREER

Berk Enterprises

BOOTH #406

682-401-0688

[Douglas.greer@berkbrands.com](mailto:Douglas.greer@berkbrands.com)

[www.berkbrands.com](http://www.berkbrands.com)