

Corporate Identity as A Communication Tool for Competitive Advantage

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Abstract

Identity is crucial to a living being. Organizations are living beings with distinct identities. However most (organizations) fail to realize the power of identity and focus on image management, and particularly when there is a crisis that threatens the wellbeing of the organization. When there is no crisis the image is projected through the products and services offered. Corporate identity (CI) encompasses corporate communication, corporate design, corporate culture, behavior, corporate structure, industry identity and corporate strategy, and; when well communicated through well-organized marketing programs, can so position a firm that it maintains a competitive advantage in the market place. This paper discusses how a company's competitive strategy can be communicated to stakeholders through corporate identity in order to enhance the company's competitive advantage.