This Presentation....

- One central concept
- Designed to make you think
- Raises more questions than answers
What is Branding?

▶ What does “branding” mean to you?
What is Branding?

- Branding is a feeling
- An emotional response
  - Business, Person, Community/Place
- Identity to align customer interests & convey values
Terminology/Hierarchy

- Branding – feeling/identity
- Marketing - science behind the sale
  - Science: product, place, price, promotion, PR, return on investment (ROI)
- Advertising – **communication** of the brand
  - Creative: logos, magazine ads, Snapchat stories, Facebook ads, etc.
A Brand is Not a Logo
A Brand is Not Packaging
A Brand is Not a Product
The GOAT
A Brand is Not Advertising
Conveying the Brand

How? Depends!

- Develop the brand first
  Don’t start with emails, posters, websites and other advertising media,

- These mechanisms are all essential, but branding is about a creating and disseminating a feeling

- HIRE A PROFESSIONAL - but they need your input
Community Principals

- Real estimate the place - to develop the brand on an authentic basis
- Develop a vision for the future
- Define attractive, unique brand position
- Should affect those who are affected
Building a Brand – Key Concepts

» Commit to your core values → customer values

» Innovation, differentiation, positioning

» Progressive story, not individual campaigns

» Convert customers to loyalists and evangelists
Conveying the Brand

- Both creative and strategy must work together

- Great advertisements, but unsuccessful strategy, gets you no where

- Bad advertisements but great strategy will have same effect
Conveying the Brand

- Who are your customers?
  - Honestly isolate your customers
    - Who can you best serve, and who not?
    - What is your capacity?
  - Divide them by interests, values, and needs
  - Convey and maintain your brand through targeted marketing & advertising
  - Focus upon who you can serve best
Building a Brand - Apple iPod

1. **Who are their customers?**
   People who love music.

2. **What are their customer’s values?**
   Instant gratification and to enjoy endless music regardless of location.

3. **How did they communicate these values?**
   "1,000 songs in your pocket"
   Single handedly created a new eponym
   Other great eponyms - Xerox, Kleenex, Coke
Say hello to iPod. 1,000 songs in your pocket.
## Building a Brand - SWOT

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Continue, enhance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weaknesses</td>
<td>Minimize, reverse</td>
</tr>
<tr>
<td>Opportunities</td>
<td>Discover</td>
</tr>
<tr>
<td>Threats</td>
<td>Avoid, contingency</td>
</tr>
</tbody>
</table>
# Building a Brand - Planning

<table>
<thead>
<tr>
<th>Situation Analysis</th>
<th>(SWOT) Where are we?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key Issues</td>
<td>Why are we here?</td>
</tr>
<tr>
<td>Vision/Purpose/Goals</td>
<td>Where could we be?</td>
</tr>
<tr>
<td>Strategies</td>
<td>How do we get there? How to build brand equity?</td>
</tr>
<tr>
<td>Execute/Measure</td>
<td>What do we need to do? / How did it go?</td>
</tr>
</tbody>
</table>
# Building a Brand – Brand Equity

<table>
<thead>
<tr>
<th><strong>Definition</strong></th>
<th>One sentence which articulates your brand</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mission</strong></td>
<td>Your reason for being</td>
</tr>
<tr>
<td><strong>Vision</strong></td>
<td>The big picture goal</td>
</tr>
<tr>
<td><strong>Core Values</strong></td>
<td>4-5 beliefs – never compromised &amp; everything measured against them</td>
</tr>
<tr>
<td><strong>Positioning Statement</strong></td>
<td>A 1-2 sentence description of how you do what you do and for whom</td>
</tr>
<tr>
<td><strong>Value proposition</strong></td>
<td>One sentence which conveys to others the Value you provide to your customers</td>
</tr>
</tbody>
</table>
Building a Brand - Trust

- Folks should believe there is no alternative to your brand

- Trust
  - Reliability + delight
Introducing the All New Silverado HD.

The most powerful heavy duty on the planet.
Convert Customers to Evangelists

- Make them so happy they can't help but spread the word

- Example: Apple
  - Fashion statement, status symbol
  - In many cases their products are inferior to other companies
    - Say that to a "fanboy" and you will never hear the end of it
HOW TO SPOT AN APPLE FANBOY

- MASSIVE LIST OF REASONS WHY CONSUMERS DON'T KNOW WHAT THEY WANT AND WHY STEVE JOBS DOES
- OVERALL DEFENSIVE DEMEANOR
- SHAKING FIST TOWARD THE NON-BELIEVERS
- "Clever" Apple Merch
- Empty Wallet
- Messenger bag full of every portable Apple product on the market (the rest are at home)
Which is “better?”
Differentiation & Positioning

- How different you are perceived against competitors
- How *innovative* is your product/service/place?
- Blending in is not a strategy
Impact Measurement

- Branding – difficult

- Marketing – return on investment
  Science: product, place, price, promotion, PR, return on investment (ROI)

- Advertising – qualitative and quantitative
  Creative: logos, magazine ads, Snapchat stories, Facebook ads, etc.
Brand Contingency

- Sometimes things happen
- Brands are volatile
- It’s up to you how to react
Brands are Volatile
In a Pepsi ad, Jenner joins a protest and offers soda to a police officer.
Pepsi Pulls Ad Accused of Trivializing Black Lives Matter - The New ...
Apr 5, 2017 - Pepsi has apologized for a controversial advertisement that borrowed ... In the ad's climactic scene, a police officer accepts a can of Pepsi from ...

Controversial Pepsi ad used San Francisco police logo without ...
www.latimes.com/.../la-me-in-san-francisco-police-pepsi-ad-badge-20170410-story.ht...
Apr 10, 2017 - Lots of people were unhappy about the Kendall Jenner Pepsi ad — including, it turns out, the San Francisco Police Department. In a “behind ...

Pepsi Pulls Controversial Kendall Jenner Ad After Outcry - NBC News
www.nbcnews.com/.../pepsi-ad-kendall-jenner-echoes-black-lives-matter-sparks-ange...
Apr 5, 2017 - Pepsi Yanks Controversial New Ad Amid Backlash 1:23 ... back by a police line and tweeted: “If only Daddy would have known about the power ...

Pepsi pulls this controversial Kendall Jenner ad after widespread ...
www.chicagotribune.com/.../ct-pepsi-kendall-jenner-protest-video-backlash-0406-biz...
Apr 5, 2017 - Soon after Pepsi posted video featuring Kendall Jenner, and a soda, as peacemakers in a standoff between marchers and police, the company ...
Protesters throw Pepsi cans at police during May Day demonstrations

Medic hit and demonstration shut down as Portland protesters mock theme of Kendall Jenner advertisement where she handed drink to police officer

Police disperse people participating in a May Day rally in downtown Portland. Photograph: Dave Killen/AP
Brands are Volatile
Brands are Volatile

Marian
@msanborn

Pepsi: We are the most hated company right now. 😞
United Airlines: 1 sec - Hold my Pepsi. #PEPSI
#unitedAIRCINES
7:04 PM - 10 Apr 2017

_shared_ 1,312  _like_ 2,469
Brands are Volatile
Assigned Reading

- **Building Brands with Character and Chemistry**
  [LINK]

- **Brand Equity & Advertising**
  Pt. II The Brand Personality and Brand Equity, pp. 67 - 96
  Pt. III The Role of Creating Advertising, pp. 143 - 213
  [LINK]
Thanks...

▶ Questions?