



BRANDING

101

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AIKENS

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



**SEPTIC SYSTEM
PROBLEMS?
CALL THE
STOOL BUS!**



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

Strengths	Continue, enhance
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Weaknesses	Minimize, reverse
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Opportunities	Discover
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Threats	Avoid, contingency
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Building a Brand - Planning

Situation Analysis

(SWOT) Where are we?

Key Issues

Why are we here?

Vision/Purpose/Goals

Where could we be?

Strategies

How do we get there? How to build brand equity?

Execute/Measure

What do we need to do? / How did it go?

Building a Brand – Brand Equity

Definition	One sentence which articulates your brand
Mission	Your reason for being
Vision	The big picture goal
Core Values	4-5 beliefs – never compromised & everything measured against them
Positioning Statement	A 1-2 sentence description of how you do what you do and for whom
Value proposition	One sentence which conveys to others the Value you provide to your customers

Building a Brand - Trust

- ▶ Folks should believe there is no alternative to your brand
- ▶ Trust
 - ▶ Reliability + delight



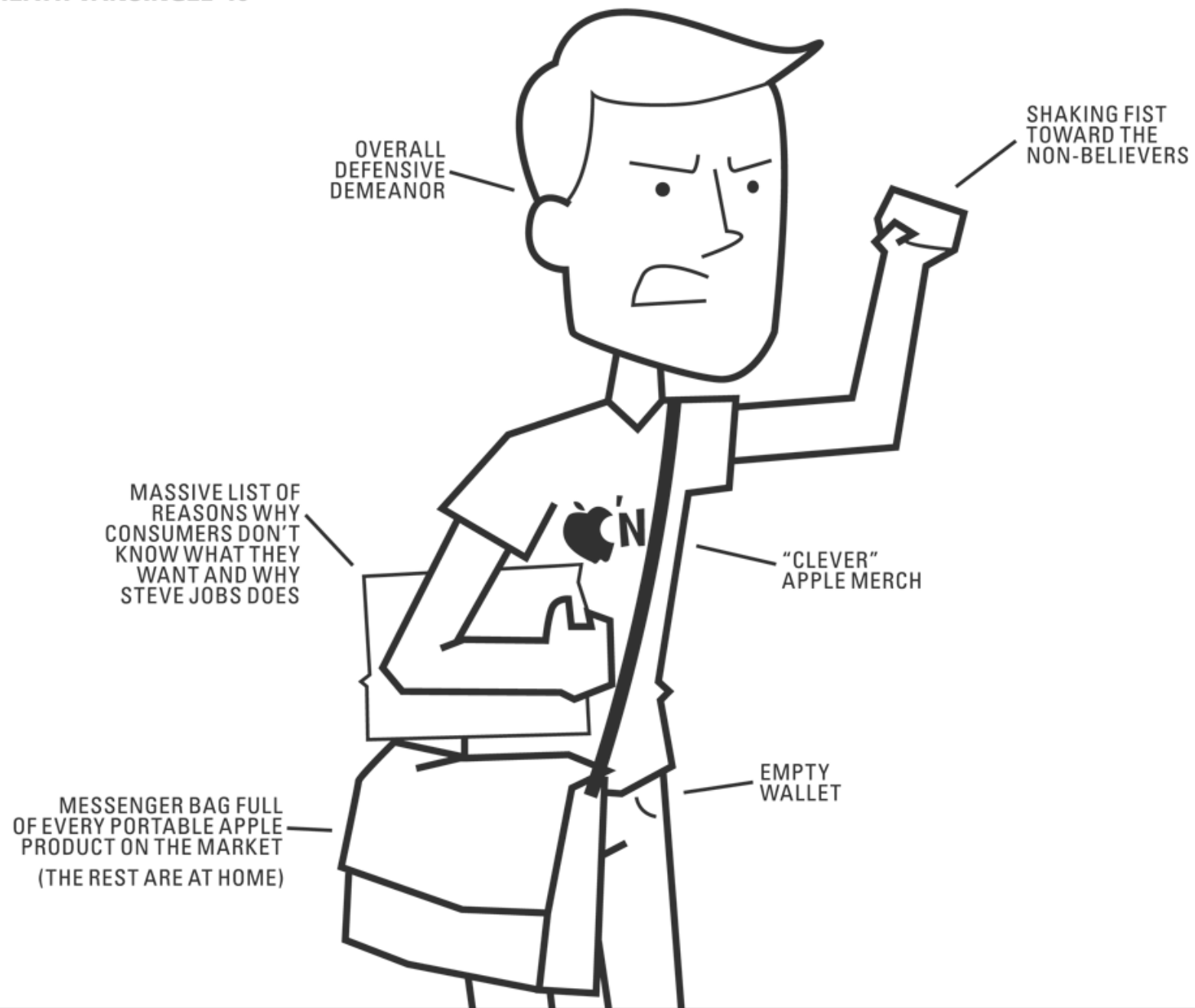
INTRODUCING THE ALL NEW SILVERADO HD.

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

Which is “better?”



Mercedes-Benz



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



A woman with long brown hair, wearing a blue button-down shirt and light blue jeans, is offering a can of soda to a police officer. The officer is wearing a blue uniform and a blue cap. They are standing on a street with other police officers and motorcycles in the background. The scene appears to be a protest or a public gathering.

In a Pepsi ad, Jenner joins a protest and offers soda to a police officer



pepsi police ad controversy



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Pepsi Pulls Ad Accused of Trivializing Black Lives Matter - The New ...

<https://www.nytimes.com/2017/04/05/business/kendall-jenner-pepsi-ad.html>

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-ln-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 ...

Protest

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



31k

Bonnie Malkin

@bonniemalkin

Tuesday 2 May 2017
01.05 EDT



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

Most popular in US



Belgian university tells female students to wear 'low-cut' tops to graduation ceremony



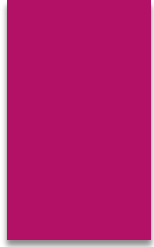
Portland man accused of fatal train stabbing has outburst in court



Trump clashes with German leaders as transatlantic tensions boil over



The gender wars of household chores: a feminist comic



Brands are Volatile



Brands are Volatile



Marian
@msanborn



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Pepsi: We are the most hated company right now.



United Airlines: 1 sec - Hold my Pepsi. [#PEPSI](#)
[#unitedAIRLINES](#)

7:04 PM - 10 Apr 2017



1,312



2,469

Brands are Volatile





Nick Nicotera @NickNicotera

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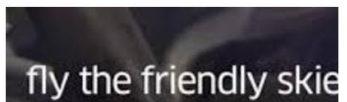
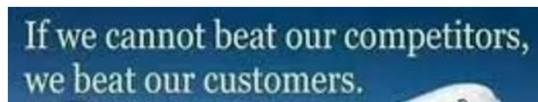
Bad timing on your app update, @united!

United Airlines
Version 2.1.18, 85.8 MB
Apr 10, 2017

Supports new drag and drop feature.

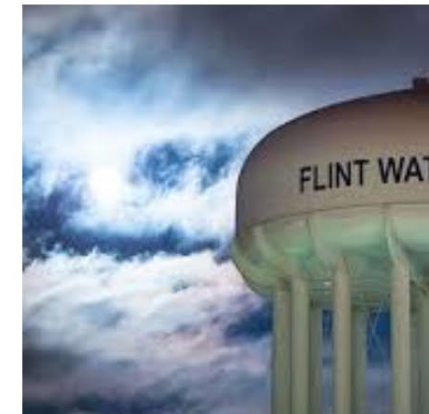
RETWEETS 10,015 LIKES 15,598

6:05 PM - 10 Apr 2017



A photograph of a large, white, dome-shaped water tower. The words "FLINT WATER PLANT" are printed in bold, black, sans-serif capital letters across the middle of the dome. The tower is supported by several thick, white, cylindrical pillars. At the very top of the dome, there is a small red light. The background consists of a bright blue sky with scattered white clouds.

FLINT WATER PLANT





STONEMAN DOUGLAS

Marjory Stoneman Douglas High School Update

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Assigned Reading

- ▶ *Building Brands with Character and Chemistry*

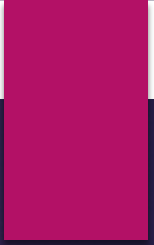
[LINK](#)

- ▶ *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?