

# 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

<b>Strengths</b>	Continue, enhance
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<b>Weaknesses</b>	Minimize, reverse
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<b>Opportunities</b>	Discover
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<b>Threats</b>	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

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



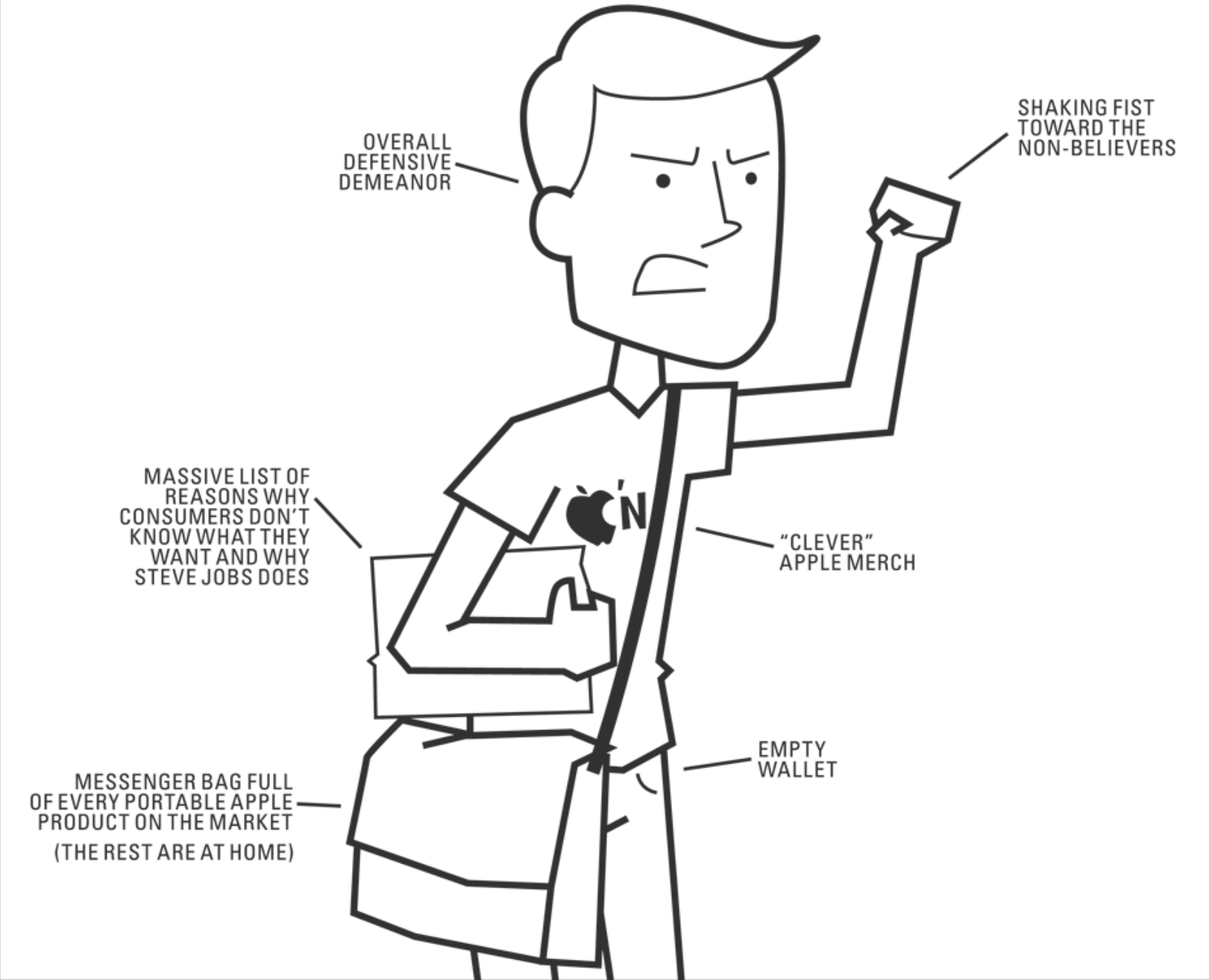
# **INTRODUCING THE ALL NEW SILVERADO HD.**

**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 dark hair, wearing a light blue button-down shirt and light blue jeans, is offering a dark-colored soda can to a police officer. The officer is wearing a dark blue uniform, a matching cap, and a utility belt. They are standing on a street with other police officers in the background. The scene is outdoors with trees and a blurred background.

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



pepsi police ad controversy



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About 722,000 results (0.48 seconds)

### [Pepsi Pulls Ad Accused of Trivializing Black Lives Matter - The New ...](https://www.nytimes.com/2017/04/05/business/kendall-jenner-pepsi-ad.html)

<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 ...](http://www.latimes.com/.../la-me-ln-san-francisco-police-pepsi-ad-badge-20170410-story.ht...)

[www.latimes.com/.../la-me-ln-san-francisco-police-pepsi-ad-badge-20170410-story.ht...](http://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](http://www.nbcnews.com/.../pepsi-ad-kendall-jenner-echoes-black-lives-matter-sparks-ange...)

[www.nbcnews.com/.../pepsi-ad-kendall-jenner-echoes-black-lives-matter-sparks-ange...](http://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 ...](http://www.chicagotribune.com/.../ct-pepsi-kendall-jenner-protest-video-backlash-0406-biz...)

[www.chicagotribune.com/.../ct-pepsi-kendall-jenner-protest-video-backlash-0406-biz...](http://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



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

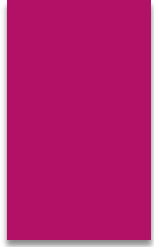


Trump clashes with German leaders as transatlantic tensions boil over



The gender wars of household chores: a feminist comic





Brands are Volatile



# Brands are Volatile



Marian

@msanborn



Follow

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  
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.  
10,015 RETWEETS 15,598 LIKES  
6:05 PM - 10 Apr 2017




If we cannot beat our competitors, we beat our customers.

fly the friendly skies

YOU DON'T HAVE TO WORRY ABOUT OVERBOOKING

DON'T WORRY

A photograph of a water tower. The top section of the tower is a light-colored, rounded dome with the words "FLINT WATER PLANT" printed in bold, black, sans-serif capital letters. Below the dome, the tower's structure consists of several vertical columns supporting a series of horizontal, bowl-shaped components. At the very top of the dome, there is a small, glowing red light. The background is a bright blue sky with scattered white clouds.

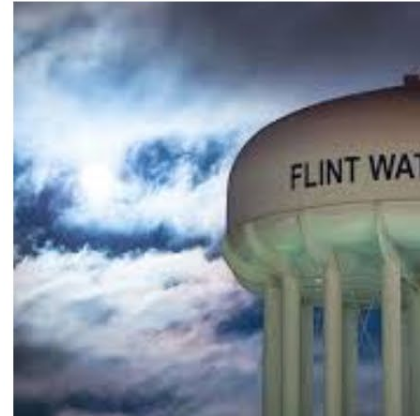
**FLINT WATER PLANT**



Their Water



Your Water



# STONEMAN DOUGLAS

Marjory Stoneman Douglas High School Update  
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# PARKLAND

*Florida*



Search...



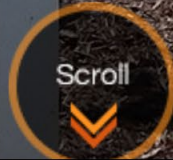
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# Assigned Reading

- ▶ *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?