Branding 101

an introduction
History of the world,
by a brand guy.
25,000 BC
3200 BC
1820
1865
In a crowded environment, the most valuable commodity is attention span.

So...
Simplicity is key to successful branding.
We live in a Semiotic society.
Semiotic

That is, a society driven by symbols.
Semiotic society

People don’t buy products, they buy symbols
Semiotic society

Symbols express values and meanings

TIFFANY & CO.
Semiotic society

Symbols perpetuate beliefs and stereotypes
Semiotic society

Symbols are the DNA that govern brands
Semiotic society

People state their identities and define themselves with brands
What is a brand?
What is a brand?

A promise

Ian Ryder
What is a brand?

A conversation

Stephen Rappaport
What is a brand?

The good name of a product or organization

Malcolm Allan
What is a brand?

A set of expectations

Nicholas Ind
What is a brand?

“...symbolic glue...”

Colin Morley
What is a brand?

A means of differentiation

Jack Yan
What is a brand?

A system of intention and action

Stanley Moss
Your product is not your brand.

XEROX®
A single idea
Your brand is a short-cut to an informed decision.
Brands help stakeholders to differentiate.
Stakeholder?
An individual or group with an interest in the success of an organization
The strongest brands are built by people talking directly to each other.
4 brand categories
Domain
Reputation
Affinity
Recognition
Domain

Specialized knowledge of product
Mastery of media
Reputation

The notion of heritage or myth

Disney

The Ritz-Carlton®

Elvis Presley
Affinity

Built on customer relationships
Need continual reinforcement
Brand extensions
Recognition

Coca-Cola

Hello Kitty

McDonald's

Target

Raise profile to promote differentiation
10 Trends
Trend 1

The Stakeholder
Trend 2

Corporate Social Responsibility
Transparency, Authenticity
Trend 3

Sustainability

Regeneration

Greenwash
People of all kinds gain productively from a loyal relationship over time.
Regeneration
Trend 4

Regional sensitivity

WALMART
Trend 5

Location branding

Place Branding
A quarterly review of branding, marketing and public diplomacy for national, regional and civic development

Issue 1: January 2006
Volume 1: ISSN 1744-9058

DiGanZi
Trend 6

Brand extensions

BVLGARI
Trend 7

Personalization and customization
Trend 8

The future of advertising
Trend 9

Innovation
Trend 10

The era of personal communications
The takeaways
The takeaways

► People buy symbols
The takeaways

► Simplicity of message is key
The takeaways

A brand is a promise of value
The takeaways

► Understand what kind of brand you are
The takeaways

► Consider the stakeholders
The takeaways

► Create brand extensions
The takeaways

- Personalize, customize
Thank you!