



goldfishmarketing

*The importance of
branding, and an
authentic brand story*





Intro

Let's begin by defining what branding is:

The art of creating differentiation from competitive products (a process)

It's important to understand the difference between a brand, versus a product. We need products, but we love brands.

Examples:

1. Diamond Matches: Created 1830, they are the market leader, but not a brand.
2. Ultimate Confetti: High floating and longest lasting in air.
3. Dairy Pure milk: Shoprite store brand.

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The outcome of successful branding becomes clearer to understand when you look at differently positioned brands within the same category.

- Gym memberships in the U.S. reached 55 million consumers
- Gold's Gym, Equinox, and Planet Fitness each fill different spaces and needs.

Commercial: Planet Fitness

https://www.youtube.com/watch?v=D7dZbEfbk_4



Starting the branding process

Begin by defining your company essence

2-9 words that help define what you see your company stands for (mantra). It is the heart and soul of your brand.

Examples:

Mercedes: “Stylish journey”

Hallmark: “Caring, shared”

Disney: “Magical Fun”

Please note, Disney’s biggest US failure to date was at retail because it could not deliver on the company brand essence.

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Defining brand equity

The total commercial value of your brand based on all associations (both negative and positive) over a period of time. Result driven. It's always changing.

Examples:

1. Sneaker category: Converse/Adidas/Nike
2. Vodka category: Smirnoff/Grey Goose/Tito's
3. Social media: Facebook

<https://www.youtube.com/watch?v=Q4zd7X98eOs>



Positioning

At the core, what helps to maintain a positive brand equity is a clear and meaningful positioning statement that your company totally commits to.

Written by Al Reis in 1968, it still serves as a good exercise to understand how your product is positioned and what the differentiating key point really is.

“To _____ in search of _____,
only brand _____ gives you the benefit
of _____.”



1 Clear focus on your benefit delivery

Functional: Bounty: Stronger picker upper.

Emotional: Dove: Be comfortable in your own skin.

Self-Expressive: Harley Davidson. It's time to ride.

Brands can deliver multiple benefits for a richer consumer connection, or change them over time to better align with an evolving consumer.

Levi's Old:

<https://www.bing.com/videos/search?q=levis+commercials+of+the+1970s&&view=detail&mid=39BDBCC5AC42A8C75F7A39BDBCC5AC42A8C75F7A&&FORM=VDRVRV>

Levi's New:

<https://www.youtube.com/watch?v=ZgcgFP9nGqY>



2 Understanding your target

Generational changes are a given.

Different targets need to be approached differently.

(All generations are connected and adjusted from the actions of the prior group).



2 Understanding your target

Gen Z

Today, we need to understand what makes this group tick:

- 60 million strong/40% of consumer base by 2021
- They crave independence, truth, and visual communication
- 70% watch you tube 2 hours per day (is your brand there?)

Example: Sunny Delight changes the message

Sunny Delight Old:

<https://www.youtube.com/watch?v=MxZQ-tziNpc>

Sunny Delight New:

<https://www.youtube.com/watch?v=THutljKo0NU>



2 Understanding your target

Boomers: 1945-1964

Pragmatic, “flower people,” risk-averse generation that put their head down and plowed ahead. In the end, whom do they look like?

Commercial: Subaru

<https://www.youtube.com/watch?v=OQGe85oHbqs>



2 Understanding your target

Gen X: 1965-1980

They were annoyed about being the first latch-key children because their parents were always working. So, they adjusted and made balance the key to life. They also created the first generation of over protected children.

Commercial: Volkswagen

<https://www.youtube.com/watch?v=1n6hf3adNgk>



3 Understanding your Brand Personality

A brand that captures your mind, gains behavior.

A brand that captures your heart gains commitment.

What do consumers think the personality of your brand actually is?

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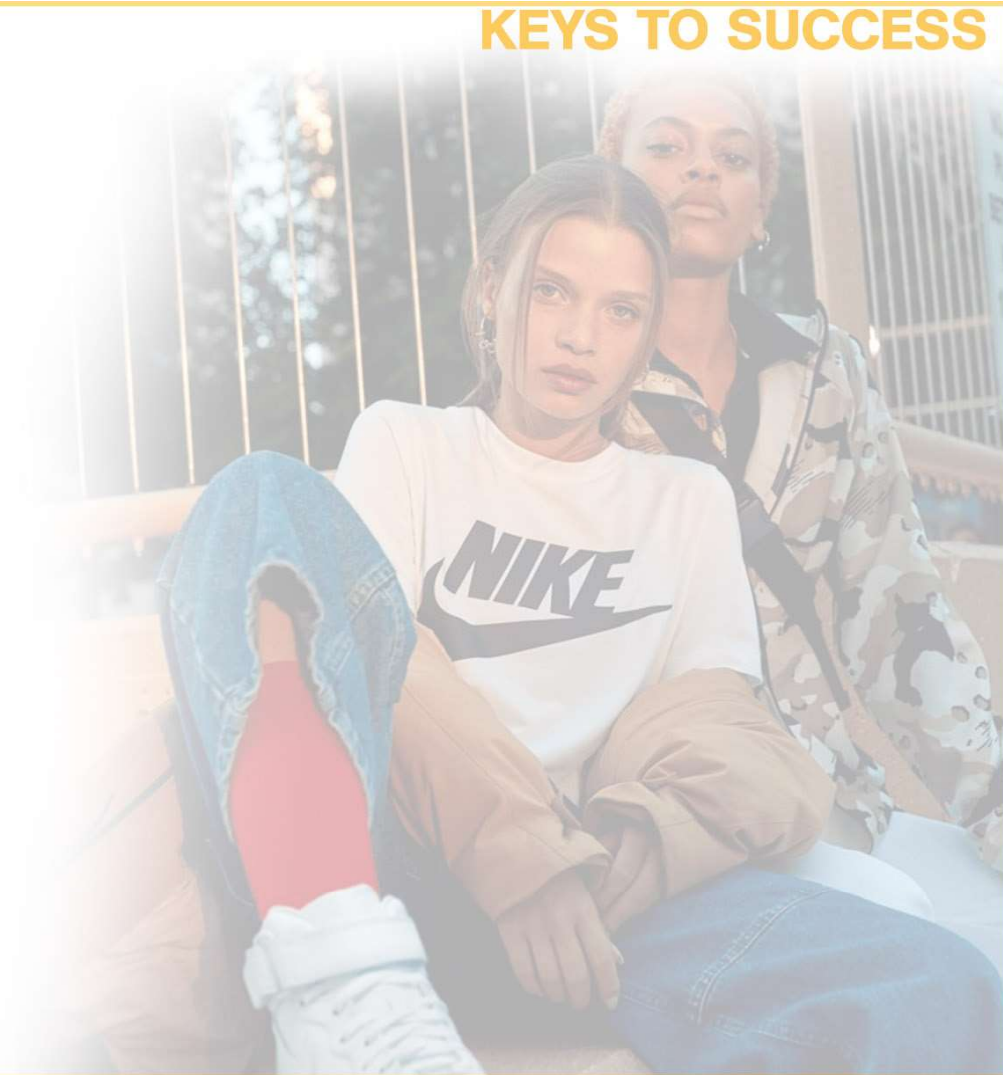


3 Understanding your Brand Personality

Most brands with established personalities can easily define that it falls into 1 of 5 categories.

1. Sincerity
2. Excitement
3. Competence
4. Sophistication
5. Ruggedness

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3 Understanding your Brand Personality

Finding your voice is how you will communicate your brand to your customers.

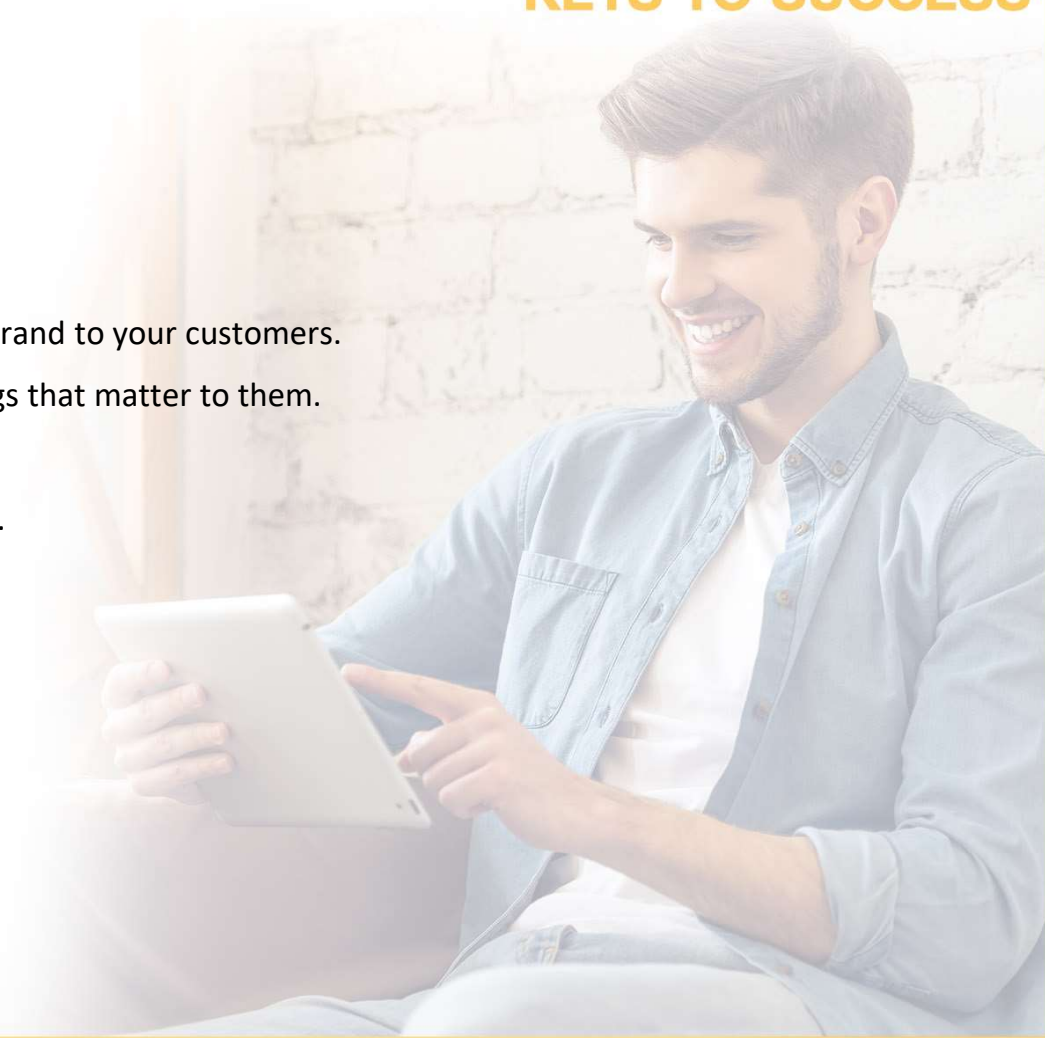
Speak to consumers in a believable fashion about things that matter to them.

Stories create trust about your brand.

To a consumer, reading a story is to feel an experience.

Western Sydney University:

<https://www.youtube.com/watch?v=buA3tsGnp2s>



3 Understanding your Brand Personality

Consumers respond to an honest narrative about your product

North Face built a business through the explorations of their customers

<https://www.youtube.com/watch?v=ayv41ZmNWtk>

Story must relate to customers. They must understand and like you.



3 Understanding your Brand Personality

The power of Instagram and YouTube are immeasurable to help your brand develop a distinct voice.

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3 Small brands are succeeding by finding their own voice, as well.

Dannijo: Jewelry

Consumers want to make their products part of their lives. For the famous and the people next door. Less about the jewelry and more about where you wear the jewelry.

Everlane: Fashion Retailer

Know your factories. Know your costs. Always ask why. Radical transparency. Give tours of their factories and provide actual production costs to consumers.

Minnetonka

Started in 1946, today this shoe company relies on the stories of the families who believe in their quality products.





Conclusion

Many are often confused that things like logos and taglines represent the branding portion of their business. It's part of it, (extended identity) but it's really the icing on the cake after a thorough business foundation is formed.

Sometimes brands (big and small) need to take a step back and be clear on where they are going.