

Telling Your Story

Creating Your Brand

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Overview

- Define your brand.
 - Story
 - Niche
 - Image
- Protect your brand.
- Practice the case.

What Is This?



Which Are Your Favorite?



Best Water of 2019

Best-Tasting Water



Resource Spring Water

Best Artesian Water



Fiji

Best Cheap Water



Crystal Geyser

Best Mineral Water



Evian

Best Recyclable Packaging



JUST Water

Source: <https://www.reviews.com/bottled-water/>

Who Makes Dr. Pepper?



KEURIG
GREEN MOUNTAIN

What is a Brand?

IDENTITY
(who you
really are)



IMAGE
(how you
are
perceived)



BRAND

**A true brand impacts every single
interaction in your business.**

What Is the Best Global Brand?



Financial Data



Thomson Reuters' company annual reports and analyst reports

Consumer Goods



GlobalData (brand volumes and values)














Social Media



Social media analysis by Infegy



Source: Interbrand

<p>01</p>  <p>+16% 214,480 \$m</p>	<p>02</p>  <p>+10% 155,506 \$m</p>	<p>03</p> <p>TOP GROWING </p>  <p>+56% 100,764 \$m</p>	<p>04</p>  <p>+16% 92,715 \$m</p>
<p>05</p>  <p>-5% 66,341 \$m</p>	<p>06</p>  <p>+6% 59,890 \$m</p>	<p>07</p>  <p>TOYOTA</p> <p>+6% 53,404 \$m</p>	<p>08</p>  <p>+2% 48,601 \$m</p>
<p>09</p>  <p>-6% 45,168 \$m</p>	<p>10</p>  <p>+5% 43,417 \$m</p>	<p>11</p>  <p>+10% 43,293 \$m</p>	<p>12</p>  <p>-8% 42,972 \$m</p>

A Strong Brand



CONSISTENT

COMPELLING

CLEAR

- **CONSISTENT**
 - Fulfills expectations every time
- **COMPELLING**
 - Provides reasons to choose over others
- **CLEAR**
 - Understands who is represented

Build a “Brand Blueprint”



STORY

Who
What
Where
When
Why

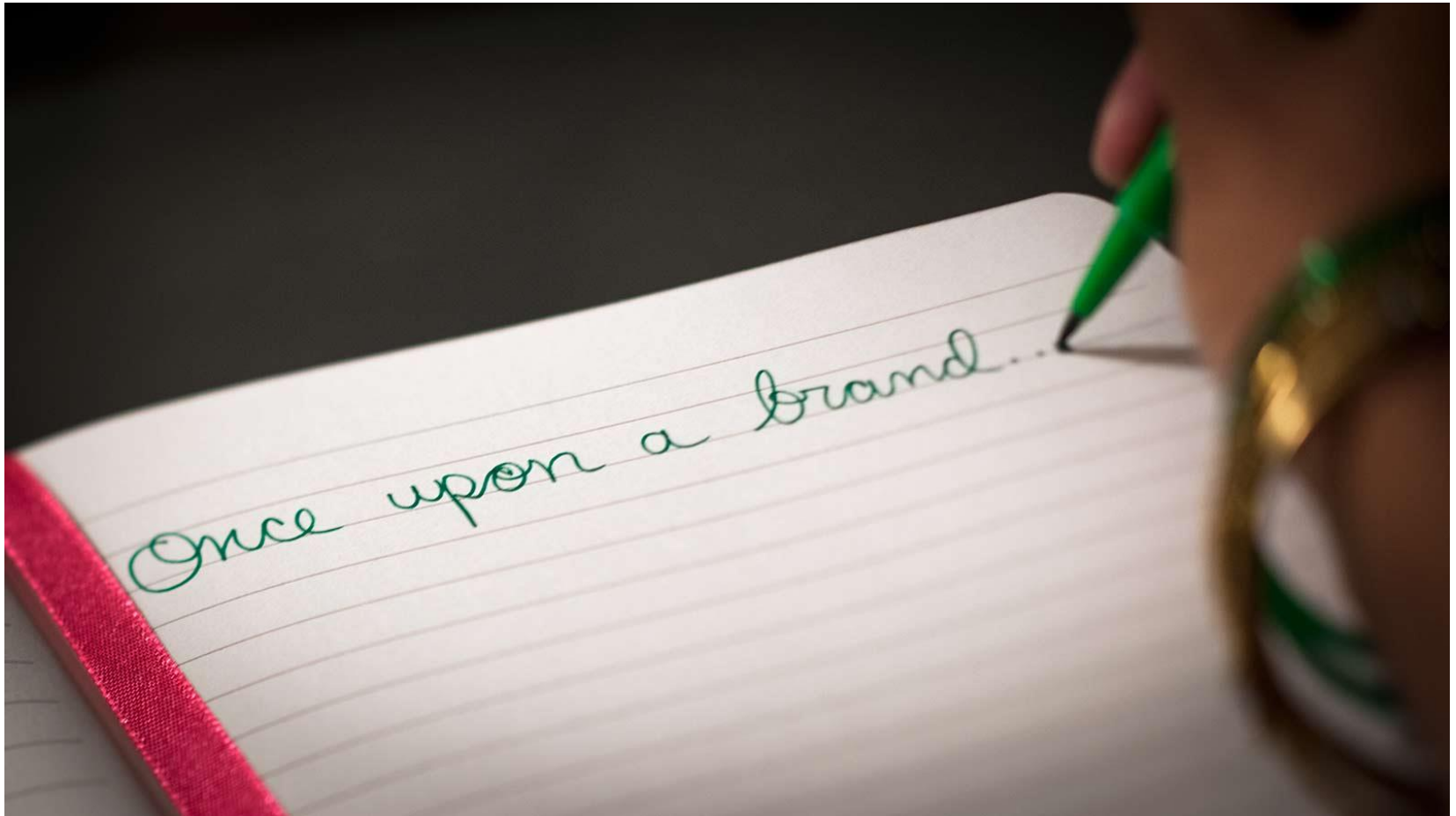
NICHE

Customers’
Needs
Value
Peers
Positioning

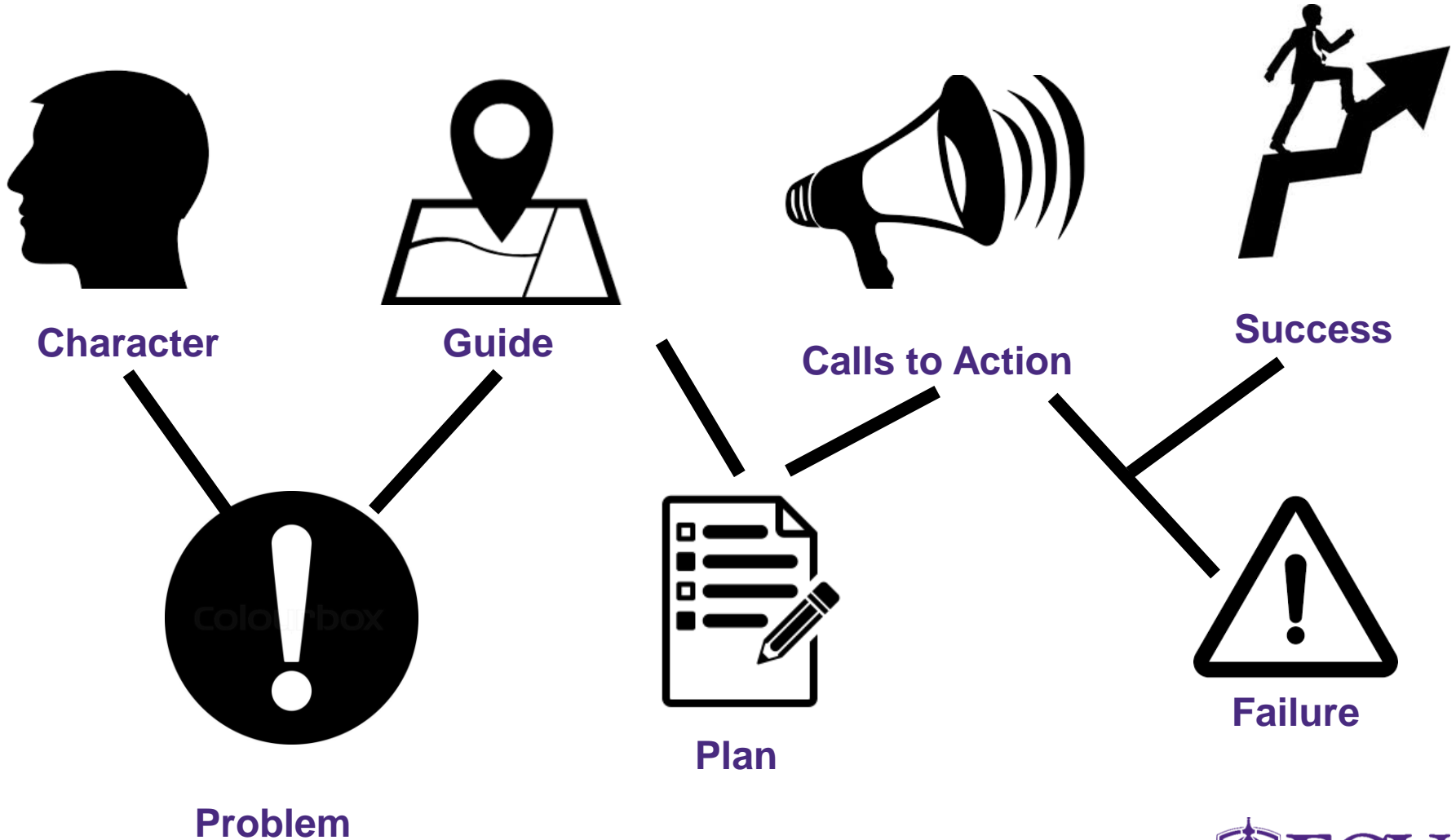
IMAGE

Logo
Tagline
Personality
Atmosphere
Ethics
Customer
Service

What Is Your Story?



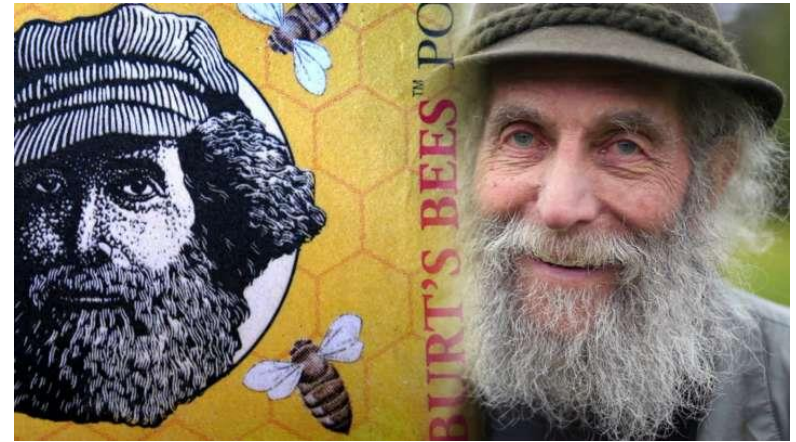
Build a Story Brand



Creating the Brand Story

- Create unique brand narrative.
- Know your target audience.
- Support with data.
- Create a theme in marketing.
- Make it personal.

Brand Storytelling



What Is Your Niche?



Who Are Your Customers?



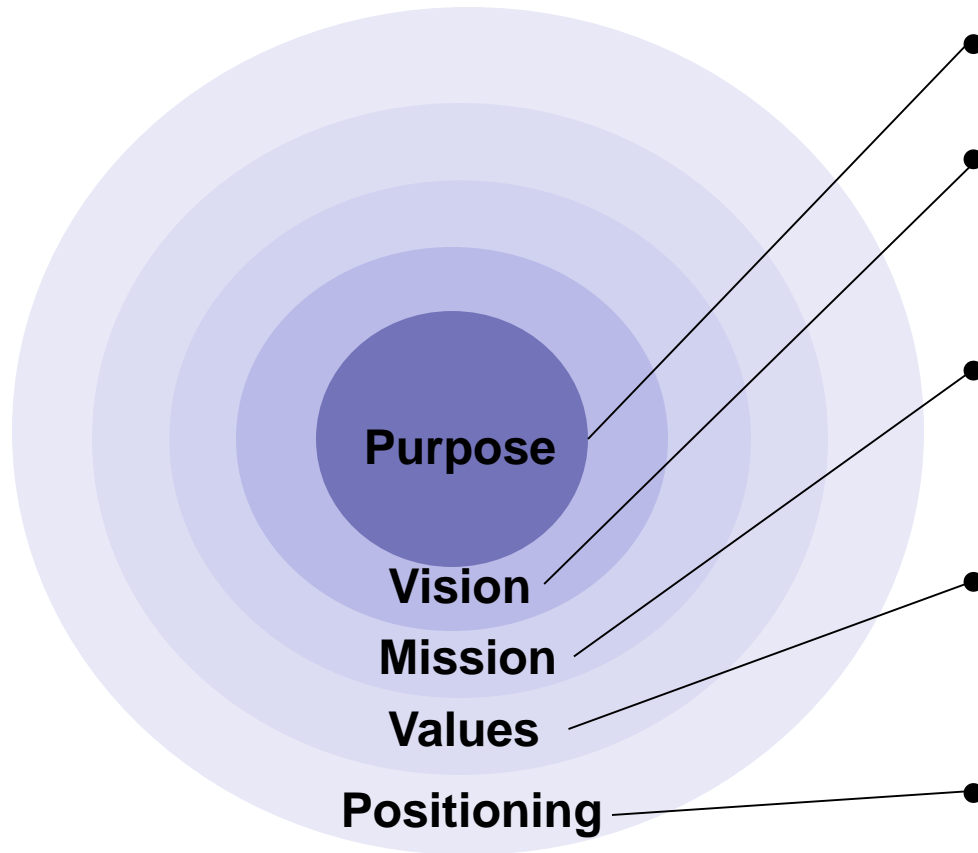
Create Customer Value

- What is customer value?
 - Recognize products with special qualities
 - Associate special characteristics from origin
 - Pay premium
- What is special about your company?
 - Business
 - Product
 - Brand

Create Dialogue with Customers



Brand's Purpose



- **WHY** we exist
- **WHAT** we aim to achieve
- **HOW** we plan to achieve the vision
- **WHAT** we stand for and how we behave
- **HOW** we differentiate from our competition

Examples Strong Brands With Purpose

“To bring inspiration and innovation to every athlete in the world. If you have a body, you are an athlete.”

“Our mission: to inspire and nurture the human spirit— one person, one cup and one neighborhood at a time.”

“To organize the world’s information and make it universally accessible and useful.”

“To refresh the world...To inspire moments of optimism and happiness.”

“Saving people money so they can live better.”

Examples Strong Brands With Purpose



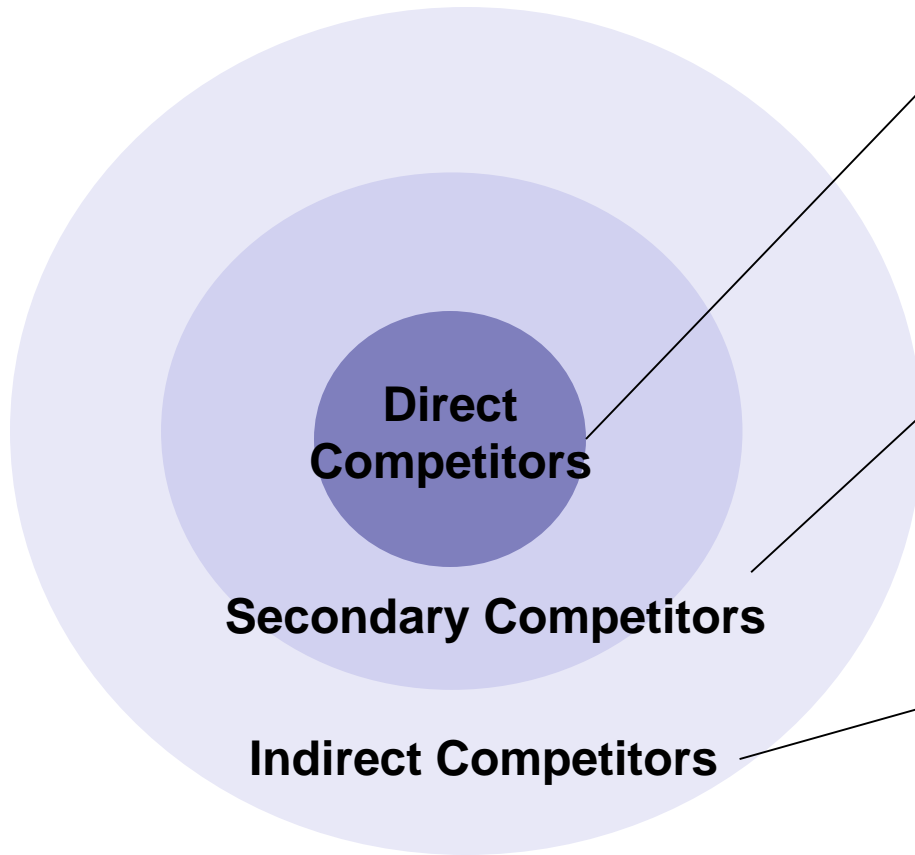
Defining Brand Purpose



Who Is Your Competition?



Know Your Competition



- They do the same job in the same way.
- They do the same job but a different way.
- They do a different job in a conflicting outcome.

Define Your Niche

- [Your business]
- Is the [best, only, a leading, etc.] place for
- [Type of customer] with
- [specific need] because...

niche + problem + solution + promise = success

Define Your Niche

Goat Herd Farm, Greenfield's only goat dairy, is the best place for families with young children to buy dairy products because goat's milk is less allergenic, easier to digest and rarely causes lactose intolerance.

What Is Your Image?



Farm-to-Table Imagery in Branding



THE HIGHEST
STANDARDS WEREN'T
AVAILABLE,
SO WE CREATED THEM.

Created with growers, scientists, and sustainable-agriculture experts, our Responsibly Grown rating system for fresh fruit and vegetables breaks new ground for sustainable growing practices.

**WHOLE
FOODS
MARKET**

America's Healthiest Grocery Store®

Satur Farms, Cutchogue, NY

WFM.COM/VALUESMATTER

© 2014 Whole Foods Market, Inc.

CAUSE AN EFFECT



Come into any Austin Chipotle on **Thursday, February 21st** and we'll donate the proceeds up to \$10,000 to **Urban Roots Field Trips to the Farm** program.

Urban Roots is a youth development program that uses sustainable agriculture to transform the lives of young people and increase the access to healthy food in Austin. Find out more at URBANROOTSATX.ORG

CHIPOTLE
MEXICAN GRILL

Farm-to-Table Imagery in Branding



Quality starts at the hands of our farmers

Challenge Increase awareness about McDonald's™ quality products.
Solution We created simple tray liner advertising in the diners focusing on hand-picked produce in order to replicate the experience of farmers lifting fresh vegetables, further consolidating the campaign messaging... 100% Real.



February 21st
 10,000 to
 program.
 is sustainable
 rease the access
 TSATX.ORG



A Consistent Look and Feel



Sorry, no beige.



Think different.



Black tie optional.

Think different.



Present & Decision by Drimereallery

Simply Natural Creamery



Simply Natural Creamery

SIMPLY NATURAL CREAMERY

HOME

OUR STORY

PRODUCTS

MORE



Have questions about/for the new location in Greenville?

Give them a call at (252) 689-6883

It's located at 317 E. Arlington Blvd. beside the Sherwin-Williams paint store

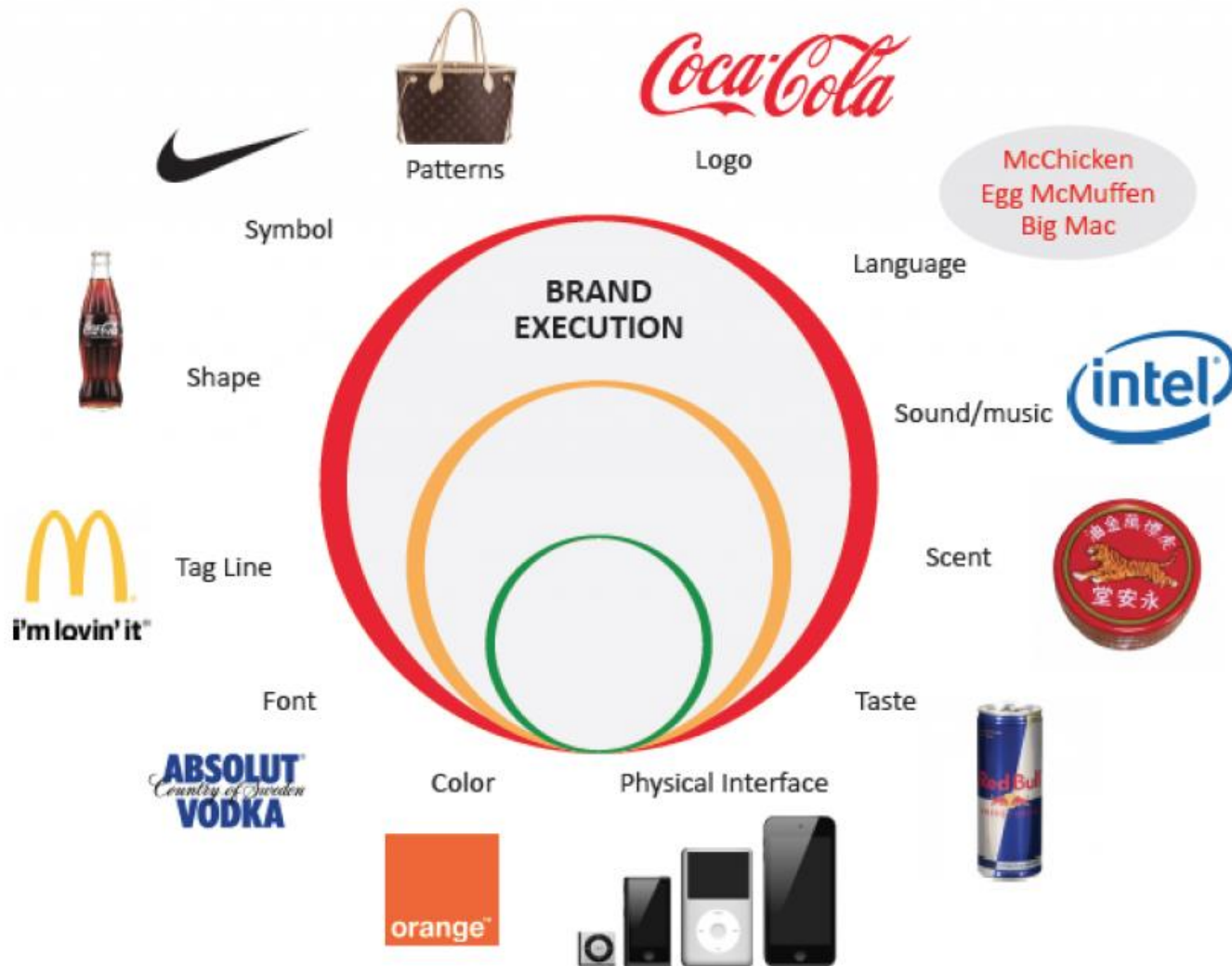
TESTIMONIALS

"On my first visit, it was a crowded warm afternoon. My granddaughter and I got ice cream cones which were

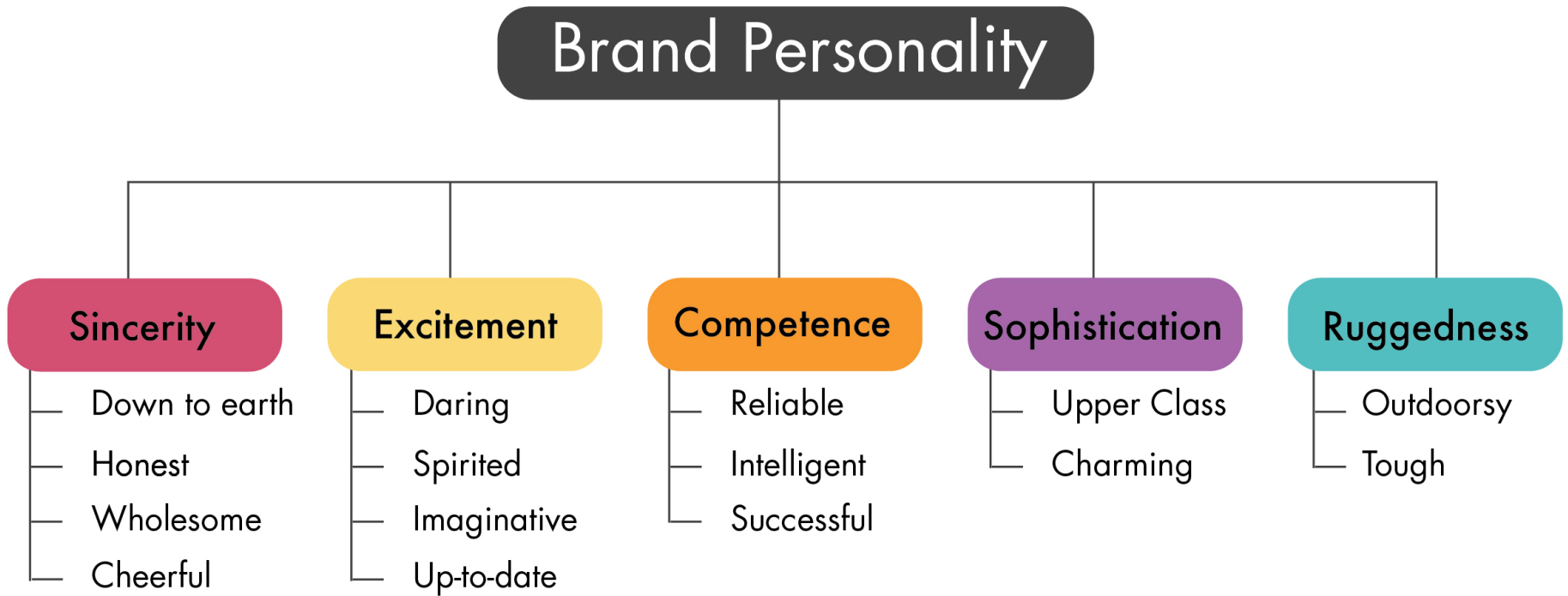
We visited your creamery in August 2015 while visiting relatives in Kinston, NC. However we have relatives that live in Ayden.



Brand Execution



Aaker's Five Elements



Supporting the Brand



Brand Success

- Creating a **differentiated customer experience** across each and every touchpoint?
- **Leveraging** your brand for greater business growth and ROI?
- Anticipating **industry trends**?
- Challenging your brand to have a **competitive edge** by entering new categories and markets, forging new partnerships, and facilitating new mergers and acquisitions?
- Creating **emotional bonds** and instilling a **sense of purpose** among your target?



Branding Results

- **Customers** seek you out in markets and stores.
- **Farmer's market** organizers want you.
- **Chefs** want your name on menus.
- **Retailers** want your products on shelves.
- **Distributors** want to carry your products.
- **Employees** will fulfill your mission.
- You can have **price leverage**.

Become preferred brand in your defined market!

Brand Protection

- Create a distinctive logo/tagline
- Register your trademark
- Get patent if applicable
- Monitor social media/Internet



Applying the Case

- What is the story?
 - who, what, where, when, why?
- What is the niche?
 - [Your business] is the [best, only, leading, etc.] place for [type of customer] with [specific needs] because...
- What is the image?
 - Logo, tagline, personality, products

Questions?

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