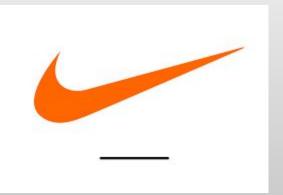
What's Behind Your Logo?

How To Forge An Iconic Brand









Two Iconic Brands

Competition

Everything Can Be Copied: Any Product/Any Service

The Only Thing That Can't Be Copied Is Your

BRAND and Its Value To The Consumer!

Brands Are Built From The Inside - Out

All Brands have to deal with market volatility and competitive threats.

With over 28 million small businesses in the U.S. - it's the small, emerging companies that need Brand Development and Nurturing.

Brand Building

The Development & Management of a Unique Brand That

Addresses Customers' Needs/Wants

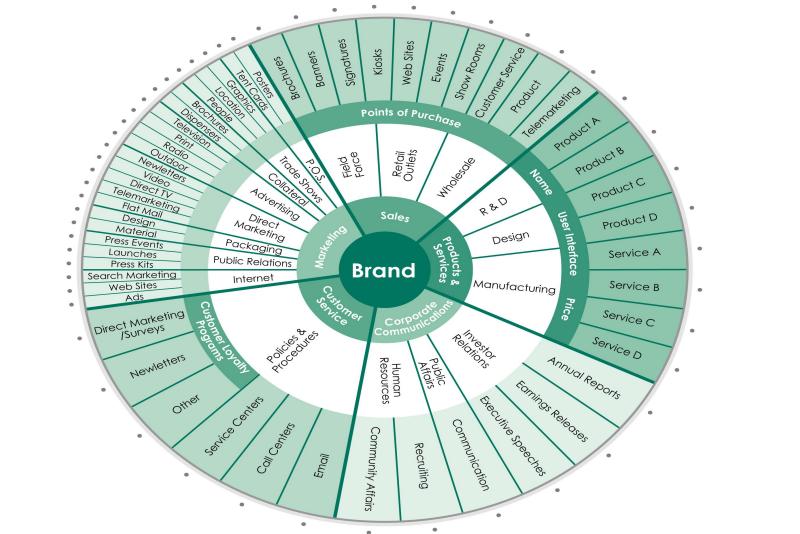
- Now A Foundational Business Component
- One of the MOST Difficult Challenges for Any Business

Brand Building in NOT Communicating a Message

It's Managing the Business AROUND the Brand

The Brand Wheel Is Your Start Point

(see next slide - developed by Denise Yohn)



Marketing Supports Sales By Communicating Differentiation Through: **BRANDING**

This Is Termed: BRAND EQUITY



Companies Can No Longer Differentiate By

FUNCTION or PRICE

A Brand With A PRICE ADVANTAGE Can Simply BE UNDERCUT

A Brand With A PERFORMANCE ADVANTAGE Can BE KILLED

WITH NEW TECHNOLOGY

..... But A BRAND With EMOTIONAL DIFFERENTIATION Can Command

A Premium FOREVER!

Top 10 Brands By Value

- 1. Apple
- 2. Google
- 3. Microsoft
- 4. Coca-Cola
- 5. Amazon
- 6. Samsung
- 7. Toyota
- 8. Facebook
- 9. Mercedes-Benz
- 10. **IBM**









WHEN WAS THE LAST TIME YOU ASKED YOURSELF?

- Who Am I and What Am I Trying to Accomplish?

 Does Your Current Business (Process) Meet The Goals of the Business?

The Vision

What Does Company Want To Be? The Dream!

Simple Statement

Every Teamplayer (Employee) Must Buy In and

Be 'On-brand'

vision statement examples



Original: A computer on every desk and in every home.

Now: To enable people and businesses throughout the world to realize their full potential.



To help people be healthy, secure and comfortable.



To bring inspiration and innovation to every athlete' in the world

* If you have a body, you are an athlete



To be Earth's most customercentric company where people can find and discover anything they want to buy online.



Affordable solutions for better living.



To establish Starbucks as the most recognized and respected brand in the world.



Mission: How To Realize Your Vision

The Business's Basic Purpose

Outcomes To Be Achieved

Functions To Be Carried Out

Must Be Measurable



<u>Creating A Brand</u>

Brand DNA Creation

Story Brainstorming

Brand Narrative - 1st Draft

Narrative Revision & Rewrite

Narrative Testing & Fine Tuning

Brand Narrative Complete - Link To Business Vision & Culture

Logo Design/Ideation

Optional: Tagline

Brand DNA Creation

You Must Delve Deep Into Your Vision BEFORE An Effective Branding Strategy Can Be Developed

Establish A Brand Identity That Creates An Emotional Connection With Consumers

Your Brand MUST Equate To The Business's Culture & Core Values

THIS IS YOUR BRAND'S DNA

The Distinctive Attributes Of The Brand.

It Makes The Brand Standout.

Creates Its Own Market Communities

Drives Emotional Attachment In A Crowded Marketplace

Story Brainstorming

A Brand Narrative MUST Emerge From <u>"Why Does The Brand</u> <u>Exist?"</u> and NOT From <u>"What Does The Brand Sell"</u>

Today, Brands MUST DO MORE Than Provide Information.
They MUST ALSO Tell A STORY - And That Story MUST BE In
Sync With Customers' Needs and Emotions.

The Brand MUST NOT Be The Hero Of The Narrative But MUST Be The Ally That Allows The Customer To Reach Their Goal and Couldn't Do WITHOUT Your Product/Service

Brand Narrative

People Are Story-based. We communicate through stories: Movies, Songs, TV, Magazines, Blogs, Social Media, Books

So, To Brand You Need To Make An Emotional Connection To The Consumer Via A Story (Narrative)

Marketing Used To Be About Creating A Myth And Selling It, NOW, It's About Finding A Truth And Sharing It.

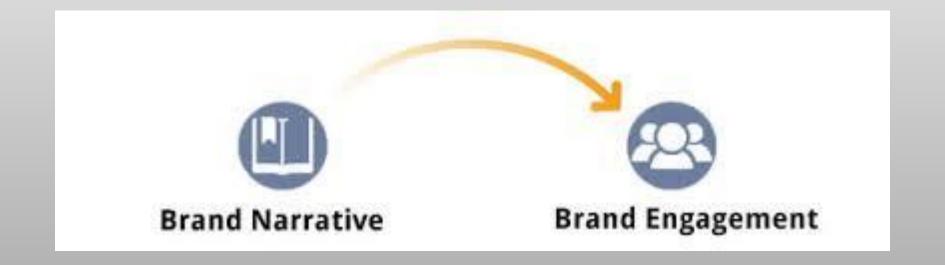
In Branding You Need To Craft A Narrative - Which Is Not Created Easily Or Rapidly

BRAND NARRATIVE

The Unique Story That Conveys 'WHAT' The Business Is - Its 'ESSENCE'!

The FOUNDATION That Provides Consumers The Means Of CONNECTING To The Business.

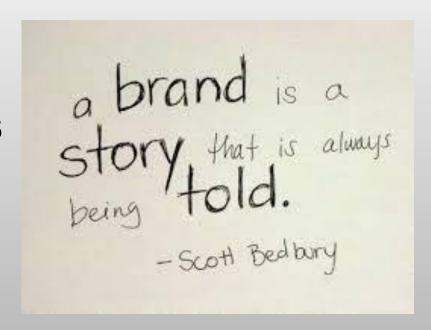
It's What Brings An Underlying TRUTH And AUTHENTICITY To The Brand's DNA



In Constructing A Brand Narrative

NEVER DO THE FOLLOWING

- Make The Brand THE HERO
- Have INCONSISTENT VALUES
- Not Be CREDIBLE



Testing & Fine-Tuning

- The Age Of The One-Way Narrative is OVER. Narratives MUST NOW Be Conversational
- A Well Designed Narrative RELATES How Consumers Perceive You And Your Brand

The Consumer Is <u>NEVER WRONG</u> - In The Sense That If They Don't Understand Your Narrative, It's NOT Their Fault. You Need To Revise/Improve Your Story

To Recap: <u>Creating A Brand</u>

- 1. Brand DNA Creation
- 2. Story Brainstorming
- 3. Brand Narrative 1st Draft
- 4. Narrative Revision & Rewrite
- 5. Narrative Testing & Fine Tuning
- Brand Narrative Complete Link To Business Vision & Culture
- 7. Logo Design/Ideation
- 8. Optional: Tagline



Logo/Image Ideation

<u>Logo - A Physical Metaphor For The Business</u>

- Must Use Color Correctly
- Must Have Imagery With A Purpose Does It FIT
- Must Have Meaning At A Glance
- Must Be Used Repetitively
- Degree Of Visual Distinctiveness/Clarity
- May Require A Tagline/Byline

Designing A Logo

Avoid Using More Than Two-typefaces. This Makes For A Well-Balanced And Tight Design. Default To The Simple & Legible - NOT Clever And Stylistic. It's Tempting To Create Highly Conceptual Image. Remember: The Purpose Of A Logo Is To Be Identifiable And Easily Recognizable.

Example of Well Designed

Logo. Distinct, Balanced,

Simple, Easily Remembered.



BRAND VISION

GOALS/MISSION

PLANNING

ACTIONABLE STEPS

OPERATIONAL REALITY

These Are The Steps to Business Execution

Goal Of Any Business

GUSTOMERS

ACQUIRE

SERVE

SATISFY

KEEP ...

Is there a GAP between the BRAND VISION and the OPERATIONAL REALITY EXPERIENCED by your CUSTOMERS? If so, you need to reassess - the WHY



Marketing Your Brand

• 90% Of All Commercial Ads Are NOT Story-based, They Are Premise-based.

 TV & Social Media Ads Convey Specific Product Benefits Or Move To Instill Emotion Based Upon SEX, FEAR, or NOVELTY.

• These Ads Are Successful, BUT They Are Becoming Less Persuasive.

 A Brand's Focus Use To Be On Product Benefits - NOW You Must Go Beyond FUNCTIONALITY And Be ROOTED In A PURPOSE That Engages. Traditional Marketers - stroked our anxieties: Fear, Sex or Novelty. The NEW 'BRAND' MARKETING mantra is to fashion real-world solutions which deliver value propositions that measure-up to customers' wants and

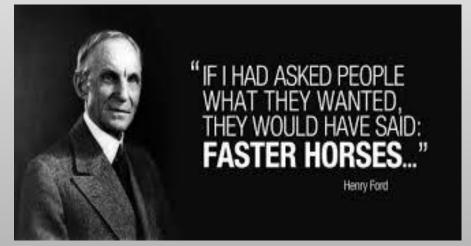
dreams.



Demand is shifting as growing numbers of consumers look for a better balance of <u>time-on</u> and <u>time-off.</u>

Social engagement is Increasing. Consumers want a personal connection - termed *The Kinship Economy* - it presents huge opportunities for Brand Marketers to Build B2C interaction

and sales.



'What's Behind Your Logo?' Quiz

Answers: next page

What Is A Brand?
In A Highly Competitive Marketplace, You MUST Look For Low Cost/No
Cost Differentiation That Can Bring Without
Customer Resistance.
This Is Termed
Brands MUST Be Driven, Easily Understood and
Remembered.
Try TO OWN A Or
Be Visually What The Customer

'What's Behind Your Logo?'

- What Is A Brand? A Promise.
- In A Highly Competitive Marketplace, You MUST Look For Low Cost/No Cost Differentiation That Can Bring <u>Higher Margins</u> Without Customer Resistance.
- This Is Termed **Brand Equity**.
- Brands MUST Be <u>Customer Driven</u>, Easily Understood and Easily Remembered.
- Try TO OWN An <u>Idea</u> Or <u>Image</u>.
- Be Visually What The Customer <u>Expects.</u>



'What's Behind Your Logo?' Quiz 2

-	Problem We All Have Is There Is Too Much
-	A Brand MUST Create A Experience.
-	You MUST Create Advertising & Marketing.
-	No Longer Sell Products/Services You Are Selling
-	The Goal Is To Obtain Customer
-	The Brand MUST BE Linked To The Business's
-	This is Known as Brand
_	Know: Who Customers Are/Their Likes, When They Buy, How They Buy

What Differentiates Your Business?

'What's Behind Your Logo?'

- Problem We All Have Is There Is Too Much Choice.
- A Brand MUST Create A **Sensory** Experience.
- You MUST Create **Compelling** Advertising & Marketing.
- No Longer Sell Products/Services You Are Selling **Experiences**.
- The Goal Is To Obtain and Retain Customer Loyalty.
- The Brand MUST BE Linked To The Business' Vison/Mission.
- This is Known as Brand <u>DNA</u>.
- Know: Who Your Customers Are: Their Likes, When They Buy, How They Buy.
- Know What Differentiates Your Business.

Why Customers Leave Businesses

- 68% Due To Lack Of Service
- 14% Judge All Businesses Alike
- 9% Prefer The Competition
- 5% Buy From People They Know
- 3% Move
- 1% Die

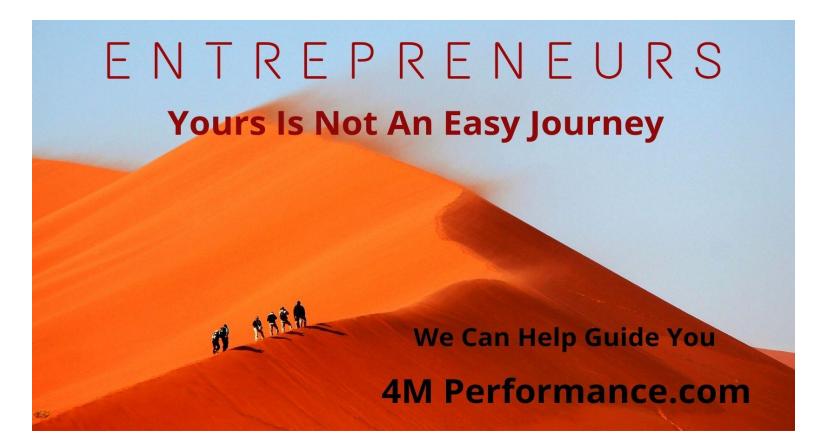


Why Customers Leave Small Businesses: SERVICE

- Over Promise / Under Deliver
- 2. You're Always Right "This is how we always do things"
- 3. Don't Listen Don't Assume To Know What The Customer Needs
- 4. Trust Issues Asking Good Customers To Pay Upfront
- 5. You're Hard To Contact Many Large Companies Do This DON'T
- 6. Need To Step-Up Your Customer Service Game
- 7. Trash Talk on Social Media Down-Grading Your Competition

Make Sure You Share Critical Information - Your Business Will Be Overlooked If Your Website and Mobile Listing **DOES NOT INCLUDE**: Contact Information, Address of Business, Phone #, Email, Hours of Service,

The Next Portion of the Slide Show Discusses Brand Advertising and Promotion



BRAND ADVERTISING

Need A Great Headline (Power Words)

- Solves A Problem
- Describes Benefits (Differentiation)
- Creates Mystery
- Tells A Story
- Provides Advice
- Names Your Target

Headline Must Be Relevant To Product

- 3-5 Seconds to Grab Reader
- Use Testimonials w/Real Names & Photos
- Change the 'Need' to A 'Want' How Does Product Improve Their Life or Life of Others (people or pets)



C O L O R S: How To Market With Them

Colors Are Critical in Marketing Your Product/Service

Colors Must Be Used In Logos, Names, all Imagery

Colors Impact Consumer Behavior & Purchasing

Color Is The Determinant In Many Purchase Decisions

COLORS

93% of Buyers Focus On Visual

85% Say Color Was Primary Reason For Purchase

Various Colors Impact Reactions/Decisions

RED

Great for Sales

Attention Getter

Used Often in Consumer Goods Packaging

Generates Interest In Product/Service

Used In Many Logos

BLUE

Men's Preferred Color

Associated with Peace, Water, Tranquility, Reliability

Provides A Sense of Security

Used by Conservative Brands: Banks, Financials, etc.

Provokes Sense of Trust

GREEN

Think Healthy, Power, Nature.

Used in Stores to Relax Customers

Stimulates Harmony & Encourages Decisiveness

Starbucks Only Major Brand to Use Green Logo

PURPLE

Royalty, Wisdom, Respect.

Stimulates Problem Solving & Creativity

Frequently Used To Promote Beauty & Anti-aging

ORANGE&YELLOW

Cheerful & Optimistic

Yellow Can Make Babies Cry

Orange Triggers Caution

Used To Draw-in Impulse Buyer or Store Browser

BLACK

Authority, Stability, Strength

Symbol of Intelligence

GRAY

Practical, Solidarity, Oldness

Too Much Can Be Depressing

WHITE

Purity, Cleanliness, Safety

Perceived As Unaltered & Clean

How Brands Use Colors



BRANDS and IMAGE ANALYSIS



Images Are Taking Over Social Media!

Over <u>3 billion Images & Photos</u> are Shared **DAILY** on Social Platforms. **NOW** - there are more images than text!



Images Are More Impactful Than Text Alone

WHY?

- Images Have Emotional Impact
- Images Are More Memorable
- Images Are More Engaging
- Images Are Shared & Re-shared More Readily

For Example: Tweets With Images Receive:

- 18% More Clicks
- 89% More Favorites
- 150% More Re-tweets
- People recall 10% of What They Hear BUT 65% of What They View

CONTENT WITH IMAGES INCREASE THE VIEW RATE BY94%!

By 2021 There Will

Be 23 Billion

Connected Devices

You Must Focus On The User For

Social Advertising



connect with Brands and Identify with what they represent.

Remember Your Brand and the Company are ONE IN THE

SAME. The Brand is the Company's identity, just like a

person. That is why Brands are so special. Why people

Brand Positioning

Every product can not be truly new but your Brand MUST be clearly different.

You should not use an existing brand to explain yours. A well-conceived brand platform and positioning can relegate competitors to irrelevance.

There are several ways to position your brand as breakthrough. Instead of differentiating on the WHAT of your brand, use the:

WHY - Purpose and Values

WHO - Target Customers

HOW - Personality

WHY - Purpose and Values

A distinctive mission and values are a powerful way to connect with consumers. A compelling purpose - MOTIVATES.

WHO - Target Customers

Distinguish your brand based on Who you are for (in some cases, Who you're not for). What consumers are your target market.

HOW - Personality

When a brand connects with a unique customer experience it raises that brand above the competition. Brand personality is about infusing every aspect of your operation with your company's unique character.

What's Behind Your Logo?

Q&A

What Did You Learn From This Presentation?

Do You Have Any Questions Regarding This Presentation?

Let's Have Your Thoughts and Input

Contact: james@4mperformance.com

Please tell a friend about 4M Performance