



Branding Your Way to Success

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Where we're going

- ⇒ Branding. What is it?**
- ⇒ Invisible v. Visible**
- ⇒ Your Position**
- ⇒ Determining your brand archetype**



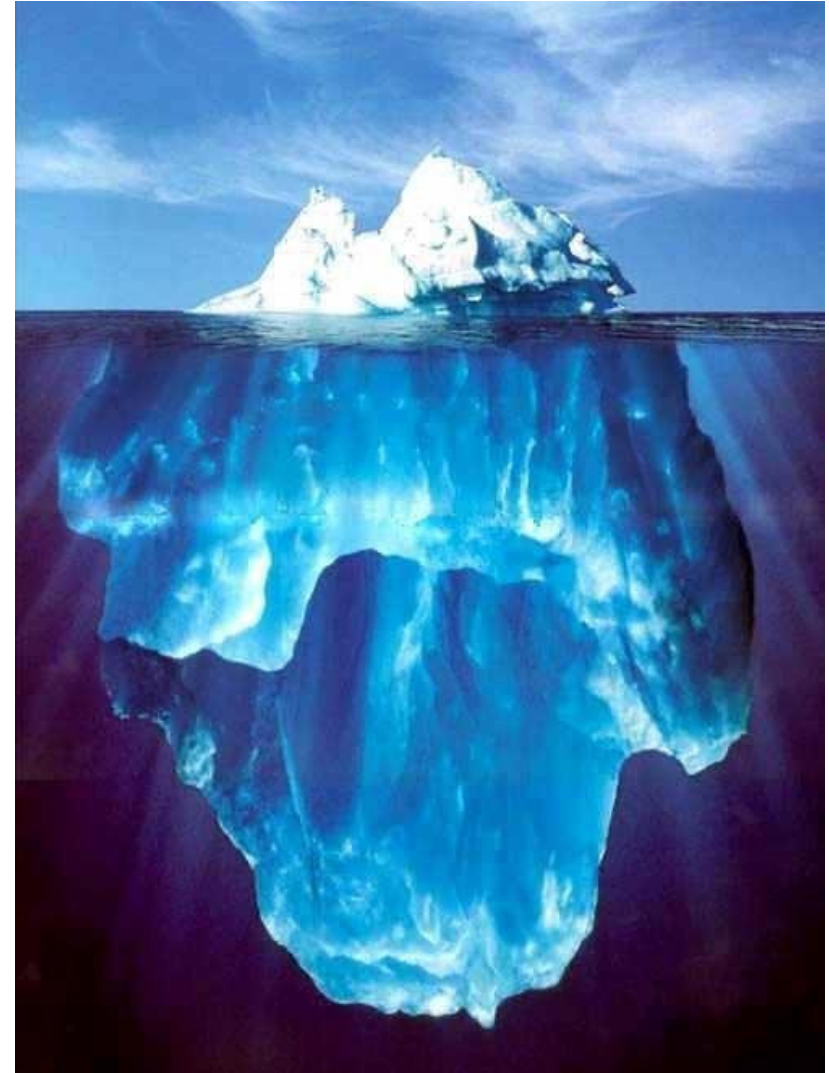


What is branding?

- ➔ A mental and emotional phenomenon
- ➔ Irrational, subconscious

What branding is not?

- ➔ A logo, tagline, website, brochure, etc.



...these are signatures of the brand,
but they are not the brand itself.

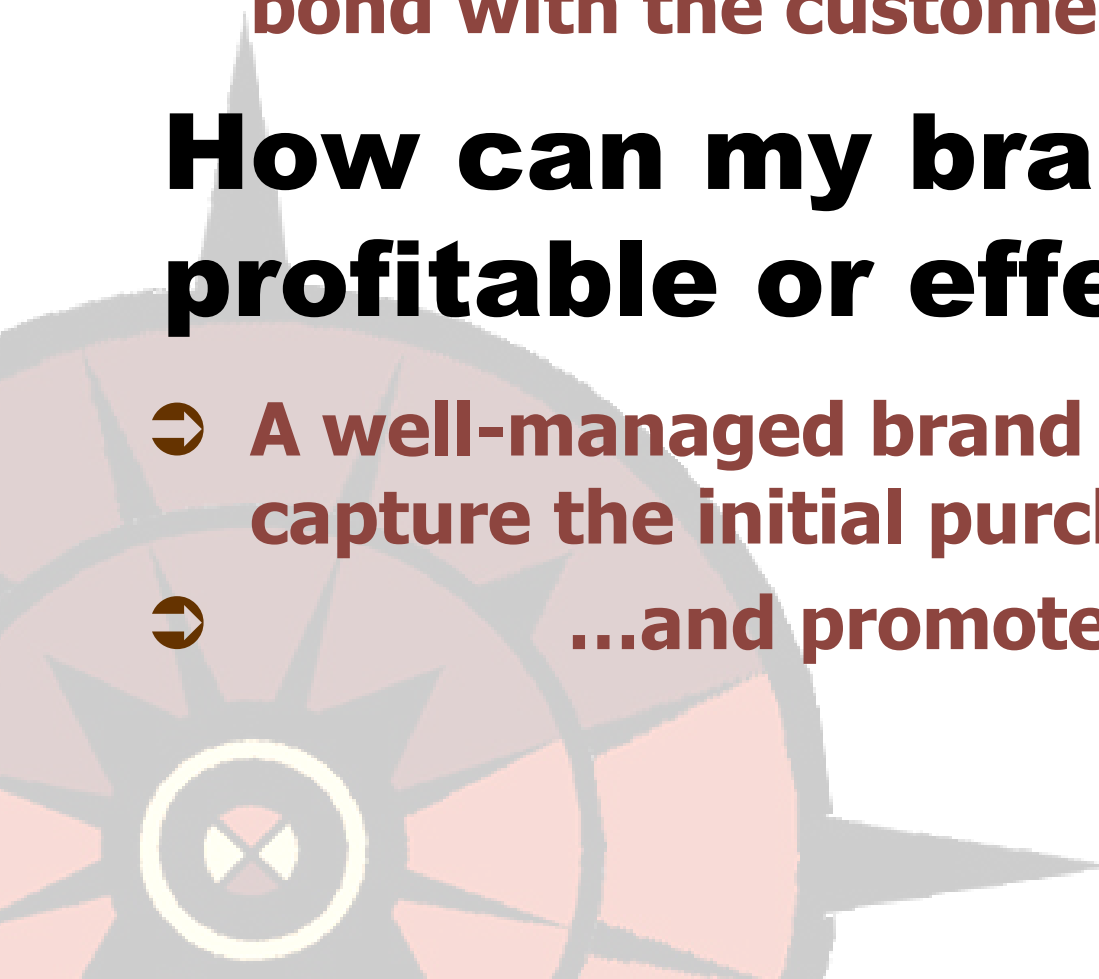


What is the goal of branding?

- ➔ **To drive decision-making by creating a bond with the customer**

How can my brand make me profitable or effective?

- ➔ **A well-managed brand serves to capture the initial purchase...**
- ➔ **...and promote ongoing loyalty**





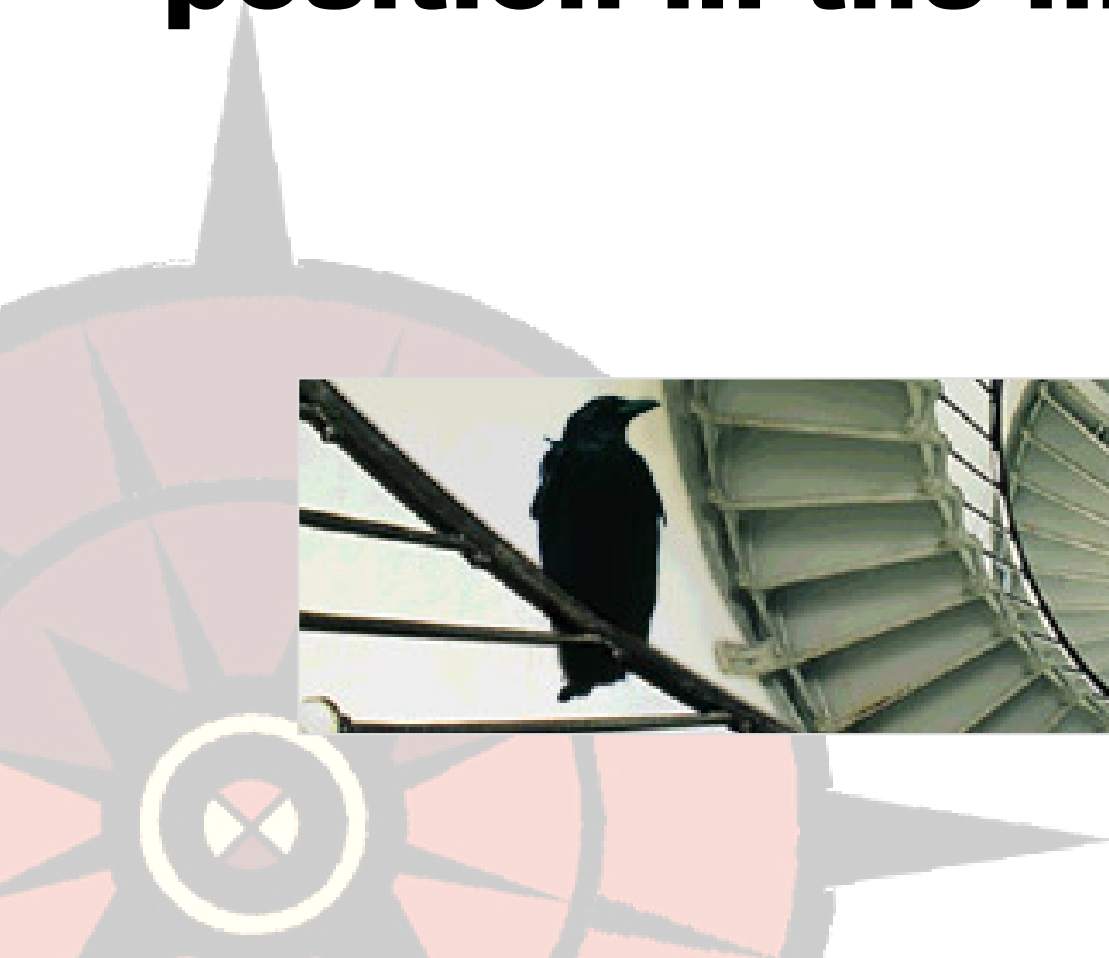
What is your singular idea?

- ➔ Your brand will be reduced in the minds of a message-saturated public
- ➔ You must define yourself or be defined
 - ➔ Example: 2004 Presidential Election
- ➔ Consistency and repetition are the keys

*...**BUT** what about my other 15 services!?*



How do you define your position in the marketplace?





Positioning 101: Three Steps

1. What is your clients' highest priority?

- ➔ **It's not what you do, it's what they want**

2. What do you offer?

- ➔ **The services you offer nearest to what they want**

3. What is your competition saying?

- ➔ **It's not what they do, but what they say that's important.. can you own your category?**



Establishing Your Brand Personality

- ➔ **What are the fundamental beliefs held by your organization?**





Brand Personality: Archetypes

➔ Innocent

- ➔ Ivory Soap

➔ Explorer

- ➔ Jeep, Mark Twain

➔ Sage

- ➔ Oprah, Einstein

➔ Outlaw/Rebel

- ➔ Harley-Davidson

➔ Hero

- ➔ Nike, James Bond

➔ Magician

- ➔ Dreamscape
Multimedia

- ➔ Tap into the “collective unconscious” we all share. Fairy tales, dreams, music and movies do this.





Brand Personality: Archetypes

➔ **Lover**

➔ Victoria's Secret

➔ **Regular Guy/Girl**

➔ Home Depot

➔ **Jester**

➔ Motley Fool

➔ **Caregiver**

➔ Mother Teresa

➔ **Creator**

➔ Picasso

➔ **Ruler**

➔ Microsoft

➔ **Knowing your archetype will help you define your personality and your communications.**





Brand Personality: Enemies



vs.



Microsoft

- ➔ Another way of defining yourself as a brand is to clearly state what you are not.



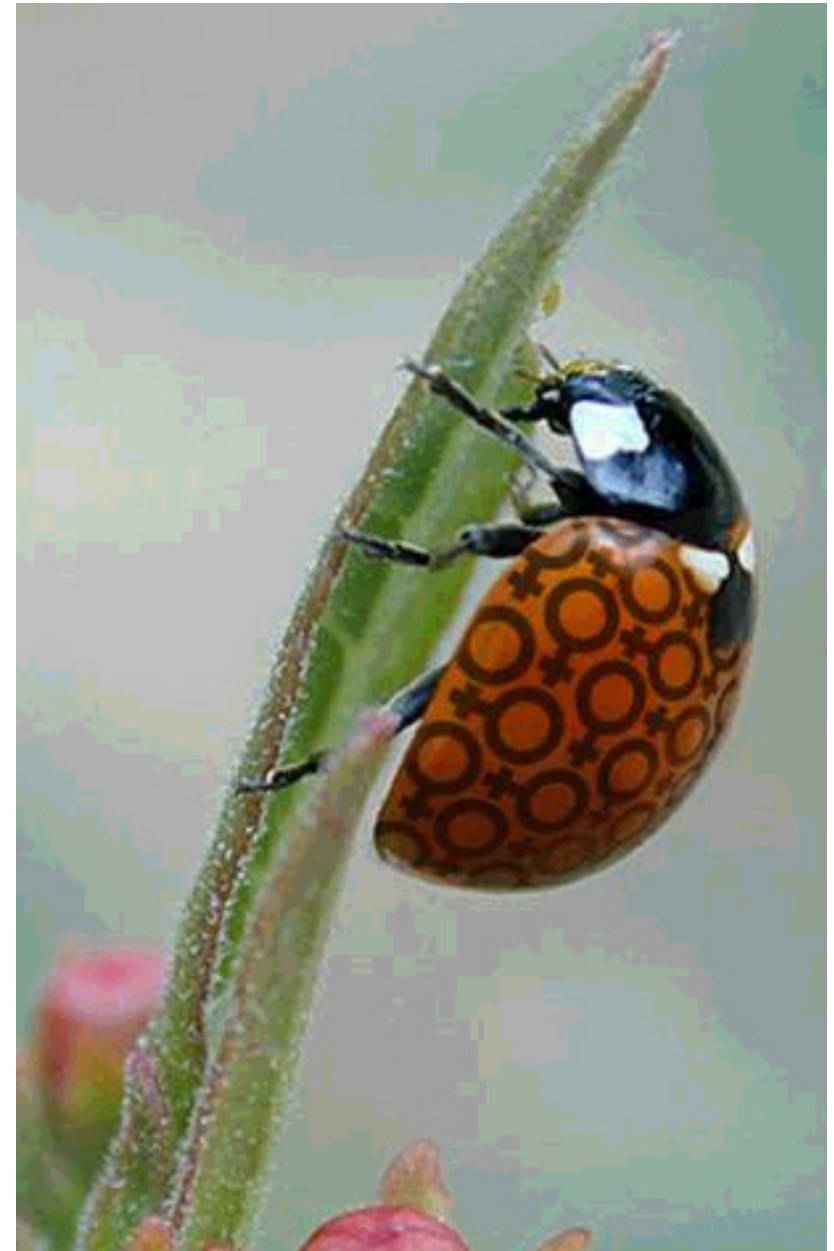
Culture of Success



Now Showing: The Visible Brand

➔ Common expressions of your brand:

- ➔ Brand name
- ➔ Logo
- ➔ Color palette
- ➔ Tagline
- ➔ Imagery
- ➔ Copy
- ➔ Music
- ➔ Decor





Logo

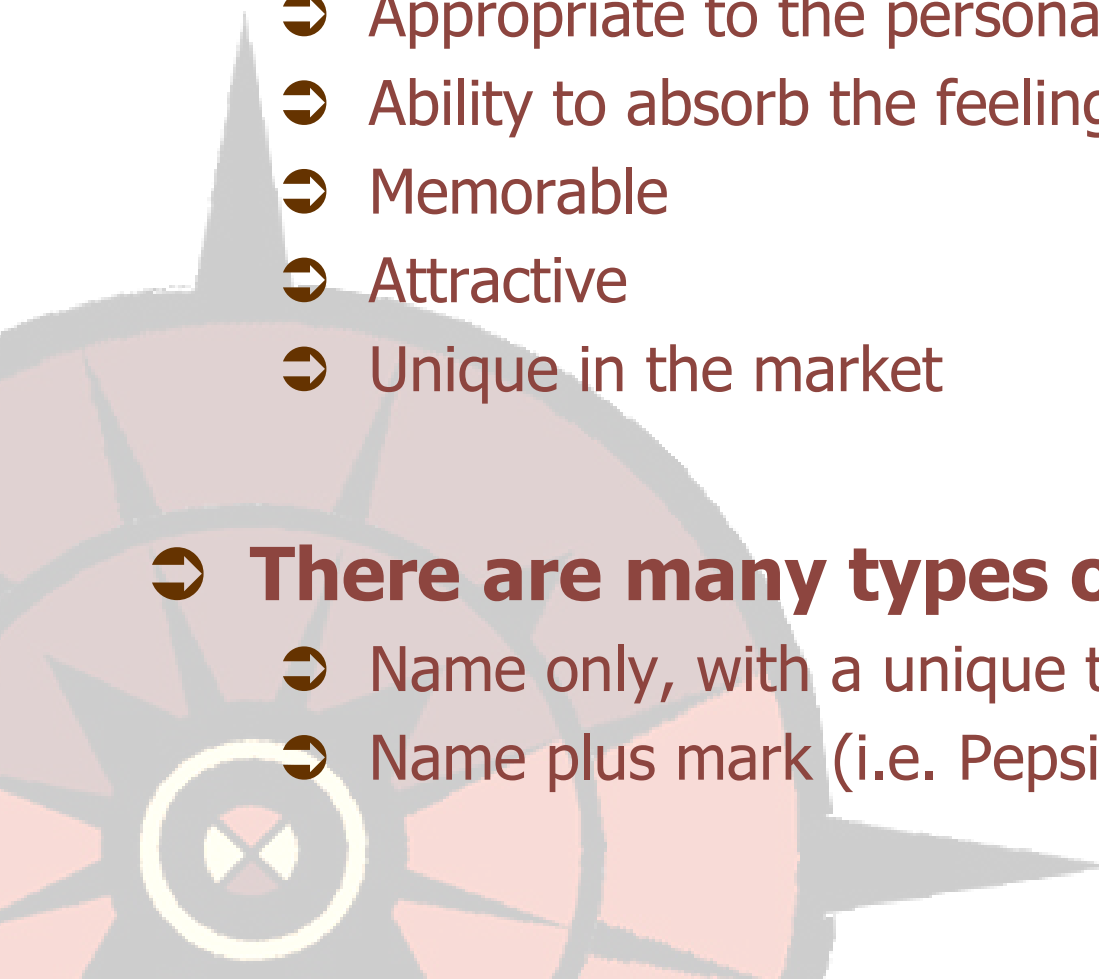
➔ Criteria for a good logo:

- ➔ Appropriate to the personality of the brand
- ➔ Ability to absorb the feeling of the brand
- ➔ Memorable
- ➔ Attractive
- ➔ Unique in the market



➔ There are many types of logos including:

- ➔ Name only, with a unique typestyle (i.e. Coca-Cola)
- ➔ Name plus mark (i.e. Pepsi)





Color Palette

➔ Criteria for a good color palette:

- ➔ Appropriate to the personality of the brand
- ➔ Ability to absorb the feeling of the brand
- ➔ 1-3 main colors
- ➔ 1-3 supporting colors, if desired
- ➔ Unique in your market



- ➔ **Remember: Every color is a beautiful color. Whether a color is appropriate for a particular application is another matter.**



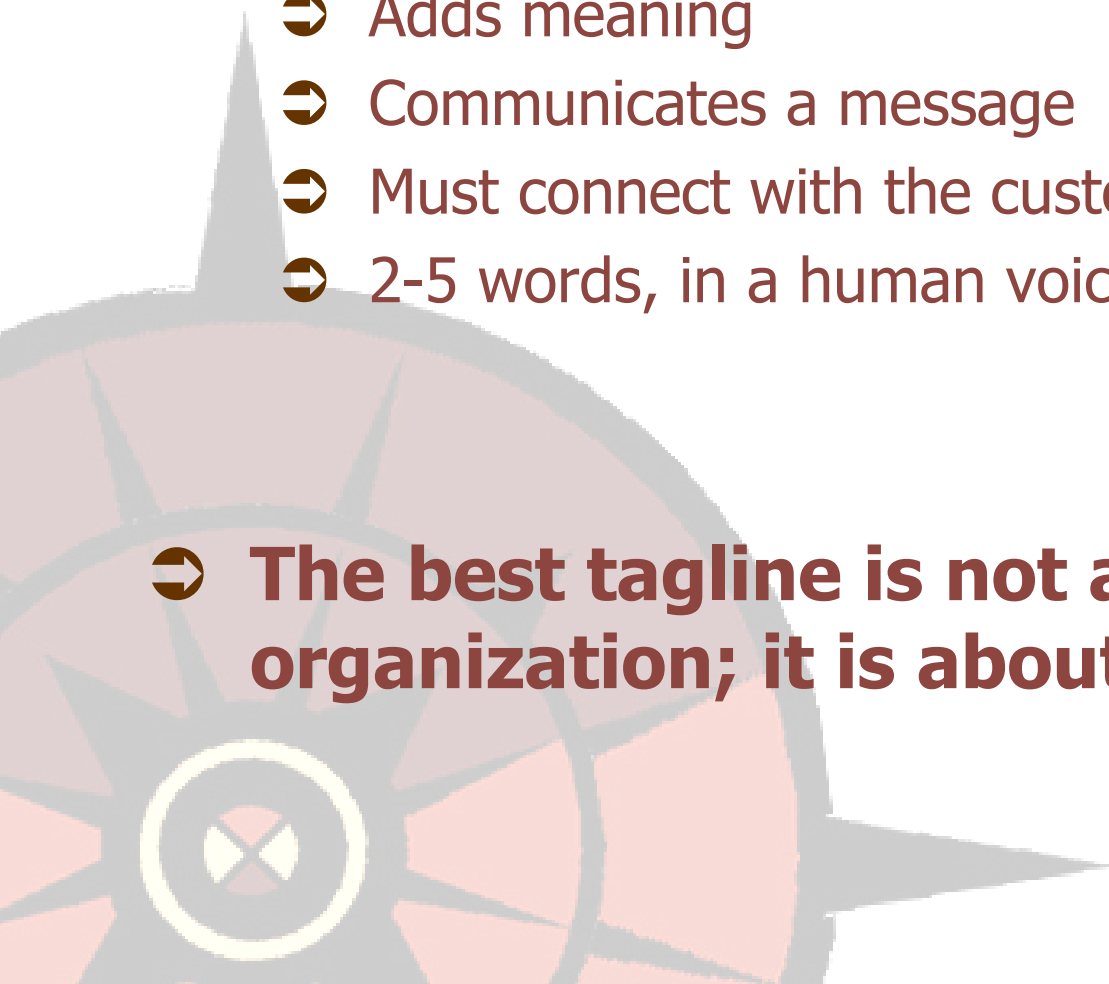
Tagline

➔ Criteria for a good tagline:

- ➔ Adds meaning
- ➔ Communicates a message
- ➔ Must connect with the customer
- ➔ 2-5 words, in a human voice



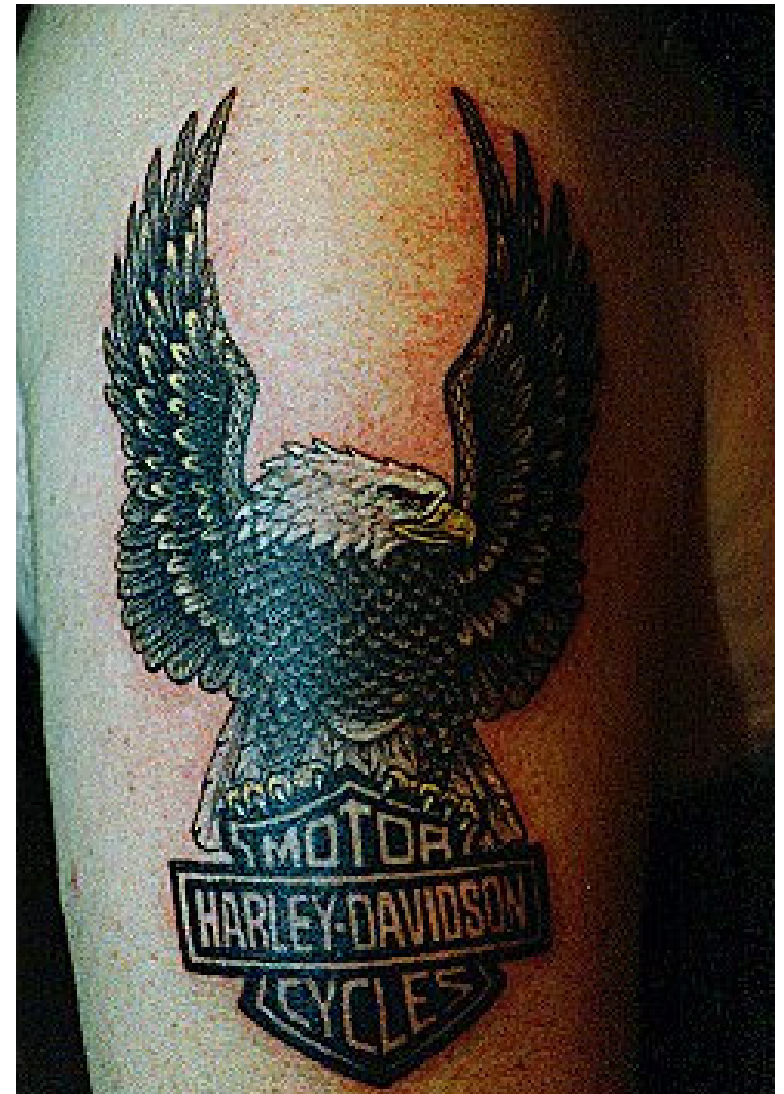
- ➔ **The best tagline is not about your organization; it is about the customer.**





Are your customers loyal to your brand?

- ➔ Do you do more for the world than provide product/service and collect money?
- ➔ What can you do to bring value and community to your customers?
- ➔ Not sure? Survey them!





In conclusion:

Branding happens in the minds and hearts of the people you are trying to reach. As a result, your brand must reflect the mind and heart of your organization.

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