

THE POWER OF BRANDS.

WORKSHOP 1





Creative
Planner: Ogilvy
Head of Strategy-McCann-Erickson

Book on digital in 2004

BBC digital account
UK Government
Google innovation team



Topics today

- Definitions: what is a brand ?
- How brands became big news
- Design your own logo
- Brands and creative inspiration
- Short history of brand differentiation

- **Applying this to your brief**
- Tools and techniques for understanding brands
- Discussion of the brief
- Questions to ask the client

Definitions

“A brand is simply a collection of *perceptions* in the minds of consumers”

Paul Feldwick from “What is a brand ?”

“A brand is a complex symbol.

It is the intangible sum of a product’s attributes, its name, packaging, and price, its history, its reputation, and the way it is advertised.

A brand is also defined by consumer’s impressions of the people who use it, as well as their own experience”

David Ogilvy writing in 1955



Your job

You are creating and developing *perceptions*

But

Perceptions cannot be detached from reality

“The Wonder of Woolies” did not work

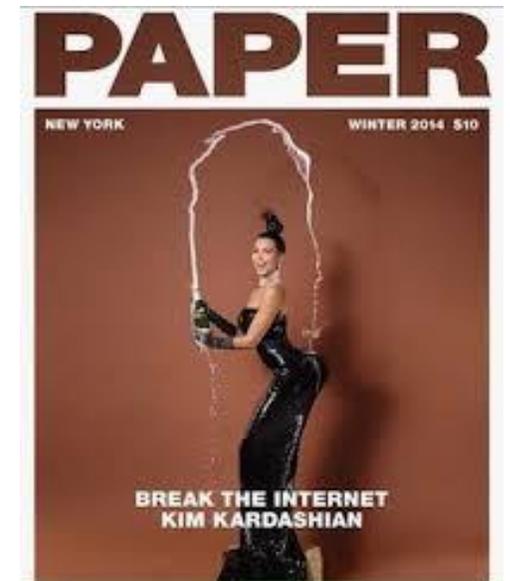
You will not be able to gloss over a poor product/service.

Implication for research ?



How brands became big news (and the language of brands so pervasive)


KIM KARDASHIAN



Moment of truth 30 years ago

Nestle purchase of Rowntree (UK)

Grand Met bought Pillsbury and Danone (USA)

both at a massive premium because of their *brand portfolios*

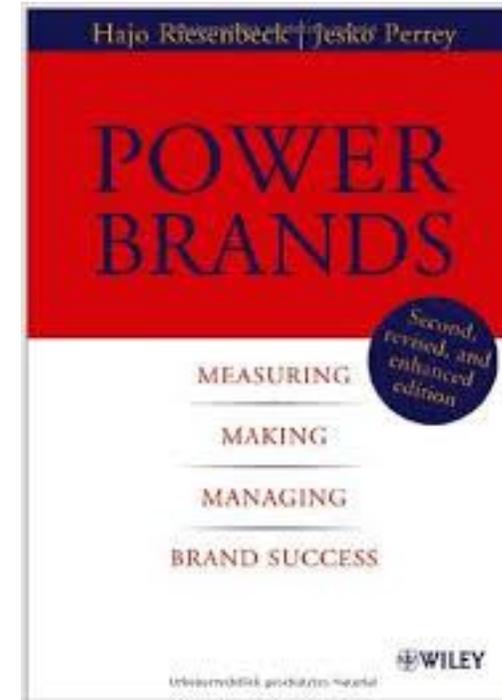
Key idea: brands (not physical assets like factories) drive shareholder value



Growing belief: brands drive business valuation

“62% of the world’s business is now in intangible assets, representing \$19.5 trillion of the \$31.6 trillion global market value.”

Source: Brand finance (a brand valuation specialist)



New expertise : creating brand worlds

The logic of intangible value:-

Some of the most successful brands in the world now do not own any factories

Although they may own retail outlets as a way of building “a temple to their brands”



“If the business were split up I would give you the bricks and mortar and I would take the brands and trade marks and I would fare better than you”

John Stuart, Chairman of Quaker speaking in 1900

Why do companies want to own a strong brand ?

To drive up the value of their companies stocks, of course.

But how is it that brands are effective in market?

How do they function to increase value in the markets they operate in?

Discuss with the person next to you

Value of a strong brand

More salient and familiar- and that drives loyalty

(Typically) perceived to be widely bought and that perception of popularity means they are a safe choice

Perceived to be more different – and that both commands a premium and makes the brand less price sensitive

Less vulnerable to competitive entry

Less easily substituted by private label

Less vulnerable to dis-intermediation (by retailers and online seller for example)

Have clearly defined *values*, which provide a platform for line extensions and diversification.

Values and brand stretch



Values and brand stretch



Your examples

Form a group of three:

1. Think of a brand with strong values.
2. What are these values ?
3. How has that brand been extended across categories

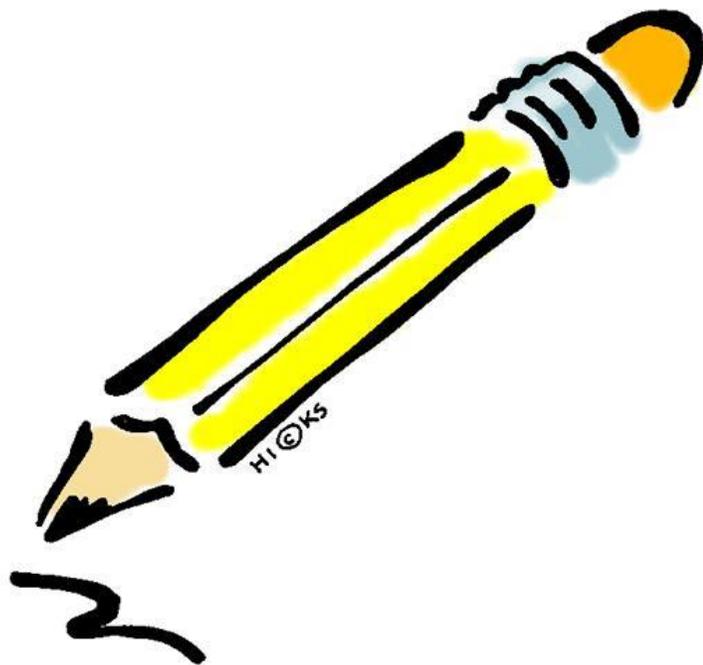
Let's do a Kim Kardashian

Please design your logo: Brand You

- Please design a logo
- Give a sense of your personality
- What you do (or want to do)
- What makes you different?
- What you'd like to be known for?



So, who are you?



What this tells us about brands

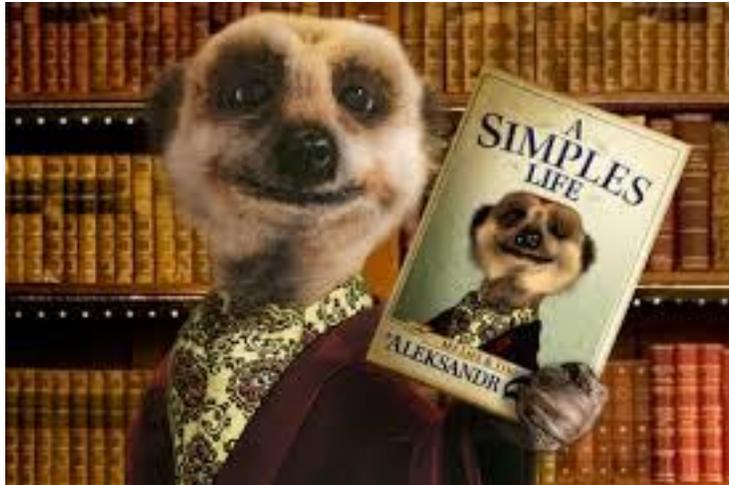
- Distinctive visual style/tone: **assets**
- Often have a few **core values**
- May have a **brand positioning idea.**
- Revealed **truth**

The power of brand (visual) assets



marketing agencies action group. Diploma

Brand symbols

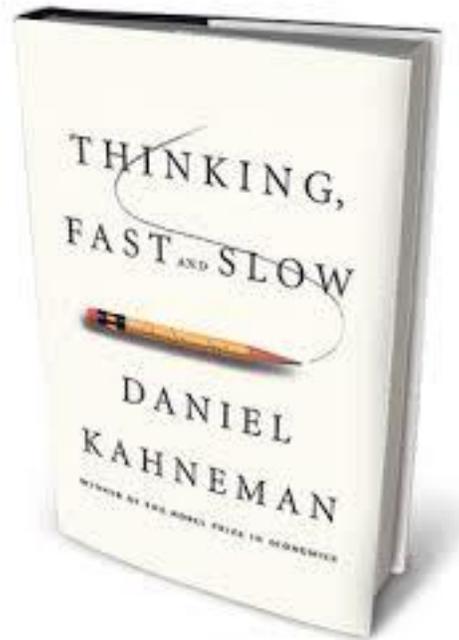


Which brand?



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Why faces are so important



You automatically decode faces
Faces communicate very quickly

Why?
Social interaction has high priority for
survival

Why are brand assets so valuable?

They are mental shortcuts

Most purchases start with a need: (not brands)

“ I need some milk”

“ I need some replacement batteries”

“ I am in the mood for Ice Cream”

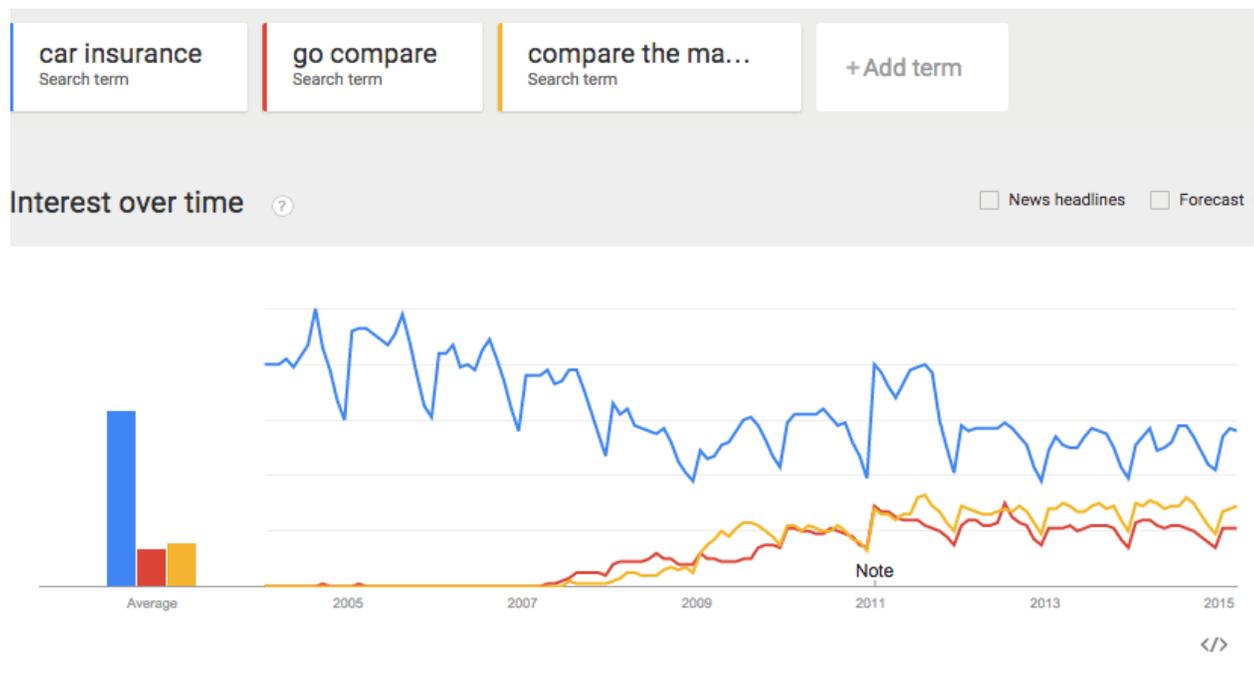
“ My dishwasher is kaput”

“ I want to get to Edinburgh by 7 pm tomorrow”

“ I’m thirsty”

“ My car insurance is up for renewal”

Value of visual assets



What people search for from Google trends: Insurance market

Brand ideas: rare but valuable

A brand idea is

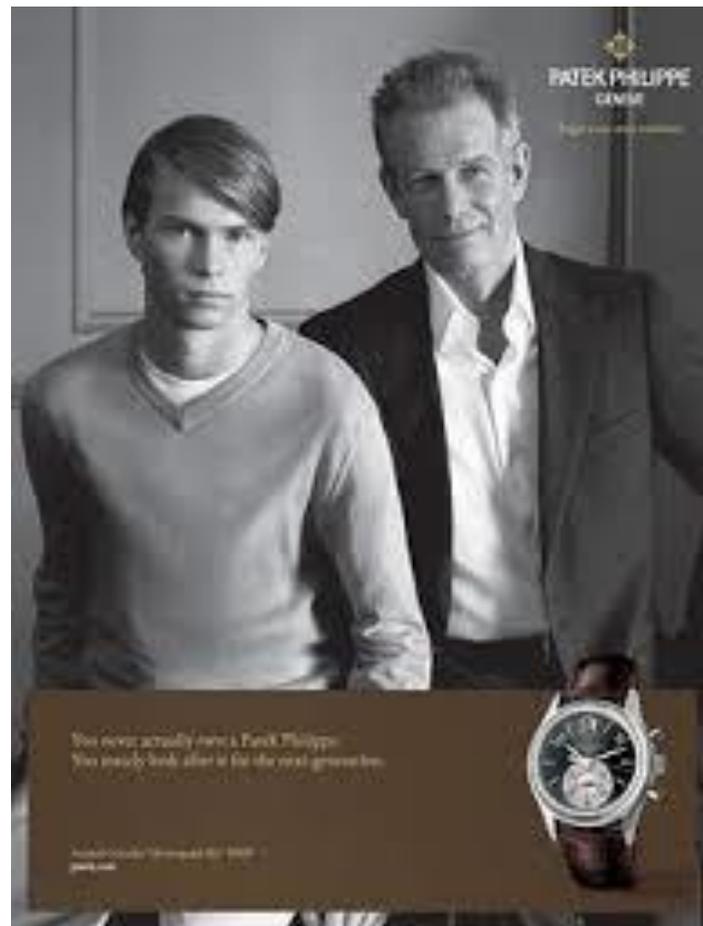
- A Brand ***distilled*** and reduced
- Out in the ***real world*** and tangible
- Expressed ***distinctively*** using words and image





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An investment, not just a watch



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Brand ideas are distillations

Nowadays only brutally simple ideas get through.

They travel lighter, they travel faster

This is a new business model for marketing, appropriate to the digital age.

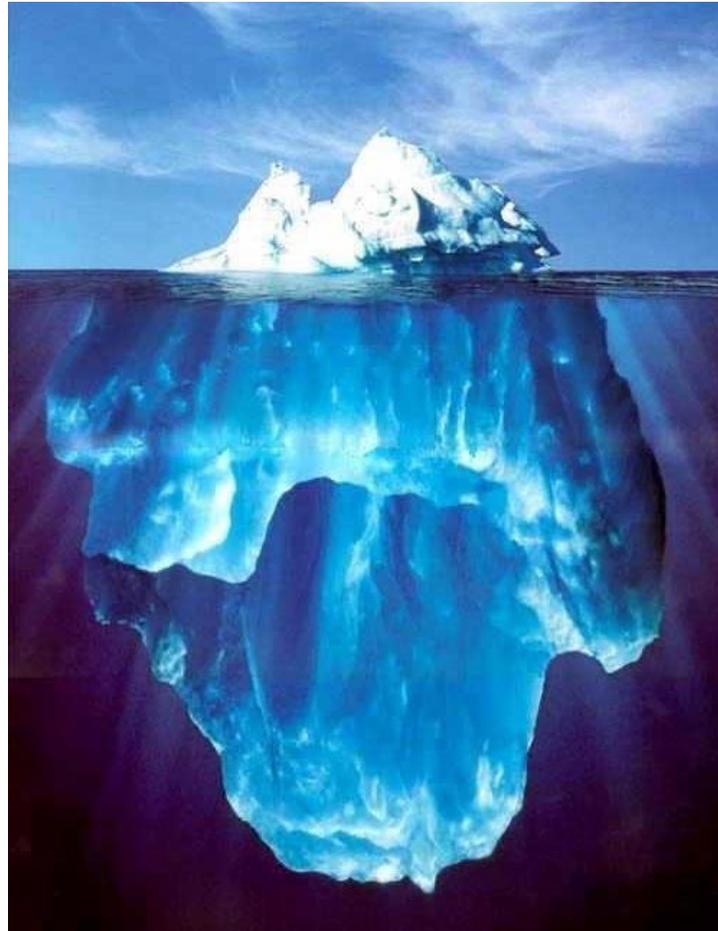
In this model, companies compete for global ownership of one word in the public mind.

This is “one word equity”.

Companies seek to build one word equity – to define the one characteristic they most want instantly associated with their brand around the world, and then own it. That is one-word equity.

Maurice Saatchi

Method: The hierarchy of ideas



Creative idea

Campaign idea

Brand idea

Brand ideas give you a POV on culture

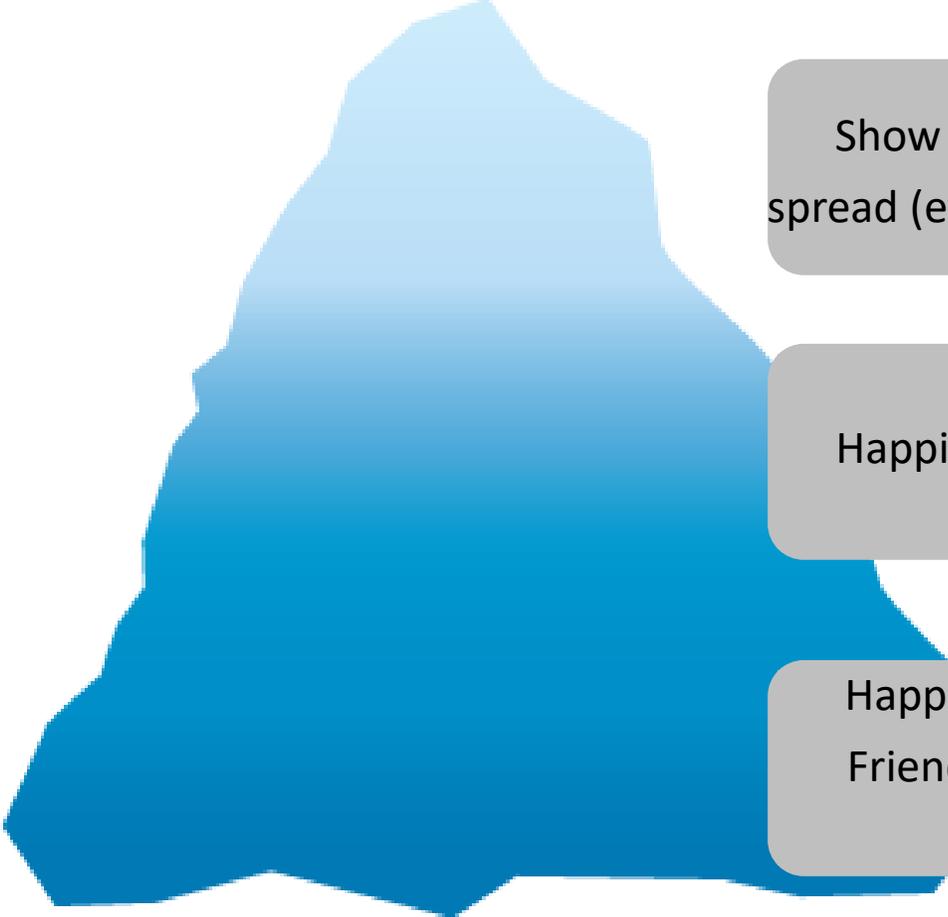


A spoof device that stops you being hooked to your mobile

Don't let technology get in the way of happiness

Happiness comes from Friendship/connection

What is the campaign idea ?

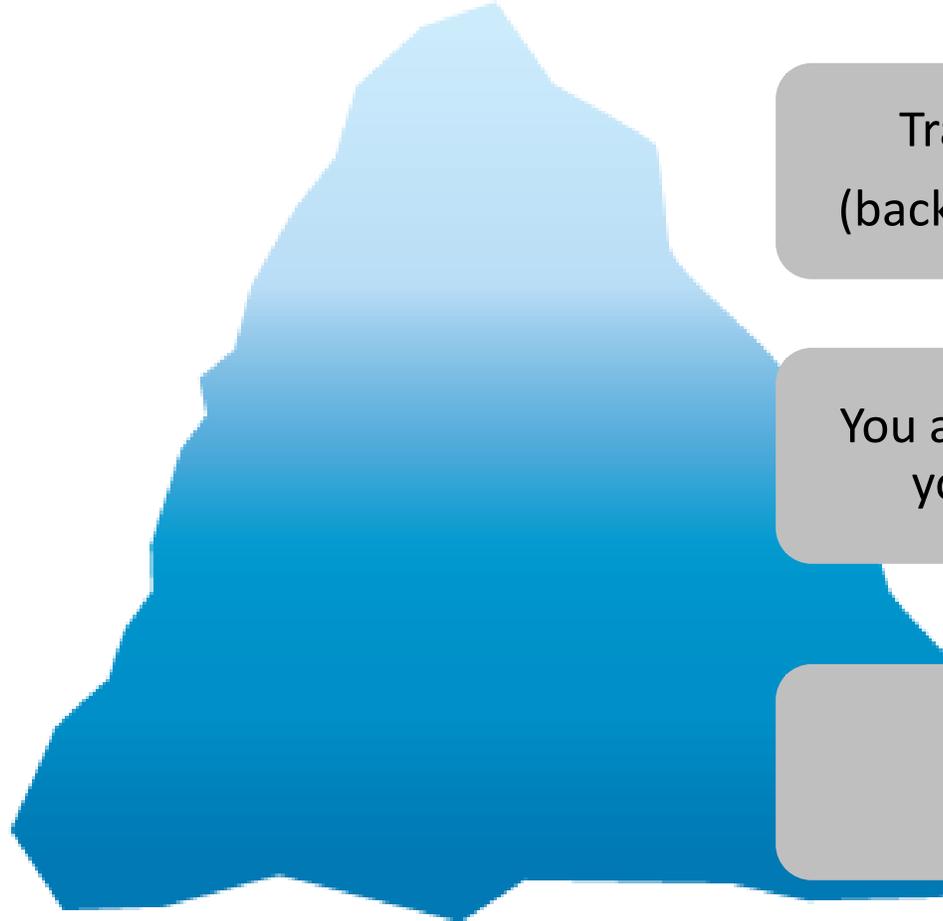


Show how laughter can spread (even among strangers)

Happiness is infectious

Happiness comes from Friendship/connection

One or two words



Transformations
(back to you true self)

You are not you when
you are hungry

?

Hunger



Great brand ideas get into the culture:



Brands inspire creative people

- If you are trying to create a campaign a great place to look is *in the* brand
- Does the brand own assets?
- Does it have distinctive values ?
- What is revealed by its story
- Does it stand for something ? (ie does it have a brand idea?)

Top tip from my first CD

- Get historical creative work for your brand /competitor brands: Work out what the ideas are
- Does this give you questions for the client ?



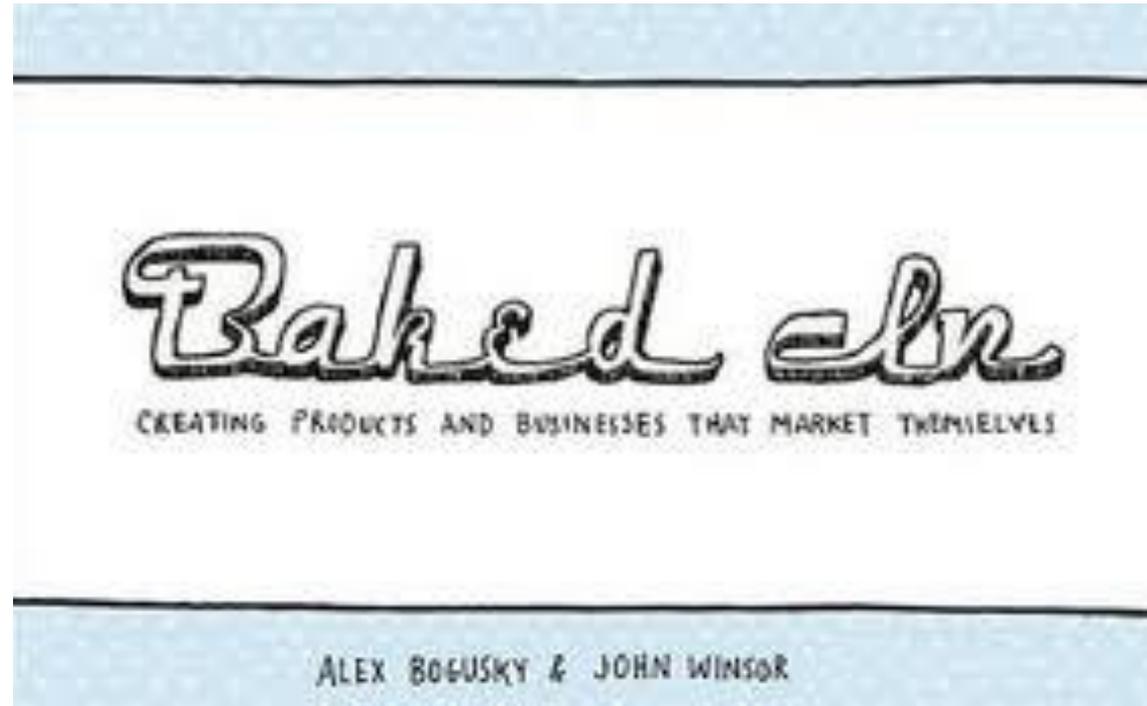
CPR CAN'T WAIT



Some questions

1. What have been your best campaigns/innovations ?
2. Or for sister organization's globally
3. Ones that have not worked
4. Campaigns/innovations for competitors that you admire ?
5. Campaigns that have engaged millennials?

New brands often launch with a brand idea.



Baked in brand ideas

- Brand idea is not uncovered later on after the product or service has been created
- But “baked in” from the start
- First form of expression is often in the name or on the packaging



Highly influential example of a “baked in” brand idea



What is the brand idea?



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Idea developed into brand experience



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Your examples of “baked in” brand ideas?

What is good branding?

When we say that the campaign was “well branded”:

What do we mean?

Why is it important for effectiveness ?

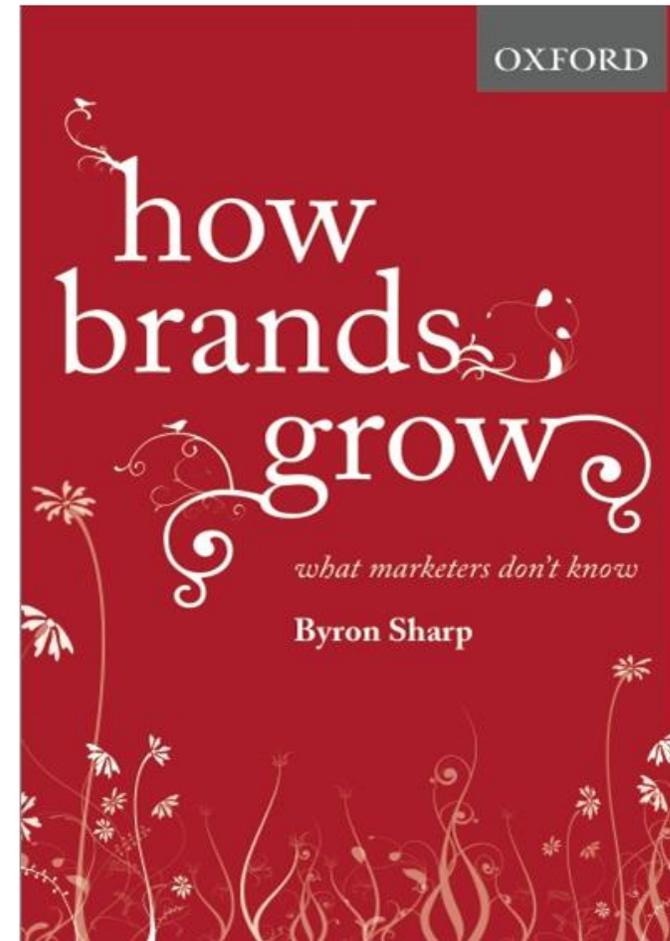
Clue: think about our first definition of what a brand is

Sharp's insight

Neuroscience and psychology have recently advanced our understanding of how memories and brains work....

.....communication works by ***creating and refreshing memories***

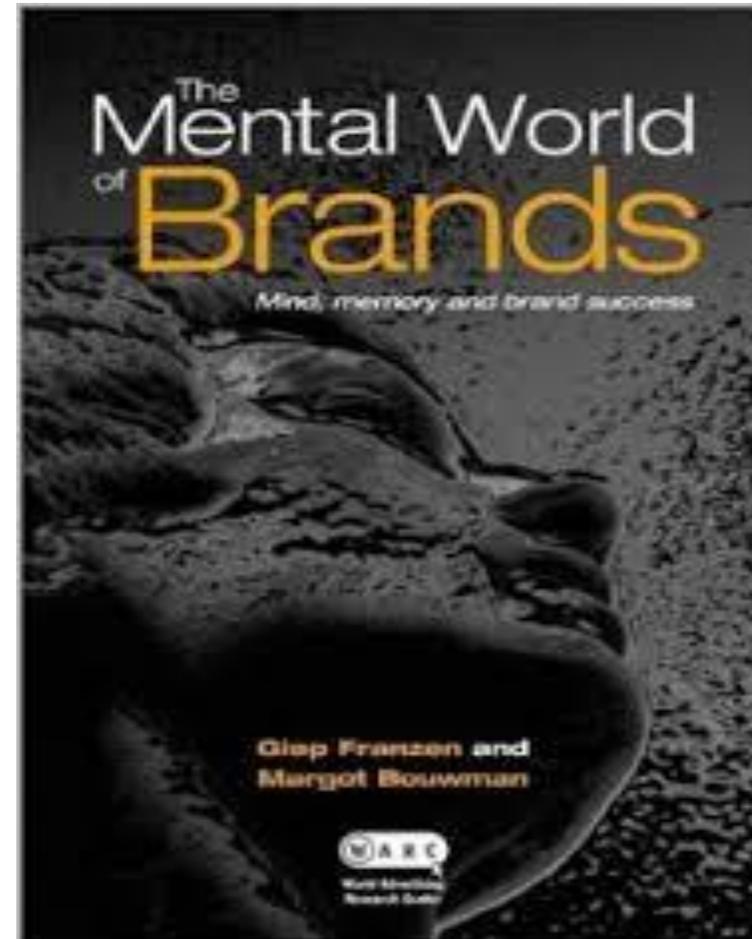
Source: How Brands Grow



Franzen & Bouwman's Insight

Brands are coded in memory on a cognitive and emotional basis.

The **emotional coding** of a brand determines whether and to what degree we pay attention to the stimuli related to the brand



Effective branding is.



What is the story of branding?

How brands started (in C19th)

A promise of certainty in an uncertain world

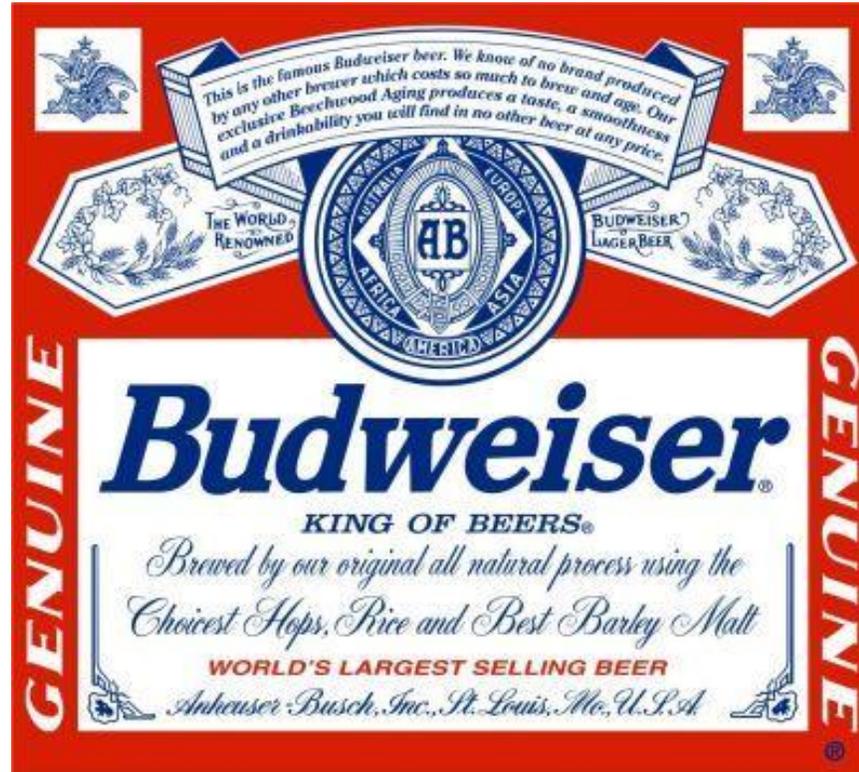
Early trade marks often look like a legal documents

Meaning:

This is made from the same stuff that the last batch was made of-
consistency and reliability

This is the authentic one

Note the word "genuine" and the legal document identity



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First rule of branding: promise of product consistency, and performance





Late 20th century

Performance differences between brands narrowed

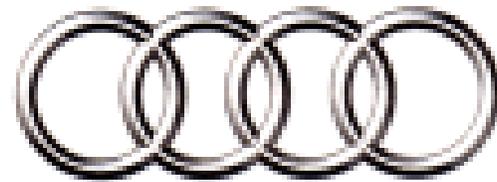
Basic human needs (in developed countries) have been satisfied

Consumers have great and increasing choice

Meaning:

Consistent product performance becomes the minimum requirement

Second rule of branding: Brand values and brand personality



Audi



Through brand values and brand personality

German cars are well made, high status, good residuals

The one for me is the one that most fits my values and self identity

A part of our identity "I am adriver"

Which brand badge do you like to wear?

**I prefer a badge of individualism,
creativity and flair.**



Psychological benefits

TRANSFORMATION OF MY EXPERIENCE

Internal: I feel that it is a better driving experience

(In blind tests Pepsi is better than Coke: when people see the brand they think that Coke is better than Pepsi)

EXPRESSION OF MY IDENTITY AND VALUES

External: it is a badge or symbol that I like to wear as an expression of my values and place in society

Peroni: Italian aspirational style



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Third rule of branding: Through brand philosophy and brand ideas

The image shows the Google logo, which consists of the word "Google" in its characteristic multi-colored font (blue, red, yellow, blue, green, red) centered on a light gray square background.

Examples ?

Brands don't just have values - they state their beliefs

Favoured by "Challenger Brands" at first (charismatic founders)

Ben & Jerry's: social awareness

Virgin: anti-establishment, non-conformity

Body Shop: environmentalism

Apple: The computer is a user friendly creative tool

Honda: the power of dreams (of the founder)



The brand why?



Fourth rule of branding "doing good"



Mainstreaming of doing good

2006



withered?
 wonderful?

campaignforrealbeauty.ca | Dove



ugly spots?
 beauty spots?

campaignforrealbeauty.com | Dove

2016-2019

- Empowerment for women
- Protection of women
- Diversity
- Gay rights
- Obesity
- Food safety
- Sustainability
- Blood donation
- Support for refugees

Key point: authenticity

Action taken (not just a campaign)

In the social media age, Companies are porous: can't bandwagon
(think Pepsi)

How companies **behave** (to staff/suppliers/customers) is the bedrock of
their broader reputation

Doing good is a manifestation corporate culture

Planning tool: brand credibility

What can my brand credibly champion?

Ariel: housework/laundry/homemaking

What is a key issue in the lives of the people who buy my brand?

Women are over-stretched and exhausted - many now both hold down a job and run the home

Mission:

Raise awareness among men that they need to do much more in the home

Why has “doing good” gone mainstream?

Big trend in branding

- **Consumer choice:** 43% of global respondents spent with companies that have implemented programmes to give back to society. (Nielsen)
- **Business results:** Jim Stengel in *Grow* showed that companies that purely pursue profits (aka The Shareholder Value School) do less well than those who pursue a higher purpose
- **Customer service:** Staff who are believers (and not just mercenaries) deliver better service
- **Communications effectiveness:** It gives a company or brand a true story to tell and to pass on through networks.
- **Staff motivation:** People are not just motivated by money. They prefer to work at and perform better at places (private or public sector) that pursue a higher purpose.

Do good brands - also good employer brands



In the social media age companies are porous:

So how it treats its employees is a bedrock of its reputation.

Brands that claim to do good have to take an holistic approach

Other examples of great employer brands?

Great employer brands

- **Diverse:** opportunity for all
- **Flexible:** embrace the entrepreneurship of employees
- **Experiences:** placements and work experiences
- **Globalized:** opportunity to experience other cultures
- **Communication:** regular feedback and communication
- **Dynamic:** opportunities to progress and a take on new roles

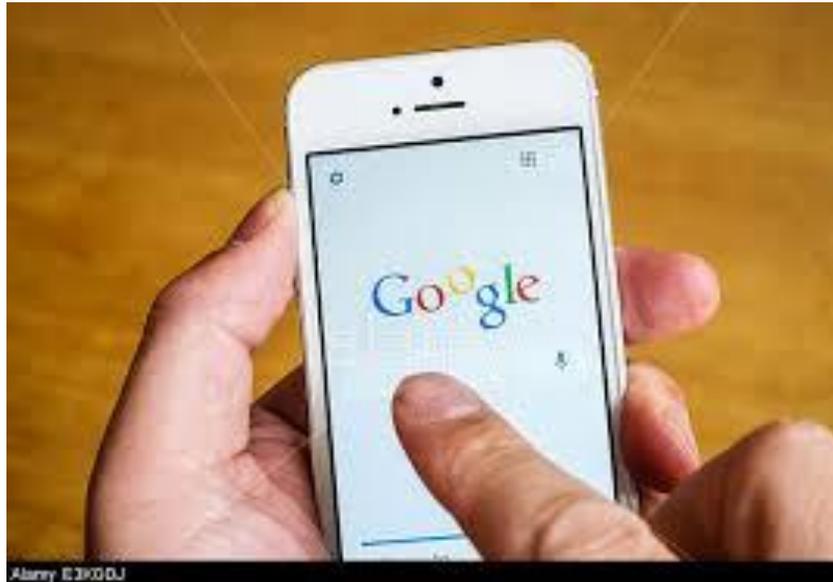
Branding in the smartphone age



Carrying a small super computer

2015

More Google searches now on mobile than desktop



By 2020

Number of Smartphones in the world will have doubled and dropped in price to as little as \$40-00

Source: The Economist

Shift to “live” in media of all types

5 years ago

Updates regularly

Question and Response

Check Facebook regularly

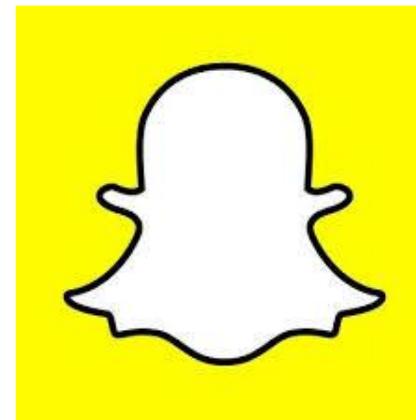


Today

Live now

Instant response

Snapchat/WeChat always on



Fifth rule of branding

Integrate your brand into people's daily habits

Your smartphone is a battle to the death



Fought by through
constant service
innovation and
upgrades

Why?

Battle to build & maintain habit

- 30 times a day
- 20 times a day
- 5 times a day
- Once a day
- 2 or 3 times week
- At weekends
- Occasionally
- Stopped using

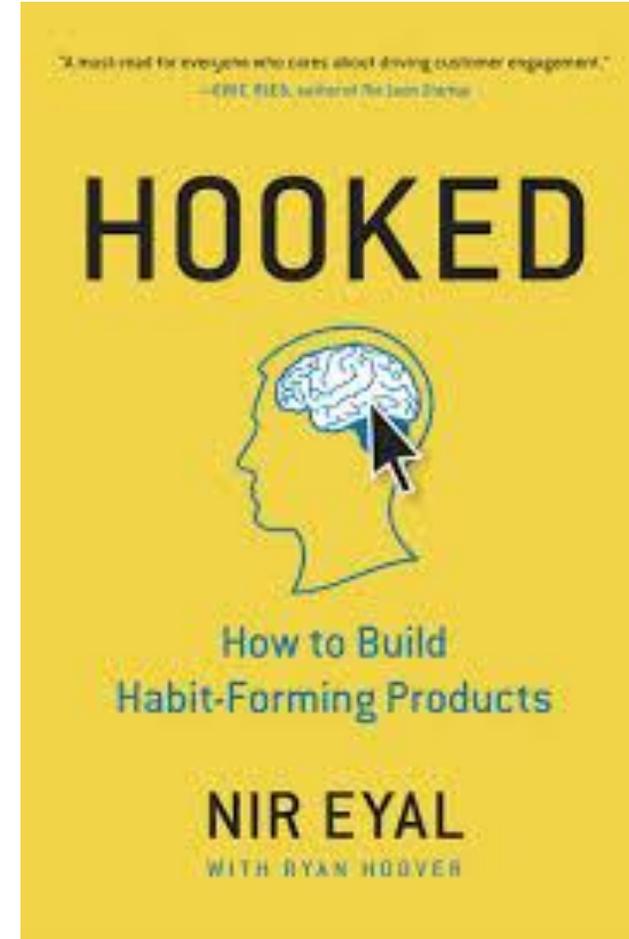


Key weapon is design thinking

Habit forming brands link their services to people's daily routines and emotions.

The brand uses frequent "hooks" to make sure they don't drop out of the habit.

They are in an hourly battle for our attention



Examples of design thinking

What are the most powerful ways that smartphone apps design themselves into your daily lives?

Examples and principle

Habit forming design thinking

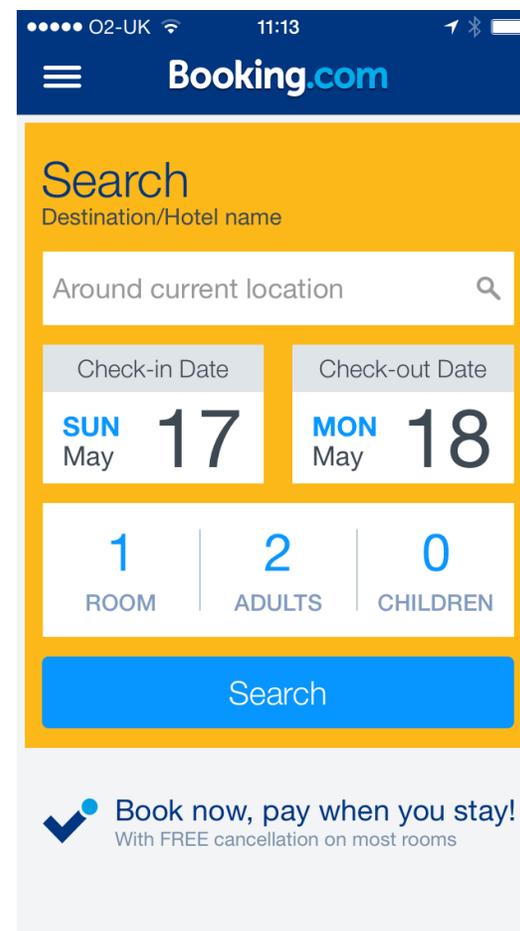
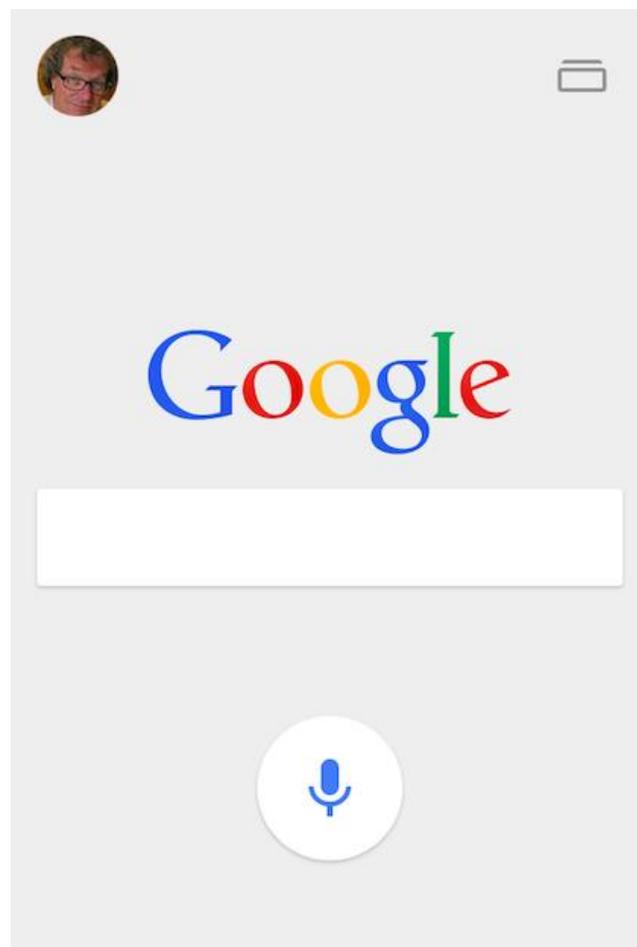
1) Easy/quick

2) Flexible

3) Upgraded/enhanced customer experience

(but only if it does not undermine 1&2)

Easy to find/frictionless to use

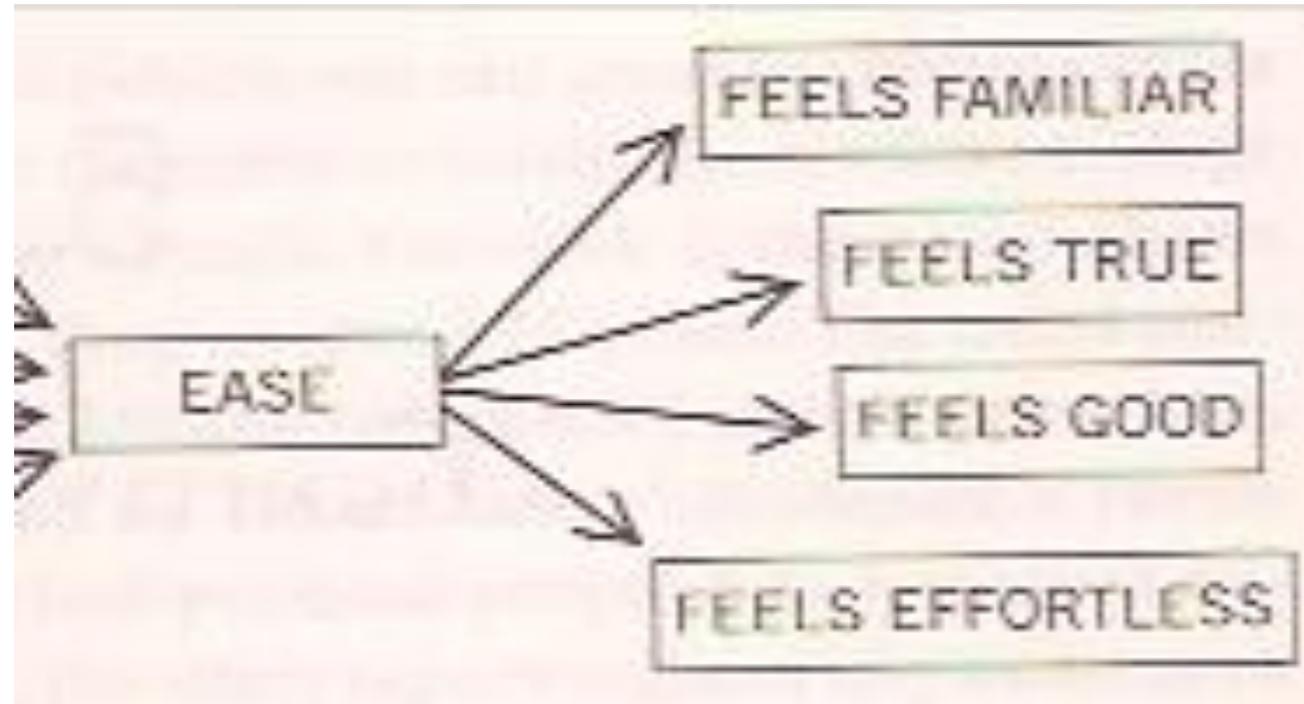


“Users” are impatient

58.6% of US shoppers abandoned an online cart within the last 3 months. Why?

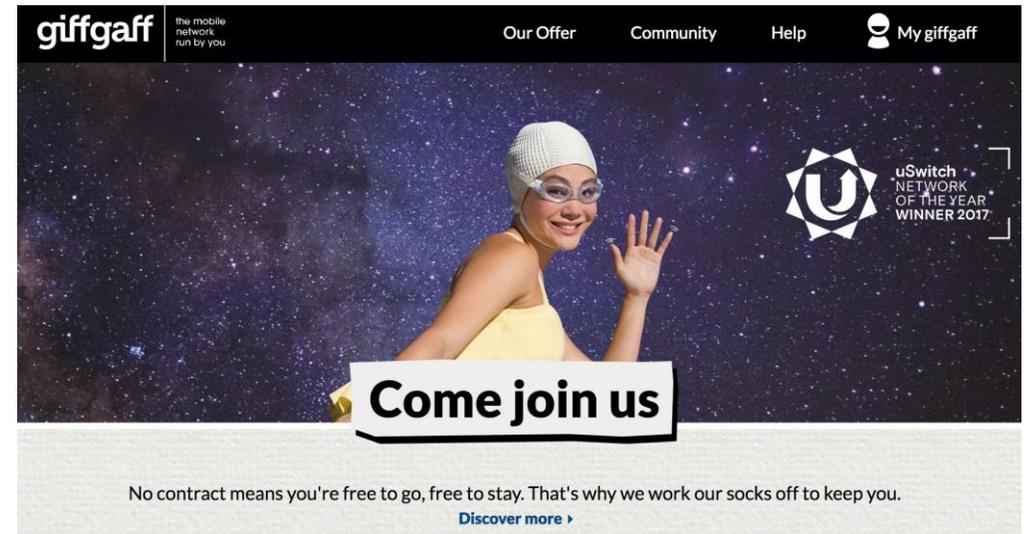
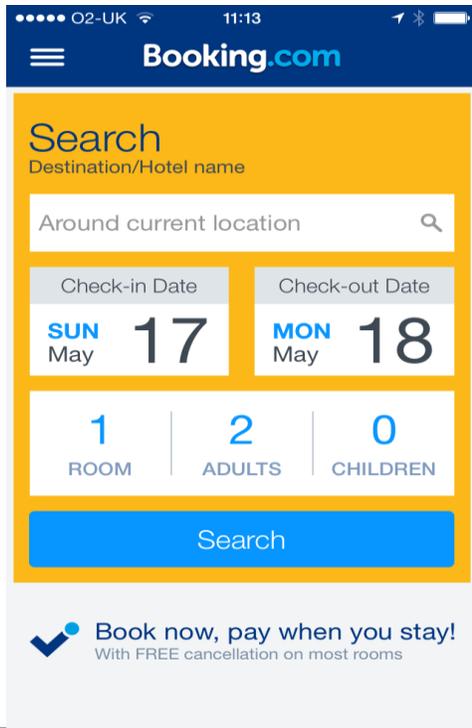
- | | |
|-----------------------------------------------|------------|
| 1. Extra costs | 61% |
| 2. Site wanted me to create an account | 35% |
| 3. Process too long/complicated | 27% |

Ease is a bedrock of trust



Source: Thinking fast and slow

Flexible terms



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Flexible: not being locked in



v



Flexible: no contract

giffgaff the mobile network run by you

Our Offer Community Help My giffgaff

Come join us

uSwitch NETWORK OF THE YEAR WINNER 2017

No contract means you're free to go, free to stay. That's why we work our socks off to keep you.

[Discover more >](#)

Flexible terms

Driven by a "want it now" culture
constrained by lack of cash

Any time

Any place

Not being locked in

Rent not buy

Share resources

Smartphones & apps upgrade constantly



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Upgraded customer experience examples:-

- Personalized to me (Iplayer/Netflix/Amazon)
- Co-created with me (Nike)
- Creative tool for me (Snapchat/Instagram)
- Links me to a likeminded network/my network (FitBit)
- Superfast delivery (Amazon)
- Paperless, immediate and secure (Mobile banking)
- Automated/need anticipation (re-ordering of supplies)
- Voice activated

The endgame?

Methods and techniques for understanding brands

Brand methods for your project

1. Hierarchy of ideas (uncover brand ideas in the creative)
2. Brand stories (uncover core truths, values and ideas in the history)
3. Planets and Moons (Associative memory to build a brand picture and identify core values)
4. Visual collage (Hive mind to identify values and visual assets)

Method: Brand Story

How and where did the brand/product/service begin ?

What was the vision/idea of the founders?

What unmet need did the brand/org' set to to satisfy?

Who were is first fans/users/supporters?

Where does it perform best?

Who are the heaviest users/supporters?

What were its most successful innovations

What innovations failed

What does this story reveal about the brands distinctive values?

Tip: founder often had an idea

“ My whole philosophy of Barbie was that, through the doll, the little girl could be anything she wanted to be.

Barbie always represented the fact that a woman had choices”

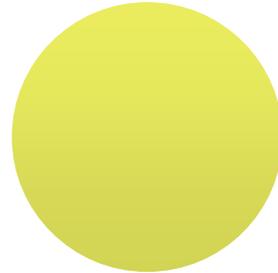
Ruth Handler- creator of Barbie

Source; APG Grand Prix Winner 2017

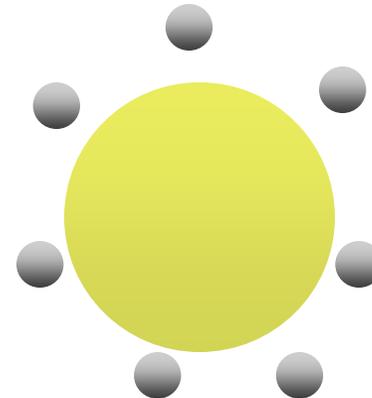


Associative method: Planets and Moons

Planets are Core Values are
unchanging
few
commonly understood



Moons are Associations are
secondary characteristics and are
diverse
changeable
often contradictory
strong brands have many, weaker brands fewer



Method: build brand picture through association

Step1 - Free association

Each person has a post it note pad and a pen.

Each person writes all that comes into their heads about the brand and sticks it to the wall.

Associations are-words, images, phrases, bits of history, colours, emotions, places, product attributes, experiences.

Step 2-Qualitative clustering

Group all these associations into two, three, four areas of `critical mass` that seem to fit together.

Step 3-The big underlying truths

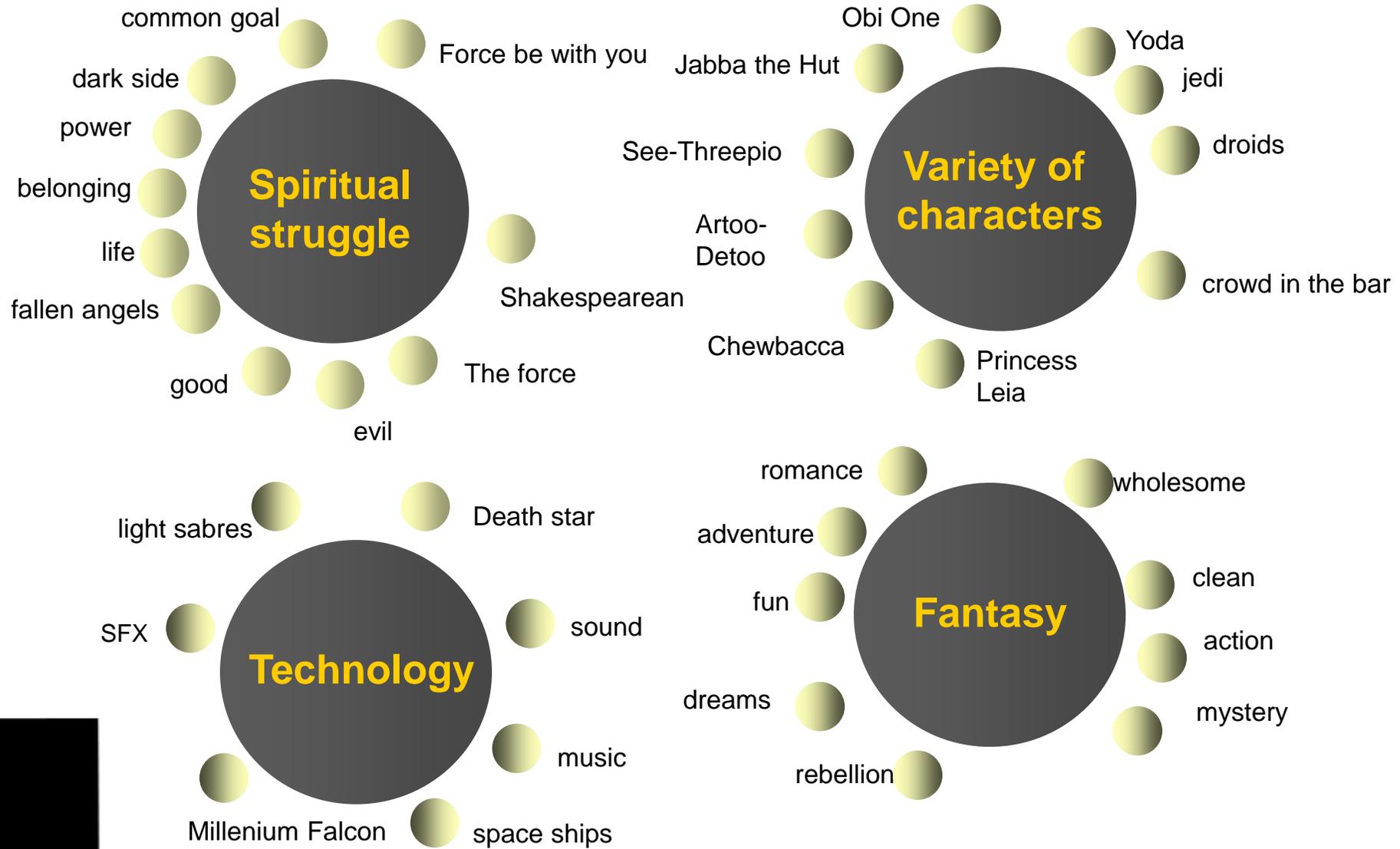
Name the core values that hold together each of these areas

Step 4-Strong brand, weak brand, brand with limitations?

- Use the picture to assess how well placed the brand is in the context of the brief



Star Wars brand



Visual collage

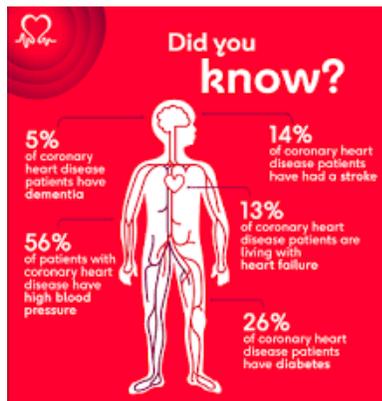
- Google image search: "BUPA"



What is the meaning of the brand's visual language?



**Google image search:
"British Heart Foundation"**



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