

The Good, The Bad & The Ugly

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Thursday, February 9, 2017



Itinerary

- Branding Survey
- Review on Branding
- What is brand strategy?
- What is good branding?
- What is bad branding?
- What is ugly branding?
- Open Discussion
- Feedback Survey

Branding Survey

A survey to see how brands are perceived. A brand is not only the logo but also the overall way the brand as a whole is seen by viewers. (This includes, social media presence and advertising campaigns)

<https://goo.gl/forms/jX7yh1G7AHRDwLiB2>

What is branding?

What is branding

The process involved in creating a unique name and image for a product in the consumer's' mind, mainly through advertising campaigns with a consistent theme.

Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers.

WebFinance Inc. (2017). Branding. *Business Dictionary*. <http://www.businessdictionary.com/definition/branding.html>

What is Brand Strategy

7 Components
for a Comprehensive
Branding Strategy

1. Purpose: Functional & Intentional
2. Consistency
3. Emotion
4. Flexibility
5. Employee Involvement
6. Loyalty
7. Competitive Awareness

What is **brand strategy**?

- Is a long-term plan of how you want your brand to be portrayed.
- Used for the development of a successful **brand**.
- *Your brand is not your product, your logo, your website, or your name.*

“Every brand makes a promise. But in a marketplace in which consumer confidence is low and budgetary vigilance is high, it’s not just making a promise that separates one brand from another, but having a defining purpose.”

Purpose

- Company's specific purpose
- How does it differentiate itself from other competitors?
- Appeals to potential customers and demonstrates commitment

Functional

- Success in terms of immediate and commercial reasons.
 - I.e. the purpose of the business is to make money.

Intentional

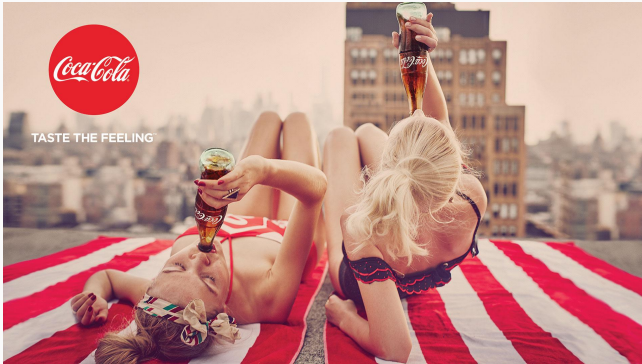
- Make money
- Do good in the world

Consistency

- Avoid talking about things that don't relate to or enhance your brand.
- Message should be cohesive.
- Consistency contributes to brand recognition= fuels customer loyalty!

Consistency

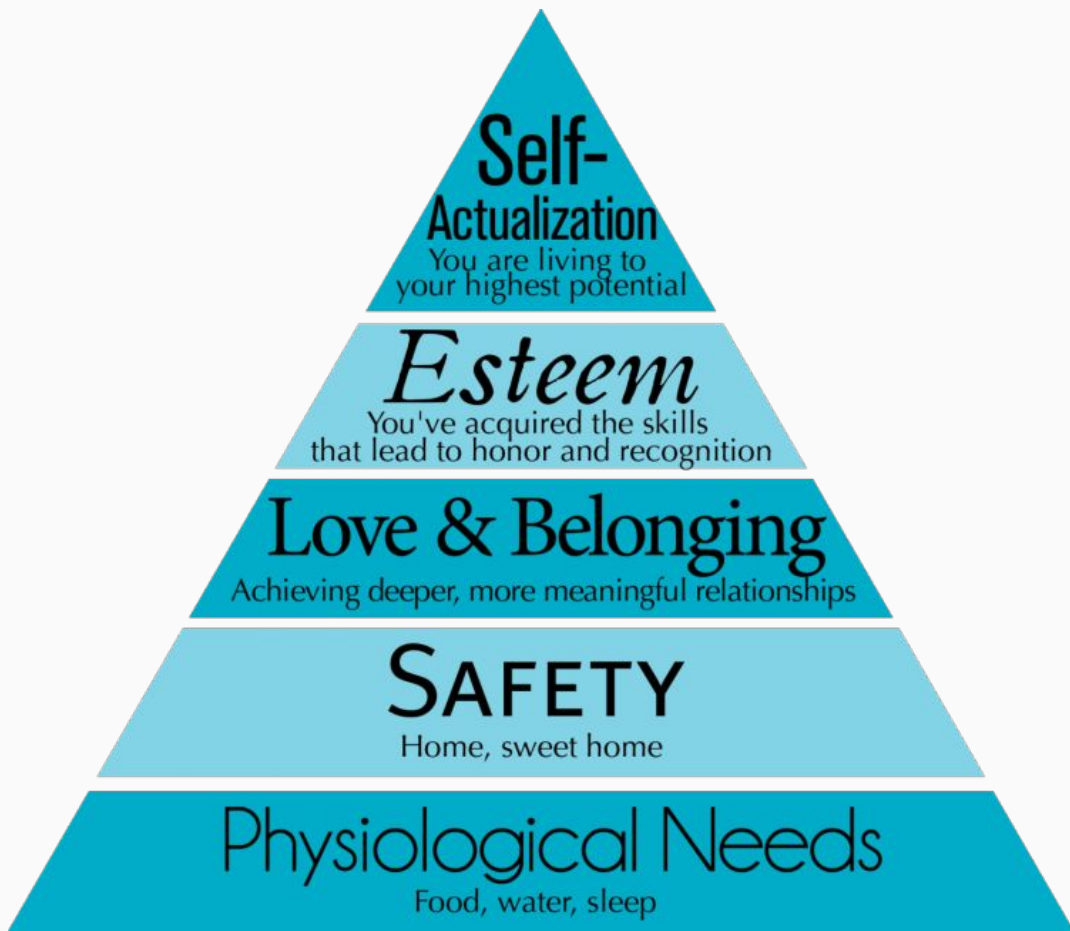
- Create a style guide: will put all the pieces of the business together.
- Style guide: colour scheme, products, and service.



Emotion

- *Customers aren't always rational.*
- Emotion drives customers to spend money.
- Allow customers to have the opportunity to feel like they're part of something bigger.
- People have an innate desire to build relationships.

Belongingness Hypothesis: People have a basic psychological need to feel closely connected to others, and that caring, affectionate bonds from close relationships are a major part of human behaviour.



Emotion



- Connect to customers on a deeper & more emotional level.
- Customers gain a sense of belonging by being part of the family.
- Use triggers to strengthen relationships with customers & foster loyalty.

Flexibility

- Consistency is used to set the standard for the brand.
- Flexibility enables the brand to make adjustments.

“Effective identity programs require enough consistency to be identifiable, but enough variation to keep things fresh and human”



Old Spice- The Feels



Old & New- Old Spice Products

Employee Involvement

- Well-versed in how they should be communicating with customers & representing the brand.
- Built a strong reputation for solid, helpful, and human customer service by holding all employees to their core values.

Example: If the brand is playful & bubbly through social media engagements. It would not make sense for the customer to interact with a grumpy & monotone representative.

CHAT WITH US



Loyalty

- They love the company and brand- Reward them for that love!
- Customers go out of their way to write about it & tell friends about it: Brand Ambassadors.
- **Cultivating Loyalty** for these people early on will yield more returning customers: make more profit for your business.



Canadian Loyalty Cards

Competitive Awareness

- Competition: a challenge to improve the strategy & create value to the overall brand.
- Look at other companies that are in the same business going after the same customers.
- Position your brand on the research to better the company.
- Pay attention to your competitor's strategies



VS.



What is good branding?

Good Branding Uses Brand Strategy

- Audience knowledge (having a specific target audience)
- Purpose (the why)
- Consistency (reliability)
- Flexibility (ability to adapt to the ever changing market)
- Competitiveness (competitive awareness)
- *Passion*
- *Exposure*
- *Leadership*
- *Uniqueness* (what is your selling point, what sets you apart)

What is bad branding?

Discussion

What is ugly branding?

Ugly Branding

- Tends to be low budget start up companies.
- Lacks consistency
- Bad and ugly often go hand in hand.

Review of Brands

Reebok

New logo is simple and looks appealing on apparel.

Logo change also symbolizes a change in brand strategies.

Promote the overall fitness of people no matter the activity or age.

Embrace positive mental, social, and physical self-change.

1895 - 1986

Reebok 

Reebok 

1986

1996

Reebok 

Reebok 

1998

2000



Reebok

2002

2004

reebok



2006

2008

RBK

Reebok

2014

Reebok 



Current Branding

Targets the “Tough Fitness” market such as CrossFit, Boxing, and other intense sports.

Ads highlight athlete dedication to their sport and the authenticity of hard work and determination.

Reebok Has abandoned sponsorships with most sports but still uses well known athletes to back their brand.

Uses **multi-channel marketing**



Social Media Presence: Reebok

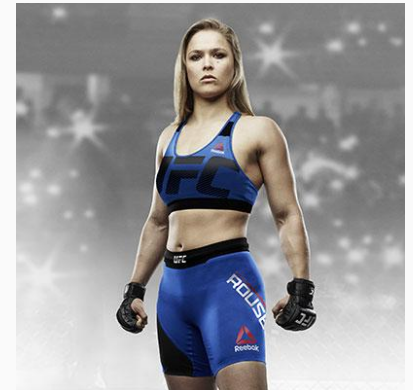
Personality: Achieve, Encouraging, Inclusive



Using **evangelism** to promote the Nano7 as the best lifting shoe

Partnerships

- CrossFit Games
- Katrin Davidsdottir
- Mathew Fraser
- UFC
- Ronda Rousey
- Jon Jones



Reebok, Katrin Davidsdottir



Reebok, Be More Human



Other Athletic Apparel

Nike

- **Tagline** “Just Do It”
- Mainstream
- Look good while being active
- Wear Nike for any sport



Adidas

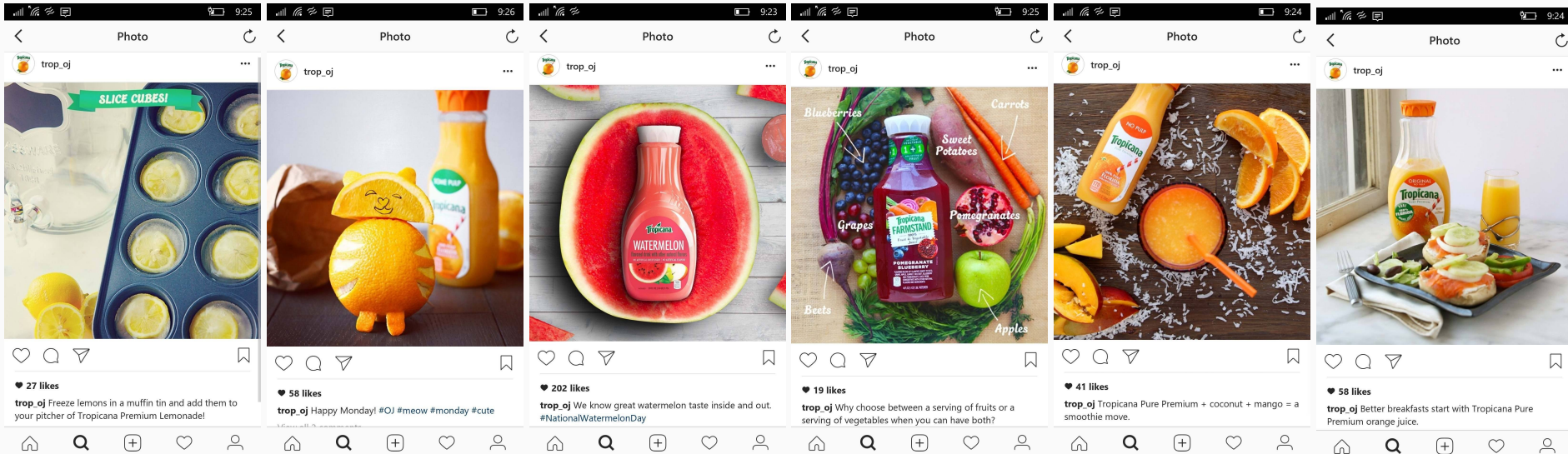
- Focuses on soccer
- Eco-friendly (shoe made from ocean plastic)

Under Armour

- Focuses on football
- Motivational ads, sports moments

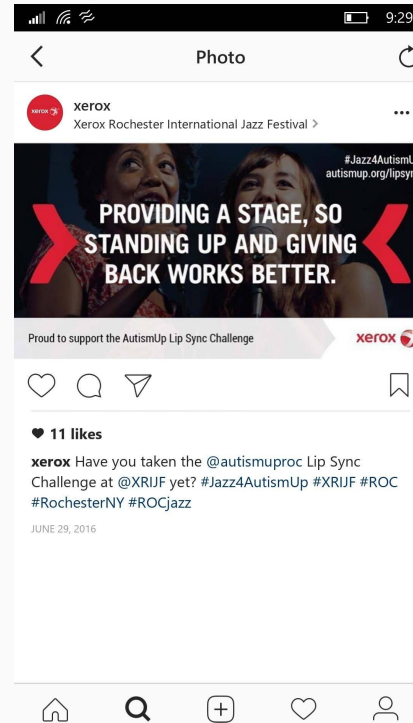
Social Media Presence: Tropicana

Personality: Fresh, Natural, Innovative, Essential



Social Media Presence: Xerox

Personality: Charitable, Knowledgeable



Social Media Presence: Starbucks

Personality: Hipster, Current, Creative



Starbucks

Photo

334,293 likes

starbucks Love seeing the creativity in the #RedCupArt you created so far. Check out our IG story to see some early favorites. Thanks to artist 📷 @jesiiii for her

Home Search Add Heart Profile



starbucks

Photo

234,312 likes

starbucks Raise your hands if you're celebrating #NationalPumpkinDay...or don't. Up to you. #PSL

Home Search Add Heart Profile



starbucks

Photo

326,614 likes

starbucks Add #ChileMocha to your #WhiteChocolateMocha for that cozy fire within. Watch our Instagram story for this #CurrentFallMood

Home Search Add Heart Profile



starbucks

Photo

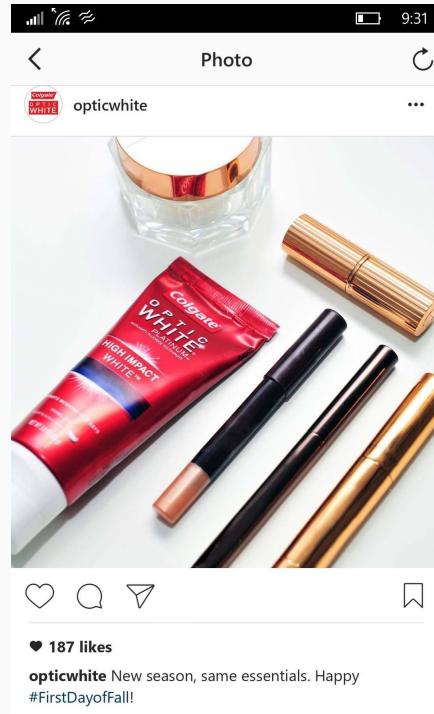
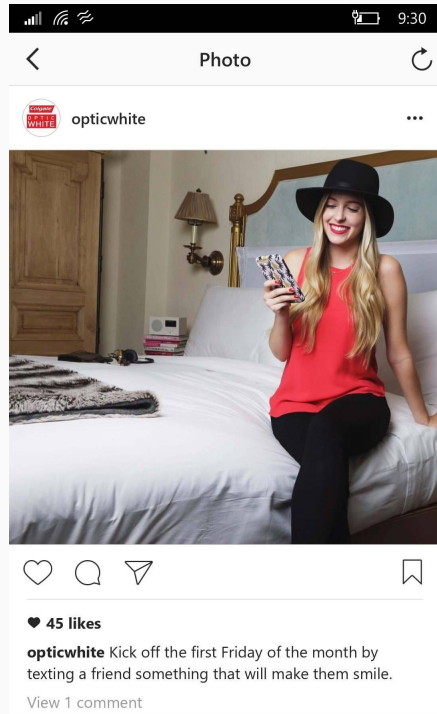
206,614 likes

starbucks When it's time to get super good at making any drink on a whim. #Verismo

Home Search Add Heart Profile

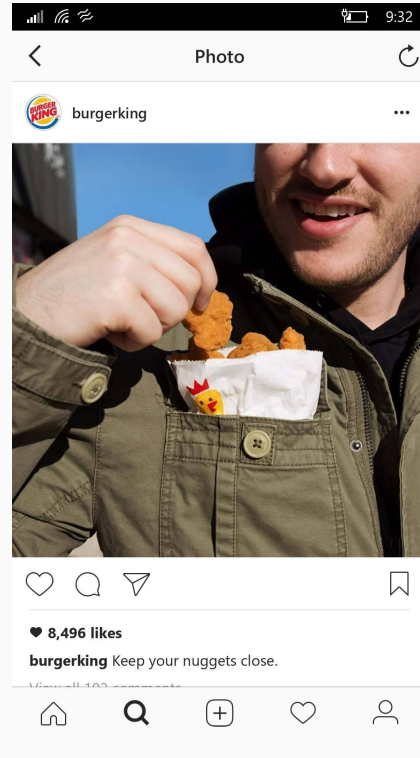
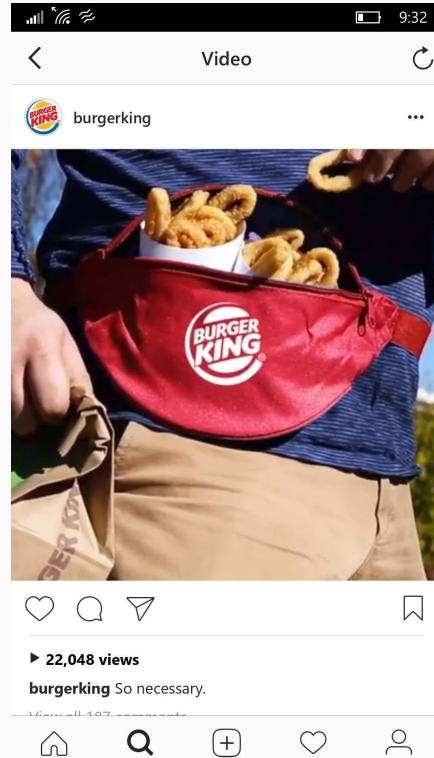
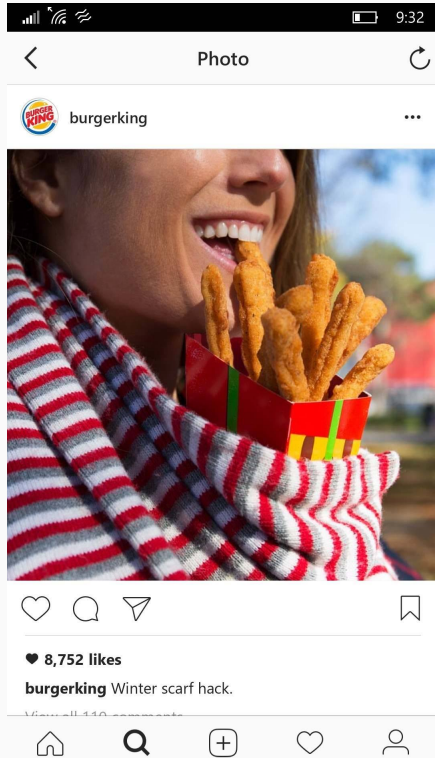
Social Media Presence: Colgate

Personality: Fashionable, Attractive, Beauty Essential



Social Media Presence: Burger King

Personality: Enjoyable, 'On The Go'



Key Words Found in Presentation

Branding

Brand Strategy

Tagline

Personality

Multi-Channel Marketing

Evangelism

Discussion

Question 1: Are there any brands that stand out to you as great brands?

Question 2: What companies do you know of that have failed due to bad branding?

Question 3: Think of a company that has been recently rebranded. What were results? How did their audience react?

Feedback Collection System

https://docs.google.com/forms/d/e/1FAIpQLSeUUrY0gol_N-e6_K1LTNF_e_DUrGNGhbq_Bh5S0h6UIPne0Q/viewform

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Stec, C. (2015, August 11). Introduction to Brand Strategy: 7 Essentials for a Strong Company Brand. *HubSpot*. <https://blog.hubspot.com/blog/tabid/6307/bid/31739/7-Components-That-Comprise-a-Comprehensive-Brand-Strategy.aspx#sm.000c9rpn17uretirdv2agah4s4qk>

WebFinance Inc. (2017). Branding. *Business Dictionary*. <http://www.businessdictionary.com/definition/branding.html>