

# The Power of Brands





## **Advertising**

Planning Director Ogilvy

Head of Strategy-McCann-Erickson

CEO: Redcell

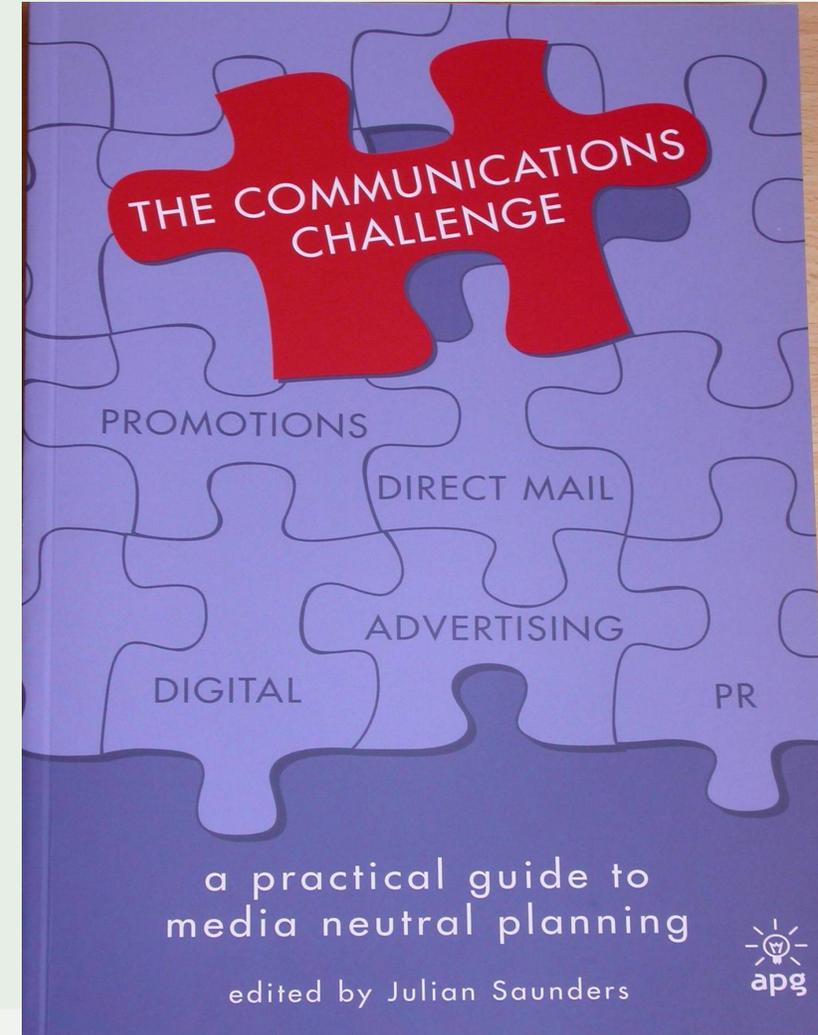
Book on digital in 2004:-----

## **Digital/Behavior Science**

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, visual assets and creative ideas
- Short history of branding

## **Christian Aid brief**

- Tools and techniques
- 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.

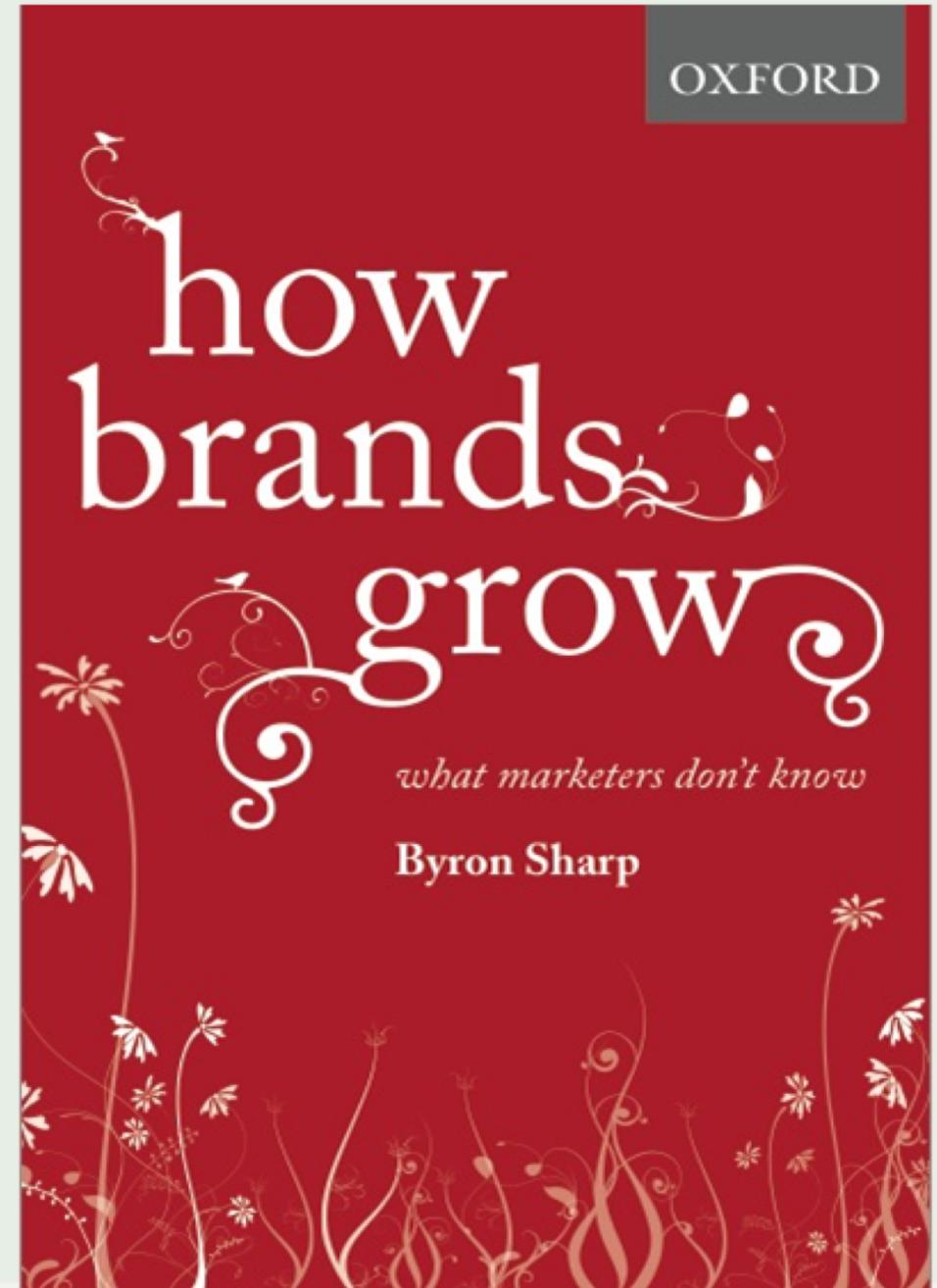
A brand is also defined by consumer’s impressions of the people who use it, as well as their own experience”

David Ogilvy writing in 1955



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

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





# You create and develop *perceptions*

Perceptions cannot be detached from reality

“The Wonder of Woolies” did not work

Ads don't gloss over a poor product/service for long

**Implication for your first research ?**



# How brands became big news

(and the language of brands so pervasive)

# 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*

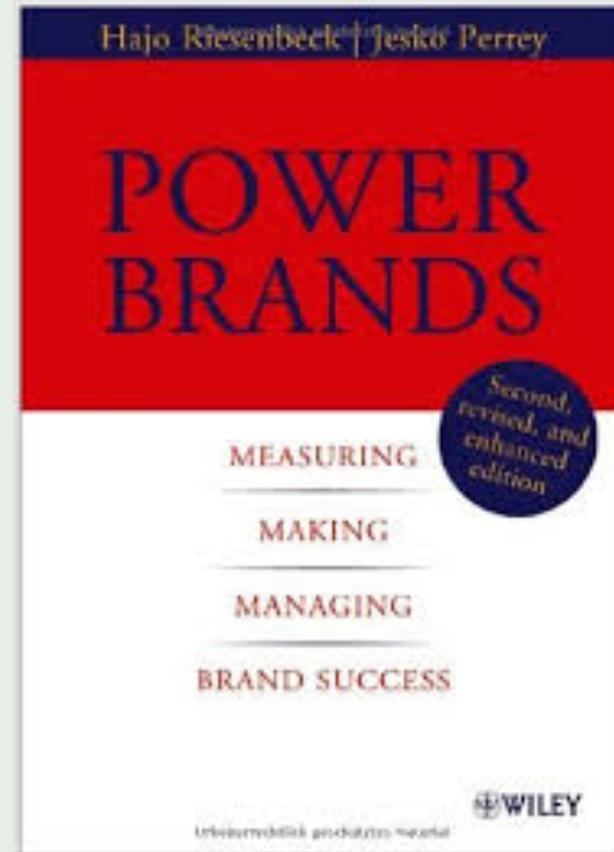
**Key idea:** brands (not physical assets like factories) drive shareholder value



# 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)



# From physical to intangible

The logic of intangible value:-

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

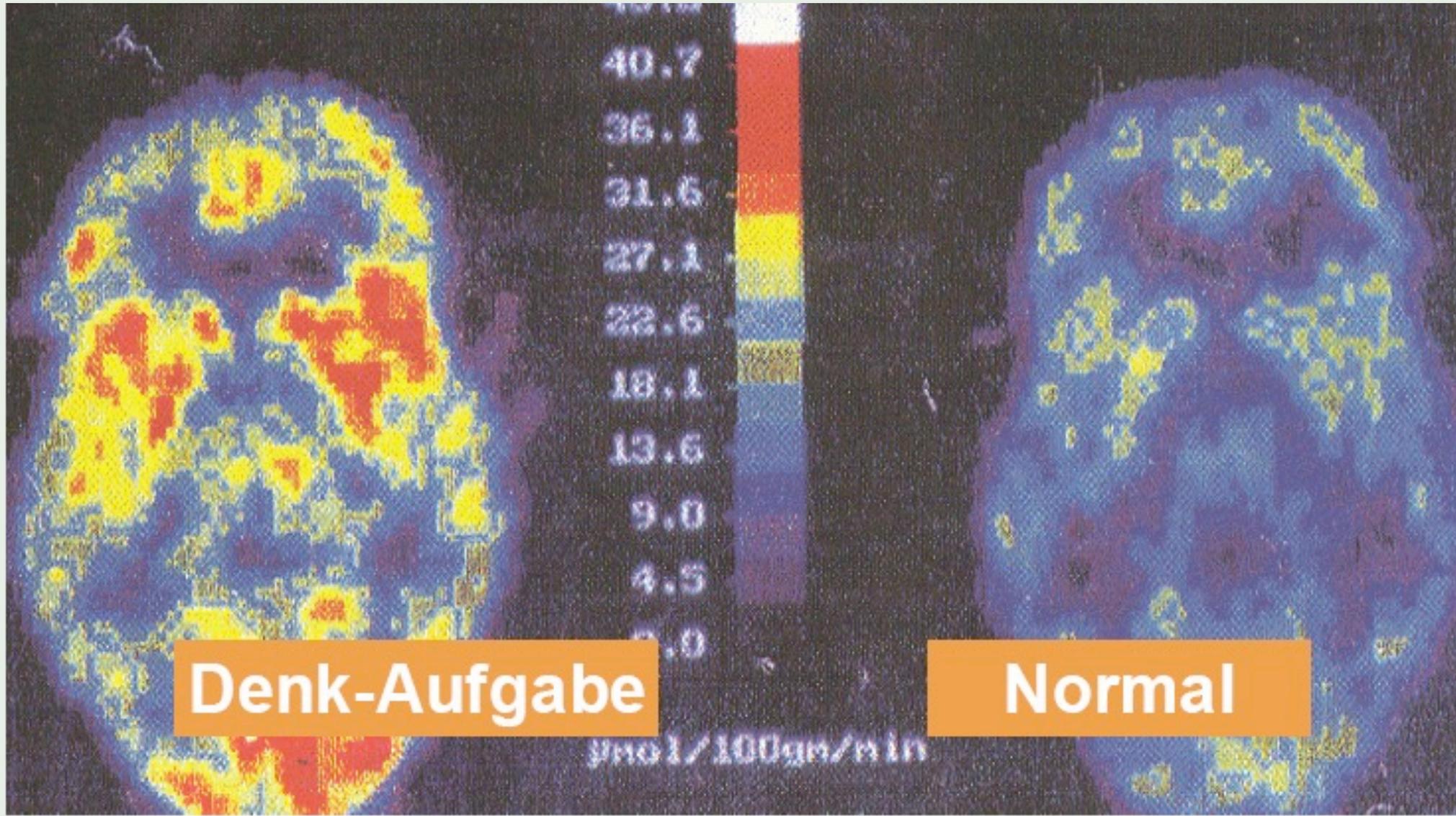
Although they may create retail outlets as a way of building “a temple to their brands”



What are other benefits of owning a strong brand for

- a) Generating sales
- b) Engendering loyalty

*Take 3 minutes to make notes*



Deppe, M.; Schwindt, W.; Kugel, H.; Plassmann, H.; Kenning, P. (2005): Non-linear responses within the medial prefrontal cortex reveal when specific implicit information influences economic decision-making, in: Journal of Neuroimaging, Vol. 15, No. 2, 2005, pp. 171-183

# Sales

- More salient and familiar- comes first to mind
- Perceived to be widely bought and popular so-a safe choice
- Consumers can buy without having to think hard.

# Loyalty

- Perceived to be more different – 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)

## Growth

Strong brands have defined *values* and are *trusted*  
provide a platform for line extensions and diversification.

# Values and brand stretch



# Trust and brand stretch



# The 10 Most Valuable Brands of 2020



# The story in this section

Strong brand=successful, profitable, world beating business

Strong brand=growth potential through stretch across categories

Strong brands make selling and loyalty easier without having to discount as much as weaker brands

People need brands because they simplify choice: easier/safer

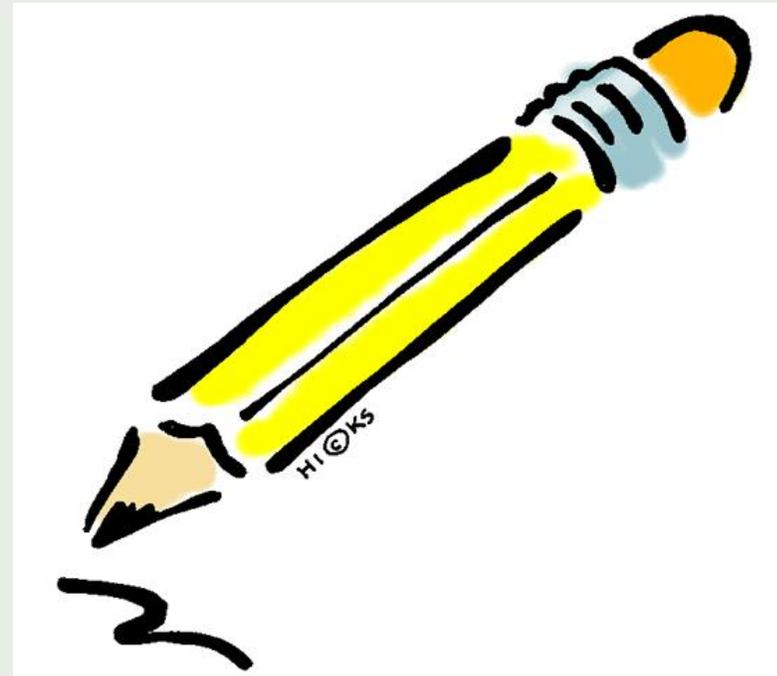


# Personal branding

Who are you and what are your values ?

# 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?



# What this tells us about brands

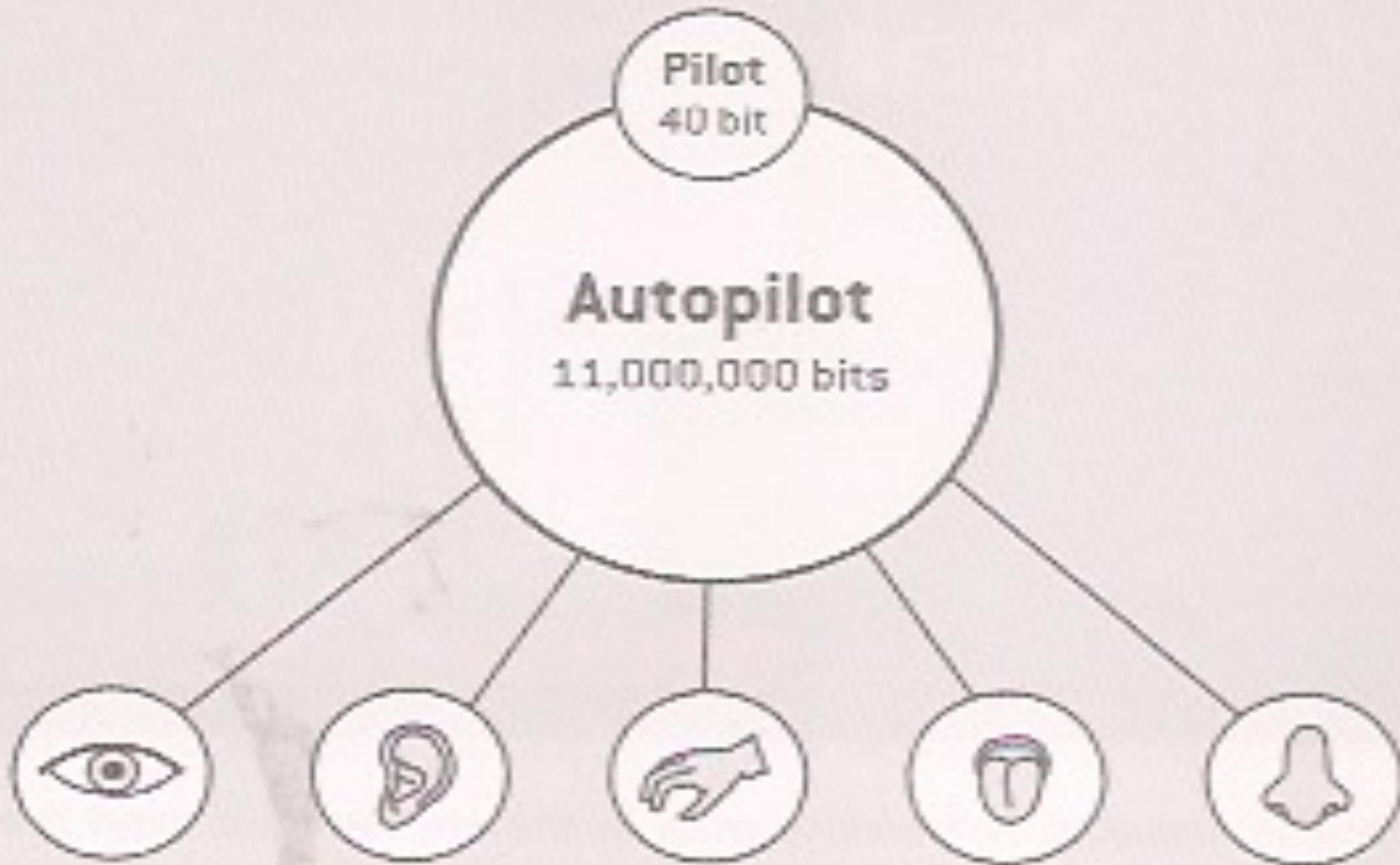
- Distinctive visual style/tone: **assets**
- Often have a few **core values**
- Some may have a **brand idea**.
- Revealed **truth**

# The power of brand (visual) assets



# Which brand?



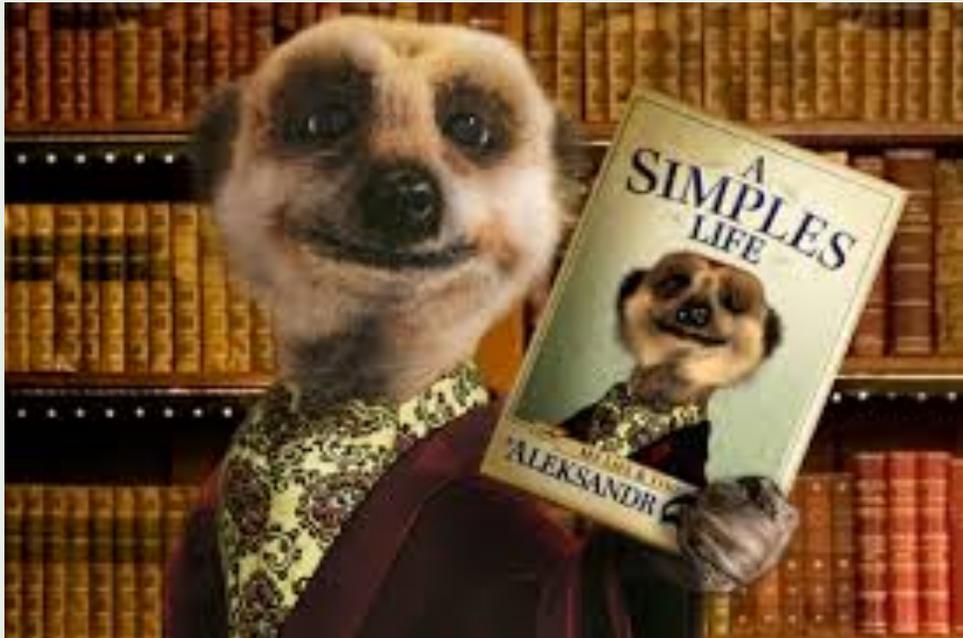


Source: Decoded: Phil Barden

# 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”



● car insurance  
Search term

● go compare  
Search term

● direct line  
Search term

● compare the market  
Search term



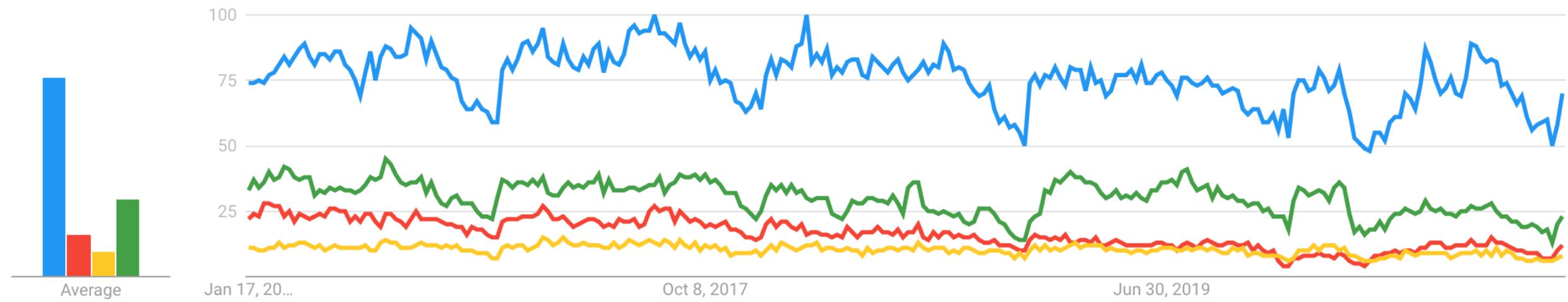
United Kingdom ▾

Past 5 years ▾

All categories ▾

Web Search ▾

Interest over time



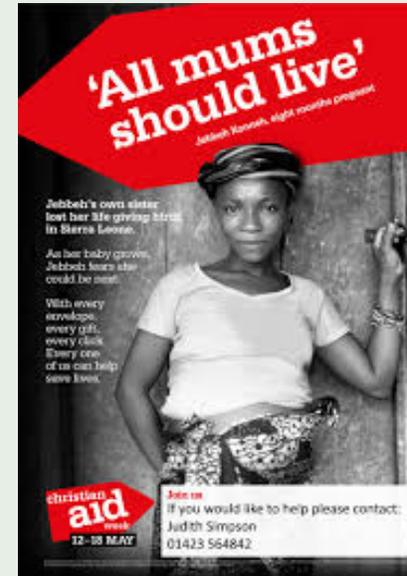
## Planning tips

Use *Google trends* to find out what people search for in your category

Use *Google image search* to see how your category looks to the consumer

-instantly recognizable visuals

-or colours



CA has a colour, shape, a place (global south), a time (CAW)

# Strong brands have

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

# Let's have a break



# The power of a brand idea

# What is a brand idea

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





# From a thing to a human category



"You never actually own a Patek Philippe.  
You merely look after it for the next generation."

Nowadays only **brutally simple ideas** get through.

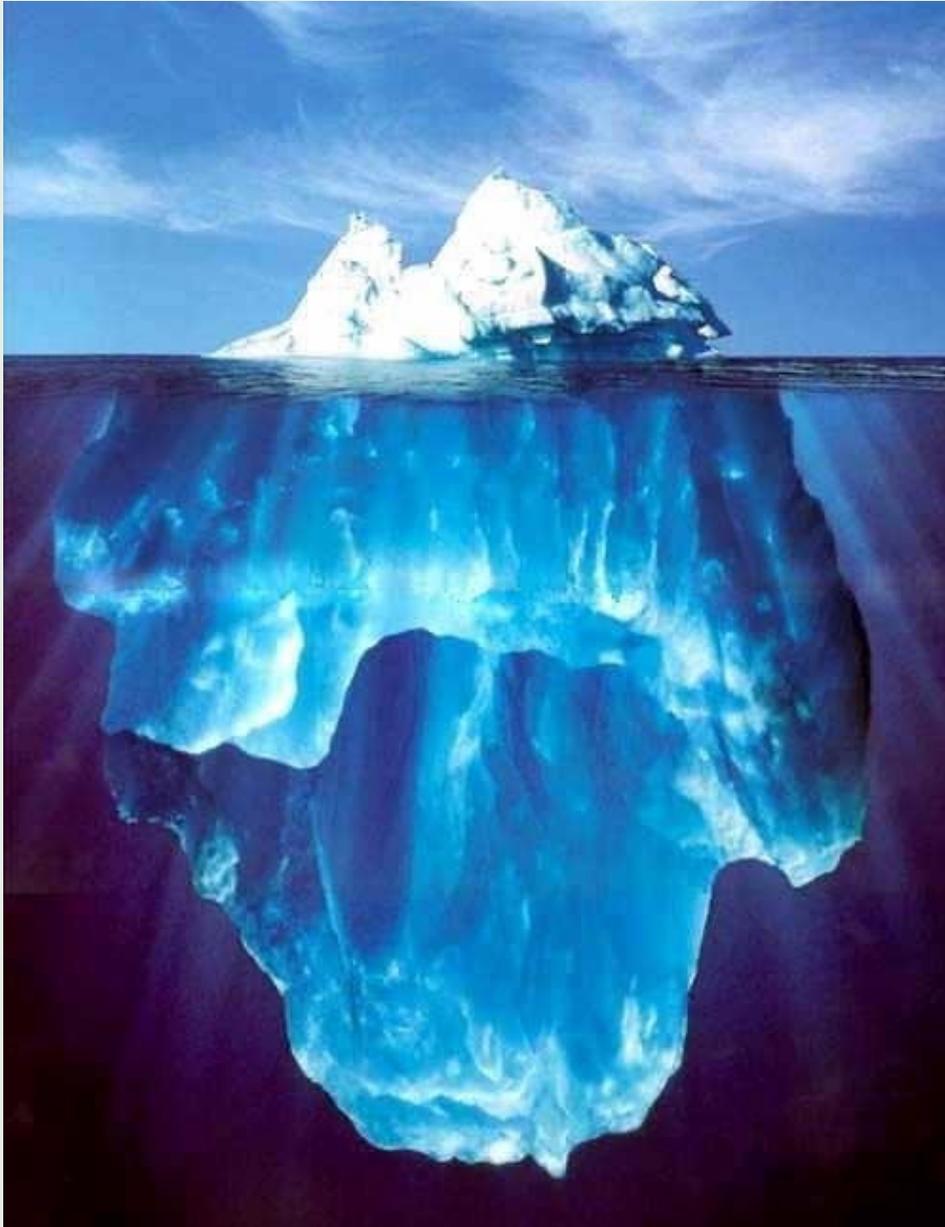
They travel lighter, they travel faster

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.

Maurice Saatchi



# Method: the iceberg



Creative idea

Campaign idea

**Brand positioning idea**



Source: Patrick Collister

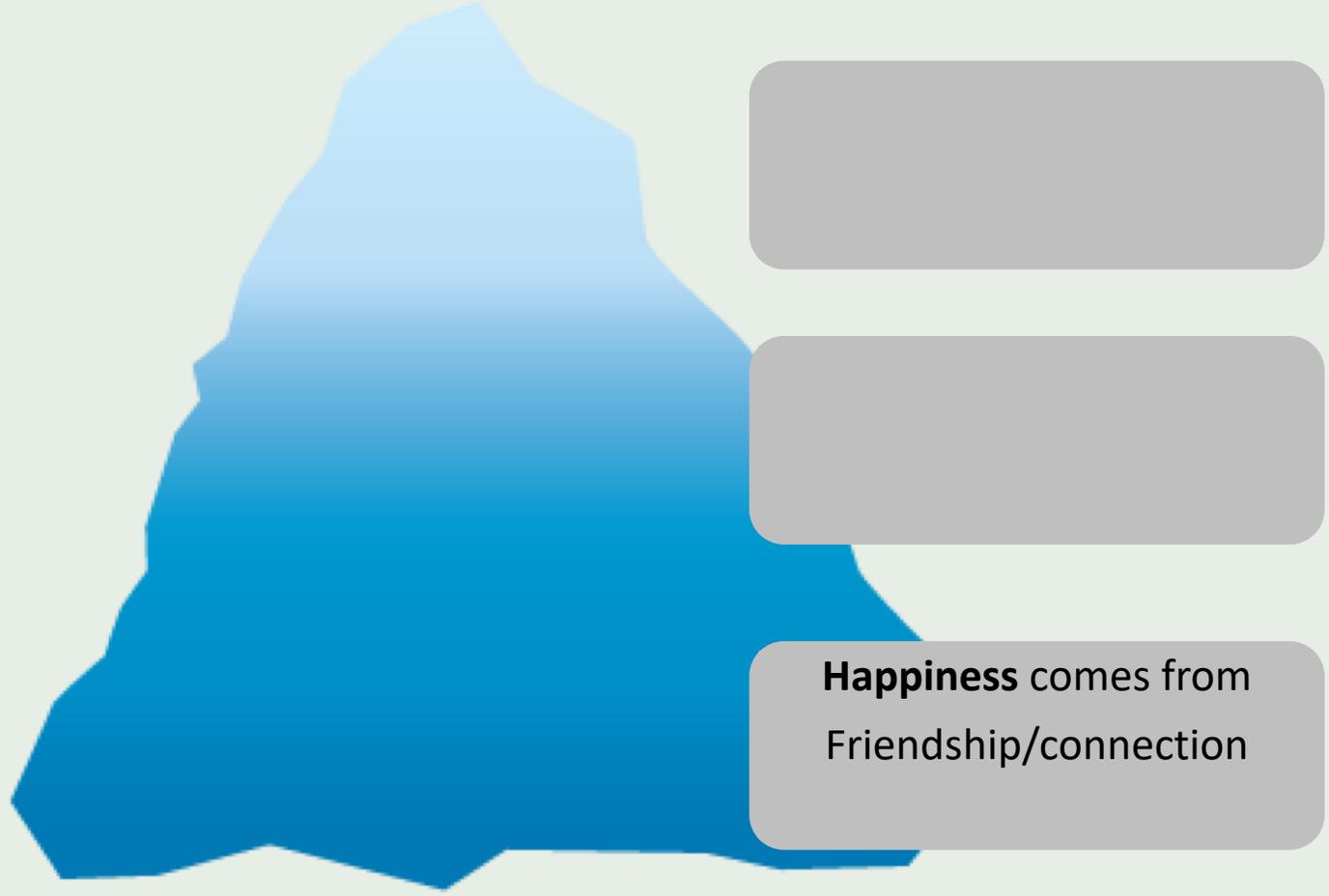


A spoof device that stops  
you being hooked to  
your mobile

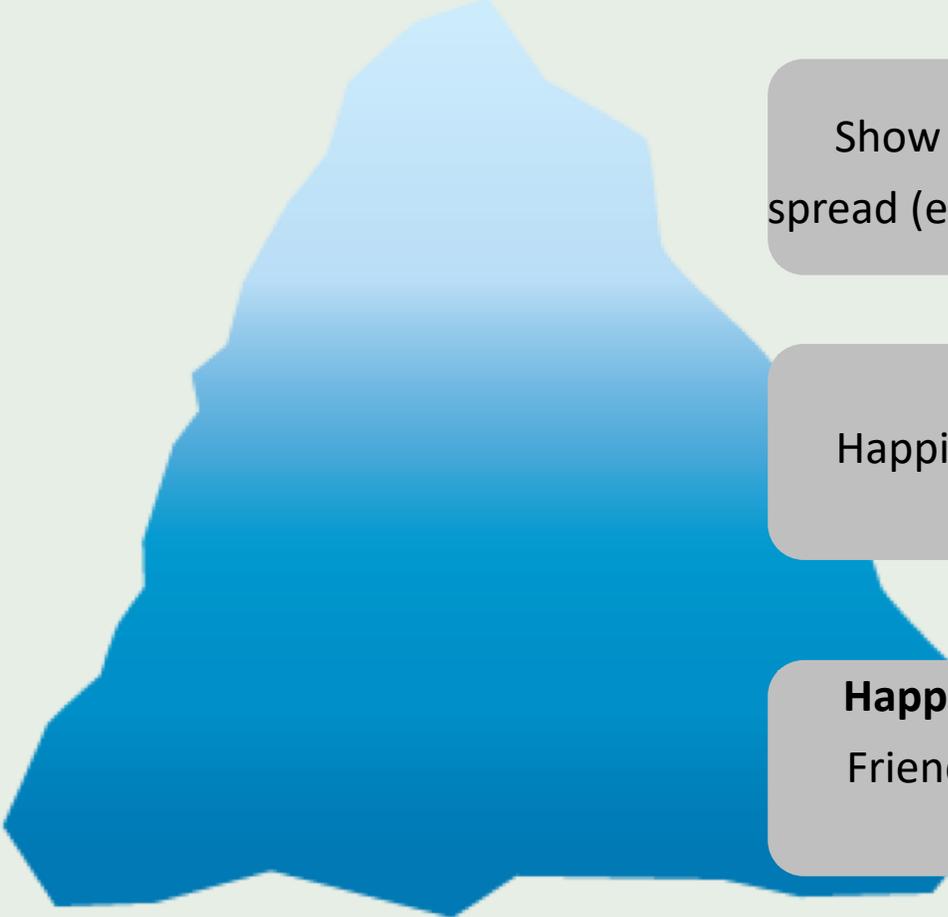
Don't let technology get  
in the way of happiness

**Happiness** comes from  
Friendship/connection

# What is the campaign idea ?



# What is the campaign idea?



Show how laughter can spread (even among strangers)

Happiness is infectious

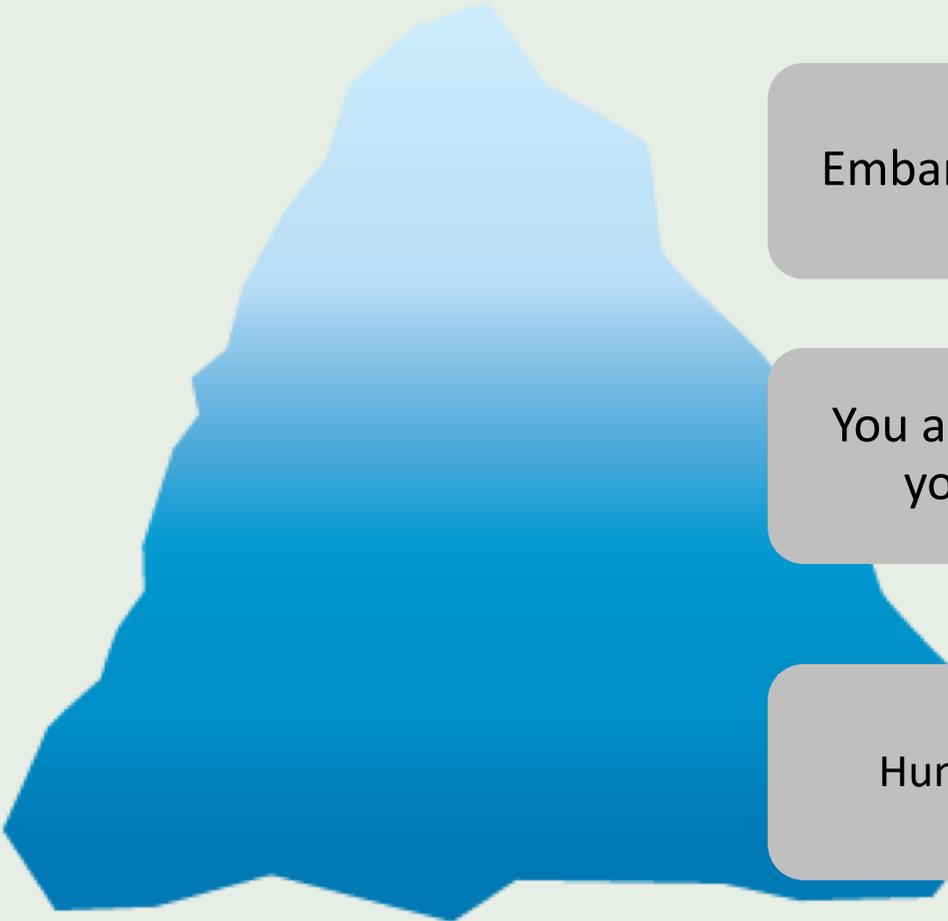
**Happiness** comes from Friendship/connection



Transformations  
(back to you true self)

You are not you when  
you are hungry

Hunger satisfaction



Embarrassing mistakes

You are not you when you are hungry

Hunger satisfaction

# Does Christian Aid have a brand positioning idea?

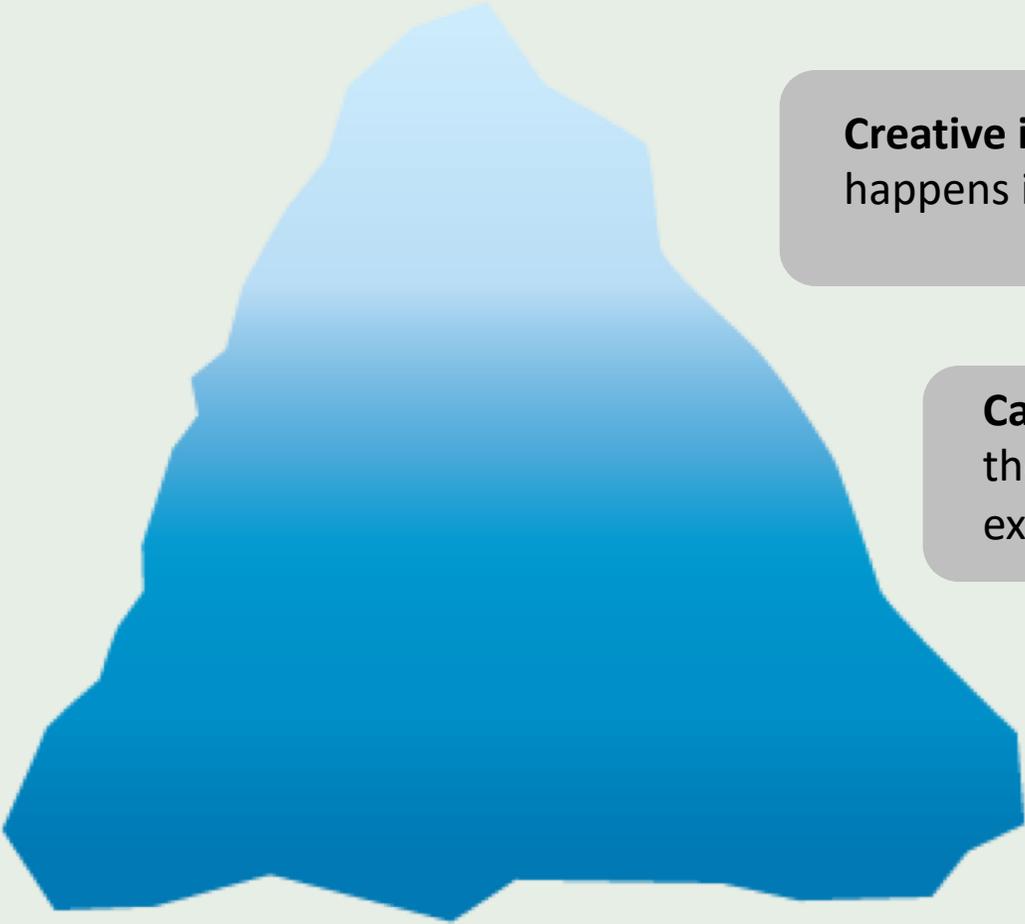


# From the brief and website

## Fighting poverty

We believe that poverty is an outrage against humanity. That it robs people of their dignity and lets injustice thrive. By actively fighting *inequality*, we aim to eradicate poverty





**Creative idea:** what happens in this execution?

**Campaign idea:** what theme links up different executions?

**Brand positioning idea:**  
What does the brand stand for in a few words ?

# Questions to ask in defining:-

## **Creative idea**

What happens in the execution?

What is its basic structure ?

How does it work as an execution?

## **Campaign idea**

What is the theme that links up the executions in the campaign ?

What is the idea behind the execution ?

(often but not always this is the end line)

## **Brand positioning idea**

What fundamental need (practical or psychological) does this brand satisfy ?

How is this brand positioned in our minds?

Can you sum this up in a short phrase or a few words ?

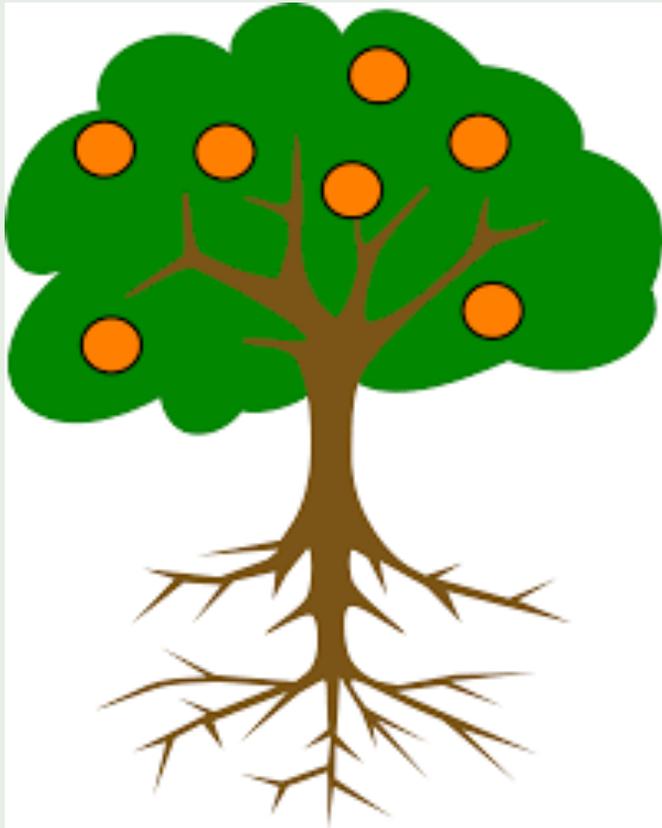


The changes you have  
achieved

Being effective by acting  
together

Tackling poverty  
through empowerment

# You could think about it like this



The **creative ideas** are the leaves (and fruits)- they are what you see

Through photosynthesis the leaves nourish the tree and roots (ie add fresh meaning to the brand)

The branches are **the campaign idea** that hold it all together

The roots are the **brand positioning idea**- that nourish the whole tree and are in turn nourished by the leaves

# Your homework

# Brands often launch with a “Baked in” idea

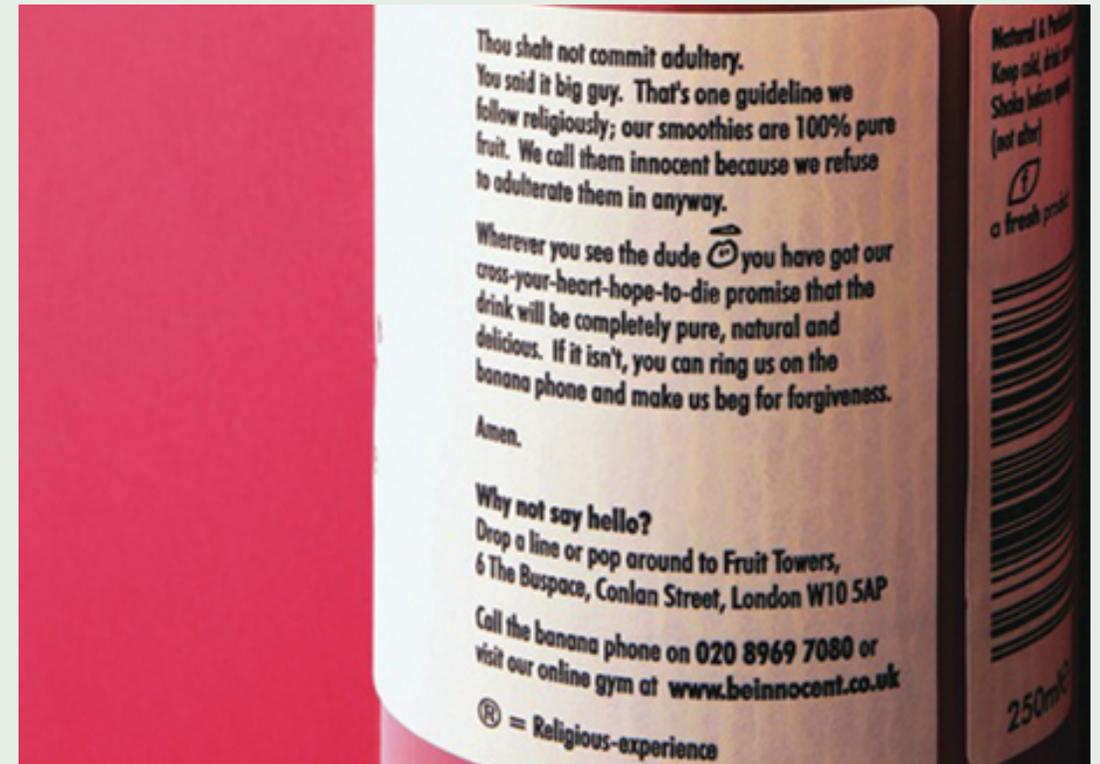


# Baked in brand ideas

- 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



# Expressed first “on pack”



# What is the brand idea?



LIFE IS SHORT. STAY AWAKE FOR IT.®



# Ethics baked in at the start

## Our Promise—Radical Transparency



Our sustainability initiatives: recycled materials, organic



Ethically Made. Designed to Last.

# The story in this section

Brands are sources of inspiration

Look for ideas *in the* brand, its history and its communications

- Does the brand own assets?
- Does it have distinctive values ?
- Does it have a brand positioning idea?
- What have been its creative ideas and campaign ideas
- What idea/mission was baked in at the start?

# Tip: from my first Creative Director

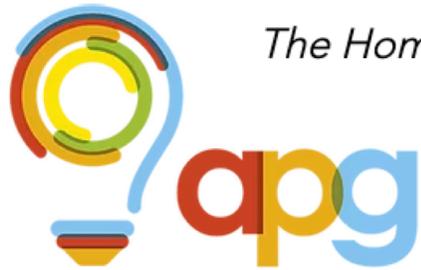
Get historical creative work for your brand /competitor brands

Or for the category ?

Work out what the ideas are ?

Is there a good idea that can be re-expressed?

# Tip: searchable case history databases



*The Home for Planners & Strategists*

**Start your search:**

Christian Aid

Non-Profit/Volunteering



All awards



**IPA**  
Incorporated  
by Royal Charter



# Method: Brand Story

## Genesis/DNA

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?

## Key historical moments

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 and ideas**



# 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



# What is the story of branding?

# How brands started (in C19th)

**Early trade marks often look like legal documents**

**Consumer benefit: promise of consistency**

- This is guaranteed to be the same stuff as the last batch.
- This is the authentic one



This is the famous Budweiser beer. We know of no brand produced by any other brewer which costs so much to brew and age. Our exclusive Beechwood Aging produces a taste, a smoothness and a drinkability you will find in no other beer at any price.

THE WORLD RENOWNED

BUDWEISER LAGER BEER

**Budweiser**  
KING OF BEERS®

*Brewed by our original all natural process using the  
Choicest Hops, Rice and Best Barley Malt*

**WORLD'S LARGEST SELLING BEER**

*Anheuser-Busch, Inc., St. Louis, Mo., U.S.A.*

**GENUINE**

**JACK DANIEL'S**  
OLD TIME

**Old No. 7**  
BRAND

QUALITY  
**Tennessee**  
SOUR MASH  
**WHISKEY**

DISTILLED AND BOTTLED BY  
**JACK DANIEL DISTILLERY**  
LEM MOTLOW, PROP., INC.  
LYNCHBURG, TENN.  
EST. & REG. IN 1866



alamy stock photo

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





# Method: Product Interrogation

1. Where does this brand perform best?
2. What are the interesting facts of feature/performance?
3. Is it better than competitors?
4. If not, does it represent a perceptual space that we can own

Eg – The Longest lasting battery/SLR quality Camera in a smartphone

# Late 20th century

Performance differences between brands narrowed

Basic human needs (in developed countries) have been satisfied

Consumers have **great and increasing choice**

# Second rule of branding: Brands differentiate through values and personality



# Consumer benefits

## **Internal:**

I feel that I am having a better experience

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

## **External:**

A badge or symbol that I like to wear as an expression of my values and place in society

“Audi had become a little too “Technik” – logical, efficient, precise – without giving people the Vorsprung – progressiveness, thrill and charm.”

Source: APG

# Changing values in luxury

## Traditional luxury

Status

Superior craftsmanship

Design

## New Luxury

Creativity, adventure, curiosity and wellbeing, were defining the best luxury experiences

Research showed just how *playful* luxury brands were becoming.

# Peroni: Italian aspirational style



# Third rule of branding: Through purpose

The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, blue, green, red) on a white background.

Human purpose: “to organize the world's information and make it universally accessible and useful.”

**From: What we are to  
To: Why we do it**

<https://www.youtube.com/watch?v=IPYeClXpxw>



# 2006



campaignforrealbeauty.com

America's next Not models.



extra-large?  
 extra-sexy?

© 2006 Dove. All rights reserved. Terms and conditions apply. See the fine print for details.

campaignforrealbeauty.com  | Dove



let's face it, firming the thighs of a size 8 supermodel wouldn't have been much of a challenge.

© 2006 Dove. All rights reserved. Terms and conditions apply. See the fine print for details.



new Dove Firming Flange  
all kinds. All over. All day.



fat?  
 fit?

Dove's true beauty only squeezes into size 0? Join the beauty debate.

campaignforrealbeauty.co.uk  | Dove



# From human purpose to wider societal impact

2006



2016-2019

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

# Key point: authenticity & engagement

**Action:** not just a communications campaign

In the social media age, companies are porous: can't bandwagon

**Engagement:** motivating for our staff who are central to delivery

“Doing good” in society is has to be a manifestation **corporate culture** (not a CSR fig leaf)

# 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 *and* enable practical action among men that they need to do much more in the home

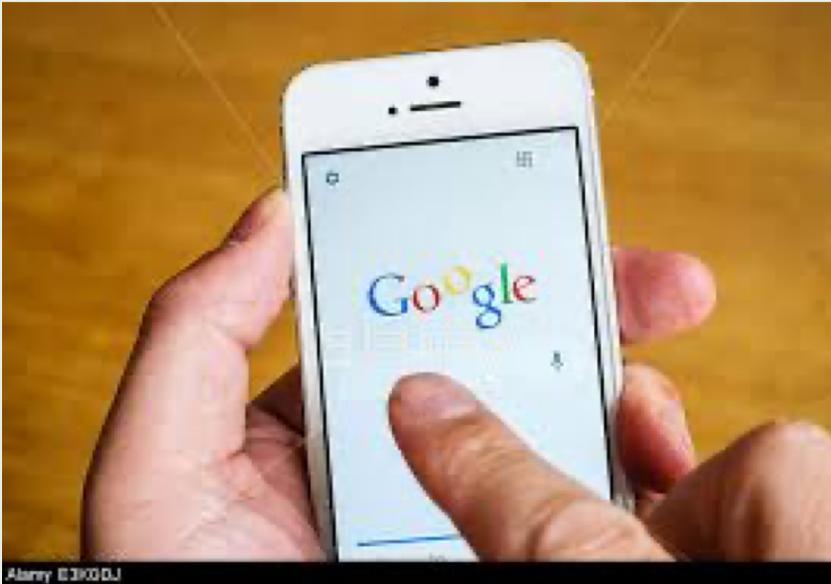
# 21<sup>st</sup> century: smartphone age



# Carrying a small super computer

**2015**

More Google searches now on mobile than desktop



**By 2021**

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 with 4G

## 5 years ago

Updates regularly

Question and Response

Check Facebook regularly

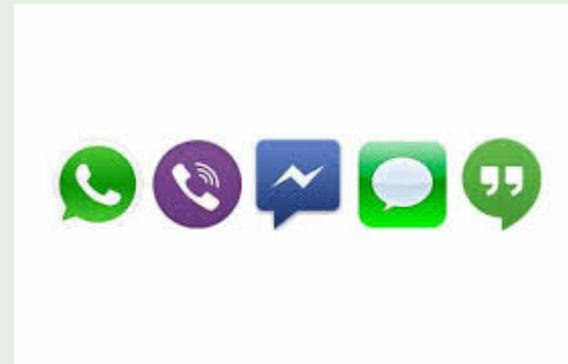


## Today

Live now

Instant response

Always on



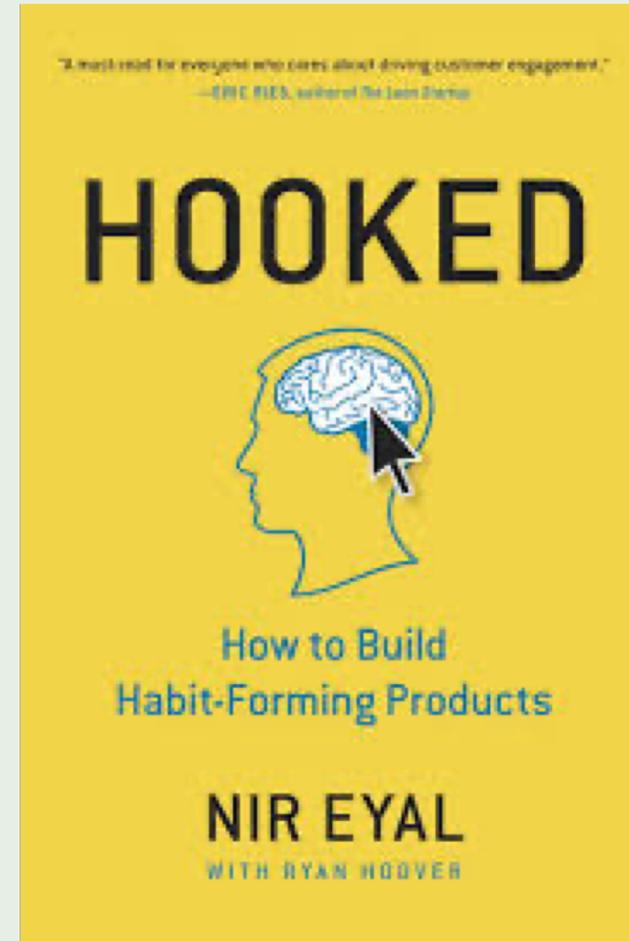
**Fourth rule of branding:  
Design your service into people's daily habits**

# Key tool design

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

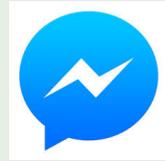
The brand uses frequent "hooks" to make sure they don't drop out of the habit.

They are in an hourly battle for our attention



# Battle to build & maintain habit

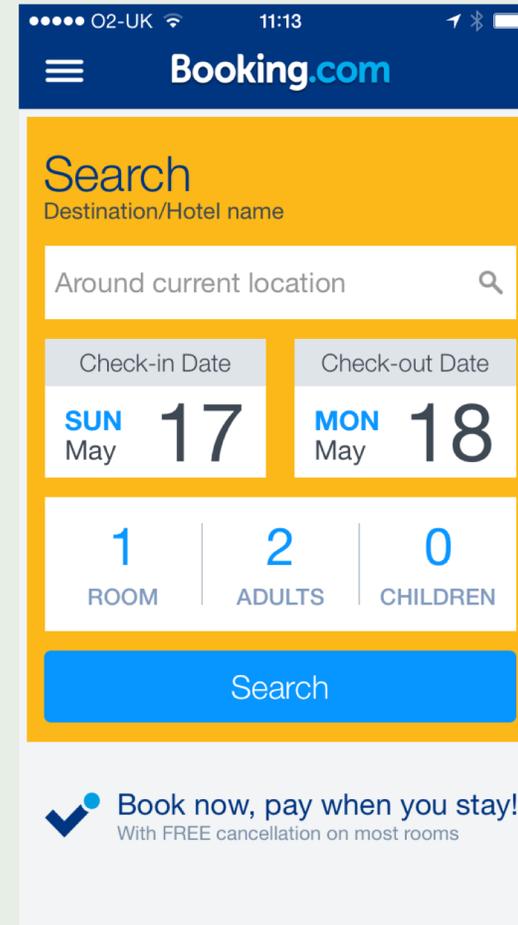
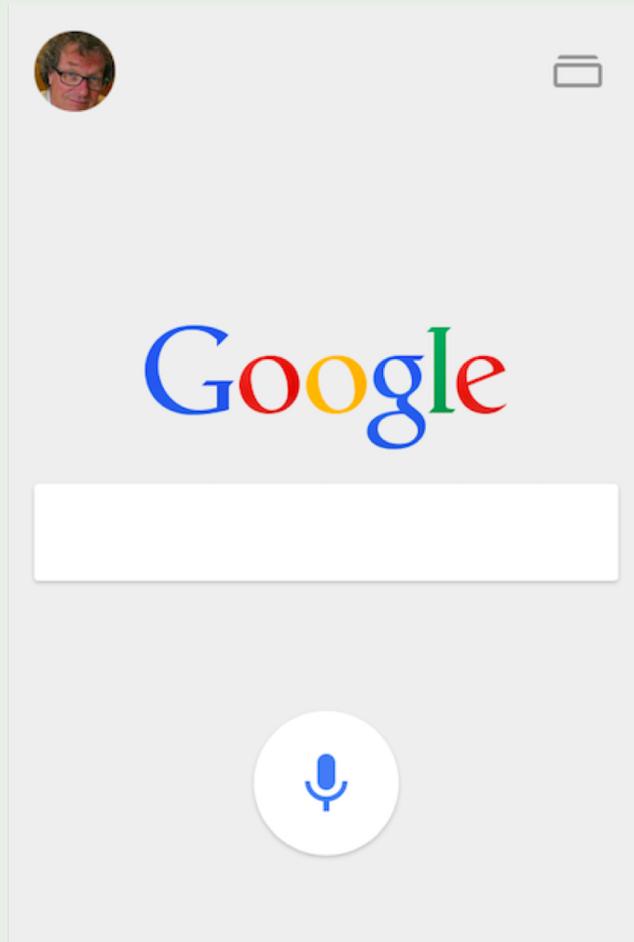
- 30 times a day
- 20 times a day
- 5 times a day
- Once a day
- 2 or 3 times week
- At weekends
- Occasionally
- Stopped using



# Habit forming design thinking:

1. Easy/quick
2. Flexible
3. Enhanced 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?

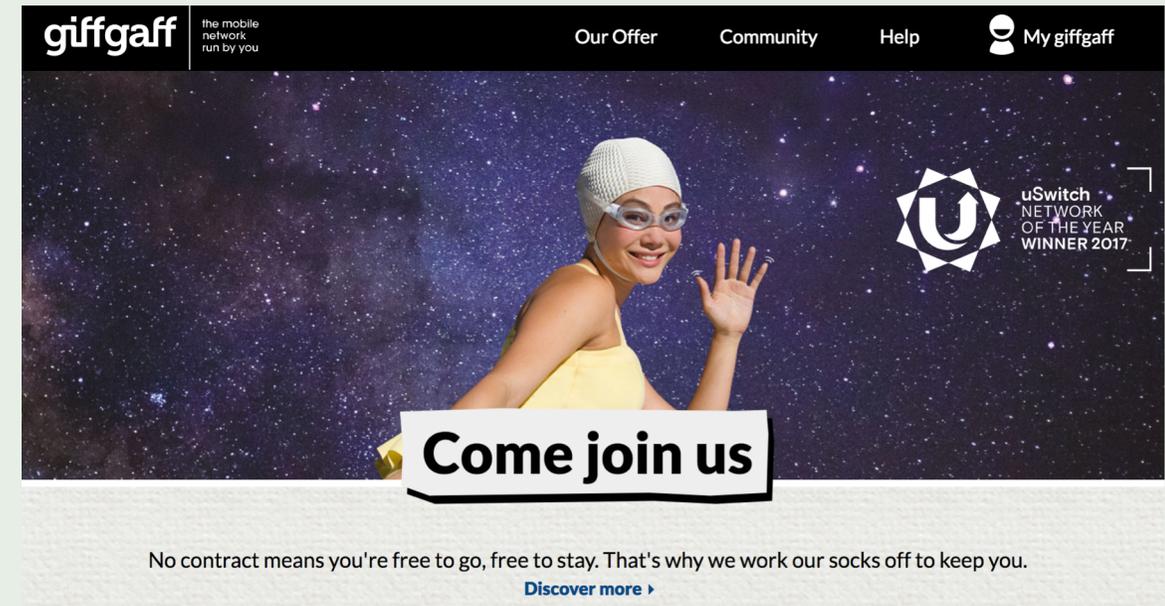
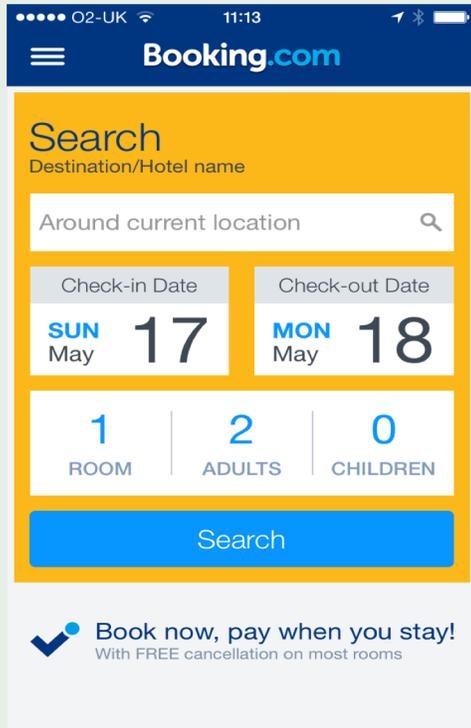
1. Extra costs 61%
2. **Site wanted me to create an account 35%**
3. **Process too long/complicated 27%**

# Ease is a bedrock of trust



Source: Thinking fast and slow

# Flexible terms



# 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

YouTube GB Search



iPhone 7 Unboxing: Jet Black vs Matte Black!

Marques Brownlee 

 3,953,649

7,255,433 views

 Add to  Share  More

 98,200  3,681



# Story of branding

## **Communication:**

Promise of consistency and performance

Differentiation through of values and personality

## **Holistic:**

Expression of brand purpose

Evolved into social impact

Involves all stakeholders (esp staff)

## **Design and innovation:**

Technology shift: design brands into daily habits



# Tools for you to use

**Brand experience:** shop the brand/use the service & competitors

**Product interrogation:** what are the facts/what is true ?

**Image search:** visual assets/tone and personality

**Brand story:** brand mission and purpose

**Iceberg:** ideas of the brand from communications

# What questions do you have on the brief ?

Generate questions

Appoint a note taker

Email me at [julians@joinedupcompany.com](mailto:julians@joinedupcompany.com)



# Brand History & Culture

