Developing & Marketing Your Brand to Drive Sales

MFG Conference, Orlando Florida

Craig Johnson
ONE WORD GAME
accenture
Brand?

- Name?
- Logo?
- Website?
- Communications?
- Culture?
- Promise?
- Marketing?
Reputation

- Word of Mouth
- Trade Shows
- Direct Mail
- Public Relations
- Telephone
- Business Forms
- Packaging
- Sales Promotions
- Advertising
- Networking
- Marketing
- Websites
- Products
- Services
- Speeches
- Presentations
- Employees
- E-mails
- Ephemera
- Collateral
- Websites
“A Brand is not what you say it is, it’s what they say it is.”

-Marty Neumier
TONIGHT’S SHOW

“A Great Dancer.”
I'm a great dancer.
I’m a great dancer. I’m a great dancer. I’m a great dancer.
Trust me he’s a great dancer.
I understand you’re a great dancer.
Simply put:

BRANDING is the being.

MARKETING is the doing.
Perception
Perception → Behavior

Behavior → Perception
Perception ➔ Behavior ➔ Performance
BRANDING is perception management.
Science Proves it.
Celebrate with the winning taste of Pepsi!

The Pepsi Challenge showed who won. Over 275,000 Southern Californians have taken The Pepsi Challenge. 60% prefer Pepsi over Coca-Cola. So celebrate, with the winning taste of Pepsi!
Perceptions Matter.
(What is)

CURRENT REALITY

(What could be)

IDEAL FUTURE
(What is) \( \rightarrow \) \( \text{CURRENT REALITY} \) \( \rightarrow \) \( \text{(What could be)} \) \( \rightarrow \) \( \text{IDEAL FUTURE} \)

\( \text{STRATEGY & EXECUTION} \)
(What is) (What could be)

CURRENT REALITY

HOW DO WE GROW?
HOW DO WE PRESENT MORE VALUE?
HOW DO WE WIN MORE BUSINESS?

IDEAL FUTURE

A BRAND BUILT THAT IS DIFFERENTIATED
INSPIRES ADVOCACY,
& DEMONSTRATES LEADERSHIP.

STRATEGY & EXECUTION
Who are we?

Why do we matter?

Who needs to know?

How will they find out?
DEFINE THE DNA FIRST.
This is the foundational document of the brand and should provide shared understanding and focus to all initiatives.

**Core Purpose**

To passionately invest in people, businesses, and communities everyday.

**Vision**

To change the way the world thinks about money.

**Attributes**

- Relevant
- Community
- Trustworthy
- Innovative
- Consultative
- Clarity
- Approachable
- Wise

**Key Services**

- Banking
- Investments
- Tax
- Insurance
- Planning

**Key Stakeholders**

1. Customers
2. Employees
3. Shareholders

**Big Idea**

MEET THEM WHERE THEY ARE

**Value Proposition**

Acru provides personalized wisdom through a relevant experience that clarifies today and prepares for tomorrow.

**Audience Segments**

Primary

- James
  - Age: 35
  - Level Headed Outsourcer

Secondary

- Jim
  - Age: 50
  - High Net Worth Individual

**Positioning**

Acru is the only bank that actually understands this is about me.

- James is a level-headed small business owner who knows he needs a financial plan, is embarrassed he doesn’t know enough to build the right one, and would love to find someone that can trust to build a plan to fit his unique life. He doesn’t believe that exists but is balancing too many life demands to start figuring it out on his own.

- Jim is looking for more than just comprehensive wealth management; he needs personalized wisdom to clarify several major life transitions: kids going to college, estate planning, and forming a succession plan for his business, to name a few. He and his wife need the finances for today and tomorrow to be one less stress in their life.
Accrue: to collect / accumulate

Acru: Unique spelling of the word to make it ownable.

u: Communicates that this is about U.
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Acru

Where U Are
The Copper Coin Coffee
Brand Brief

This is the foundational document of the brand and should provide shared understanding and focus to all initiatives.

Value Proposition
Crafting a personal experience where ideas develop and life is enjoyed.

Core Purpose
To Serve Inspiration

Vision
To enrich community one cup at a time

Key Stakeholders
1. Customers
2. Company
3. Community

Copper Coin is the only coffee house that crafts a story in every cup.

Key Services
Coffee, Tea, Pastries, Social Gathering Space, Entertainment

Big Idea
Stories Start Here

Primary
James
Age: 30
Ambitious, creative, hyper involved owner of a web design company who is well traveled and well educated. Seeking a Third Place to unlock ideas.

Secondary
Kate
Age: 22
Natural, deep thinker, charitable minded photographer who seeks a refined coffee experience to stimulate creativity.

Attributes
Inviting
Refined
Escape
Storytelling
Artful
Community
Creative
Original
Thoughtful
Passionate
Core Principles of Branding
1. Focus
2. Differentiation
3. Commitment
4. Alignment
Clear Positioning

Portable Name

Engaging Visual Identity
The Branding Process

AUDIT
- Marketing Audit
- Competitive Audit
- Customer Research

STRATEGY
- Brand Personality
- Target Audience
- Positioning
- Core Message

DESIGN
- Name
- Brand Mark
- Tagline
- Brand Standards

IMPLEMENT
- Integrate New Identity into all Brand Touchpoints (website, print collateral, etc.)
“We can’t solve problems by using the same kind of thinking we used when we created them”
- Albert Einstein

The People of H&A
Our staff’s goal is to provide you with the best opportunities with personalized service that is second-to-none.

Why Our Customers Trust Us
H & A has provided talented people, processes, and technology dedicated to getting the job done right for over 25 years.

Celebrating 25 Years of Success!

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H&A Consulting

BRAND BRIEF

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CORE PURPOSE

To Help People Find Their Place

BHAG

To make 1,000 quality placements by 2015.

ATTRIBUTES

Honest
Dependable
Passionate
Understanding
Delivered

KEY SERVICES:

Contract Placement
Permanent Placement

CORE STAKEHOLDERS

Candidates
Existing Clients
H&A Employees

BIG IDEA

PERFECTLY PLACE

COMPETITORS

Encore
CSI Health
MaxIT
Virtelligence

Bob

PRIMARY AUDIENCE

Age: 35 “Experienced Consultant”
Personality:
Type A, Confident, Self-Driven, Flexible, Cautious, Suggestive, Analytical, Knowledgeable about Healthcare
Core Need:
“Perfect Fit” & Exclusive Opportunities
Trigger:
Fun in Current Job/Dead End Job
Hiring: Current Location Home

H&A Consulting is the only Healthcare IT Recruiting Company that advocates for both candidates and clients by matching unique skills with unique opportunities.

Prepared by Matchstix
Human Connection
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Hello Consultant

Hello Employer

FIND YOUR PLACE

Search for Opportunities

Keyword | Location
--------|---------

Newest Listings

12/28/2011 | SAP Utilities Consultant | New York, NY
12/15/2011 | Energy Manager | Portland, OR
# Performing a Self-Audit

1. Analyze Current Materials
2. Research Competitors
3. *Listen* to your Customers
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Performing a Self-Audit

2. Research Competition
Performing a Self-Audit

3. *Listen* to your Customers
The Branding Process

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Products are created in the factory, *Brands* are created in the mind.

*Thanks!*

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