Today

1. TEE & FROST
2. WHY BRANDING MATTERS
3. LEARNING FROM TODAY’S SUPER BRANDS
4. MANAGING THE BRANDING PROCESS
5. Q&A
1. TEE & FROST
We build brand experiences
2. WHY BRANDING MATTERS
What is a brand?
HINT

it’s not a logo, or an ad campaign
We need to expand our definition of ‘brand’. Brands live through four channels:

1. **BEHAVIOUR**
   How the company’s people behave, internally and externally.

2. **PRODUCT**
   What the company makes and sells.

3. **ENVIRONMENT**
   The physical environment surrounding the brand.

4. **COMMUNICATION**
   How the brand tells people about itself and what it’s doing.

Wally Olins, 2008
WHY ARE BRANDS IMPORTANT?

- They build trust
- They make a product distinctive
- They reflect on the buyer
- They are a powerful internal motivator
- They make a product memorable
IN SUMMARY, THEY SIMPLIFY CHOICE
Branding is about delivering on a promise. The best brands are coherent in what they do and what they represent.
TAKING IT EASY WON'T TAKE YOU ANYWHERE.
3. LEARNING FROM TODAY’S SUPERBRANDS
AIRBNB: THE WORLD’S MOST TRUSTED BRAND

A factual description of what Airbnb could sound like this:

“A website that allows you to book accommodation at a private person’s home, anywhere in the world.”

Does that sound like a good idea? So how do Airbnb win trust?
AIRBNB’S MODEL WORKS ON 3 LEVELS

WHAT

A website that allows you to book accommodation at a private person’s home

HOW

Hosts and guests create a personal profile with reviews after each trip

WHY

To create a sense of belonging, wherever you travel

See Simon Sinek’s “Start With Why”
THIS ETHOS WORKS BECAUSE IT LIVES AND BREATHES ACROSS THE BUSINESS

One of Airbnb’s values:

“Be a host:
LESSON #1
Why does your product exist? Think about the ‘why’ not just the ‘what’.
to be frank, i’m a simple coffee scrub.

and i can’t wait to be on you.

get naked. get dirty.
get rough. get clean.

here I am, the original frank. soak up all of my essential oils, minerals and my special coffee blend.

to be used morning or night at your leisure, i’ll target dry, flakey skin as well as cellulite, stretch marks, and other skin imperfections.

are you ready, babe?

i’d love to know what you think, and more importantly, for you to share me with your friends on:

@frank_bod
#thefrankeffect
#letsbefrank
facebook.com/frankskincare
@frank_bod

frankbody.com
Coffee-based skincare that rubs you the right way.

“All of my products contain coffee, because every babe needs something to undo the fact she hasn’t slept in ten years.”

SKIN

I’ll stand by you through thick, thin and troublesome skin.
LESSON #2

What’s your brand personality and how can you amplify your character traits?
TASTES SO GOOD YOU FORGET TO INSTAGRAM IT

Awesome food on demand deliveroo.co.uk
LESSON #3

Use identifiable brand assets to create a more distinctive and recognisable brand.
4. MANAGING THE BRANDING PROCESS
**DO**
Follow a good process

**STRATEGY**
Explore the competitive context and target audience. Define the values you want to convey.

**IDENTITY**
Design the identity (logo, then fonts, colour, imagery, illustration style).

**EXECUTION**
Apply the identity on the website and other touchpoints.

**DON’T**
Start with the website
The scope of each stage will vary depending on the nature of the challenge. Fees will reflect the scope of work.

<table>
<thead>
<tr>
<th>STRATEGY</th>
<th>IDENTITY</th>
<th>EXECUTION</th>
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<tbody>
<tr>
<td>• Team interviews</td>
<td>• Logo</td>
<td>• Website</td>
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<tr>
<td>• Customer research</td>
<td>• Photography</td>
<td>• Print</td>
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<tr>
<td>• Competitor research</td>
<td>• Illustration</td>
<td>• Stakeholder engagement</td>
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<td>• Trend research</td>
<td>• Type</td>
<td>• Advertising &amp; comms</td>
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<tr>
<td>• Category analysis</td>
<td>• Colours</td>
<td>• Environment</td>
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<td>• Team workshops</td>
<td>• In-situ mockups</td>
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DO
Engage the team

DON'T
Design by committee
DO
Pick the right branding partner

<table>
<thead>
<tr>
<th>ONLINE PLATFORM (ie, Fiverr)</th>
<th>PROS</th>
<th>CONS</th>
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<tbody>
<tr>
<td></td>
<td>Cheap</td>
<td>Has it been copied?</td>
</tr>
<tr>
<td></td>
<td>Good inspiration</td>
<td>Low quality</td>
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<tr>
<th>FREELANCER</th>
<th>PROS</th>
<th>CONS</th>
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<tr>
<td></td>
<td>Affordable</td>
<td>Quality can vary</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Availability varies</td>
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<table>
<thead>
<tr>
<th>BRANDING AGENCY</th>
<th>PROS</th>
<th>CONS</th>
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<tbody>
<tr>
<td></td>
<td>High quality control</td>
<td>Can be expensive</td>
</tr>
<tr>
<td></td>
<td>(reputation at stake)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Proper process, better</td>
<td></td>
</tr>
<tr>
<td></td>
<td>&amp; more enduring results</td>
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**DO**
Pick the right branding partner

**CHECKLIST**
- Portfolio: have they done all the work, or just a small part of it?
- What’s their specialism? Are they really a digital marketing agency that outsource branding to a third party?
- Will they let you speak to previous clients for references?
- Do they have one signature style or can they adapt to match your brand?
- How many rounds of feedback do you get?
Thank you

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WECONNECT OFFER: EXPIRES 18TH AUGUST

Free Brand Audit

- Receive feedback on your brand appearance.

The session takes 45 minutes and can be run face-to-face or on Skype.

Email miriam@teeandfrost.com to redeem. Limited availability.
5. Q&A