



Export Marketing.

Product to Premiums.

Webinar #1 // Foundations.

3 July 2020



storyandbrand.com.au



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Export Marketing.



Packaging.



Branding.



Advertising.

Story & Brand is an export marketing agency focused on helping Tasmanian food, beverage and agribusinesses tell their unique Tasmanian story and market their products and services at home and to the world.

Your hosts.



Andy Cooley.

Story.

Creative Director.

Highly experienced design and advertising creative.
Passionate about creativity that helps businesses grow.



Iain White.

Brand.

Communications Strategist.

Extensive regional experience.
Passionate about creativity and effectiveness.



PEPSICO



Kellogg's



CATHAY PACIFIC



Telstra



The Story & Brand webinar series.

Webinar #1 / Brand Foundations.

Webinar #2 / Your unique Tasmanian story.

Webinar #3 / Wrapping your story and brand around touch points.

Webinar #4 / Export marketing.

Today.

- Presentation.
- Live case study.
- Your Story & Brand handbook.
- Q&A.

60min. Session / 15min. Q&A / 75min. Total.

What is a brand?

- Not just who made it.
- Are they any good?

- A sign of origin, often provenance and authenticity
- A mark of luxury or premiumness
- Something you can TRUST
- Hamburgers have been around a long time but McDonald's made them reassuringly the same.

- Brands make choice easier - when you know someone, like and trust them, you want to be with them.

Package your story and sell to the world.



Drive **CONSUMER** desire and demand for Tasmanian food, beverage and agribusiness products and services

Help Tasmanian companies **remove sole reliance on the middleman** (importer/wholesaler/distributor) to drive sales and consumer demand.

Famous marks.



Who are these?



What is a brand?

- “Manufacturers make products - consumers buy brands”
- The name, logo, “sign-off” says who it is and what it represents.
- Brands have meanings, a grammar - things, adjectives and verbs. ie they are functional, have personality and emotions and “walk the talk”
- People are brands too - we choose the brand we LIKE, can relate with, want to be seen similar to

Who are you? (Your USP and Positioning).

- At the core of the brand is its positioning - what it means.
- What does **BMW** mean? How about **Rolls Royce, Toyota**?
- At one time, it was called a USP - The unique characteristic that differentiated the product from others.
- One common method of writing a positioning is;

“To” (the target definition) “X” (your brand) provides “Y” benefit or benefits because “Z” reasons to believe.

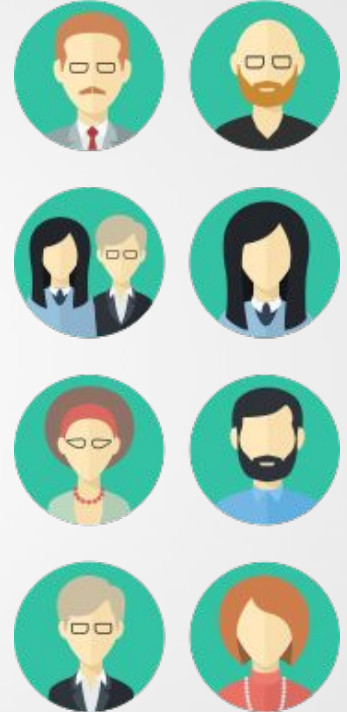
- “To” _____ “X” _____ “Y” _____ “Z” reasons to believe.

Eg: To: Hungry young guys, Snickers fills and satisfies them because it has a handful of peanuts in every chocolatey bite.



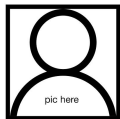
Defining your customer.

- Defining your customer is critical.
- It's great to come up with positioning that differentiates but it has to be relevant to the person that actually buys or uses your brand.
- “Tighter” definitions are more useful than wide ones.
- All women 20+ isn't going to help or inspire either brand, creative or media thinking as much as say...



Defining your customer.

Customer persona.

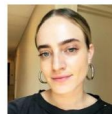


Name:
Gender:
Age:

About them:

Their need, unmet need and why?

Customer persona.



Name: **Natalie**
Gender: **Female**
Age: **25 years**

About them:

She's single, lives with 2 friends and works in a café during the day while pursuing her musical career at night. She is usually with people and although she is social she does like to have time on her own to recharge.

Their need, unmet need and why?

Natalie has very sensitive skin. She has had allergies (eczema and hay fever) since she was a child. She is looking for light and natural skin care that not only keeps her face calm (doesn't inflame it) but also provides a healthy benefit for her skin.

Why do you exist?

- Why did you create your company?
- What are your values?
- How are you making the world a better place?
- These are summed up as a “Brand Purpose” or “Brand Belief”
- This provides powerful fuel for your unique story

Make it a t-shirt to make it tight.



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Naming.



What's in a name?



6 steps to creating a great name.

- 1. Competitive Analysis** – See who's your competition?
- 2. Positioning** – What makes you special?
- 3. Naming** – Creating your name and options.
- 4. Trademark** – Will it pass muster for registration?
- 5. Testing** – Market research and does it stick with customers?
- 6. Name + Tagline** – Your promise to customers.

The 4 name categories.

- 1. Functional** – Descriptive of what the company or product does. Eg PayPal or InfoSeek.
- 2. Invented** – Made up names to inspire curiosity. Eg Telstra or Vodafone.
- 3. Experiential** – A connection to the user experience. Eg Netscape or Palm Pilot.
- 4. Evocative** – Evoke the brand positioning of a company. Or product Eg Virgin or Apple.

Competitive analysis.

Level of Engagement:

The levels represent the amount of meaning, stories and engagement.

+5 name is the best and more engaging and interesting.

-2 name is the least engaging and quickly forgotten.

Competitive brands

	Functional	Invented	Experiential	Evocative
5		Yahoo!		Virgin Virgin Airways
4	JetBlue	Lego		Ted Jazz
3				Hooters Aloha Olympic
2		Häagen-Dazs	Go Zip	Song Frontier
1	Alitalia		Vanguard	Tower Air
0	Trans World Pan American Delta American Air France British Airways		United	
-1	Northwest Southwest U.S. Airways World Airways			
-2	Express Jet ValueJet AirJet EasyJet			

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Naming tool.

Thinking about the 4 different name types mentioned, fill in the worksheets.

Our names

	Functional	Invented	Experiential	Evocative
5				
4				
3				
2				
1				
0				
-1				
-2				

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Functional

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Invented

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Experiential

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Evocative

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Naming tool.

Our names

	Functional	Invented	Experiential	Evocative	
5					
4					
3					
2					
1					
0					
-1					
-2					

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Evaluating your name.

Once you've settled on a range of names, add them to the Name Evaluation Tool to score. The Naming Tool handout has definitions of the evaluation criteria.

The highest score name wins!

Evaluating the name

Name	Appearance	Distinctive	Depth	Energy	Humanity	Positioning	Sound	X	Trademark	TOTAL
Virgin	10	10	10	9	9	10	9	10	10	87
Yahoo	10	10	7	10	8	10	10	8	10	83

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Logo.



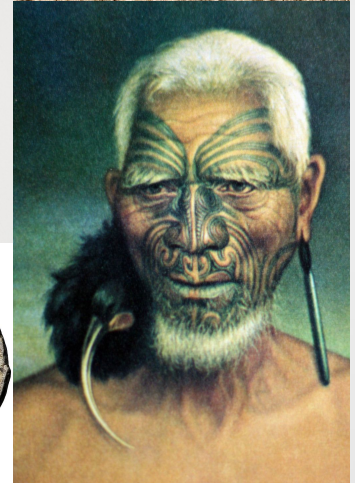
What's a logo?

- The word 'logo' comes from the Greek word *lógos*; meaning, speech or discourse...
- It's fair to say a logo communicates or 'speaks' the attributes and qualities of your brand.
- Logo's can be referred to as;
 - A trust mark.
 - A word mark.
 - Combination mark (word and image)
 - Brand mark.
 - Trade mark.
- A logo is a powerful visual device that quickly communicates meaning and sets some expectation for what you customer can expect to experience.

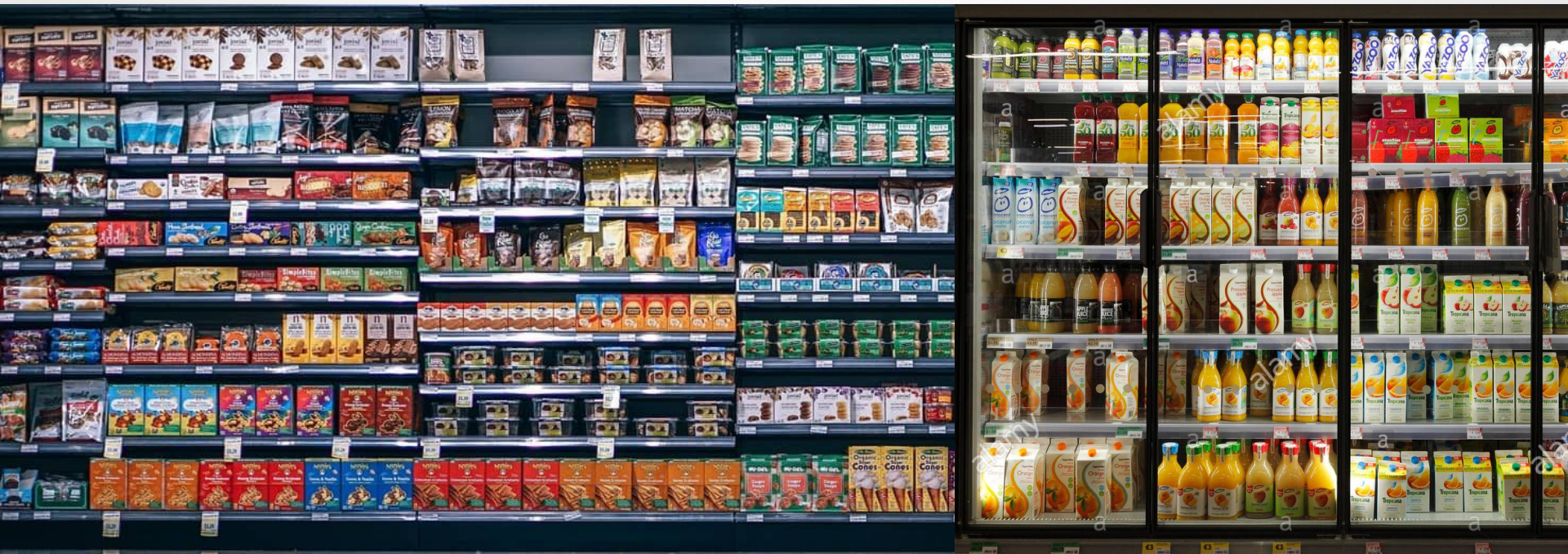


Logos are us.

- Humans are hardwired to recognise and understand visuals.
- The concept of marks and logo communication has evolved over thousands of years.



Your logo is amongst 1,000's of messages.



A good logo design stands out.

It's no wonder logos are simplified to help stand out.



Your logo is a valuable business asset.

Coca-Cola

CCA
COCA-COLA AMATIL

Logo checklist top 10.

Does your logo...

1. Easily and clearly communicate your attributes and qualities?
2. Is it unique, differentiating and memorable?
3. Create a black & white version for the design to be as simple as possible.
4. Is it as simple as it can be?
5. Can it be clearly recognised and reproduced at its smallest size?
6. Is it versatile? And can be easily reproduced on all your touch points?
7. How space efficient is it? A versatile logo design is square in proportion.
8. Be mindful of the number of colours. In printing the more colours the more cost.
9. Make the design as timeless as you can so it doesn't date.
10. Do the colours reflect the brand personality and positioning?



So, what's a good logo?

The answer has two parts...

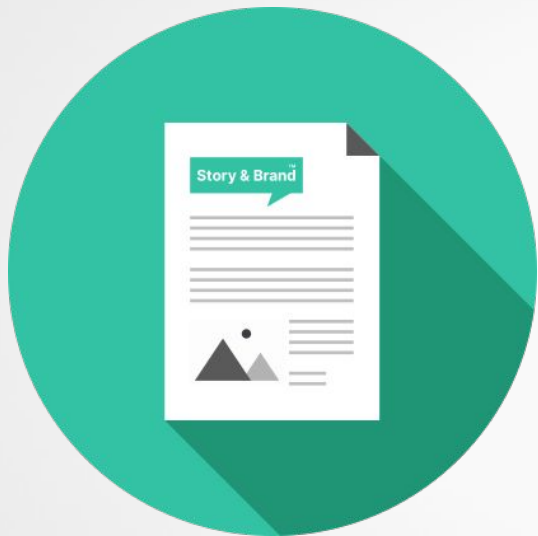
- **Emotional** - A good logo design communicates the qualities of your offering succinctly and without confusion, while differentiating you from the competition.
- **Practical** - Flexible application from website, labels, t-shirts etc... without losing it's design integrity.
- The 'pinnacle' of a logo, is for it to stand for trust – To become a 'trust mark'. This simply means the logo signifies the experience the customer will get (and expects).
- Keep in mind. A logo is not a brand! If a logo is the face of a brand, then branding is the elements of the body. Together they bring the brand to life as a whole.



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Live case study.





Handbook with tools.

WINNER * WINNER

Chicken

DINNER



1. Positioning.

One common method of writing a positioning is;

“To” (the target definition) “X” (your brand) provides “Y” benefit or benefits because “Z”.

“To” _____ “X” _____ provides “Y” _____ because “Z”.

Examples:

To people who worry about their breath in social situations, Listerine gives them the confidence they smell wonderfully fresh because it kills 99.99% of the germs and bacteria that cause bad breath and lasts 12 hours long.

To folk trying to catch a partner but worried if they stand up to scrutiny, Listerine gives them the confidence they smell wonderfully fresh because it kills 99.99% of the germs and bacteria that cause bad breath and ultimately the object of their desire too.

2. What's your t-shirt?

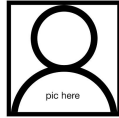


3. Reasons to believe. (Your credibility).

- Choose the one (1) or two (2) most relevant for you (and your target!)
- Functional. Eg Ingredients; how it fortifies you. _____
- Emotional. Eg. How it makes you feel. _____
- Provenance. Eg .The specialness of where it comes from. _____
- Founders Eg. Your dream, vision or experience that inspired your business idea. _____
- Benefit. Eg. What is does for you. _____
- Users. Eg Is the user a proof of it's superiority. (Eg. Best Tasmanian restaurant). _____
- Occasion. Eg. When people have it. _____

4. Brand persona.

Customer persona.



Name:
Gender:
Age:

About them:

Their need, unmet need and why?

4. Brand purpose. (Reason for being).

Why are you here? What's your lofty ambition to create change?

This is your reason to be, what you believe in, what need you see in society that you passionate to fulfill.

FOR (brand name) **TO** (create good) **AND** (change their world).

EXAMPLE

For Nike **TO** inspire and help bring out the inner athlete in everyone

For Dove **TO** raise people's self-esteem and realise the beauty they already have.

For The Body Shop, **TO** break the connection between beauty and cruelty

When you know your brand purpose, you don't just position yourself differently you ACT differently.

5. Naming

FUNCTIONAL

-

INVENTED

-

EXPERIENTIAL

-

EVOCATIVE

-

6. Logo

Your logo here.

Does your logo do at least 1 of the 10 checkpoints brilliantly?

- Easily and clearly communicate your attributes and qualities?
- Is it unique, differentiating and memorable?
- Do the colours reflect the brand personality and positioning?
- + Other 7 logo checklist attributes.

5. Your brand on a page.

Positioning:

“To” _____ *Target Persona(s)* _____ “X” _____ *Brand Name* _____

provides “Y” _____ *Key Benefit* _____ because “Z” _____ *Reasons To believe* _____ .

Eg: To: Hungry young guys, Snickers fills and satisfies them because it has a handful of peanuts in every chocolatey bite.

T-Shirt Positioning: _____

Brand Purpose: ____ (*brand name*) **TO** ____ (*create what good*) **AND** ____ (*how change their world*).

Name and logo:

Webinar #1 Wrap up

- Today's we've looked at the the importance of Branding.
- Knowing what you mean, who, and why people should buy you and believe you.
How does it help create a better world?
- The positioning comes to life in your name and logo. In reality without huge marketing budgets sometimes it's the only form of communication your target sees ... though we have clever ways (Webinar #3) to overcome that.
- For Webinar #2, just like Webinar #1, we'll have a live case study with a 'Cultivator'.
Between now and 10th July, email your name to Hazel go into the Webinar #2 draw!
- It's your brand, it's your story.

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Q&A





Q&A

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Thank you.

