



Story & Brand™

# Export Marketing. Product to Premiums.

Webinar 1 // Foundations.

**HANDBOOK**

3 July 2020



[storyandbrand.com.au](http://storyandbrand.com.au)



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 to the world.**

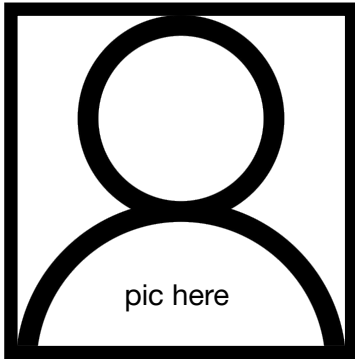


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# Customer persona.

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Name:  
Gender:  
Age:

About them:

Their need, unmet need and why?

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# Customer persona.

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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.

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# Naming Tool.

# Our naming tool

Here's a step through guide to creating a product or brand name. Based on several key criteria, our naming tool helps make a memorable and impactful name easier to create. Below is a guide to working with the tables on the proceeding pages.

**Level of Engagement:** These eight levels (y-axis levels from minus 2 to plus 5) represent the amount of material (meaning, stories, associations, imagery, multiple layers) in a name the audience has to play with and personalize – and how engaging the name is. Names in the minus 2 level are the least engaging, and likely to be quickly forgotten; the higher the number the better, with level 5 being the best.

**Functional Names:** The lowest common denominator of names, usually either named after a person, purely descriptive of what the company or product does, or a pre- or suffixed reference to functionality. (Infoseek, LookSmart)

**Invented Names:** "Invented" as in a made-up name (Acquient, Agilent, Alliant, Google) or a non-English name that is not widely known. Invented names can inspire curiosity or completely confuse.

**Experiential Names:** A direct connection to something real, a part of direct human experience. Usually literal in nature, but presented with a touch of imagination. (Netscape, Palm Pilot)

**Evocative Names:** These names are designed to evoke the positioning of a company or product rather than the goods and services or the experience of those goods and services. Removed from direct experience, but relevant – evoking memories, stories, and many levels of association. (Virgin, Apple, etc...)

# 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				

# Name analysis - Pros & Cons

## Experiential Names

**Pros** The name make sense to the consumer. They map the consumer's experience with the company or product. They require little explanation. They mostly work best for products.

**Cons** Being intuitive, experiential names are embraced across many industries with high frequency, making them harder to trademark. They tend to be common in the branding world. Over-usage makes them less effective in the long run. For instance, while Explorer, Navigator and Safari are web application names, they are also the names of SUVs. They don't pull any weight when it comes to differentiating a brand.

## Evocative Names

**Pros** It evokes the positioning of a company or product, rather than describing a function or a direct experience. A rare type of name, making it a powerful differentiator. Nonlinear and multidimensional, making it deeply engaging. Helps create a brand image that is bigger than the goods and services a company offers. Easier Trademarking. When created in sync with positioning, it is a branding force that can dominate an industry.

**Cons** When created out of sync with brand positioning, it's an ugly mess. Because evocative names for companies and products are created to compliment positioning rather than goods and services, they are the toughest type of names create.



# Name analysis - Pros & Cons

## Functional Names

**Pros** When your company's products or brand strategy are in the name itself. BMW cars, Subway sandwiches etc..

**Cons** Descriptive company names have only one dimension of explaining the business you're in. There's no depth to the offering or point of difference claim.

## Invented Names

**Pros** Easy to trademark as they are unique. Easy to secure a domain name. Free of negative connotations.

**Cons** An abstract name needs explaining to imbue them with meaning and get people to remember them. This can require more spend in marketing. They may not carry any direct negative messages, but can cast a cold, sanitized persona. These are names with no potential marketing energy- they are image-free and often emotionally void.

# Our names

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

# Evaluating the name

**Appearance** – Simply how the name looks as a visual signifier, in a logo, an ad, on a billboard, etc. The name will always be seen, so looks are important.

**Distinctive** – How differentiated is a given name from its competition. Is it memorable? It's important, when judging distinctiveness, to always consider the name in the context of the product it will serve, and among the competition it will spar with for the consumer's attention.

**Depth** – Layers of meaning and association. Names with great depth never reveal all they have to offer all at once, but keep surprising you with new ideas.

**Energy** – How vital and full of life is the name? Does it have buzz? Can it carry an ad campaign on its shoulders? Is it a force to be reckoned with? These are all aspects of a name's energy level.

**Humanity** – A measure of a name's warmth, its "humanness," as opposed to names that are cold, clinical, unemotional. Another – though not foolproof – way to think about Humanity is to imagine each of the names as a nickname for one of your children.

**Positioning** – How relevant the name is to the positioning of the product or company being named, the service offered, or to the industry served. Further, how many relevant messages does the name map to?

**Sound** – Again, while always existing in a context of some sort or another, the name WILL be heard, in radio or television commercials, being presented at a trade show, or simply being discussed in a conversation. Sound is twofold – not only how a name sounds, but how easily it is spoken by those who matter most: the potential customer. Word of mouth is a big part of marketing a product or service with a great name, but if people aren't comfortable saying the name, the word won't get out.

**"X"** – The force of brand magic, and the word-of-mouth buzz that a name is likely to generate. "X" is that certain something that makes people lean forward and want to learn more about a brand, and to want to share the brand with others.

**Trademark** – The reality of trademark availability. Scoring is easy, as there are only three options: 10 = likely available for trademark; 5 = may be available for trademark; and 0 = not likely available for trademark.

Use the table by assigning up to 10 points in each of the nine categories; the more points, the better (90 maximum total points):

# Evaluating the name

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

# Functional

# Invented

# Experiential



# Evocative

# 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.

## Fill out your positioning.

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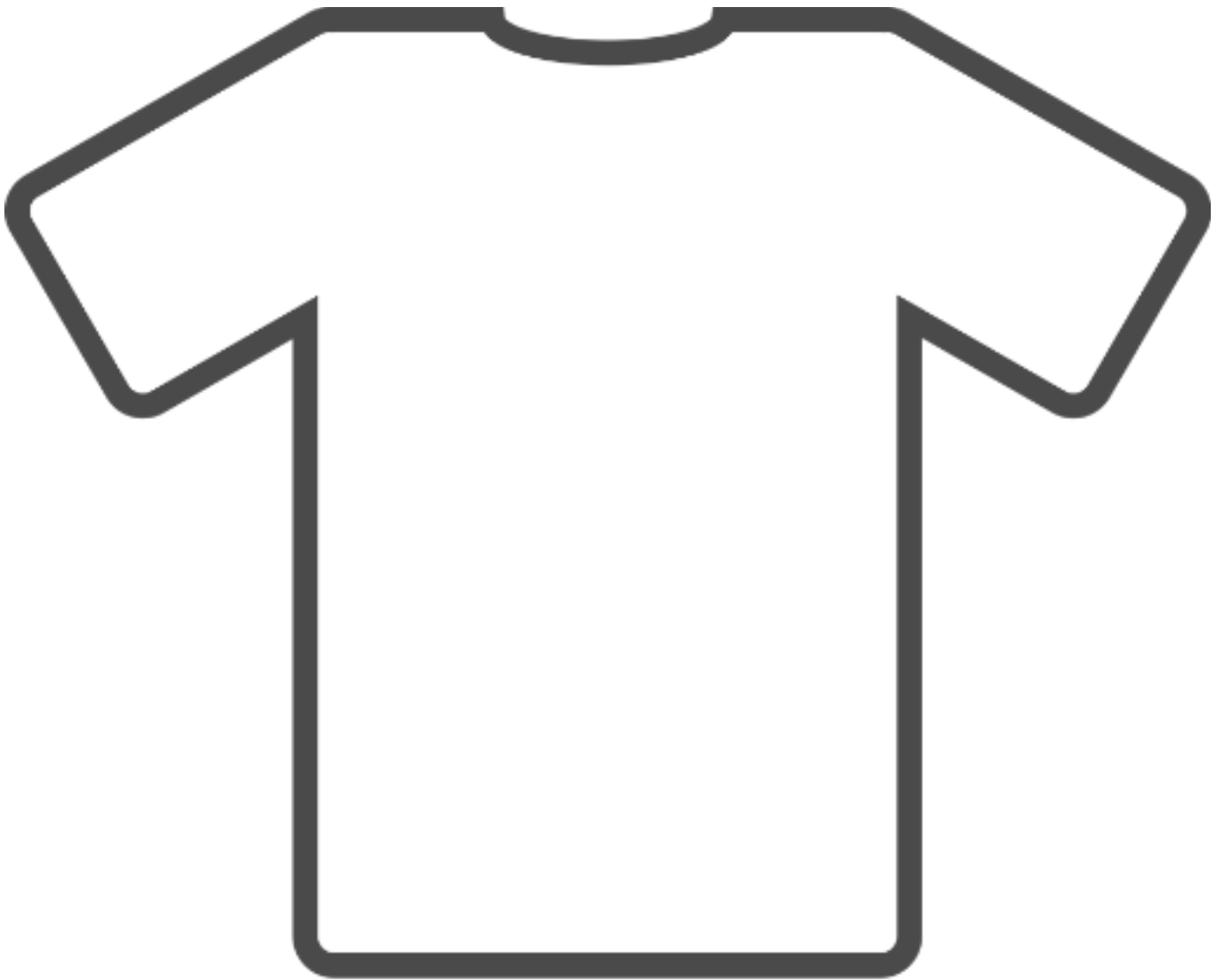
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## 2. What's your t-shirt?



Your logo

+

3-4 word summary of positioning.

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# 3. Reasons to believe.

Choose the one (1) or two (2) most relevant for you (and your target!)

- Functional. Eg Ingredients.

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- Emotional. Eg. How it makes you feel.

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- Providence. Eg .The specialness of where it comes from.

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- Founders Eg. Your dream, vision or experience that inspired your business idea.

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- Benefit. Eg. What is does for you.

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- Users. Eg Is the user a proof of it's superiority. (Eg. Best Tasmanian restaurant).

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- Occasion. Eg. When people have it.

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The logo for Story & Brand, featuring the text "Story & Brand" in white on a teal speech bubble background with a trademark symbol (TM).

# 4. Brand purpose.

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).

**FOR** \_\_\_\_\_

**TO** \_\_\_\_\_

**AND** \_\_\_\_\_

## 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.

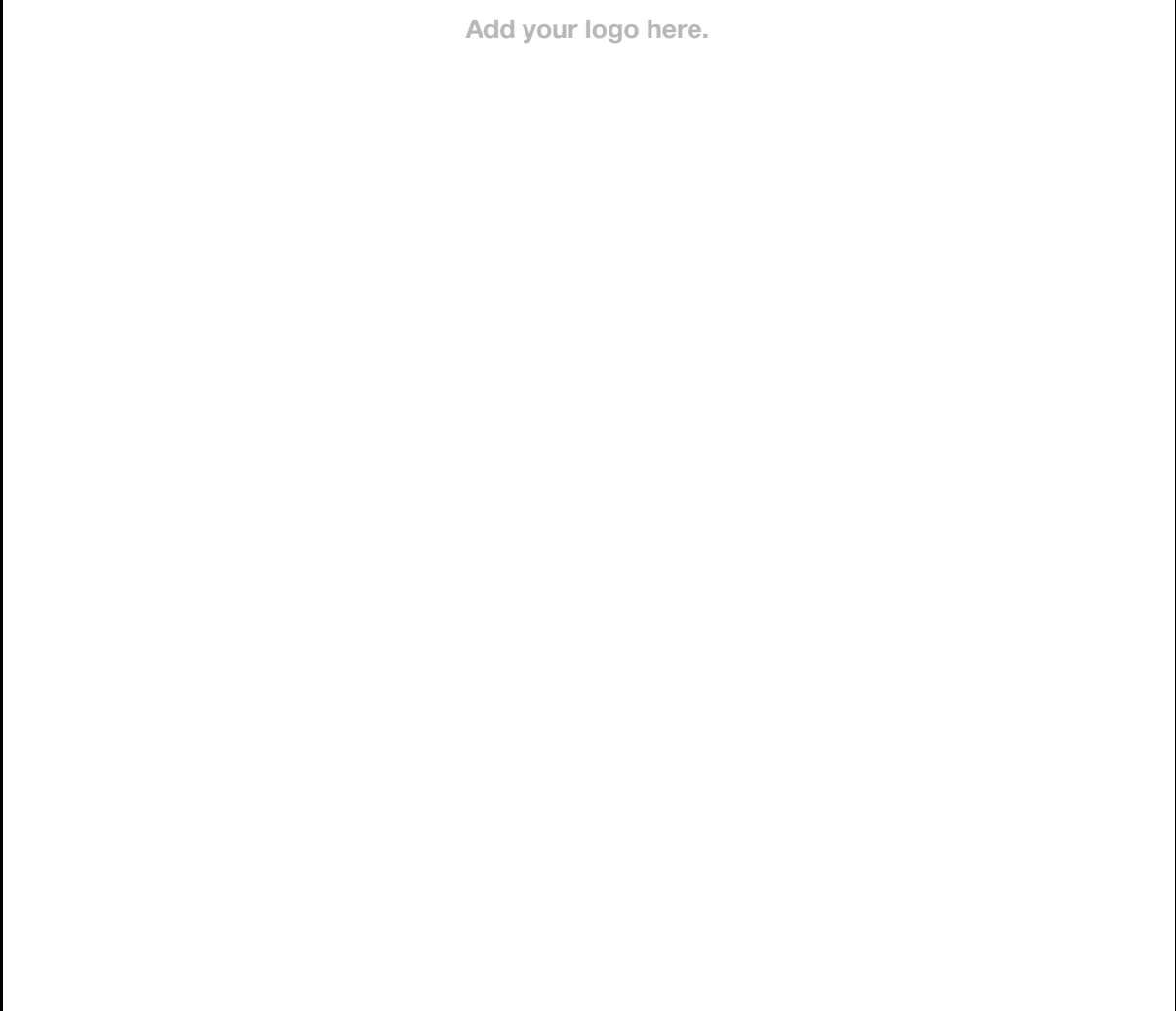
For The Body Shop, **TO** break the connection between beauty and cruelty

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

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## 5. Logo.

Add 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.

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# 6. 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. (SNICKERS)

Fill in your positioning: \_\_\_\_\_

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## T-Shirt Positioning:

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

Fill in your brand purpose: \_\_\_\_\_

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## Name and logo:



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