Branding for Startups
bit.ly/allytalk
What we’ll be covering:

1. How does branding work?
2. Why does a startup need to worry about branding?
3. How to get started
4. The stuff nobody tells you
How does branding work?
What makes someone adopt a product?
LOGIC + EMOTION
I have evaluated this product’s attributes and functionality and have decided that it fulfills my needs. I want it.
OMG I love the way this product makes me feel. I want it.
A great brand can expedite the adoption of your product.
What is your brand?
YOUR BRAND IS HOW YOU COMMUNICATE

Who you are.
What you do.
Why you do it.
Your brand is **not** your logo.
Plot your own story

Shop the Fall Collection >

Ripley in Whiskey Tortoise
Your brand is your organizational story.
You’ve got big ideas. Now what?

Get down to business with a smarter all-in-one Marketing Platform that keeps up. That’s what.
“Brand is a promise of what a company stands for.”

BRANDY PORTER, DIRECTOR OF BRAND DESIGN AT MAILCHIMP
“It is ideas and opinions turned into a belief system.”

BRANDY PORTER, DIRECTOR OF BRAND DESIGN AT MAILCHIMP
Why does an organization need a brand story?
Stories help us understand.
Stories help us make decisions.
“When the information load became too much, it was as though a breaker in the brain was triggered, and the prefrontal cortex suddenly shut down.”
Stories make us feel and act.
When a story captures our attention our brains release oxytocin, which makes us more sensitive to social cues around us.

We start to feel what the subjects in the story are feeling and often act upon those feelings.
Brand stories help your customers:

1. Remember and understand you.
2. Make decisions based on that understanding.
3. Like you, help you, associate themselves with you, and respond positively to your asks.
Examples plz?
“Food With Integrity”
WE WANTED TO WRITE ABOUT OUR LOCALLY SOURCED NATURAL INGREDIENTS, BUT SHORT BILLBOARD HEADLINES ARE BETTER.

CHIPOTLE
MEXICAN GRILL
FOOD WITH INTEGRITY

CHICKEN
Raised without antibiotics and fed a diet free of animal by-products.

PORK
Raised outdoors or in deeply bedded pens and without the use of antibiotics.

BEEF
Raised without the use of added hormones or antibiotics.

VEGGIES
A portion of our produce is organically grown and we buy certain produce items locally while in season.

DAIRY
Our cheese & sour cream comes from dairy cows that are not given the synthetic hormone rBGH.
I'd eat there.

“I see that their food is better because it doesn’t have antibiotics or hormones and it’s grown locally. I’d eat there.”
EMOTIONAL DECISION MAKING

“These folks are funny. And honest. And smart. And self-aware. I like them. I’d eat there.”
LOGICAL DECISION MAKING

“I can see them preparing my food. Everything looks fresh. They’re not frying or microwaving anything. I’d eat there.”
EMOTIONAL DECISION MAKING

“This feels really modern. It doesn’t feel like a fast food place. It feels clean and natural. I’d eat there.”
How to get started.
1

Honestly assess your current branding situation.
Talking the Talk
&
Walking the Walk
Talking + Walking
Talking + Walking = Adoption
SETTING UP YOUR CASPER

1. Your Casper has arrived.
2. Make sure to unpack your Casper in the room of your choice.
3. Unfold your Casper and cut open the remaining plastic wrap. Hear it sigh with relief!
Talking + Walking = Adoption
Talking + Walking = Adoption
FYRE
APRIL 28-30 | MAY 5-7
2017
EXUMAS
Talking + Walking = Adoption
Do a brand attribute exercise.
WE ARE NOT

WE’D LIKE TO BE
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trusted
approachable
down-to-earth
in touch
modern
analytical
insightful
visionary
relentless
pioneering
3

Do a communication problems and goals exercise.
frame success in an accessible way - across client segments, hierarchies, regions, etc.

define the potential opportunities that come with managing issues effectively.

i.e. we don’t always have the answer, but we give you the tools to keep figuring it out.

make change, quickly, and at scale.

increase productivity, gain insights, do more.

we can be a partner in your evolution as a company, facilitator.

balance hope and fear for IM tech adoption.

define IM and why it matters.

embrace the dynamic nature of space is, and trust its always-changing.
Problems

The value of the products is not well-communicated

It's hard to determine if a product is the right “fit”

You can’t buy the products

The site lacks personality and human connection

We can’t easily engage with consumers

We need to surface details in a detail-unfriendly environment

Goals

Tell stories

Give permission

Eliminate “middleweight” content

Creatively close the purchasing loop

Sweat the service details
Start working on your brand story.
YOUR BRAND IS HOW YOU COMMUNICATE

Who you are.
What you do.
Why you do it.
“Food With Integrity”
“Belong Anywhere”
“Hey Dude Where’s My Food?”
**Challenges**

- The value of the products is not well-communicated
- It's hard to determine if a product is the right "fit"
- You can't buy the products
- The site lacks personality and human connection
- We can't easily engage with consumers
- We need to surface details in a detail-unfriendly environment

**Opportunities**

- Tell stories
- Give permission
- Eliminate "middle-weight" content
- Creatively close the purchasing loop
- Sweat the service details

**Questions to ask:**

- How does this strategy's design aesthetic — the photography, the colors, the type, the layout — feel?
- Does the design feel "like us" — or the direction in which we'd like to go?
- How does this strategy's voice — the tone and style of the copy — feel?
- What does the voice that should transport the company?
- What about this strategy's messaging? Are the ideas and information prioritized by the copy and design hierarchy charted?
- Do I understand what the design implications of selecting this strategy will be?
The stuff nobody tells you.
This is probably going to feel a little uncomfortable.
MVP
- experimentation
- hypothesis
- evolution
- revision

Branding
- legitimacy
- conviction
- consistency
- stability
Be. Consistent.
Never not be who you are.
When would you like to get out of bed?

Glow gradually gets brighter for 30 minutes until its brightest at the scheduled everyday time.

Bedroom

Glow is gradually getting less bright.

Wake-up

Group

Controls

Pause

Dimming Time

45 Minutes

Overall Brightness

Right in the middle
“Does this feel like us?”
Thanks.

Ally Fouts
@rothgarg
• viget