How To Create A Brand For The Digital Era

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aWe
ALBERTA WOMEN ENTREPRENEURS
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Powered by Coffee
What is a brand?

A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer’s decision to choose one product or service over another.

- Seth Godin
Strong brands create a high emotional connection

Strong brands increase purchases and loyalty. People are also more likely to pay a premium.
Brand Elements

- Brand
  - Promise
  - Story
  - Values
  - Persona
  - Voice
  - Logo
  - Colour Palette
  - Fonts
  - Images
  - Experience
Brand Promise

• The benefit your brand brings to customers to earn their confidence, loyalty, and trust.
  – Simple compelling benefit
  – Credible
  – Kept every time
Brand Promise Examples

• Creating happiness through magical experiences.

• To bring inspiration and innovation to every athlete in the world.

• An inexpensive, familiar, and consistent meal delivered quickly in a clean environment.

• We will get your package to you by 10:30 am the next day.
Why brand promises fail..

1. It was never kept
2. Unclear expectations
3. Too many conditions
4. A delay in fulfilling promise
5. Promise was surpassed by competitor

Rating: 1
Brand Story

• A brand story shares a journey:
  – why you're there in the first place
  – how you're uniquely qualified to help solve your customer's problems
  – how you do business

We share stories because it reminds us of our humanity – no amount of big data or marketing savvy can replace our fundamental human need to feel connected.
- Celinne Da Costa, Brand Coach
Create a Brand Story

1. Share a relatable journey
   – Highlights struggle, beliefs, perseverance, wins. Reveals who the brand is, what it stands for, and why.

2. Offer value
   – What is the key takeaway and how they benefit from the story (emotional or rational)

3. Call to action
   – Gentle encouragement to act
Brand Values

- 3 - 5 core values that are memorable, meaningful, accurate, actionable, and unique
  - Beyond table stakes values
  - Brand values are influenced by you, but largely determined by your customers.
  - Corporate values are determined by you.

“If people believe they share values with a company, they will stay loyal to the brand.”
- Howard Schultz, past CEO of Starbucks
# Brand Value Examples

<table>
<thead>
<tr>
<th>Company</th>
<th>Primary Brand Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon</td>
<td>Ultimate convenience</td>
</tr>
<tr>
<td>Coca-Cola</td>
<td>Happiness</td>
</tr>
<tr>
<td>Google</td>
<td>Accessible information</td>
</tr>
<tr>
<td>Harley-Davidson</td>
<td>Freedom</td>
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<tr>
<td>Home Depot</td>
<td>Do-it-yourself</td>
</tr>
<tr>
<td>IKEA</td>
<td>Possibility</td>
</tr>
</tbody>
</table>
Some other stuff

Why do food companies have websites? We don’t know. But here’s ours. All it contains is where to find our mouth-watering dumplings. If you want to know anything else about us, check out the other internet-y/social platform-y places below.

When we post food pics, it’s cool

If your mom wants to know what we’re up to

Tweet tweet tweet

For our professional side, check out LinkedIn
Brand Personality

Human persona or attributes of your brand.

*If you were to meet your brand at a party, how would you describe them?*
Brand Voice

• Brand voice refers to the personality and emotion infused into a company’s communications.
  – *CoSchedule*

• Document what your brand does & does not say
  – List 3 broad traits then define further.
    • Passionate – expressive, enthusiastic, action-oriented
    • Quirky – irreverent, unexpected, maverick
    • Authentic – genuine, trustworthy, engaging, direct
Brand Voice: Skype Example

Words we like:
- Free
- Share
- Whole world
- Calls
- Baboon

Words we don’t like:
- Telephony
- Peer-to-peer
- Bill
- VoIP

Logo

- Graphic/ glyph and wordmark elements
- Colour, Monotone (B&W), Reverse (White)
Fonts (Typography)

• Pick two fonts or font families
• Use bold, italics and underline to emphasize

Arial Regular  Times New Roman Regular
Arial Regular Italic  Times New Roman Regular Italic
Arial Bold  Times New Roman Bold
Arial Bold Italic  Times New Roman Bold Italic

Web-friendly and free fonts: https://fonts.google.com/
Types of Fonts: Examples

This is a serif font: Times New Roman

This is a sans-serif font: Arial

This is a script font: Brush Script MT

This is a decorative font: Candycane
Open Sans Extra Bold

COOPER HEWITT

PT Sans. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry’s standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

TECHNOLOGY UPDATE

The Great Tech Talk

BY MICHAEL HAMPShIRE

The latest on the great tech talk shows that 150 engineers will be speaking at the Oval on the Circle Square Friday 19 December. This talk will cover all aspects of their roles within the industry with speakers from 15 different startups around the country. Tickets available from 7 November.
Colour Palette

• 3 - 5 colours
  – Base/ Logo: reflects dominant brand values
  – Accents/ Action Colours: reflects brand personality and pops to draw attention
  – Neutrals/ Grounding Colours: blacks, whites, greys, browns to give breathing space
Brand Imagery

• **Style:**
  photography, illustration

• **Genre:**
  conceptual, editorial, lifestyle

• **Environment:**
  outdoor, indoor, studio

• **Positioning & framing:**
  centre, orientation, spacing between elements

• **Lighting:**
  natural, artificial, harsh, backlit

• **Human models:**
  lifestyle, gender, height, ethnicity, age, facial features, wardrobe

• **Colour palette:**
  often matches the established brand

• **Photo Treatment:**
  retouching, filters
let’s talk about #mombod.

GIVE YOURSELF THE GIFT OF NOT SEEING S’PLUMBER BUTT IN 2019.
Imagery Example: Indiana University

**Use real people**
Showcase the one-of-a-kind community of faculty, staff, and students that surround us every day at IU. Only use stock photography when completely necessary.

**Natural and spontaneous**
Images that are spontaneous will resonate with your audience. Avoid photos that seem posed and unnatural.

Source: https://brand.iu.edu/design/photography/best-practices.html
Imagery Example: Indiana University

Attention to details

Keep an eye on what subjects are wearing or holding. Avoid shirts with corporate or other university logos, and branded packaging (food or beverage containers).

Single subject focus

When taking a photograph of a group, select an individual for your audience to focus on.

Source: https://brand.iu.edu/design/photography/best-practices.html
Brand Experience

• The holistic experience customers have interacting with the brand – online and offline.
• “How” the brand delivers on its promise.
• Consistency in experience across all interactions is the goal
Native

Yes! Your Native Order Has Shipped!

To:  Jenifer Horvath

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NATIVE

Jenifer, Your Order Has Shipped!

Your order of Native was gently pulled by our team of experts and placed on a gold-trimmed pillow stuffed with the finest fibers known to man. Then, a team of six inspectors examined it under a magnifying glass, ensuring it was in perfect condition.

Once the inspection was complete, our veteran polisher (he was previously employed at the Tower of London, where he was responsible for polishing the Queen’s jewels) polished it as a quiet hush fell over the warehouse. “This package is getting shipped to Jenifer,” he whispered. “Take good care of it.”
Brand Experience Example: IKEA

IKEA MEATBALLS AT HÖME

INGREDIENTS FOR MEATBALLS
- Meat (beef, pork, or a mix)
- Bread crumbs
- Onion powder
- Egg
- Salt
- Pepper

INGREDIENTS FOR CREAM SAUCE
- Milk
- Butter
- Flour
- Salt

How to serve:
1. Combine meat, onion powder, egg, salt, and pepper.
2. Shape into balls and fry in oil until golden brown.
3. Combine flour, milk, and butter in a saucepan.
4. Cook until thickened.
5. Serve meatballs with cream sauce.

It's almost as if they publicly offered click and collect, but never intended to actually put the program into action. Never any spots available, regardless of time of day, or day of week attempted. Have been trying daily, non-stop. And zero customer service assistance on the website in their chat options. Pretty disappointing. OR maybe they only have one person collecting orders, for all stores........in Canada...
Brand Elements
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