



Next-Level Branding and Communication
September 18, 2020
Ann Becker and Chris Ray

What We Will Cover Today

- What Is A Brand?
- Brand Architecture
- Generational Insights
- Stakeholder Mapping
- Storytelling
- Goals, Objectives, Strategies
- Building Your Plan
- Tracking Success



Elevator Exercise

An aerial photograph of a large crowd of people in a public space, possibly a train station or a large hall. The floor is light-colored and tiled. The image is overlaid with a semi-transparent teal color and a thin red border. The text "What is a brand?" is written in white, sans-serif font across the center of the image. A thin white vertical line is positioned to the left of the text.

What is a brand?

What is a brand?

People define “brand” in many different ways.

What is a brand?

A name, term, design, symbol or any other feature that identifies one seller's goods or services distinctively from other sellers.

What is a brand?

The image displays the iconic Coca-Cola logo in its signature red script font. The text "Coca-Cola" is written in a fluid, cursive style with a registered trademark symbol (®) at the end. The logo is centered within a white rectangular area that is bordered by a thin red line.

What is a brand?

“We need a new bottle – which a person will recognize as a Coca-Cola bottle even when he feels it in the dark.”

– *Coca-Cola’s legal counsel, 1915*



What is a brand?

A name, term, design, symbol or any other feature that identifies one seller's goods or services distinctively from other sellers.

A brand is what you stand for.

What is a brand?

“From its inception more than 100 years ago, Coca-Cola has been positioned to contribute to fun times, to making life a little better, a little lighter, a little more enjoyable. And part of the brilliance of that original strategy was to position Coke as more than a soft drink.”

– M. Douglas Ivester, Former Coca-Cola CEO

What is a brand?

A brand is the total experience gained from the relationship someone has with an organization, product or service. It has two living parts: the part the organization creates and the part which is kept in the mind of the person experiencing it.



What is a brand?

The best-built brands share three hallmarks:

Clarity

Consistency

Character

What is a brand?

Clarity

Make sure you know what you wish to say.

This is the content of your brand:

Who you are, what you do, who you do it for, why it matters to them, and how it's different from anyone else in the marketplace.



What is a brand?

Consistency

Then, make sure you say it (and show it) in the same way, wherever and with whomever you do business. This is how all your communications, actions and accomplishments start to work together, building up into the unity that is your brand presence in the marketplace.



What is a brand?

Character

Finally, give it a little oomph, panache, flair.
This is where your personality shines through.
It's what brings you to life at an emotional level.
It's what makes people want to connect with you.
It's what turns necessity into desire.



An aerial, high-angle photograph of a large, crowded public space, possibly a train station or a busy plaza. The floor is light-colored and tiled. Numerous people are scattered throughout the frame, some walking, some standing in small groups, and some pushing strollers. The image has a teal or cyan color overlay and is framed by a thin red border. A white vertical line is positioned to the left of the text.

Getting Started: Your Brand

An aerial photograph of a large, crowded public space, possibly a train station or a busy plaza. The floor is made of light-colored square tiles. Numerous people are scattered throughout the frame, some walking, some standing in small groups, and some pushing strollers. The image is overlaid with a semi-transparent teal color and a thin red border. The text 'Brand Architecture' is written in white, sans-serif font on the left side.

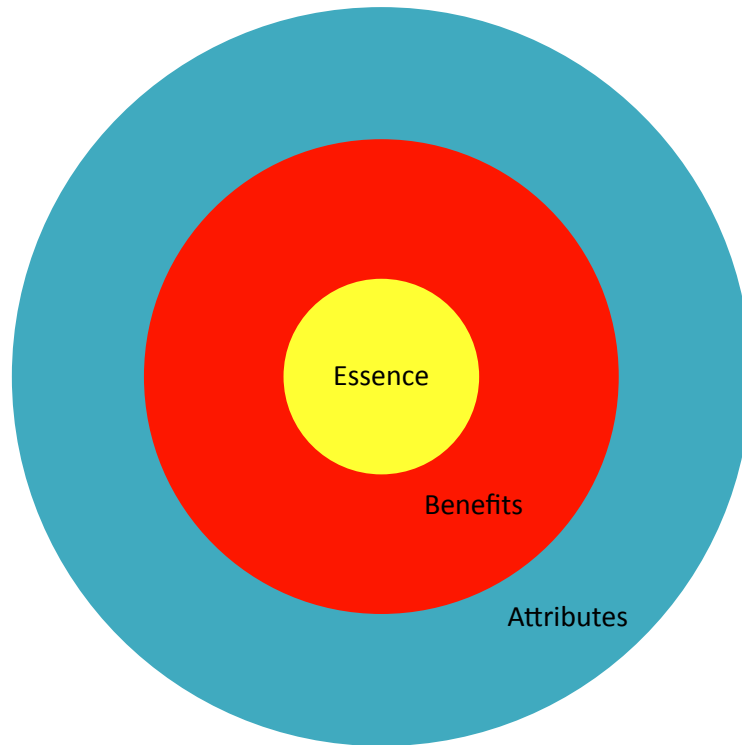
Brand Architecture

Brand Architecture

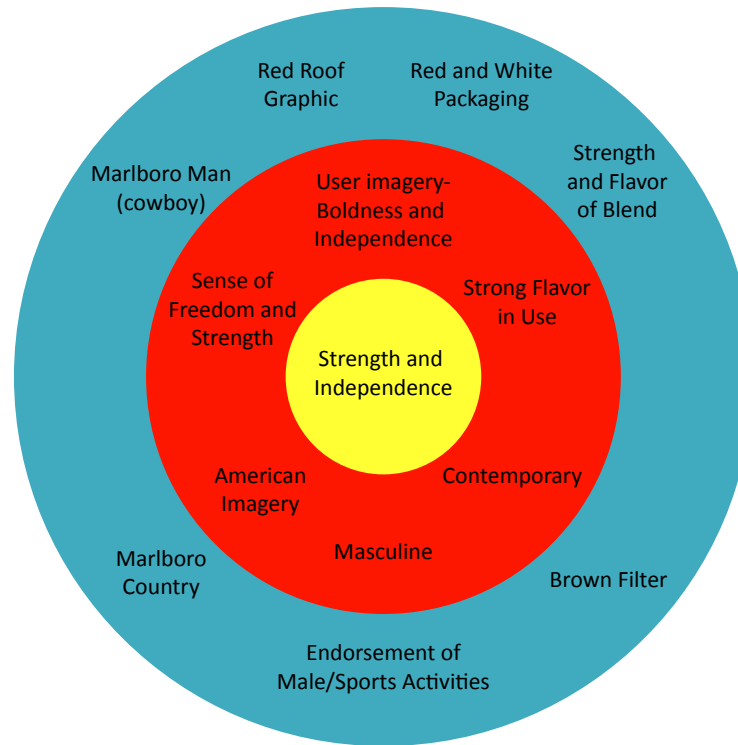
What you stand for is different from
an advertising tagline.

Brand Architecture

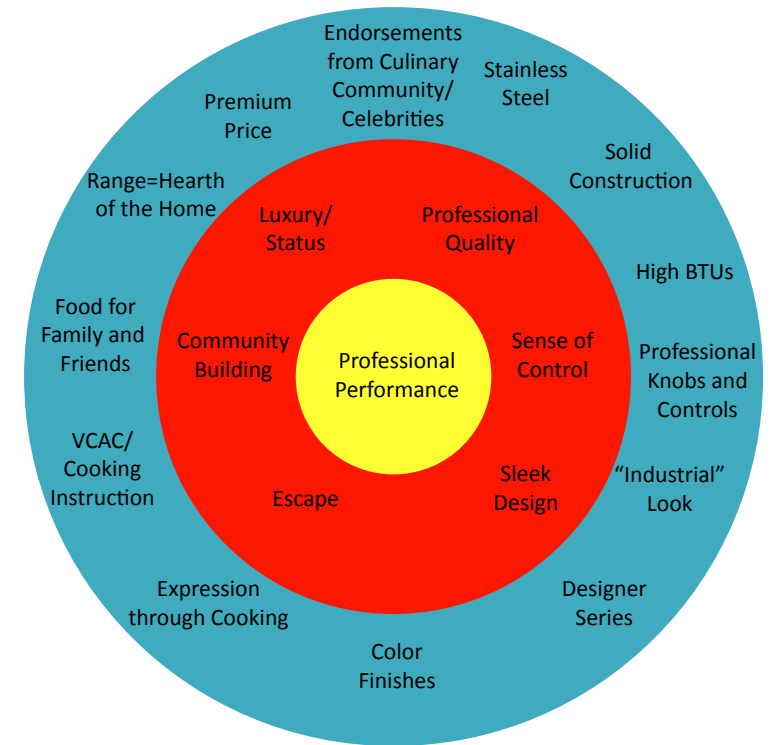
Brand Bullseye



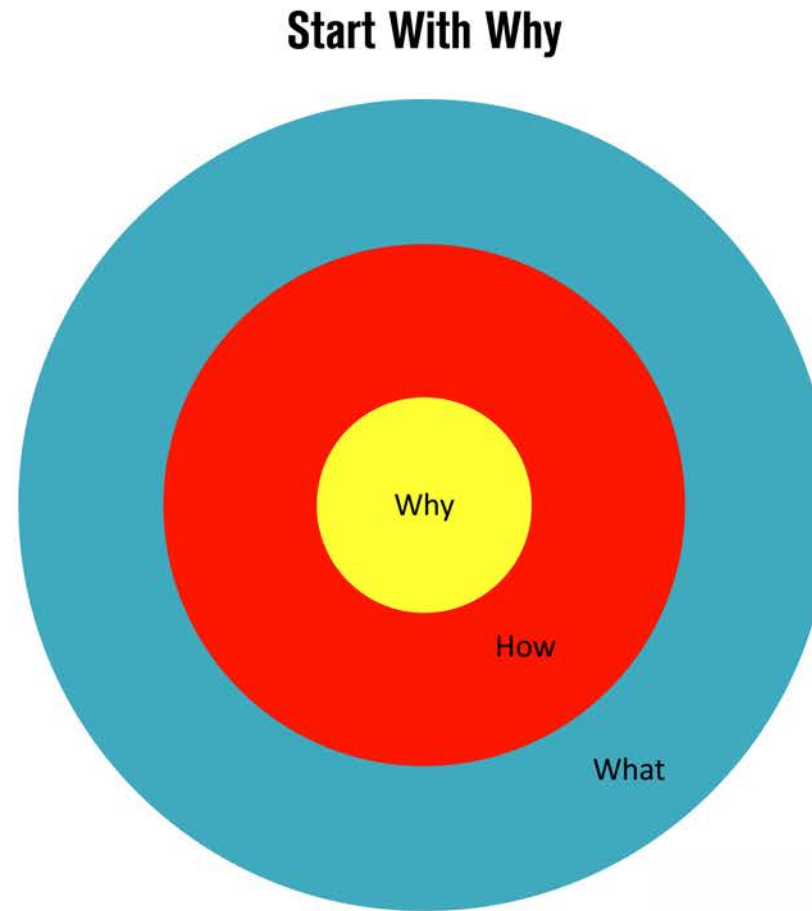
Marlboro



Viking



Brand Architecture



[Simon Sinek – Start With Why](#)

Brand Architecture



Brand Architecture



We serve everyone.

Our customers are not defined by demographics, but by their desire for value. And they depend on us to deliver that value to them, every day. They want to save money on life's essentials, as well as on the things that make life special. What's most important to them is convenience and low prices on quality products. Which makes that important to us as well.

Brand Architecture

Our Purpose

Our Company's Inspiration

"If we work together, we'll lower the cost of living for everyone...we'll give the world an opportunity to see what it's like to save and have a better life."

—Sam Walton



Brand Architecture

Our Company's Purpose

Saving people money so they can live better

It drives all our business decisions and actions. It's the guiding philosophy we communicate with pride, both internally and externally.

It's the way we seek to positively influence society broadly and our customers, communities, and stakeholders personally..

I



Brand Architecture



Brand Architecture

The FedEx logo is displayed in a bold, sans-serif typeface. The word "Fed" is rendered in a dark blue color, while the word "Ex" is rendered in a bright orange color. A distinctive white arrow is hidden within the negative space of the letter "E", pointing from left to right. The entire logo is centered horizontally within a light gray rectangular area that is bordered by a thin red line.

Brand Architecture

4 | COMPANY OVERVIEW



We deliver solutions that matter to you and your business, turning global challenges into opportunities. When we connect people and possibilities, businesses prosper, communities flourish, and lives are improved — everyone benefits.

*Graphic reflects financial reporting segments.



The largest express transportation company in the world.



Cost-effective, small-package shipping.



Brand Architecture

COMPANY OVERVIEW | 5



Brand Architecture



Brand Architecture



Brand Architecture



Brand Architecture

THE WORLD'S FIRST POWER PLANT

that runs on sugar cane.



100 MILLION GALLONS

of wastewater recycled
for irrigation, every single day.



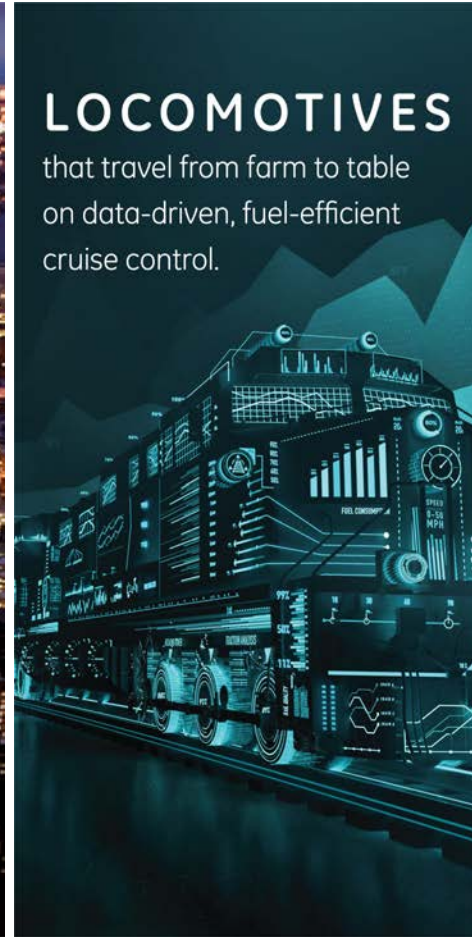
A SMART CITY GRID

that reduces CO2 emissions
by the gigaton.



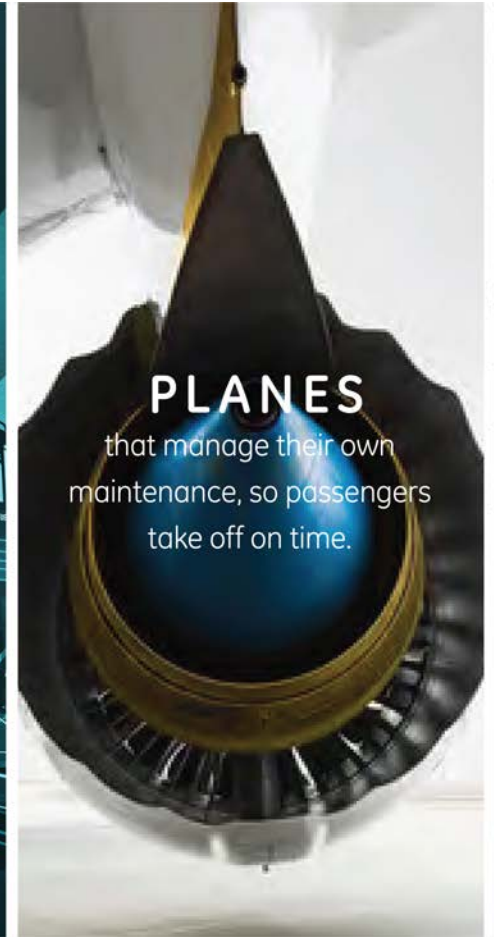
LOCOMOTIVES

that travel from farm to table
on data-driven, fuel-efficient
cruise control.

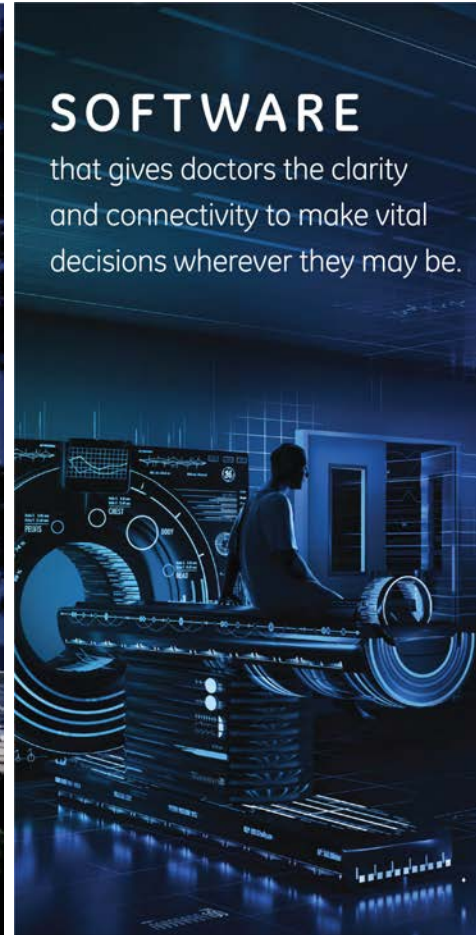
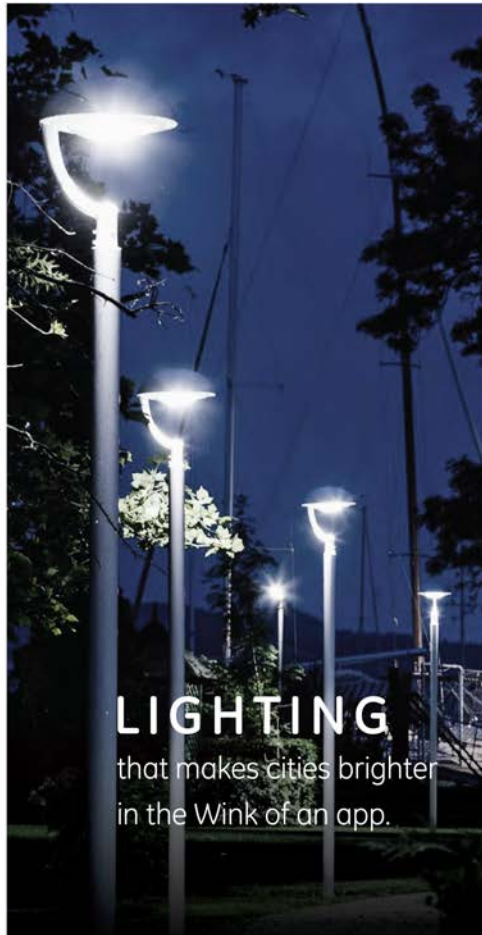


PLANES

that manage their own
maintenance, so passengers
take off on time.



Brand Architecture

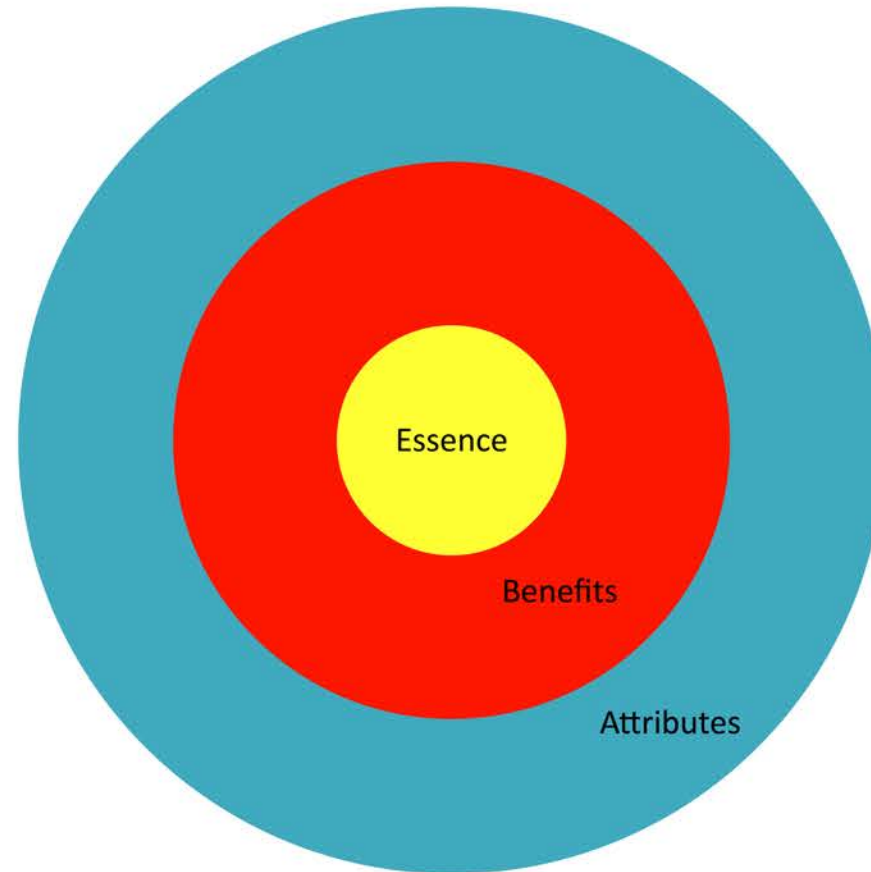


Brand Architecture



Brand Architecture

Brand Bullseye





Generational Insights

Socialnomics



[Digital Transformation Video 2019](#)

Takeaways from Socialnomics

- World's largest “_____” is Facebook.
- 50% of the world's population is under _____.
- What do sex and a toothbrush have to do with socialnomics?
- People will talk more to _____ than their spouse.
- A _____ has a longer attention span than the average person.
- 1 in _____ marriages start online. What is especially interesting about these marriages?
- Maybe that's why the most popular hashtag is #_____.



MEET YOUR NEW HEAD
OF SOCIAL MEDIA:

YOUR
CUSTOMER

Marketing Generational Info

- [The Six Living Generations In America](#)
- There are six living generations in today's society.
- Each generation has collective experiences and share ideals.

Generational Takeaways

GI Generation 1901-1926:

- Team players.
- They vote.
- Strong loyalties.
- They buy with cash.

Mature/Silents 1927-1945:

- Richest, most free-spending retirees in history.
- Avid readers, especially newspapers.
- Cautious.



Generational Takeaways

Baby Boomers 1946-1964:

- Two distinct groups: hippies/yuppies.
- Rock 'n' Roll generation.
- Use credit to purchase items in advance.
- Active in retirement.

Generation X 1965-1980:

- Entrepreneurial.
- Individualistic.
- Into brand names.
- Many single parents.



Generational Takeaways

Generation Y (Millennials) 1981-2000:

- Schedule everything.
- Digitally literate.
- Believe they are special.

Generation Z After 2001:

- Record number of Hispanics.
- Tweens have buying power.
- KGOY – Kids Getting Older Younger.



An aerial photograph of a large crowd of people in a public space, possibly a train station or a large hall. The floor is light-colored and tiled. The image is overlaid with a semi-transparent teal color and a thin red border. The text 'Stakeholder Mapping' is written in white, sans-serif font on the left side.

Stakeholder Mapping



STAKEHOLDERS	MEDIA					
Desired Action	Positive Coverage					
Instead of	Negative or No Coverage					
Barriers to Taking Desired Actions	<ul style="list-style-type: none">• Zero to Minimum Awareness• Misinterpretation of Your Company					
Our Convincing Reasons	<ul style="list-style-type: none">• We've Been Recognized Seven Times Nationally• CEO of the Year					
Their Rewards	<ul style="list-style-type: none">• Provide a Story Your Readers Will Find Compelling					
Best Ways to Communicate with Them	<ul style="list-style-type: none">• One-To-One• Press Release• Deskside Tour					

An aerial, high-angle photograph of a large, crowded public space, possibly a train station or a busy plaza. The floor is made of light-colored, square tiles. Numerous people are scattered throughout the frame, some standing in small groups, others walking. The image has a teal-colored overlay and is framed by a thin red border. The text "Your Brand's Story and the Importance of Storytelling" is written in white, sans-serif font on the left side of the image.

Your Brand's Story and the Importance of Storytelling

The Importance of Storytelling

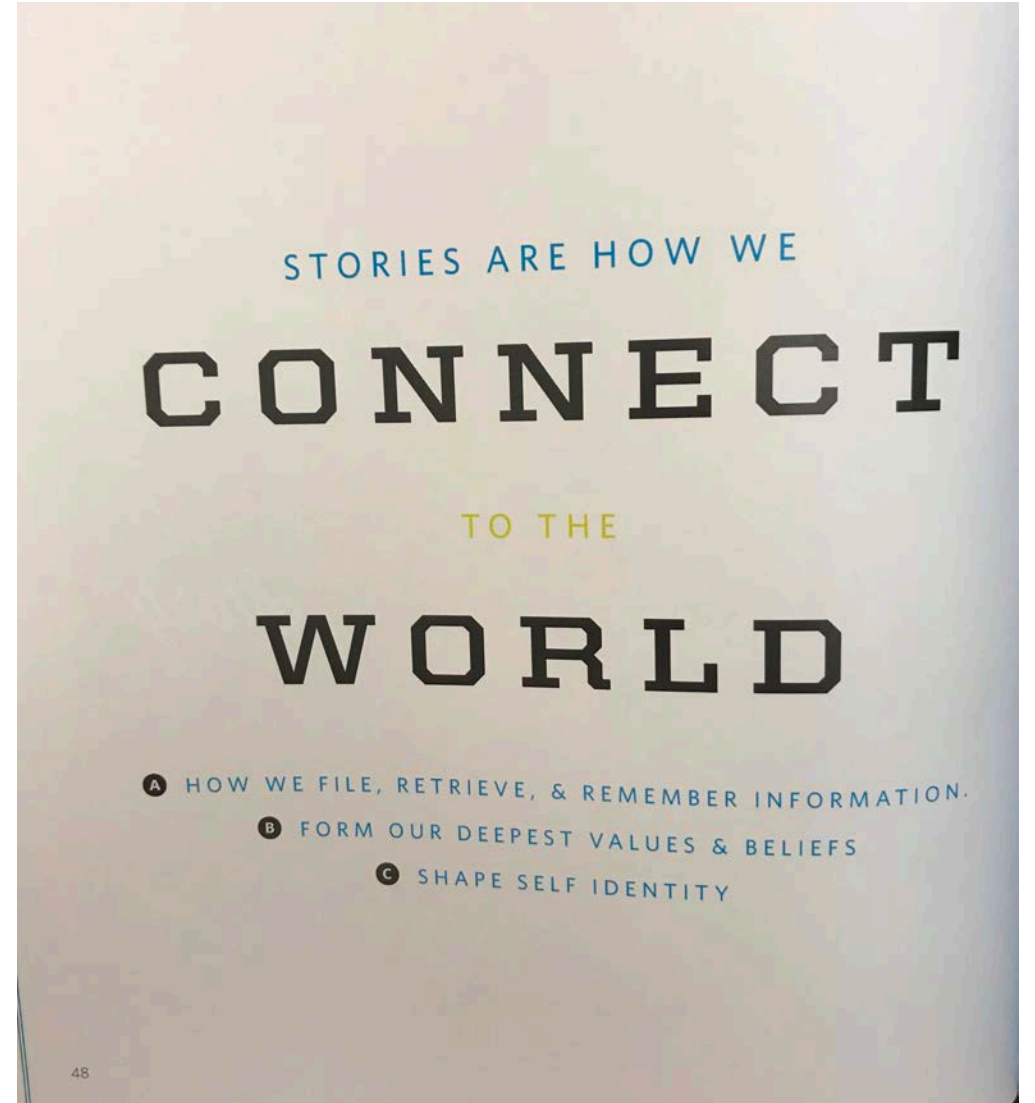
“Any room in our house at any time in the day
was there to read in or to be read to.”

- Eudora Welty

The Importance of Storytelling

From Storyworks

By Sharlene Sones
@ Brandstoria.com



Corporate Communications

- [Entergy Newsroom](#)
- [Social Media](#)
- Employee News



The screenshot shows the Entergy Newsroom website. At the top is the Entergy Newsroom logo and a search bar with a "Go" button. Below the logo is a navigation menu with links: OUR COMPANIES, ABOUT US, LATEST NEWS, BLOG, MEDIA KIT, INVESTOR RELATIONS, and PRESS CONTACTS. The main content area features a "FEATURED" section with a large article titled "New Orleans Motorist Makes Sure Entergy Knows About Walsh's Act of Kindness" and a photo of a man in a tan shirt standing next to a white Entergy truck. Below this is an "EMPLOYEES" section. The "LATEST NEWS" section at the bottom displays three articles: "Lake Charles Power Station:" (dated JAN 22, 2018), "MISO Asks Entergy Customers" (dated JAN 17, 2018), and another "MISO Asks Entergy Customers" article (dated JAN 17, 2018). A "VIEW ALL" link is located to the right of the latest news section.

IT'S HOW WE'RE
HARD WIRED

The Neuroscientists
SAY IT'S SO.

NEUROLOGICAL
EVIDENCE THAT INDICATES STORYTELLING IS FUNDAMENTALLY
THE WAY OUR BRAIN PROCESSES INFORMATION INTO MEANING.

Storytelling is Communications Gold

Home for the Holidays in Copiah County

BY: MISSISSIPPI EDITORIAL TEAM

12/27/2016



Audrey Sistrunk stands in front of her new home with its architect and builder, Ernest Thornhill.

Entergy Mississippi employee builds house for neighbor

This Thanksgiving, Audrey Sistrunk celebrated the one-year anniversary of moving into her new home in Georgetown, Mississippi.

Currency that Allows You to Connect Emotionally with Audiences

Since 2000, while our annual electric generation grew by more than 27 percent, our investments in clean energy capacity have resulted in:



72 %
reduction
NO_x
emissions



59 %
reduction
SO₂
emissions



90 %
reduction
Hg
emissions



25 %
reduction
CO₂
emissions



27 %
increase
electric
generation



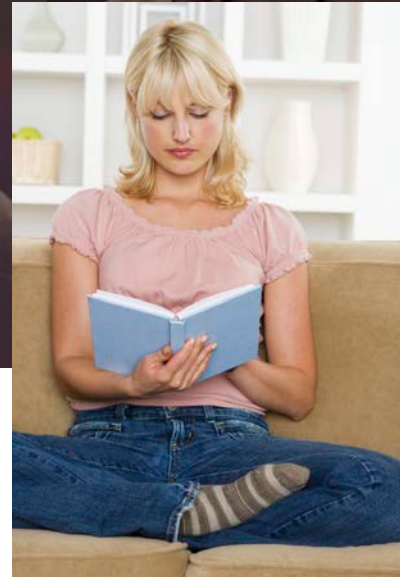
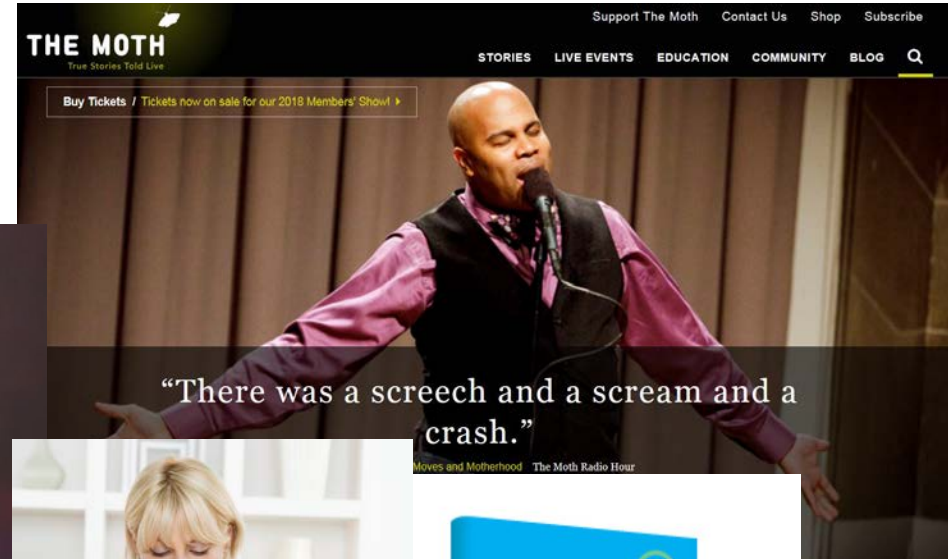
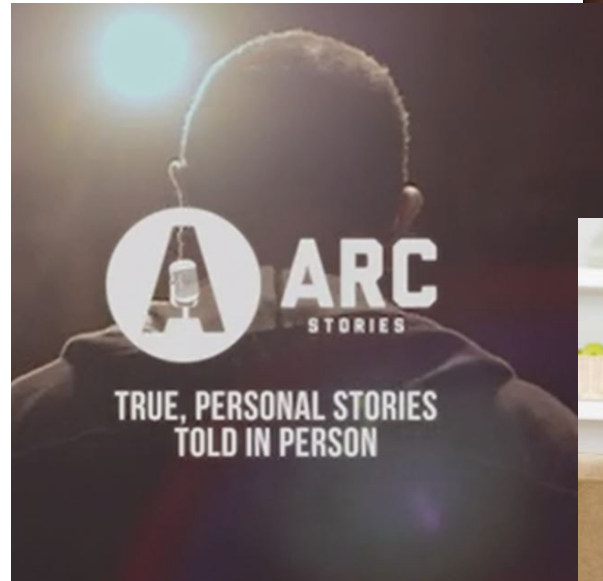
◦ WE POWER LIFE[®]



[It's Good to Be Blue](#)

Get Good at Storytelling

- Podcasts
- Blogs
- Novels



Get Good at Storytelling

Use digital tools for storytelling.

Social Media

[Steller](#)



But alas the time came so we
packed up and headed home.

One of My Favorite Examples of Brand Storytelling



- [Johnnie Walker “The Walk”](#)
- [Ten years ago, one of Johnnie Walker’s best-ever ads](#)

An aerial photograph of a large, crowded public space, possibly a train station or a busy plaza. The floor is made of light-colored square tiles. Numerous people are scattered throughout the scene, some walking, some standing in small groups, and some pushing strollers. The image is overlaid with a semi-transparent teal color, and a thin red border frames the entire composition. On the left side, there is a vertical white line that serves as a design element for the text.

Goals, Objectives, Strategies and Tactics

Goals, Objectives, Strategies and Tactics

Business Goal:

What is the desired outcome?

Business Goal:

Launch new XYZ product with first-year sales of \$000 million

Marketing Objective:

How can marketing help achieve that outcome?

Marketing Objective:

Increase site traffic to generate 000 leads

Strategy:

What approach will help achieve the objective?

Strategy:

Dramatically increase site traffic and engagement

Tactics:

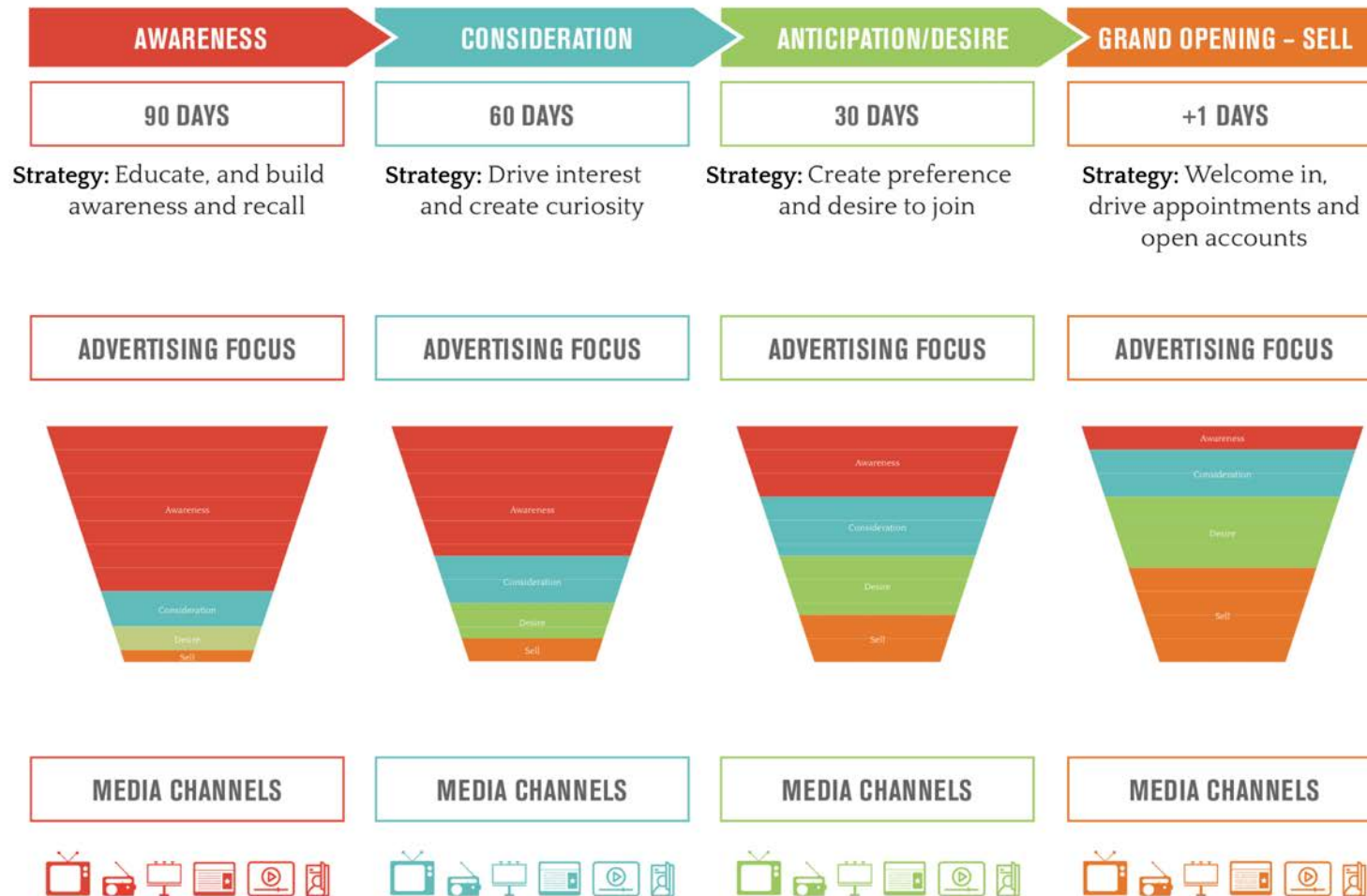
What specific actions will help achieve the strategy?

Tactics:

SEM/SEO, Customer/Prospect Email, Paid/Organic Social, Digital Banner/Retargeting

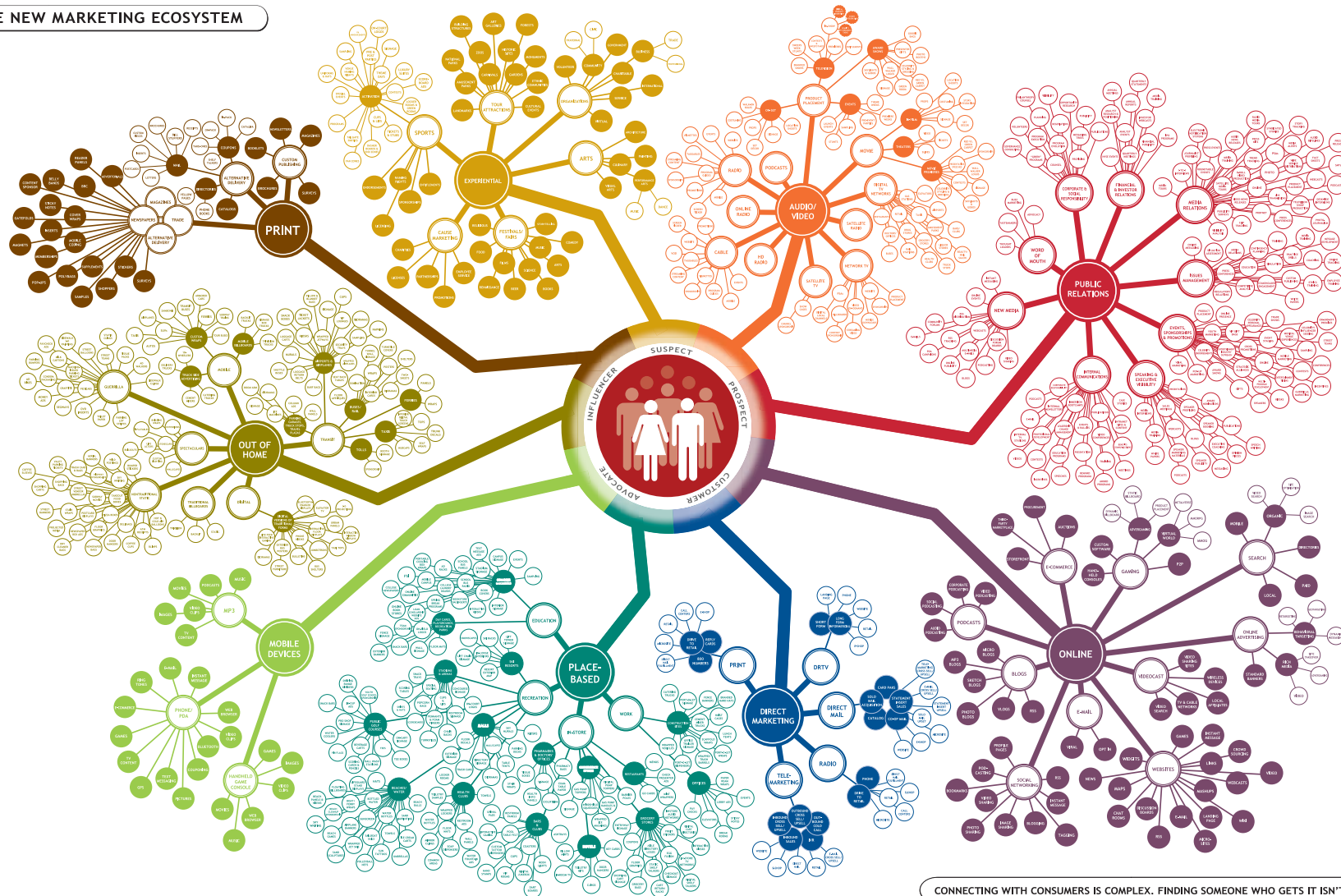
Goals, Objectives, Strategies and Tactics

Evolution of Strategies and Tactics Along the Path-to-Purchase



Goals, Objectives, Strategies and Tactics

THE NEW MARKETING ECOSYSTEM





Building Your Communications Plan

Step-by-Step Integrated Communications Plan



Describe Your Business or Organization

- Name
- Location
- Description of products and services



Describe Your Campaign Concept

- Capture the current situation.
- Be specific about your ideas.
- Think through all the opportunities.



What Are Your Campaign Objectives?

- What are you trying to accomplish?
- What are your desired outcomes?



What are the Critical Success Factors?

- Identify the factors critical for the success of this plan.



Who is the Audience?

- Primary Audience(s)
 - Identify the main groups of people/customers you are trying to reach.
- Secondary Audience(s)
 - Who else?



Key Messages

- Draft key messages.
 - What are the main things you want your audiences to know?
 - You should have three primary messages.

Here Comes The Sun

Words and Music by
George Harrison

Here comes the sun, doo da doo doo.

Here comes the sun, and I say "It's all right."

Lit - tle dar - ling, it's been a long cold lone - ly
Lit - tle dar - ling, the smiles re - turn - ing to their
Lit - tle dar - ling, I feel that ice is slow - ly

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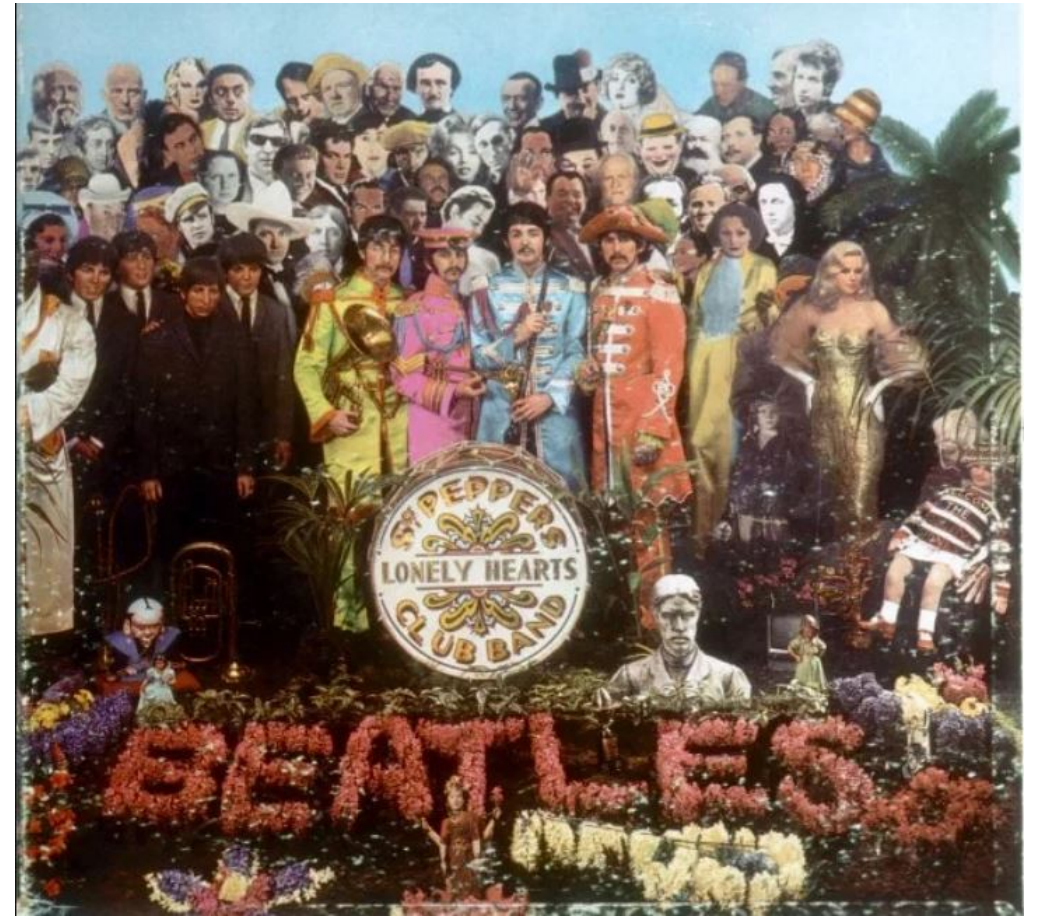
Action Plan

- Identify actions and responsible parties.
- These should be the tactics that will help you meet your goals such as social media campaign, blog series, email campaign, posters, etc....
- Get creative!



Actions Cont....

- More great ideas....



Plan Owner

- Your Contact Info





How to Track Success

How to Track Success

“Not everything that can be counted counts, and
not everything that counts can be counted.”

How to Track Success

Website Traffic + Conversions

Site Information

Default Channel Grouping

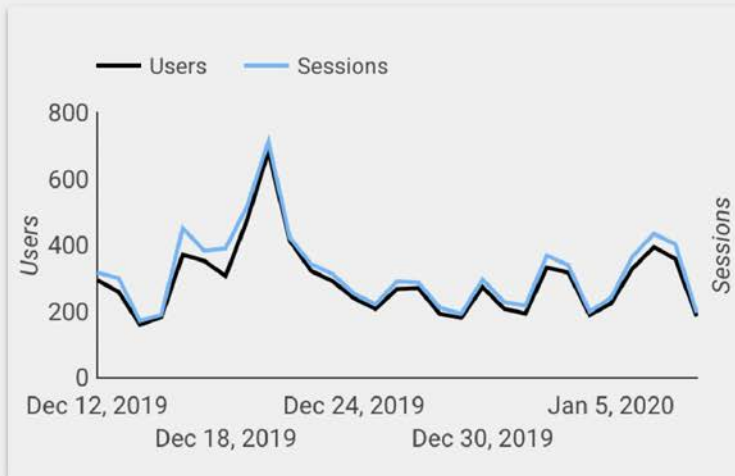
Users & Sessions

by Users, Sessions & Avg. Sessions Duration

Users
7.8K

Sessions
9.3K

New Users
7.4K

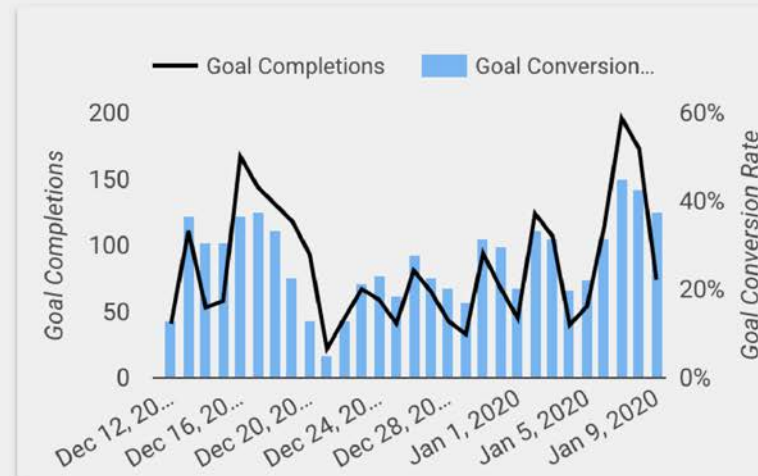


Goals & Conversion Rate

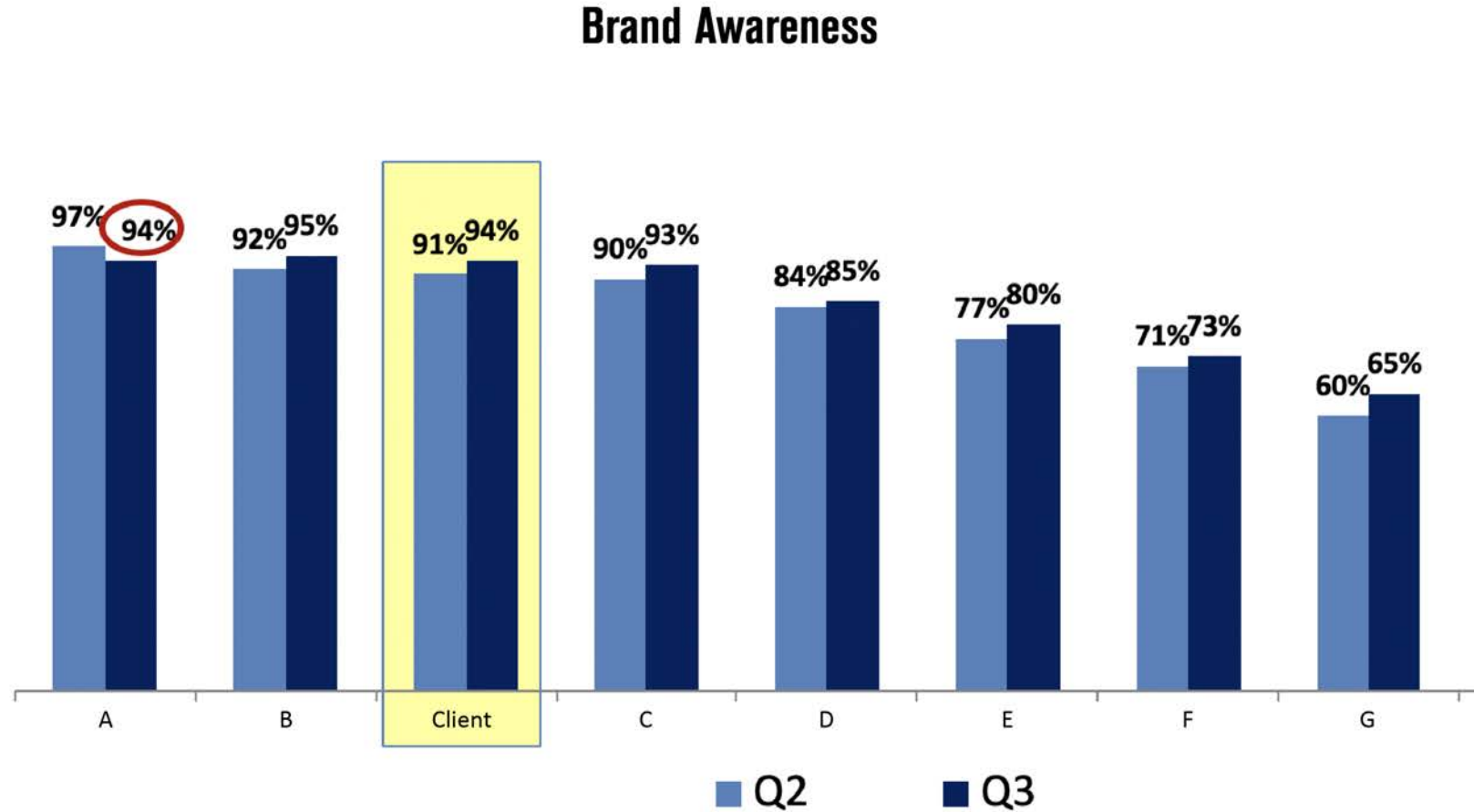
by Goals, Conv. Rate

Goal Completions
2.46K

Goal Conversion Rate
26.6%

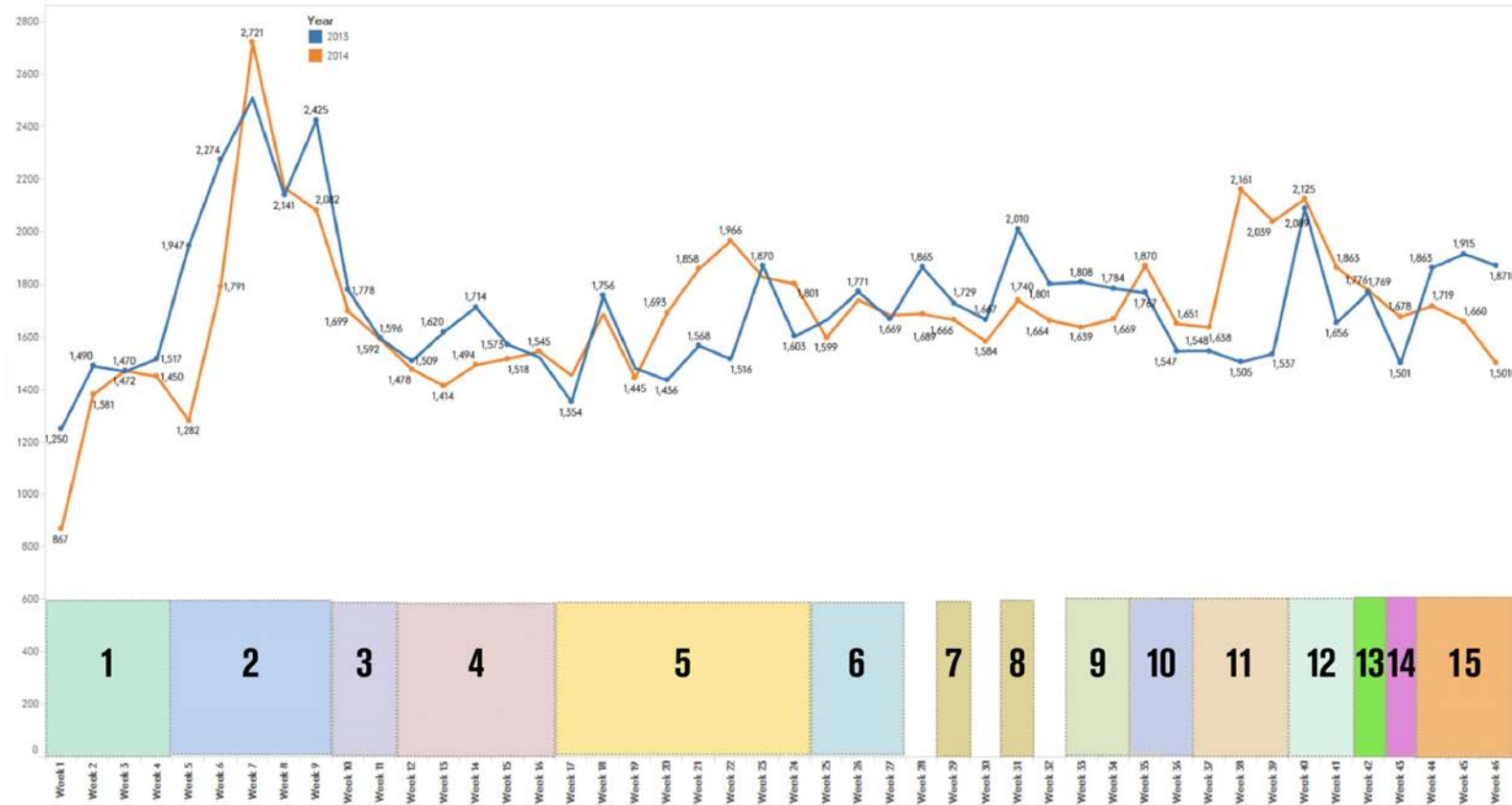


How to Track Success

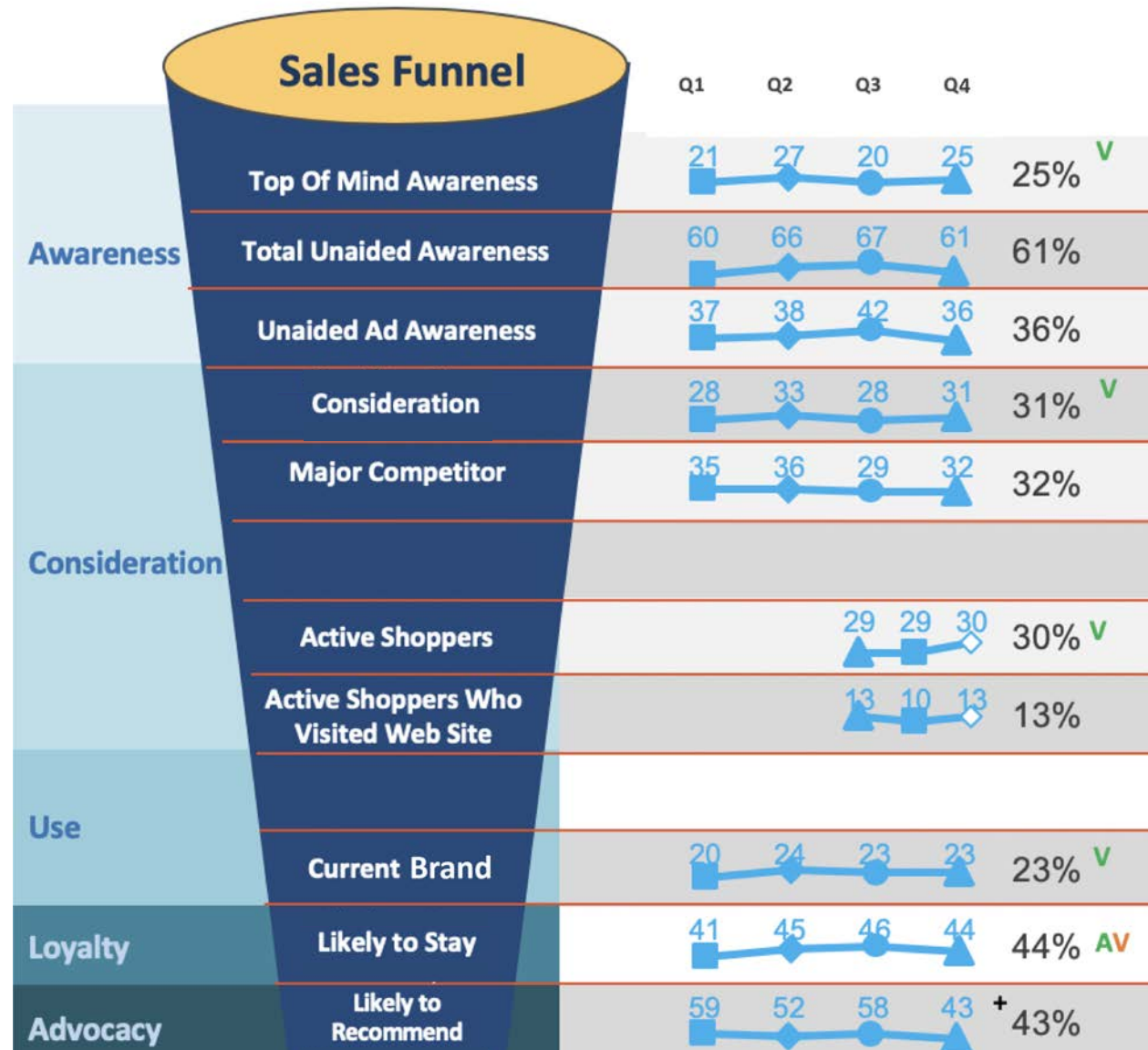


How to Track Success

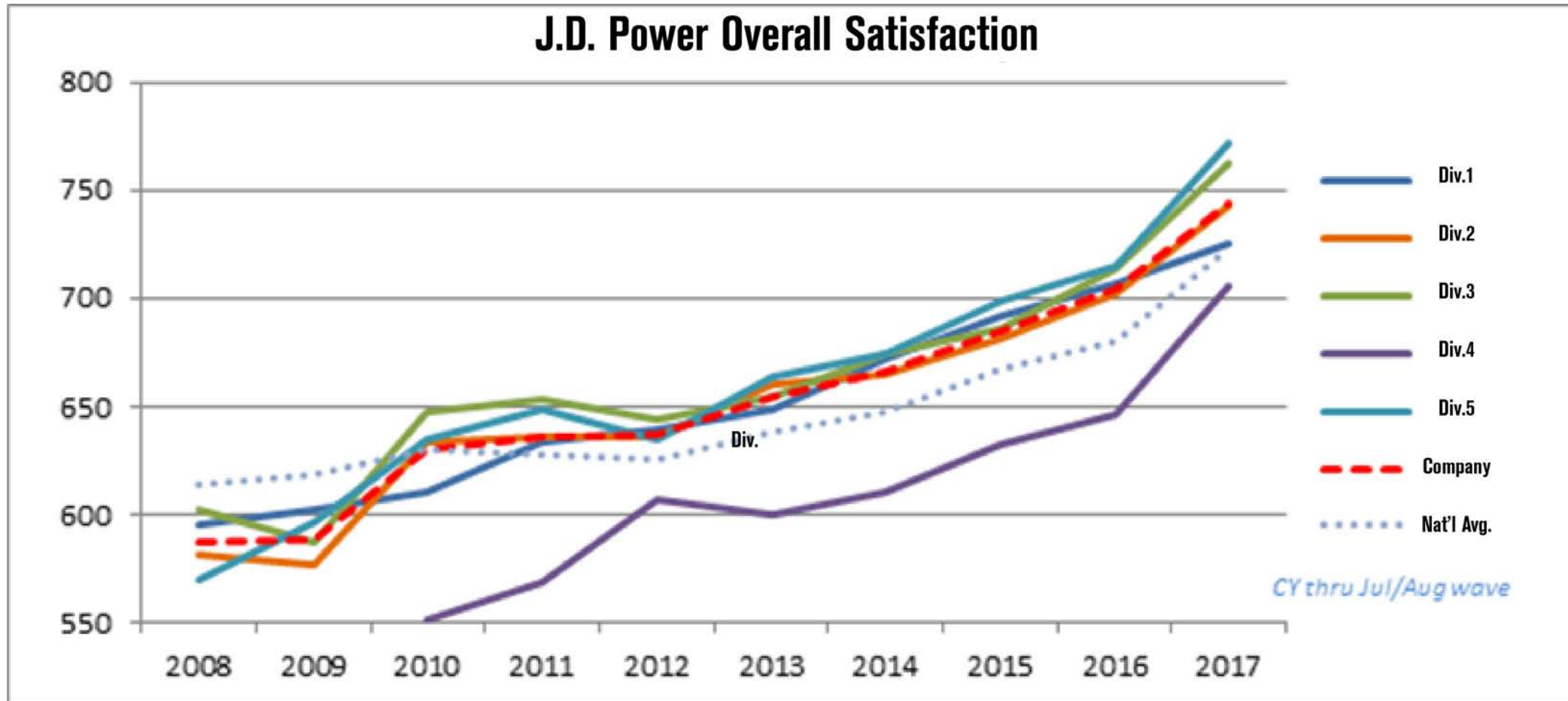
Sales By Advertising Flight



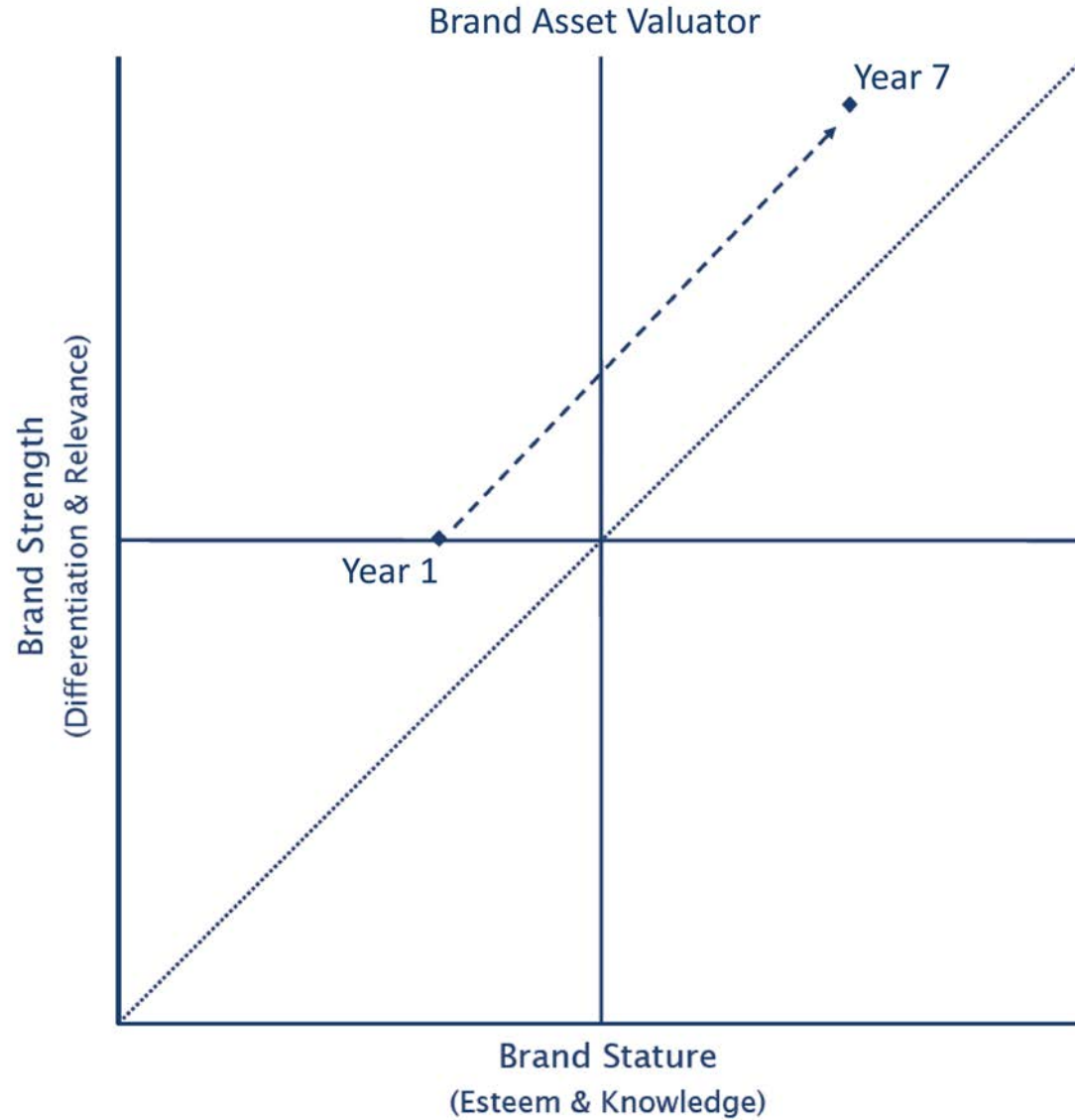
How to Track Success



How to Track Success



How to Track Success





Revisiting Your Brand

The background of the slide is a photograph of a clear blue sky with several fluffy white clouds. A thin red border frames the entire image. The text "Thank You" is centered in the upper half of the image.

Thank You