

21st Century Marketing

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Marketing = Strategy



What is marketing?

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.



What is marketing strategy?

Marketing strategy is a series of integrated actions leading to a sustainable competitive advantage.

— John Sculley



Strategic Marketing Process



How do we create a competitive advantage?



Operational Effectiveness is Not Strategy

...but it's critical to your success





The essence of strategy is choosing
what not to do.

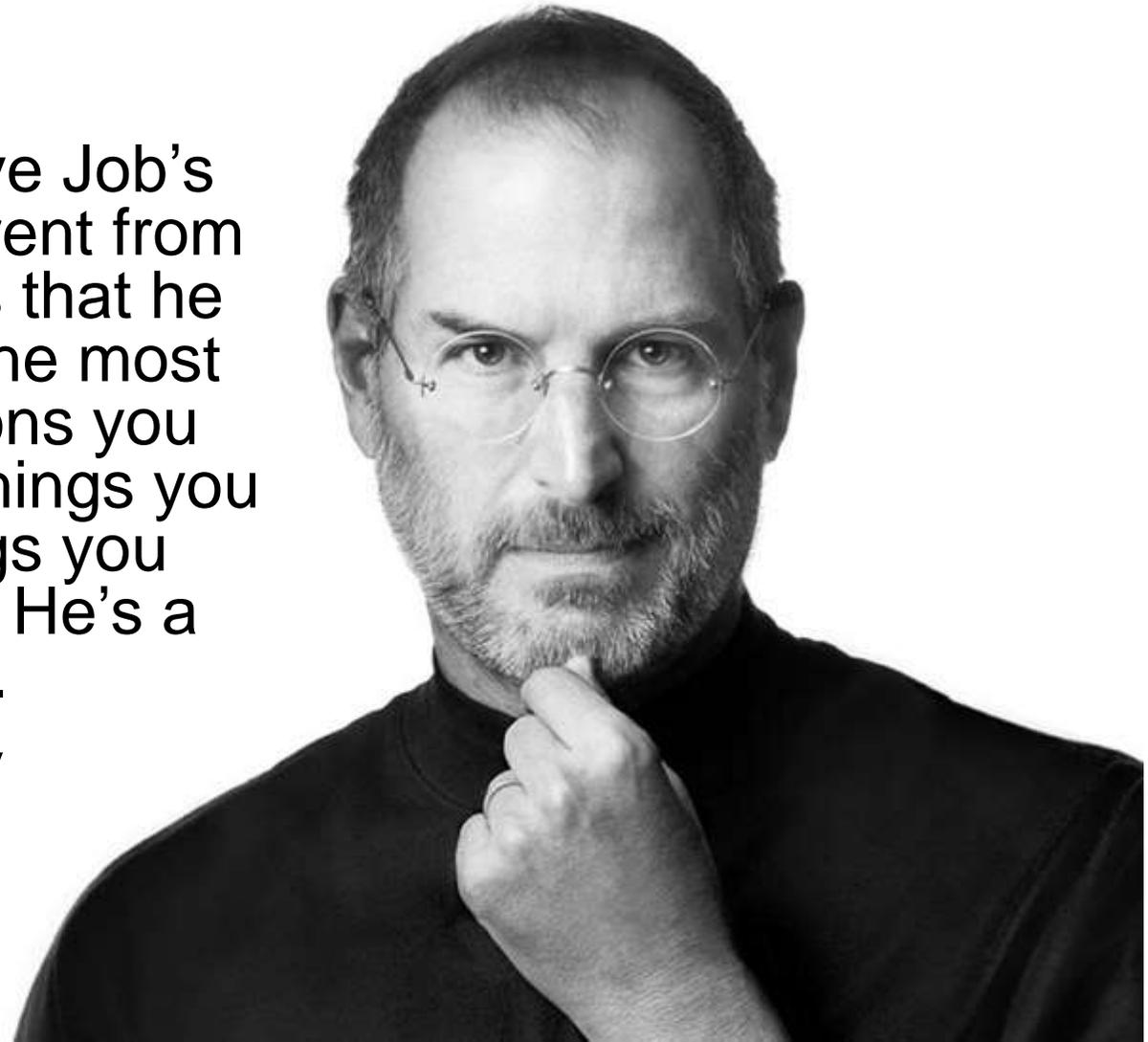
— *Michael Porter* —

AZ QUOTES



- What makes Steve Job's methodology different from everyone else's is that he always believed the most important decisions you make are not the things you do, but the things you decide not to do. He's a minimalist.

- - John Sculley



Know your customer and their needs

You have to be willing to make some customers unhappy.



Who's your customer? What are their needs? What's the price?



Trade-offs

- Effective strategies come with tradeoffs
- By choosing to do a few things well, you've chosen NOT to do a lot of other things
- Deliberately choosing to be different
- Without tradeoffs, your customer doesn't know who you are
- You can't be everything to everyone



Trader Joe's Trade-offs

- Less sku's
 - 5,000 vs. typical grocery store has 50,000
 - 90% of products are private label
- Smaller footprint
- No prepared food
- Less staff
 - TJ's: 38,000 for 474 stores
 - WFM: 91,000 for 365 stores
- What's the trade-off?



Consistency – align activities to support your strategy



Chasing Easy Growth

- Trade-offs can limit growth
- “Easy” growth can be detrimental to your company because it will not be strategic



Healthy Growth

- Serves an unmet need
- Utilizes company strengths





Marketing as Strategy

What is your value proposition?





Strategy, Brands and Other Random Pontification

Doug Radi

July 2018



Agenda

- A Sea of Change in Consumer Brands
- Strategy is Everything . . . Including Brand Strategy
- What is Your Strategy? Your Brand?



Big Food is Dead?

- Big Food is losing share at a dramatic rate
- According to Rabobank analysts, the Top 10 Food Companies have lost 4% share in the last 5 years
- Equates to **\$28B**
- Under siege from 4 key factors:
 - **Changing consumer tastes** – natural / organic / clean label
 - **Smaller companies** – Good Karma Foods
 - **New delivery channels** – on-line shopping, meal kit delivery
 - **Shareholder activism** – for those not growing, cut costs and harvest (3G, Kraft/Heinz)

Similar trend in many other CPG categories - beer, spirits, wine, etc



The Continued Rise of Natural / Organic

- Smaller companies, changing consumer tastes and new delivery methods all contributing to the rise in Natural
- Growing at 4X rate vs conventional foods

Sales of US Natural, Organic and Functional Foods



* Source: Nutrition Business Journal, Next Forecast 2014



Strategy is Everything!

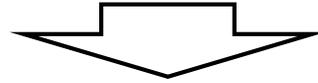
***“Strategy is a choice
on how to compete.”***

- Michael Porter

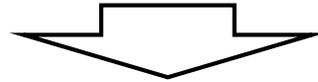


It All Starts with Strategy!

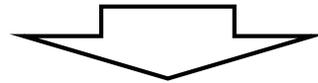
Strategic Growth Plan (3-year)



Operating Plan (Annual)



Annual Objectives



Quarterly Priorities



Monthly KPIs, weekly staff meetings and postings

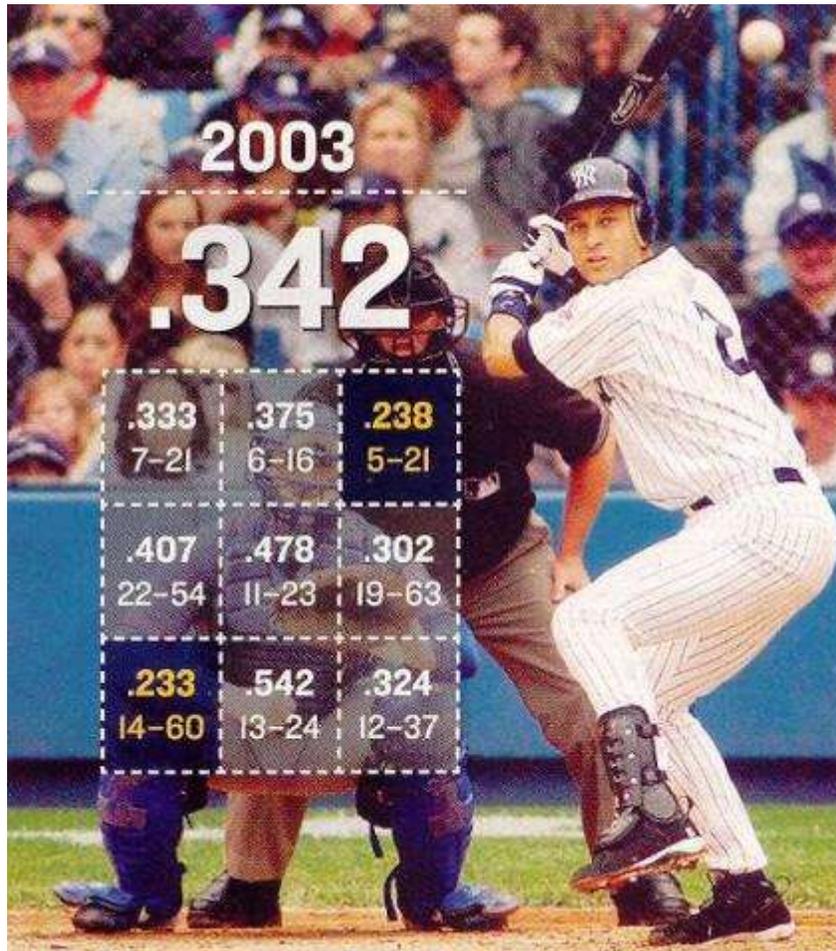
Situation Assessment

“To assure victory, always carefully survey the field before battle.”

- Sun Tzu



Understand the Impact Zones



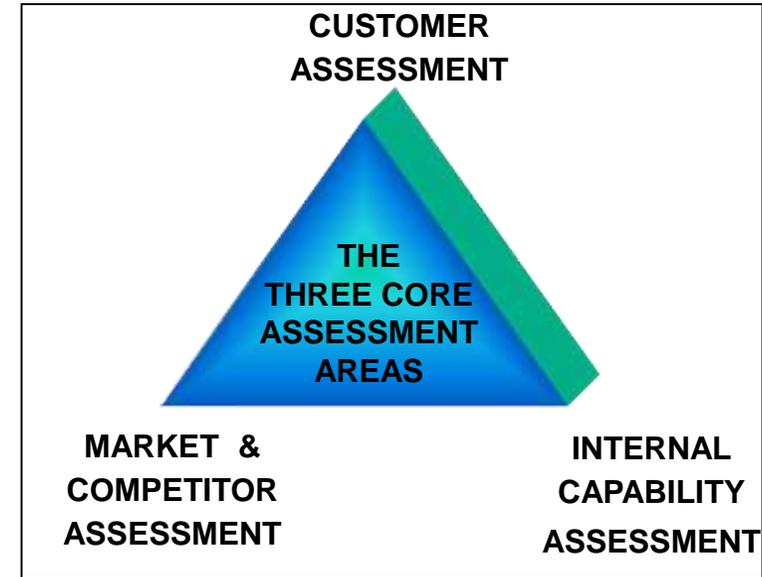
- The bulk of any businesses success is usually generated by 3-5 core growth drivers
- Must understand Brands key drivers



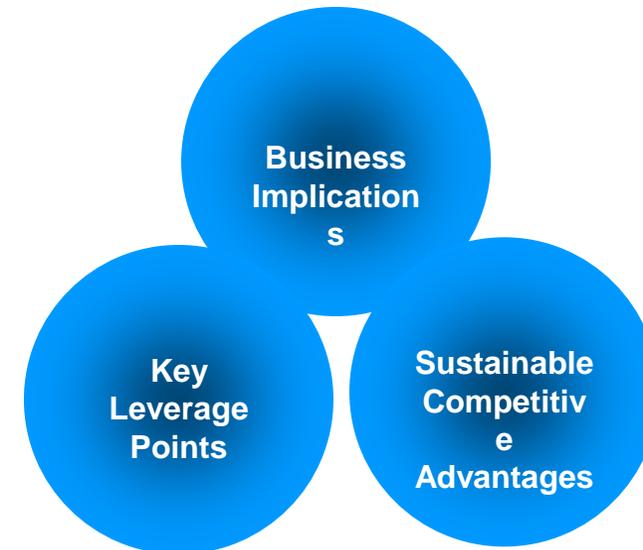
Many Assessment Tools

SWOT

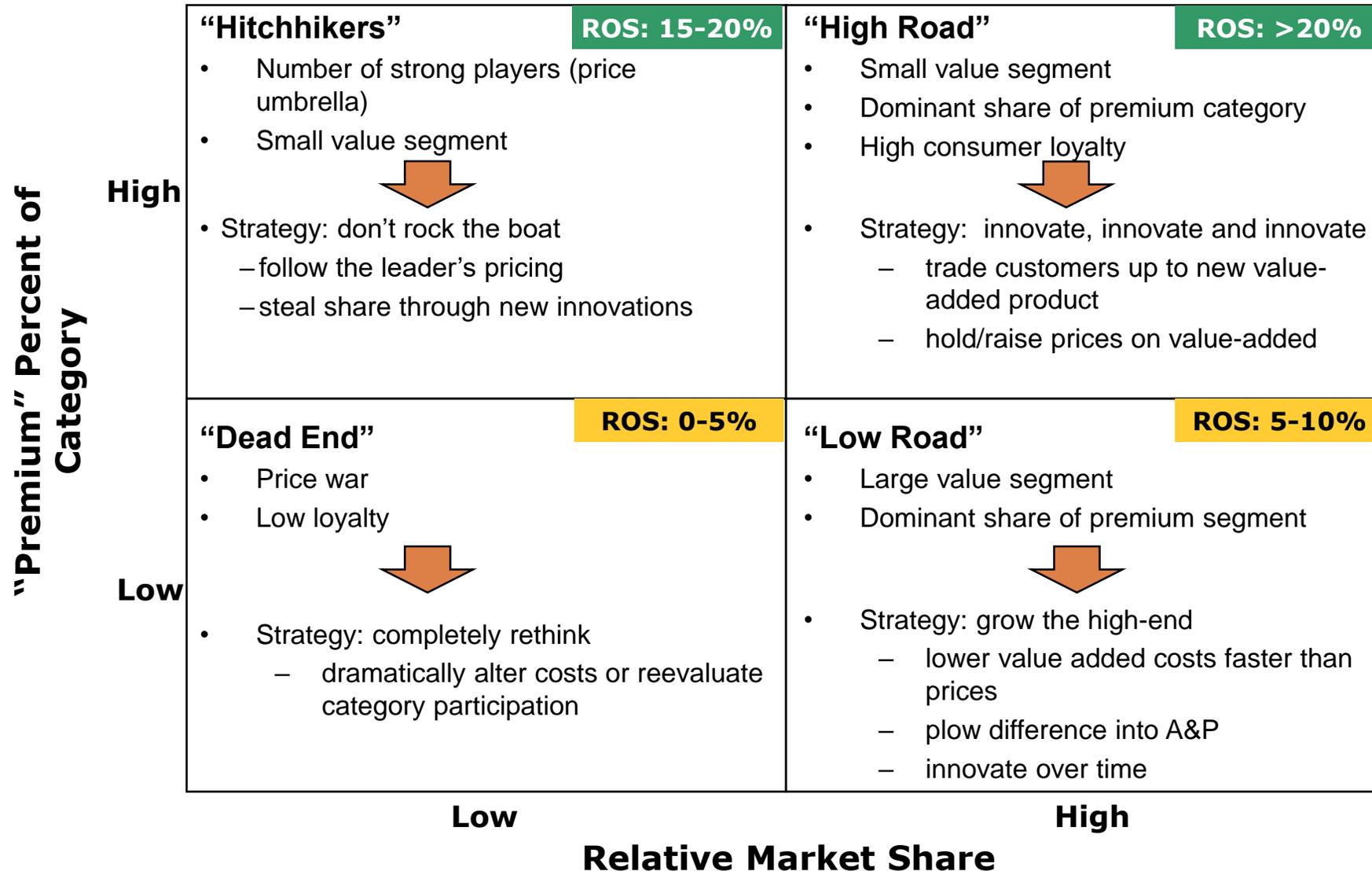
<p><u>STRENGTHS</u> What a company does best in relation to customers and the market</p>	<p><u>WEAKNESSES</u> Factors that restrict or hinder the company's performance</p>
<p><u>OPPORTUNITIES</u> Underdeveloped or new opportunity areas that could significantly enhance performance</p>	<p><u>THREATS</u> Developing or potential issues that could undermine a company's position</p>



Porter 5 Forces



Understanding Who You Are Helps Decide How you Compete



Importance of Strategy & Brand Building

- Must impact consumer behavior
 - Debatable on if there are really any unmet consumer needs
 - Most new products and Brands are substitute solutions that meet existing needs
 - Your Brand needs to “do it better” in a meaningful way
- Brand Building creates value
 - Company value
 - Consumer value
 - Creates Loyalty & Emotional connection
- Brand building is a key competitive insulator
 - It’s how you create value in a commodity category (i.e. Land of Lakes butter)
 - Or, when benefits are un-differentiated (Coke vs Pepsi)



Strategic Brand Positioning

- The starting and ending point in marketing
- A blueprint for the Brand
 - Drives all decisions in marketing from advertising to new products
- How you want a consumer to think about your brand
 - Important for both products & services
 - Relative to competition
- Iceberg analogy:
 - Strategic positioning is the part of the iceberg underwater – the part you don't see
 - The marketing mix (i.e. advertising) is the part above water you can see – the tangible part

Needs to tie to your business strategy

“Can't be a premium brand in a low cost operating business strategy”



Strategic Positioning Framework

- Five Elements:
 - Core User / Target
 - Competitive Frame of Reference
 - Benefit
 - Reason to Believe (RTB)
 - Brand Personality / Character

- Positioning statement is a strategy statement, not advertising copy



Positioning Statement Example

To passionate and confident snackers who choose to live life to the fullest, Doritos is the fun and flavorful snack food that is the ultimate snack experience that satisfies the urge to snack because it engages all their senses with bold taste and crunch.

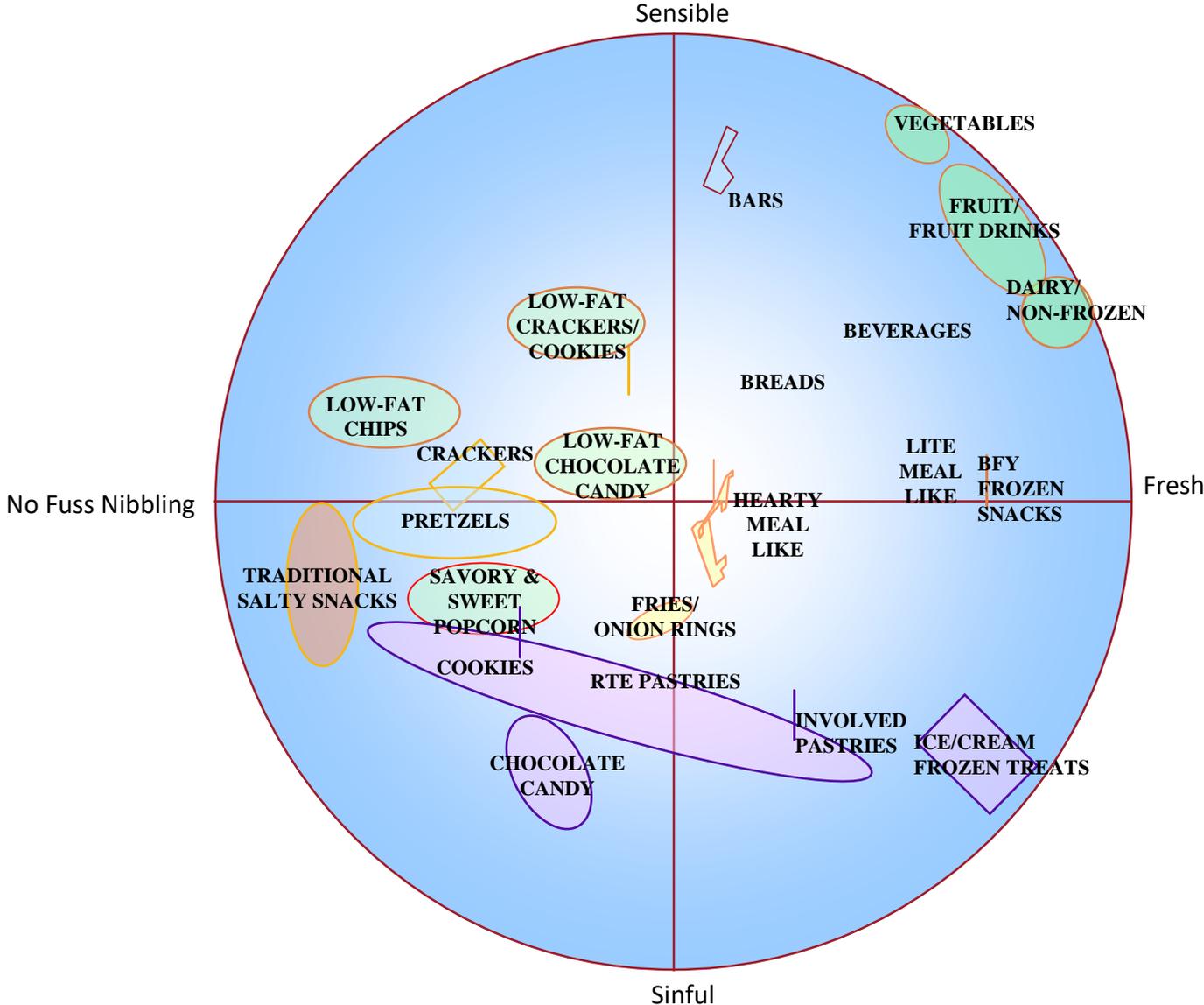


Competitive Frame of Reference

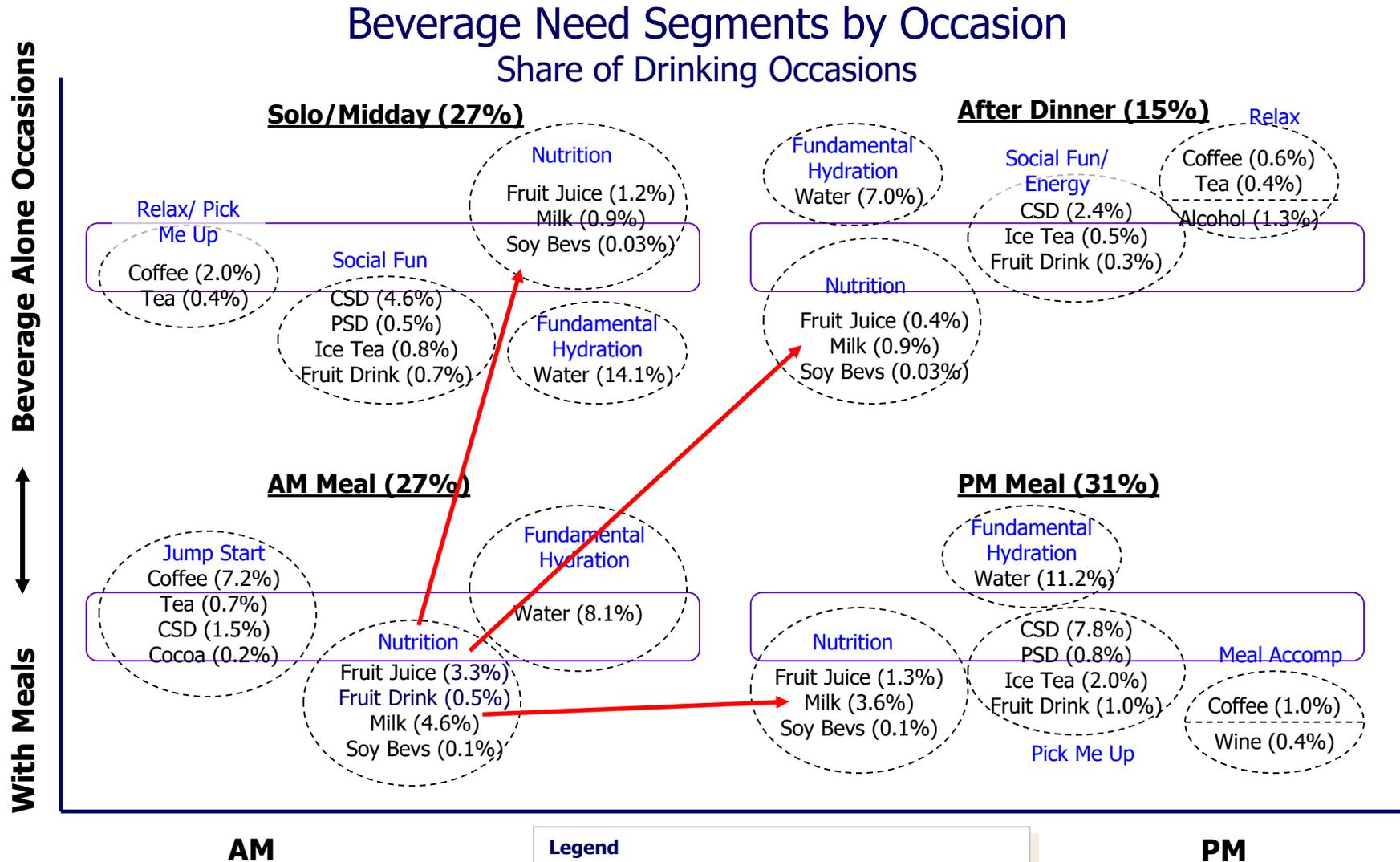
- Critically important to identify your competitive frame of reference
- Helps to define your Brand's strategy
 - Tells you where your Brand competes (i.e. breakfast, weight loss, potato chips)
 - Identifies where your Brand will source volume
 - Tells the consumer what your product is a substitute for
- Needs to be grounded in research & analytics
 - Many approaches, but usually consumer segmentation or category structure studies



Example: World of Snacks Market Structure



Example: Beverage Need State Segmentation



Source: eSip weighted share of drink occasions
Reflects milk as beverage only

Legend

- AM Meal: Before breakfast or breakfast
- PM Meal: Lunch or dinner
- Solo/Midday: b/w bfast & lunch or b/w lunch & dinner
- After Dinner: After dinner



Examples:



Frame of Reference:

- Water

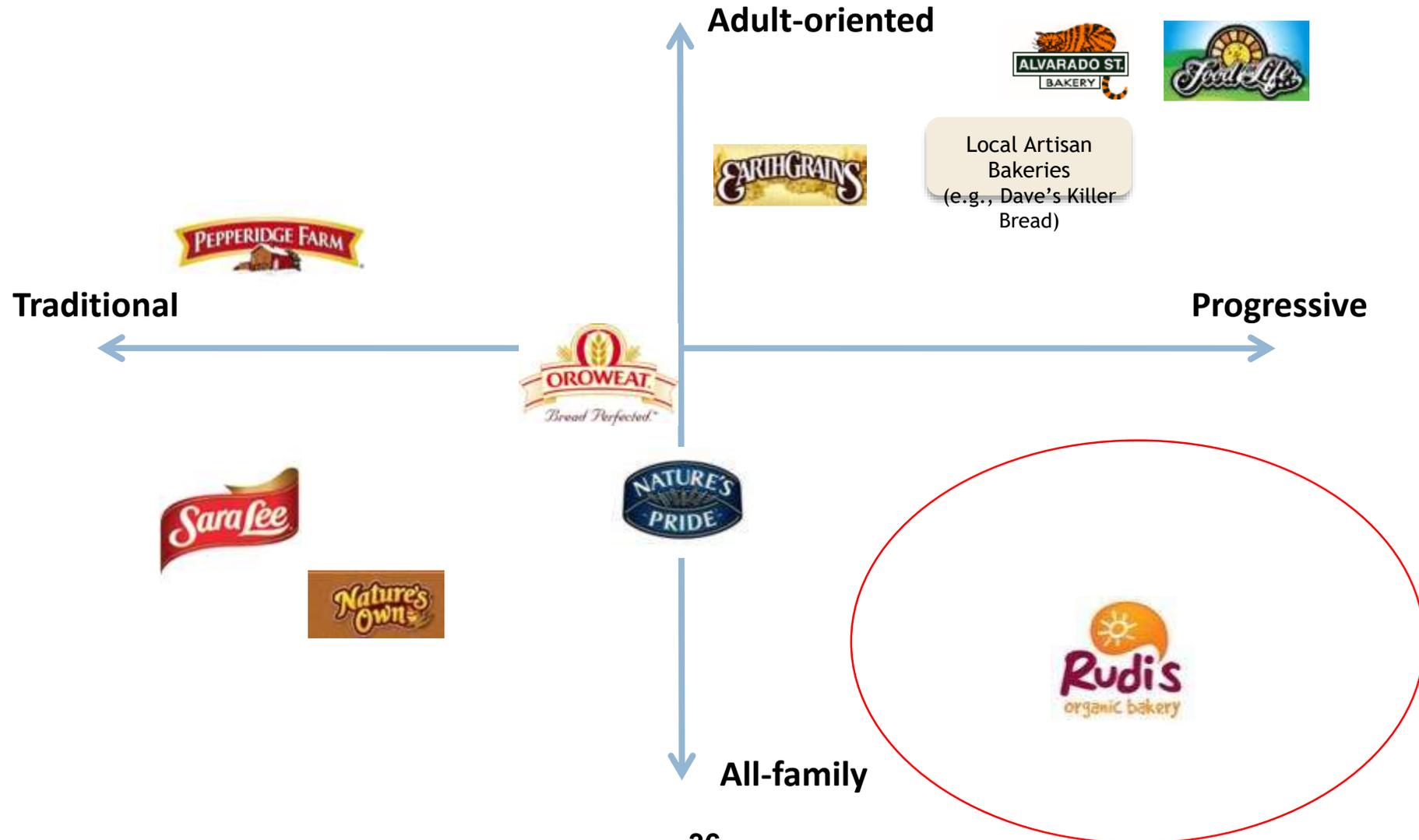


Frame of Reference:

- The Third Place



Competitive Perceptual Map



Core Consumer / Target

- Defines your Brand's prospects
 - Typically have similar set of needs that your product/Brand can satisfy
 - The tighter the definition the better – can't be all things to all people
- Demographics are important but don't go far enough
- So, make sure your target definition includes more detail
 - Psychographics
 - Usage behavior
 - Needs (rational and emotional)
- Do research – it is important to bring the target to life



Core Target Examples

Pepsi	People who think young
Michelin Tires	Highly anxious, safety-conscious parents of young children
American Express	Prestige-conscious, frequent travelers who crave recognition, attention and special service
Apple	The creative mind who does not want to be part of the crowd



Fran's Values



Family focused

Number one priority is keeping her family healthy and happy



Regularly active

Part of her organic lifestyle



Always optimistic

Positive about the present, optimistic about the future



Nothing but the best

Seeks the very best in quality and nutrition

“ I am **most happy when I am outside**, doing things with my family. That's what it's about. ”

—Shana

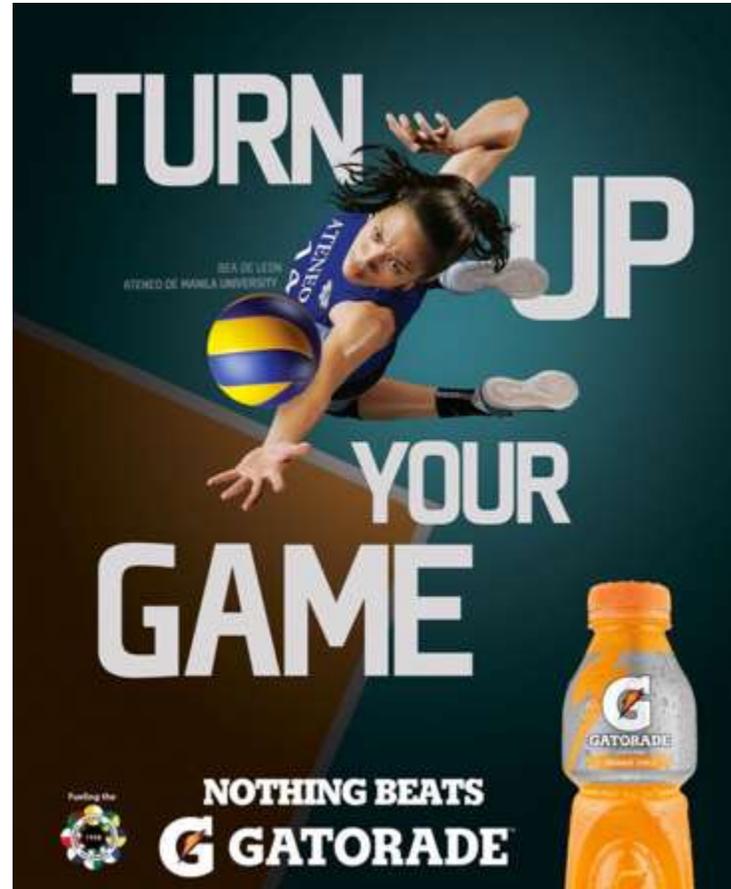


Benefit

- Tells the consumer “What’s in it for me”
 - The principle driver of the purchase decision
- Benefits must be differentiated from your competition
- Types of benefits:
 - Rational – the direct, functional reward (i.e. cleaner teeth)
 - Emotional – how it makes me feel (i.e. more confident)
- Emotional benefits can be more sustainable, create more loyalty and are harder for competitors to copy
 - Think Maslow’s Hierarchy of Needs
 - Food, water and shelter first
 - Love and nurture come later but are more meaningful
 - Your product must deliver on a rational/functional benefit before you can connect emotionally
 - Rational and emotional benefits must be linked



Example: Gatorade



- “Is it in You” → Functional: Hydrates Better than Water
→ Emotional: Fuels the athlete inside you



Example: Tylenol

Feel better,
TYLENOL

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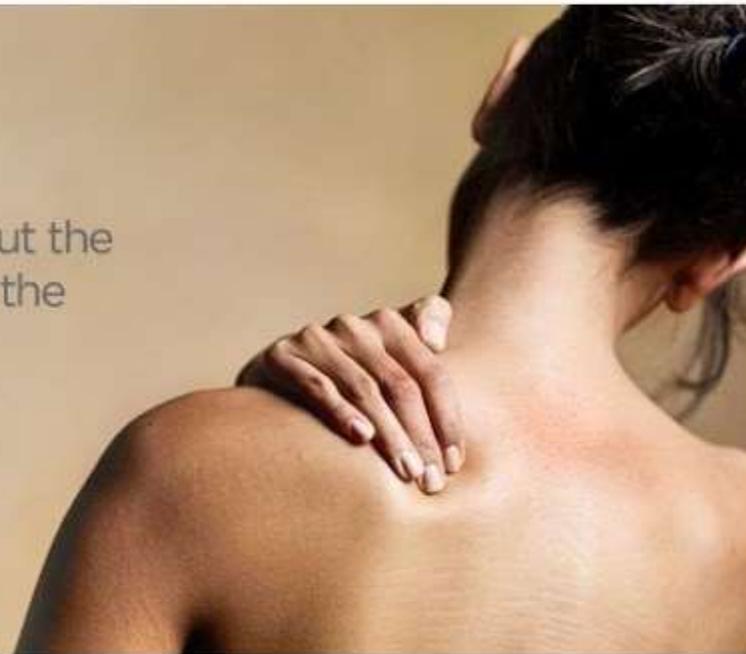
[Our Products](#)

Feel Better

Feeling better is not just about the pills we take. It is also about the choices we make everyday.

[▶ See what it means to feel better](#)

1 2 3 [Feel Better](#)



“Feel Better” → Functional: Relieve Symptoms
→ Emotional: Safety



Reason to Believe

- The credibility that legitimizes your benefit
- Can be external or internal to the brand
- External:
 - Credible, external endorsement (i.e. athlete or professional)
 - “4 out of 5 dentists survey recommend Trident for their patients who chew gum”
- Internal:
 - Grounded in product design feature, process or formulation
 - Weight Watchers Point System



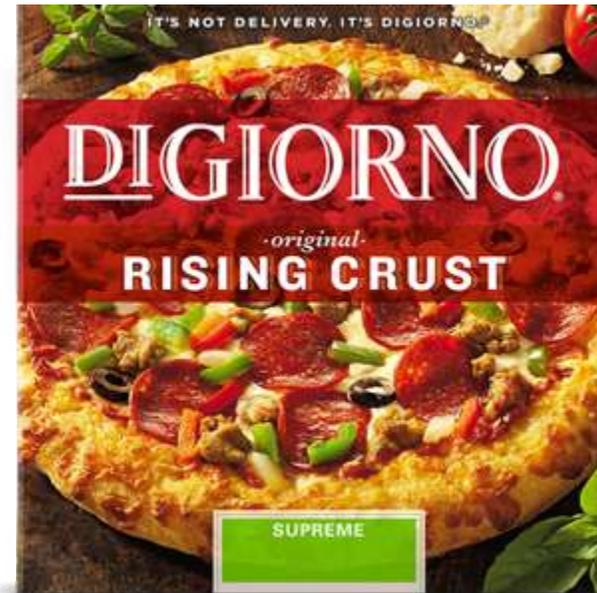
Example: Athletic Endorsement



Example: DiGiorno



Benefit:
Tastes as good or better
than delivery



RTB:
Rising crust that bakes
in your oven



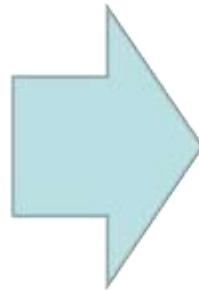
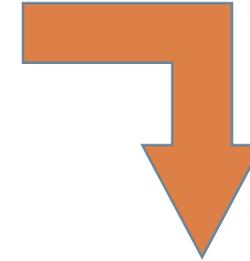
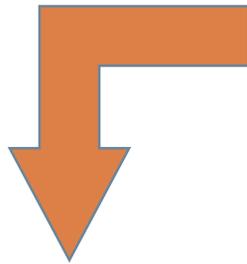
Strategic Positioning

Final Thoughts

- Use the positioning framework – really think through the challenges and strategy
- Strategically link all the components
- Differentiate your Brand – there's too much sameness out there
- Connect with the consumer on an emotional level
- Strategy First! Strategy is the Blueprint!
- Followed by Strong Execution



Creative Follows Strategy!





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Questions?





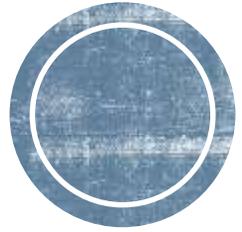
Millennial Mindset & Introducing Gen Z



- Generations Defined
- Millennial Mindset
- Gen Z

AGENDA

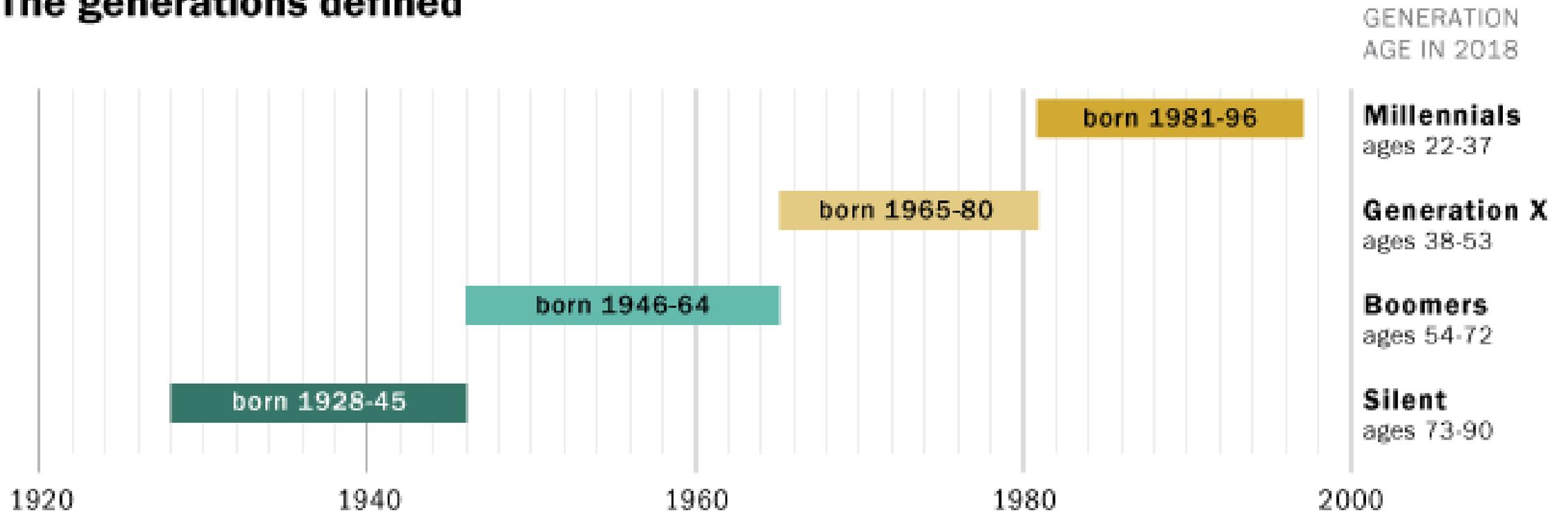




**What do you think of
when you hear
"Millennial?"**



The generations defined



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The concept of generations

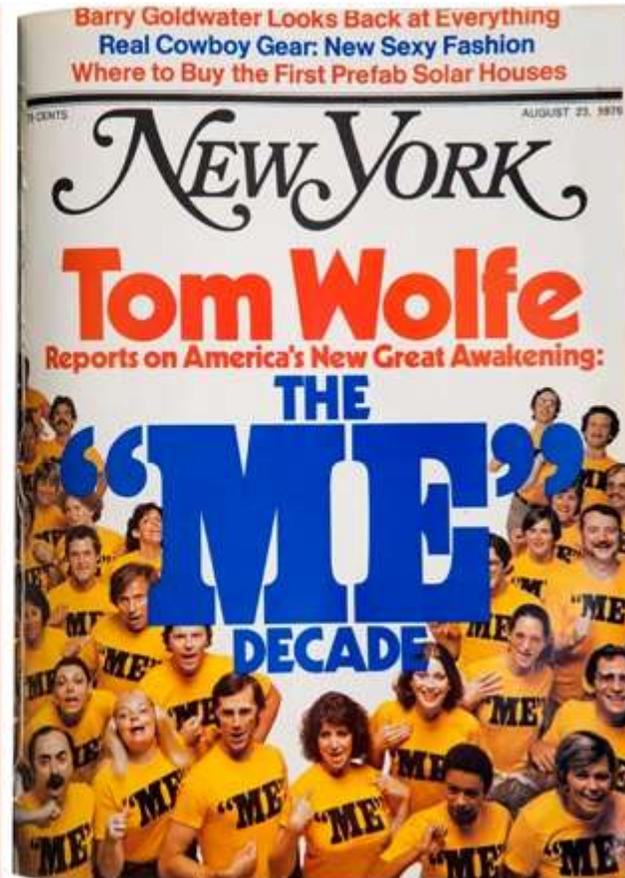
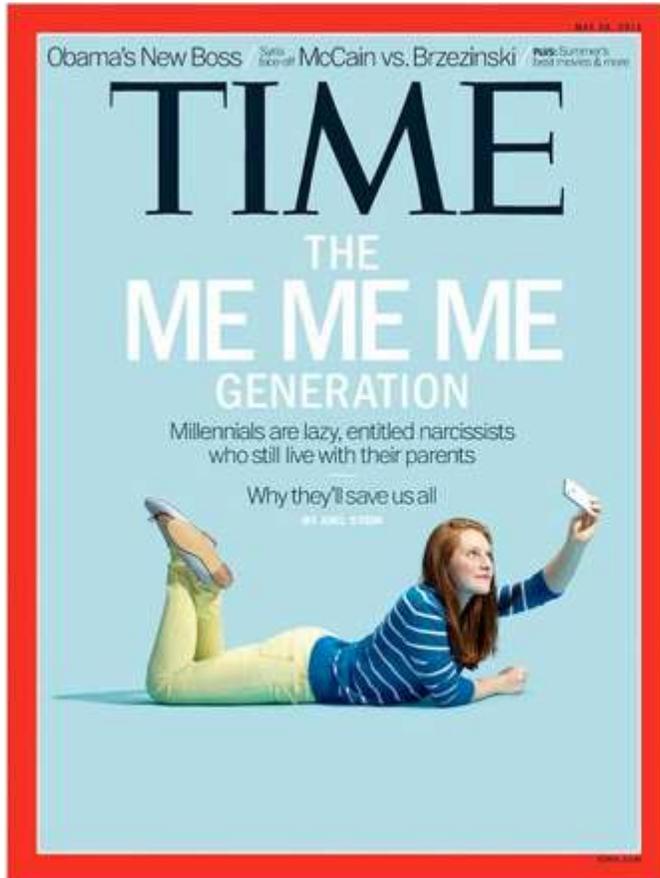


IMAGE: TIME, June 9, 1997

"Youth experiencing the same concrete historical problems may be said to be part of the same actual generation." - Karl Mannheim



Millennials are not a Target



What defines generations?



Age/Life Stage



Technology



Social Trends



Describe your customer

Demographics

- Observable features in a population
- Age, ethnicity, family structure, geography
- Where you find them

Psychographics

- Values, likes, dislikes, hobbies
- How you create a relationship

Behavioral

- Purchasing behavior, usage habits



Market Segmentation

Market segmentation: aggregating prospective buyers into groups that:

1. Have common needs and
2. Will respond similarly to the marketing action.



Millennial mindset



Millennials = 80 Million

Diverse

44% are part of a minority race or ethnic group

At Home

15% of adults aged 25 – 34 live with their parents

Baby Boomers =
75 Million

Large

75% of the workforce will be millennials by 2025

Spenders

\$1.4 Trillion in 2020

Gen X =
65 Million

Educated

4 in 10 workers have a bachelors

Connected

97% have a Smart Phone to send or receive 128 texts/day



What has shaped their world

- 9/11
- Global recession
- Barack Obama
- Digital Natives
 - Internet
 - Google
 - Creation of Social Media
- Gaming



Millennial Values

- Millennial choices are shaped by strongly held values that differ from those of their Boomer parents.



“The persistent ranking of these values across age spectrum signifies that this is not merely a stage they will grow out of.” - Iconoculture, Inside the Millennial Mind

<http://www.forbes.com/sites/patrickspenner/2014/04/16/inside-the-millennial-mind-the-dos-donts-of-marketing-to-this-powerful-generation-3/>



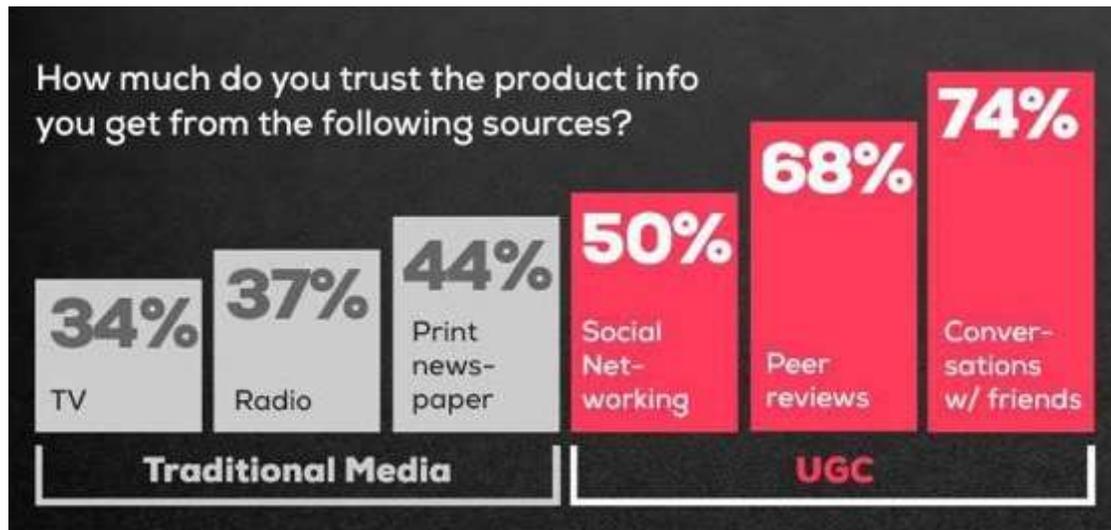
Online vs. Offline no distinction

64%	It should feel the same when dealing with a company whether online, in a store or on the phone
63%	Expect to be able to engage with a company whenever I choose and through whatever channel I choose
43%	Research brands and products via digital means before shopping in stores
86%	Use their mobile device in-store to supplement their shopping experience



Millennials Rely on Social Media

- 56% more likely to discover marketing content on social networks than via search engines or email
- Five out of six Millennials connect with companies on social media networks
- Spend 5 hours a day on average with user generated media (UGC)
- 47% of millennials say their purchase decisions are influenced by social media



Millennials trust user generated product information/media over other sources

<http://mashable.com/2014/04/09/millennials-user-generated-media/>

<http://www.slideshare.net/SDLonline/understanding-the-millennials-summary-of-findings-march2014>

<http://www.mediapost.com/publications/article/232110/millennial-auto-shoppers-are-digital-mobile-conf.html?>

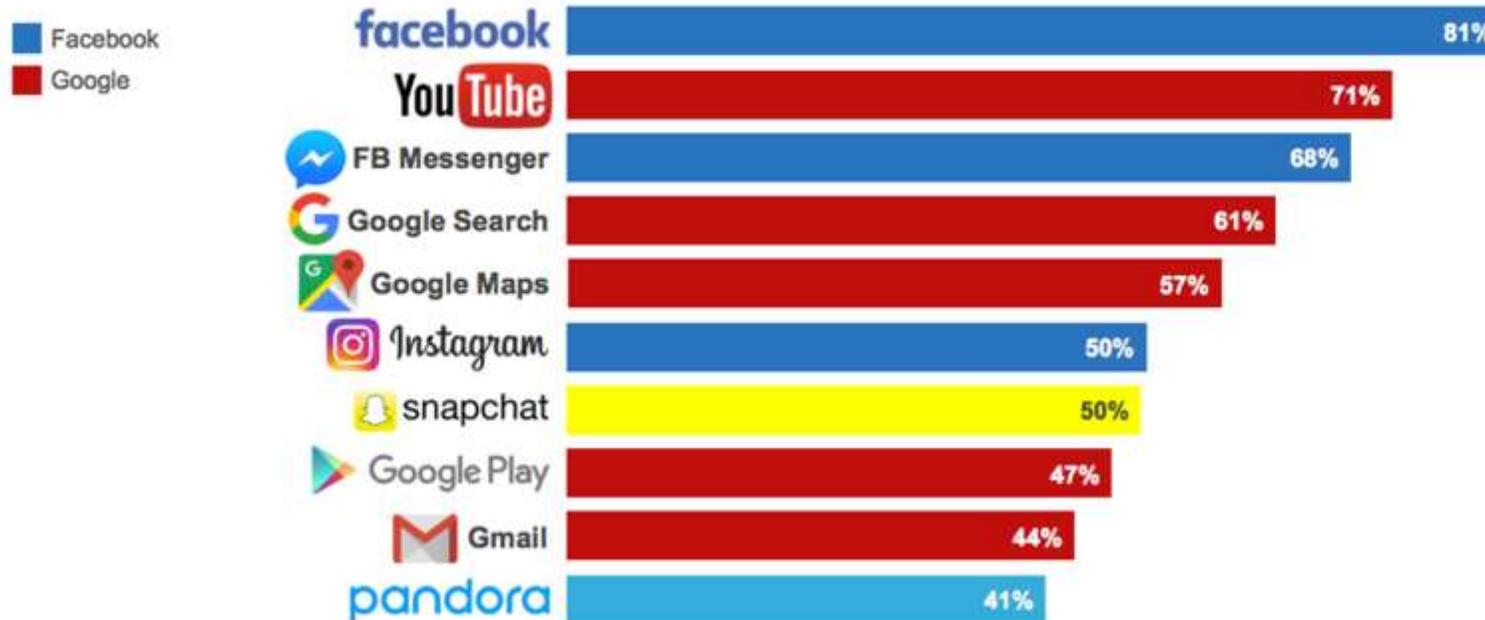


Social Media is Increasingly Mobile

- Millennials check their phones on average 100+ times a day
- The top social apps are Facebook and YouTube

Top 10 Mobile Apps by Penetration of App Audience

Source: comScore Mobile Metrix, U.S., Age 18+, June 2017

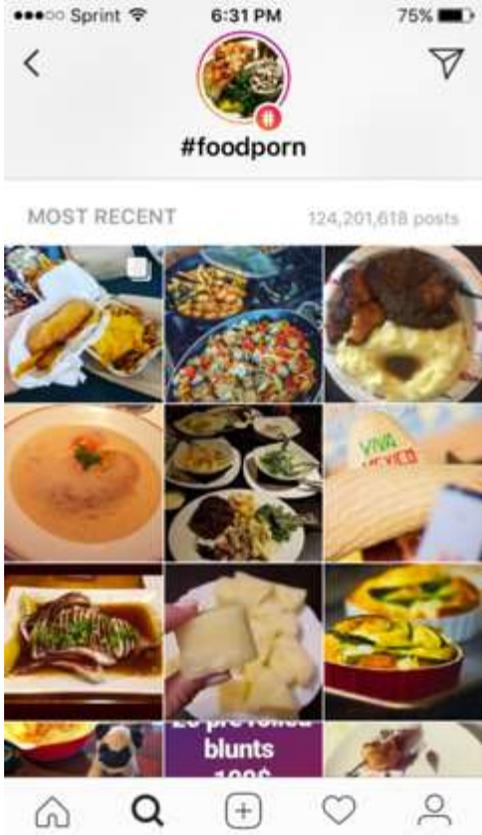


Crave experiences

- 72% of millennials prefer to spend money on experiences than on material things
- Post their experiences on social media
 - #travel has 304 million posts on Instagram. #food has 285 million.
- FOMO



biographers



Decision making process is evolving

- They still do the majority of shopping in person
- Done their research before they purchase online walk in the store
 - Even for small purchases
- Purchase by committee
- Ask friends/social network to weigh in
- Looking for consensus before they make the purchase



Brands reflect their values

- Nearly 7 in 10 US Millennials actively consider company values when making a purchase
 - Compared with 52% of all US online adults.

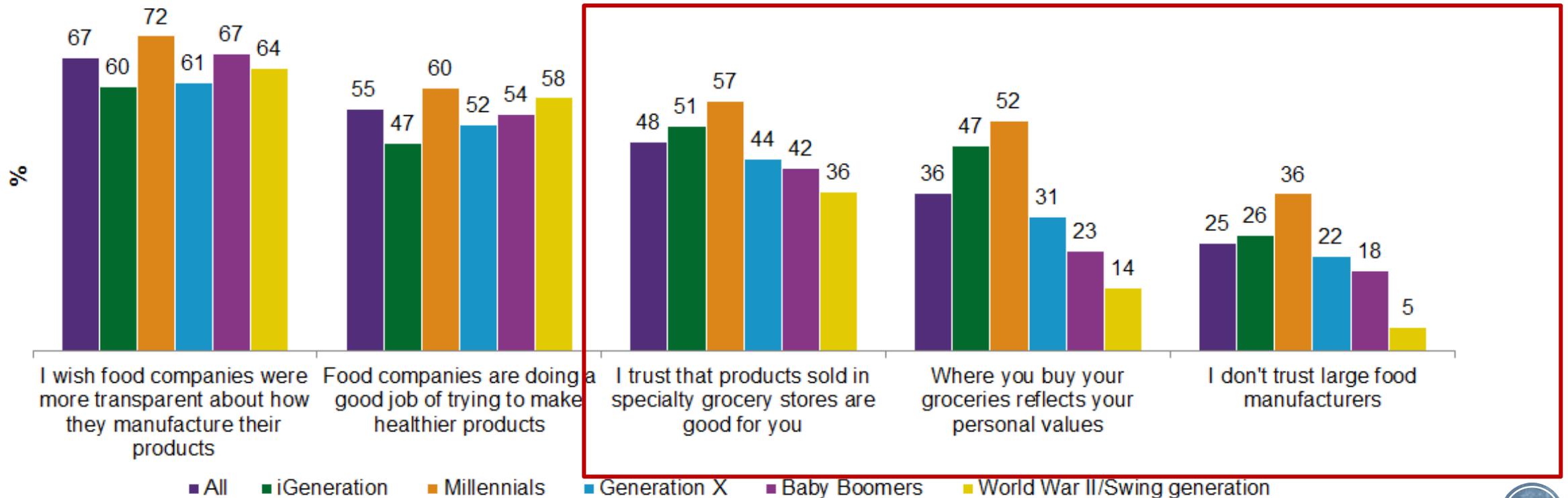
[Consumer Technographics® data
https://www.statista.com/statistics/281665/millennials-importance-of-brands-that-reflect-personality/](https://www.statista.com/statistics/281665/millennials-importance-of-brands-that-reflect-personality/)



More than half of Millennials say where they shop reflects their personal values

ATTITUDES TOWARD FOOD – COMPANIES, BY GENERATION, APRIL 2017

Base: 2,000 internet users aged 18+



Expect companies to “Do good”

- 73% of millennials will pay more for a sustainable brand.
- 81% of millennials even expect their favorite companies to make public declarations of their corporate citizenship.
- More than 9 in 10 millennials would switch brands to one associated with a cause

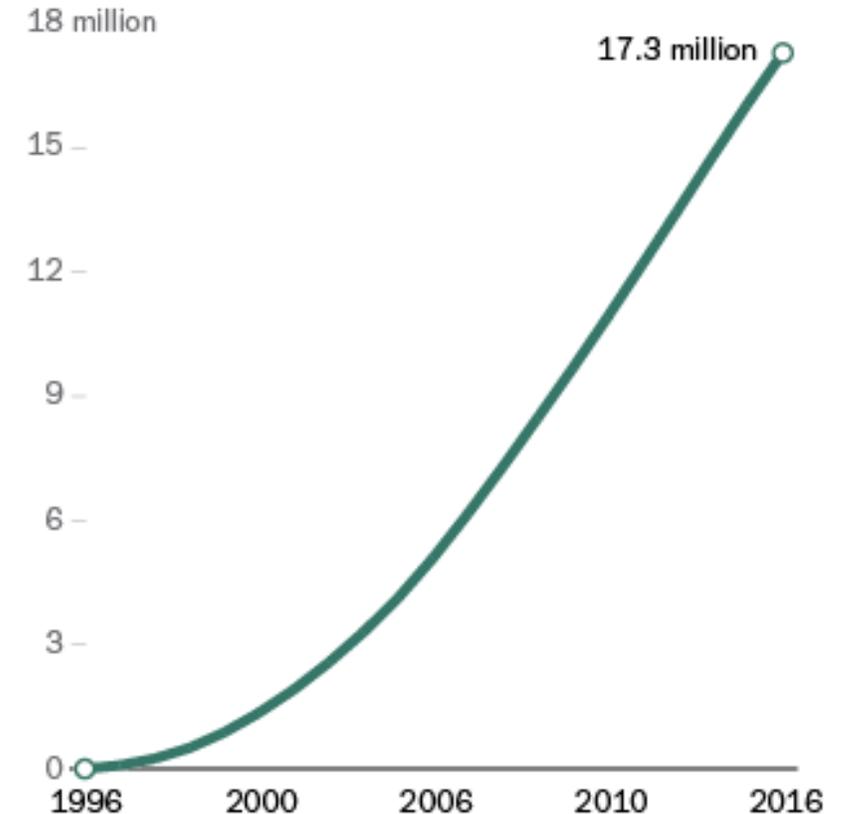


Millennial moms

- First generation of females to outpace male counterparts in education and start their work life at parity to men
- Traditional roles are shifting
 - Men are grocery shopping as much as women
- Mobile is changing the family dynamic
 - Spends up to 8 hours a day researching new parenting tips
 - Mom checks her phone up to 150 times per day

In the U.S., 17 million Millennial moms

Total cumulative number of U.S. first births among women born 1981-1996



Note: Based upon births to U.S. residents. This does not include adoptive mothers or stepmothers.

Source: Pew Research Center analysis of National Center for Health Statistics data.

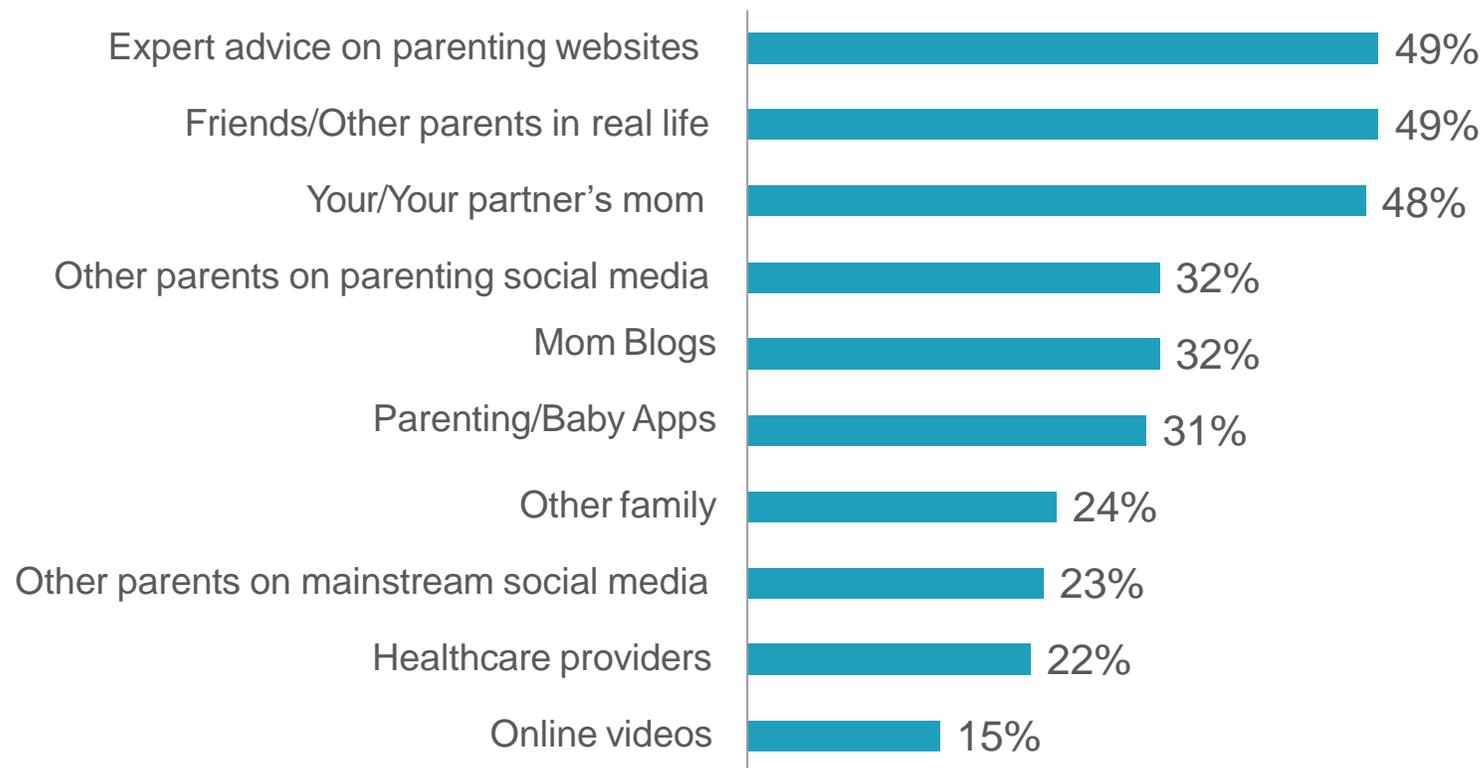
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Ongoing Reliance On Her Digital Toolbox

Q: How often do you use these resources for parenting-related information? (*% using weekly or more often*)

US Millennial Moms



See appendix for all related international data.

Source: BabyCenter 21st Century Mom® Insight Series: 2015 State of Modern Motherhood Report, co-sponsored by IAB, February 2015.



Food



Millennial Food Passion

- 50% of millennials identify as foodies
- Nearly half of all adults watch food videos on YouTube – but Millennials watch 30% more foodie footage than other demographics.
- 65% of Millennials love cooking and consider themselves experts in the kitchen.
- 86% enjoy experimenting with new recipes, many of which they find on Pinterest
- 68% of Millennial men describe themselves as confident cooks

http://www.brand-e.biz/half-of-all-adults-watch-food-videos-on-youtube_33408.html

<http://abcnews.go.com/Travel/millennials-world/story?id=18971171&page=2>

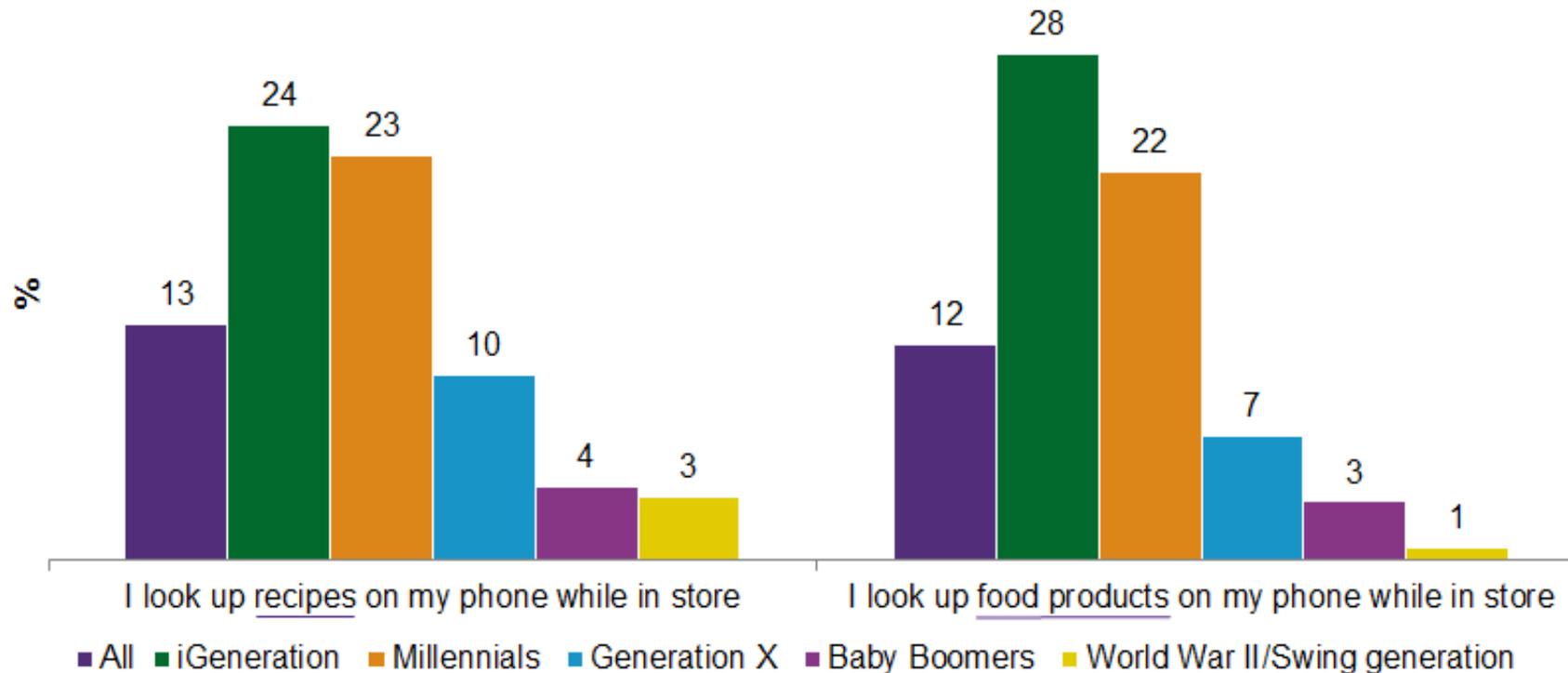
www.brandamplitude.com



Young food shoppers are strong targets for engagement through technology

FOOD SHOPPING BEHAVIORS – PHONE USE, BY GENERATION, APRIL 2017

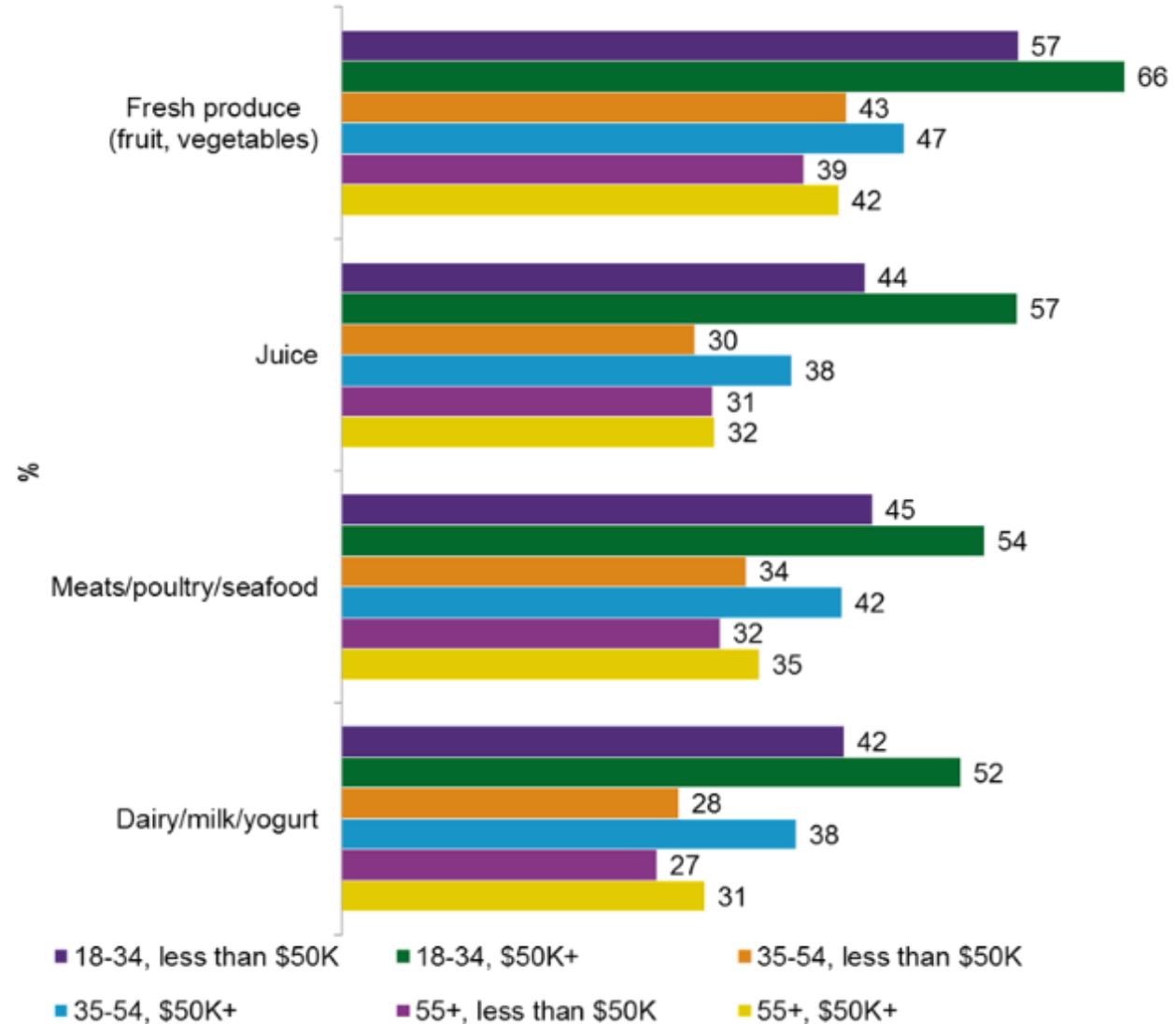
Base: 1,920 internet users aged 18+ who are solely or partly responsible for shopping



Organic appeal mostly among younger consumers

CATEGORY PREFERENCES – NATURAL/ORGANIC VERSIONS, BY AGE AND INCOME, APRIL 2017

“Thinking about each of the following types of food, which version are you most likely to purchase?”



Transparency

- 8 out of 10 millennials like “behind-the-scenes” advertising
- Want to know more about where their food is produced
 - Compared to 6.5 out of 10 boomers

McDonald's recruits former 'Mythbuster' to debunk rumors about pink slime and other food myths



Millennials snack

- 35% of meals eaten by millennials are really just snacks.
- Combining foods traditionally served at breakfast, lunch and dinner
 - Millennials created words like “linner,” “brinner” and “slunch.”
- 1 in 4 are considered “Super Snackers”, snacking 4 or more times/day
 - 78% - it’s a way to stay full between meals
 - 64% - it’s a cost effective meal alternative



Millennials Love to Save

- Millennials are careful shoppers who love a good deal, but they are less likely to use coupons or newspapers circulars than to go online or use an app while shopping.

Grocery Shopping

	All Adults	Male, 18-34	Female, 18-34
I usually use coupons	46%	35%	33%
I look at retailers' circulars (in-store or online) to see what's on sale	42%	34%	26%
I compare prices while shopping in-store through an app on my smartphone	15%	23%	17%
<i>Source: Mintel</i>			





Marketing to millennials



Marketing to Millennials

- ✓ **Get to know your target market**
 - They don't like labels, don't want to be like everyone else
- ✓ **Watch your language** – offline vs. online. To them, it's just life.
- ✓ **Engage in their experiences**
 - ✓ They still want in person activities. Where are they congregating for their activities? Take that passion outside of online.
- ✓ **Get to the point** – short attention spans



Marketing to Millennials

- ✓ **Provide Content at the right time** -. Customers educate themselves before they shop, so you want to provide them with the content before they get to the decision making point
- ✓ **Express Your Brand's Story with Sincerity**
 - Does your brand have a heritage? Find a way to express it quickly. Particularly important as the industry consolidates.
 - What's your strategy to give back?
 - Do you have a personality and identity?
- ✓ **Mobilize** – what will they find if they google your product or a recipe while in the store? Can you connect with them at that moment?

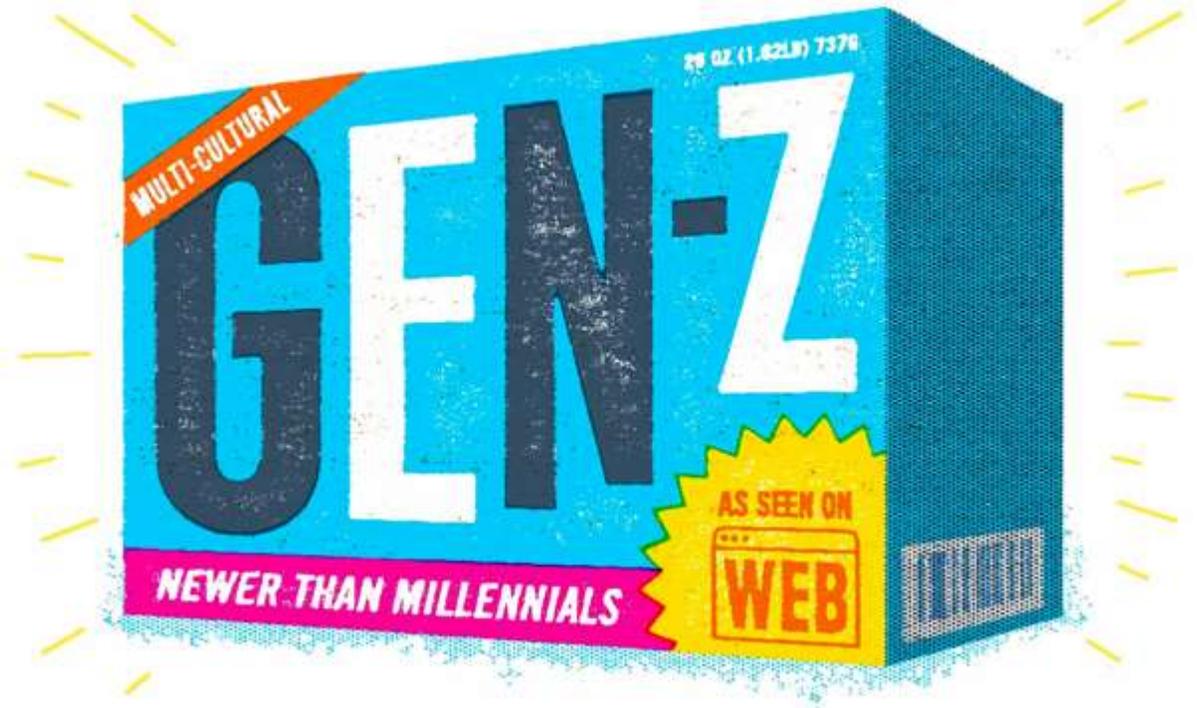


Generation Z



Who?

- Born 1997 - ??
- “Post-Millennials”
- “Millennials on Steroids”



Hannah Horvath



Alex Dunphy



What shapes their world

- First "true" digital natives
 - Raised in the era of the smart phone
 - Don't remember a time without the internet
- Gun violence
- Activism
- Recession



We Asked Generation Z to Pick a Name. It Wasn't Generation Z.



Some people at a music festival who, our respondents suggested, belong to a generation you could call “memelords” or “dazers” or “the over anticipated cleanup crew.” Kendrick Brinson for The New York Times



Initial description of Gen Z

- They will represent 40% of consumers by 2020
- They are earnest, hardworking
 - Driven by personal achievement
- They value privacy and security both online and off
- Less likely to engage in risky behaviors -underage drinking, drugs or smoking
- Have never known a world without smartphones or the internet
 - The mobile phone is their device of choice
- Rely on social media and adhere to detailed rules for each platform
- They trust messages from “people like me” – often their favorite social media influencers – over celebrities.



Beliefs and values

- Equality
 - Take pride in diversity and inclusivity
- Family
- Want to be seen as unique
 - Express their individuality
 - Look for unique products to support individuality
- Value success and financial security
- Authenticity and transparency – strong BS filter



Purchasing decisions

- Appreciate value
- Does it support their personal brand
- Does it support their personal values
- They crowdsource purchase decisions



Implications



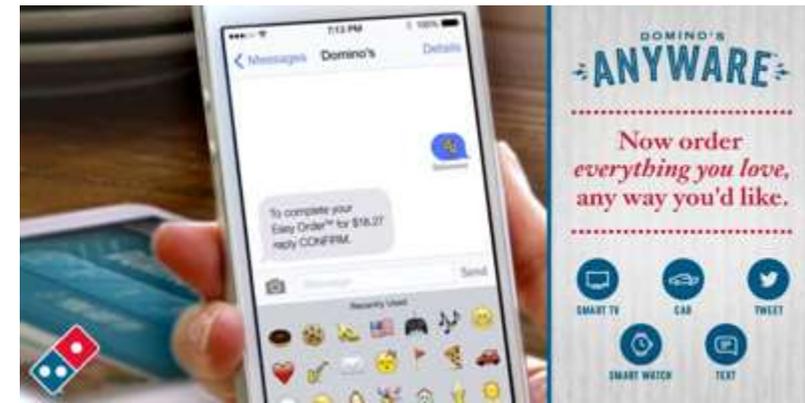
What makes a brand relevant to Gen Z?

- Teens support brands that take a stand on issues they believe in
 - They practice what they preach
 - Nike – takes a stand on issues
- They want brands to show them a more realistic portrayal of life
 - “I want to see people like me, not models”
 - AXE Campaign
- They want to be taken seriously
 - Don’t talk to them like they’re little kids
 - Entrepreneurial - LinkedIn



Marketing to Gen Z

- Market with them
 - They do not want to be “marketed to.” They want to participate.
 - Gamify
- Create relationships with influencers
 - They listen to their peers
- Give them options
 - They don’t like one size fits all
- Diversity will drive demand for global flavors



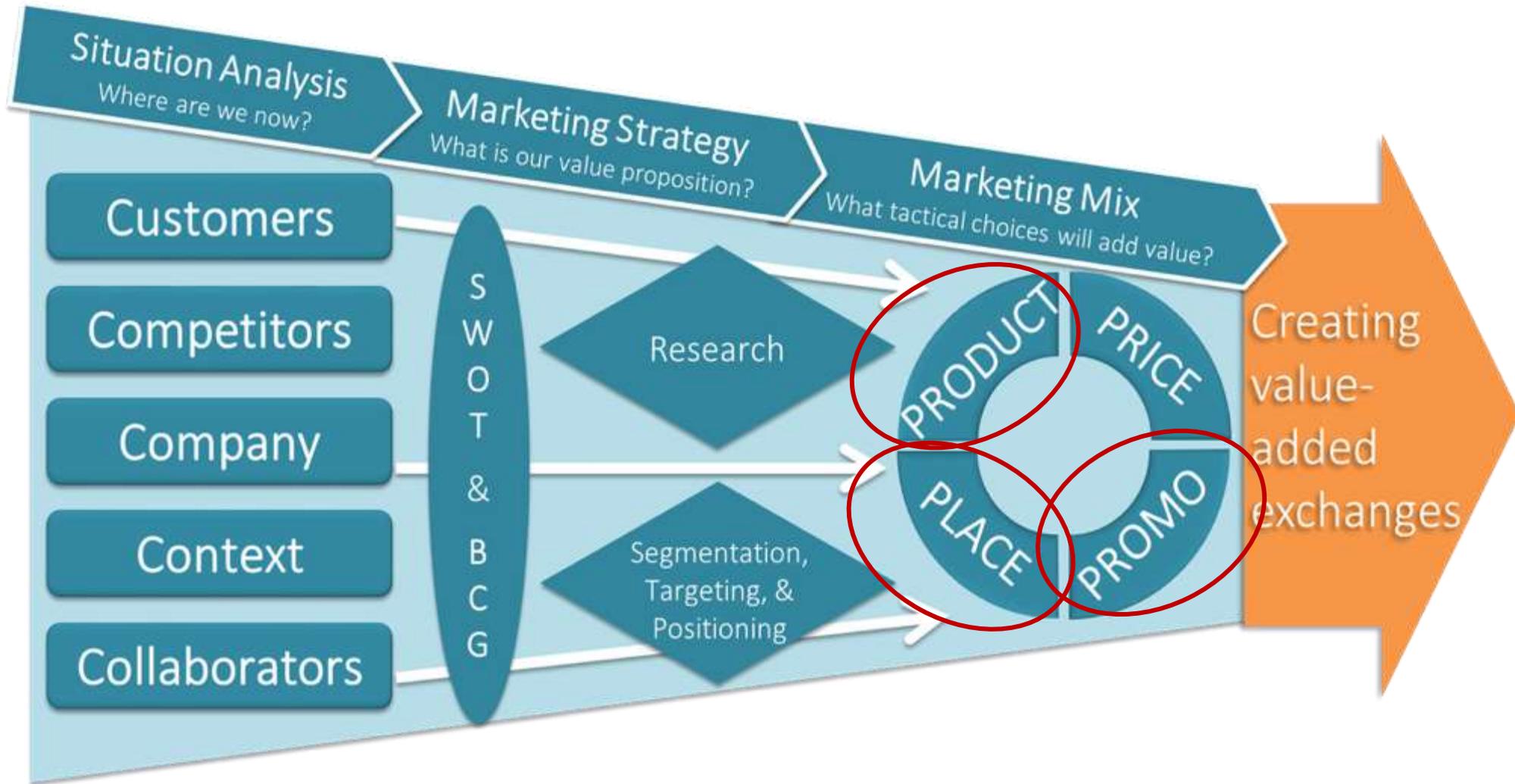


Marketing Mix

Bringing Your Strategy to Life

Bringing the strategy to life







Channel Strategy

Natural vs. Conventional
Direct to Consumer



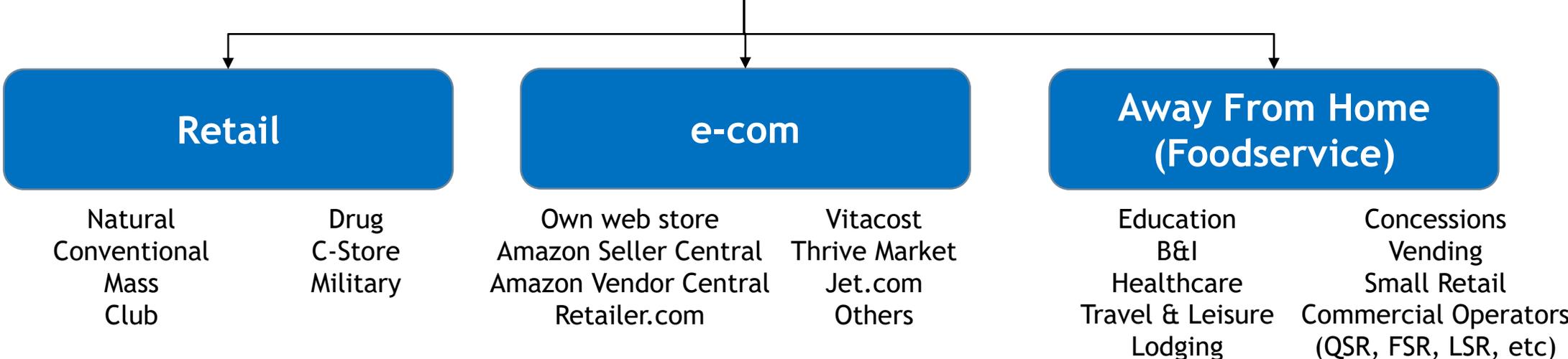
What Channels Should I Sell?

- Think of Channels like you think of Innovation
- Requires unique resources
- Adds complexity
- Potentially, lowers probability of success
- Can distract from core business
- What is your strategy?
- ***Choose wisely!*** Careful planning required

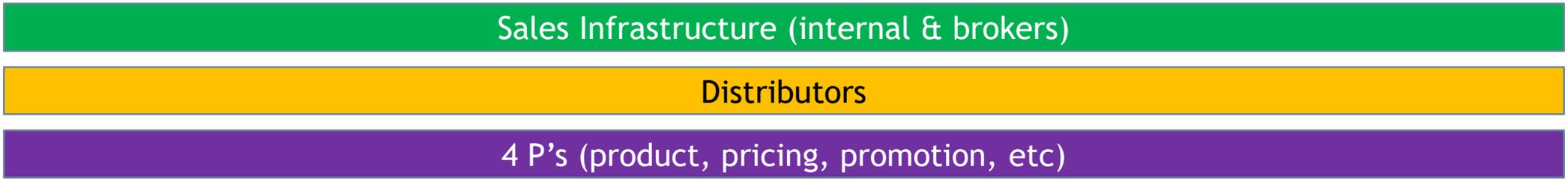


Where are Food & Beverages Sold? Look Complicated? It is!

Channels



PLUS DIFFERENT



Different Channels Require Unique Resources

Channels

Natural & Conventional Retail

Away From Home (Foodservice)

Product Multi-Serve, Single Serve

Single Serve, Bulk Only 1 thing in common

Sales Team Retail Channel & Customer Expertise

FS Channel & Customer Expertise

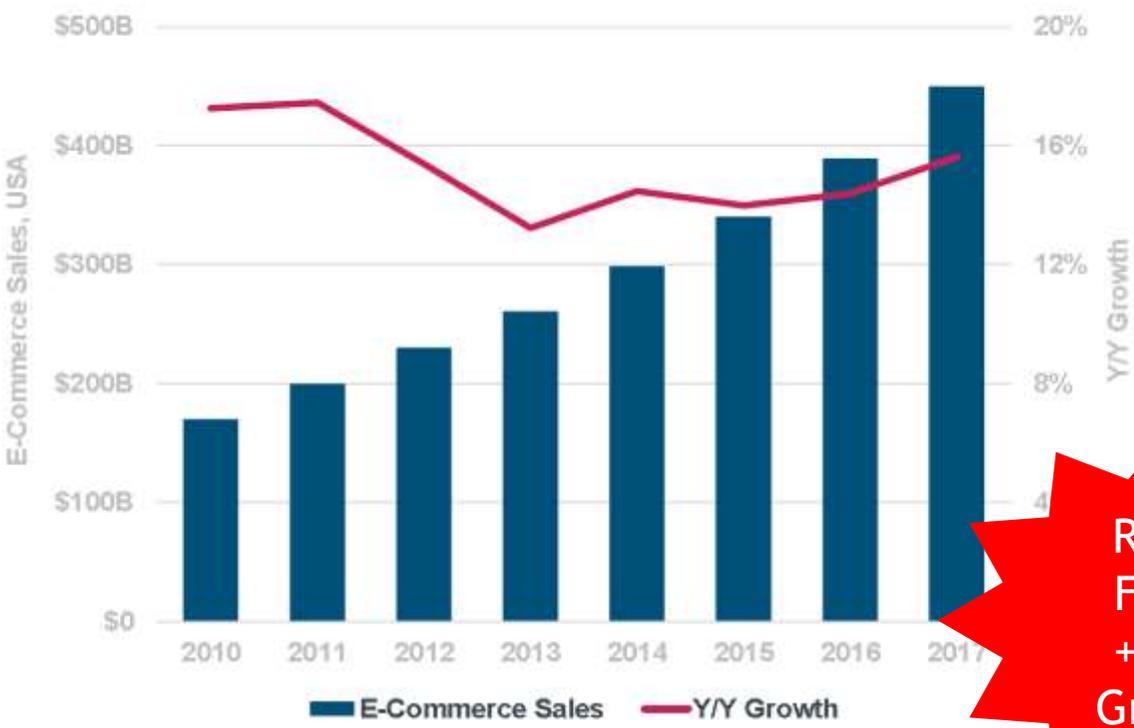
Brokers Retail Brokers

Foodservice Brokers

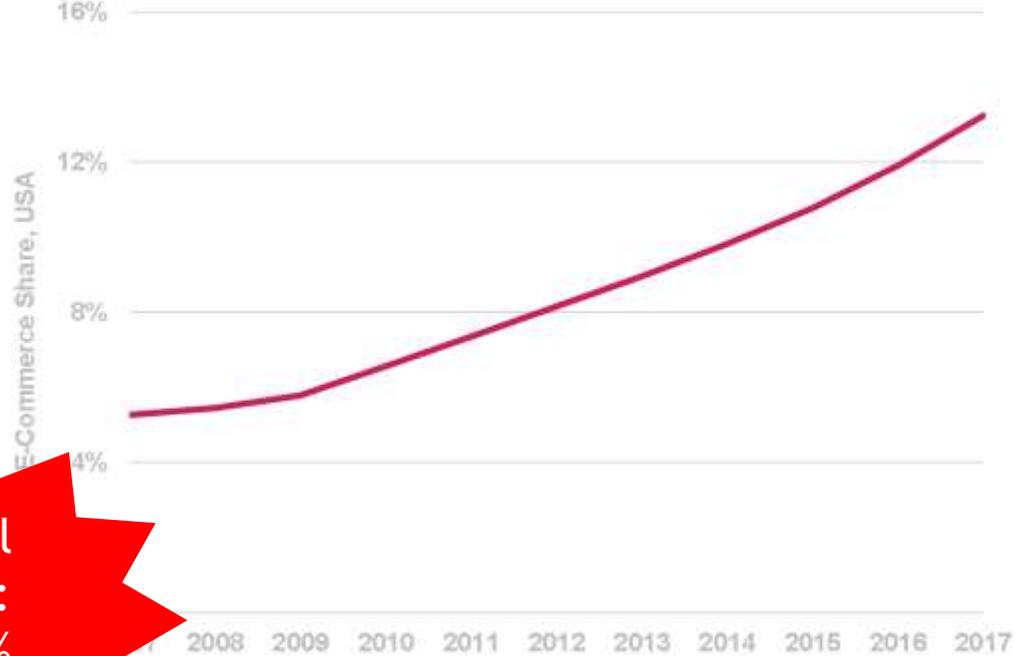


The Future: e-com & DTC

E-Commerce Sales + Y/Y Growth



E-Commerce as % of Retail Sales



Retail Food: +1-2% Growth



Food & Beverage is Hot!

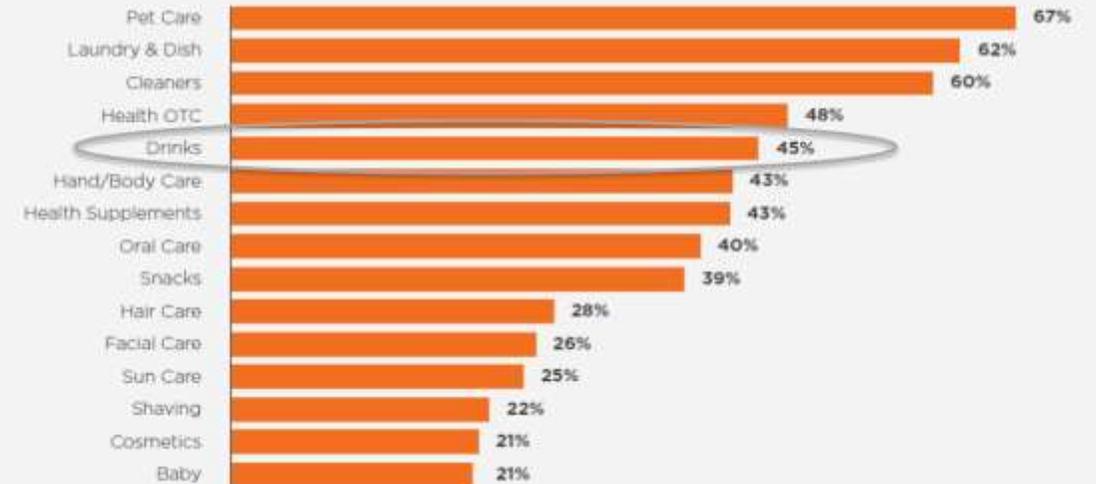
Sales by Category

Top CPG Categories Ranked by Online Sales (\$) | 2016

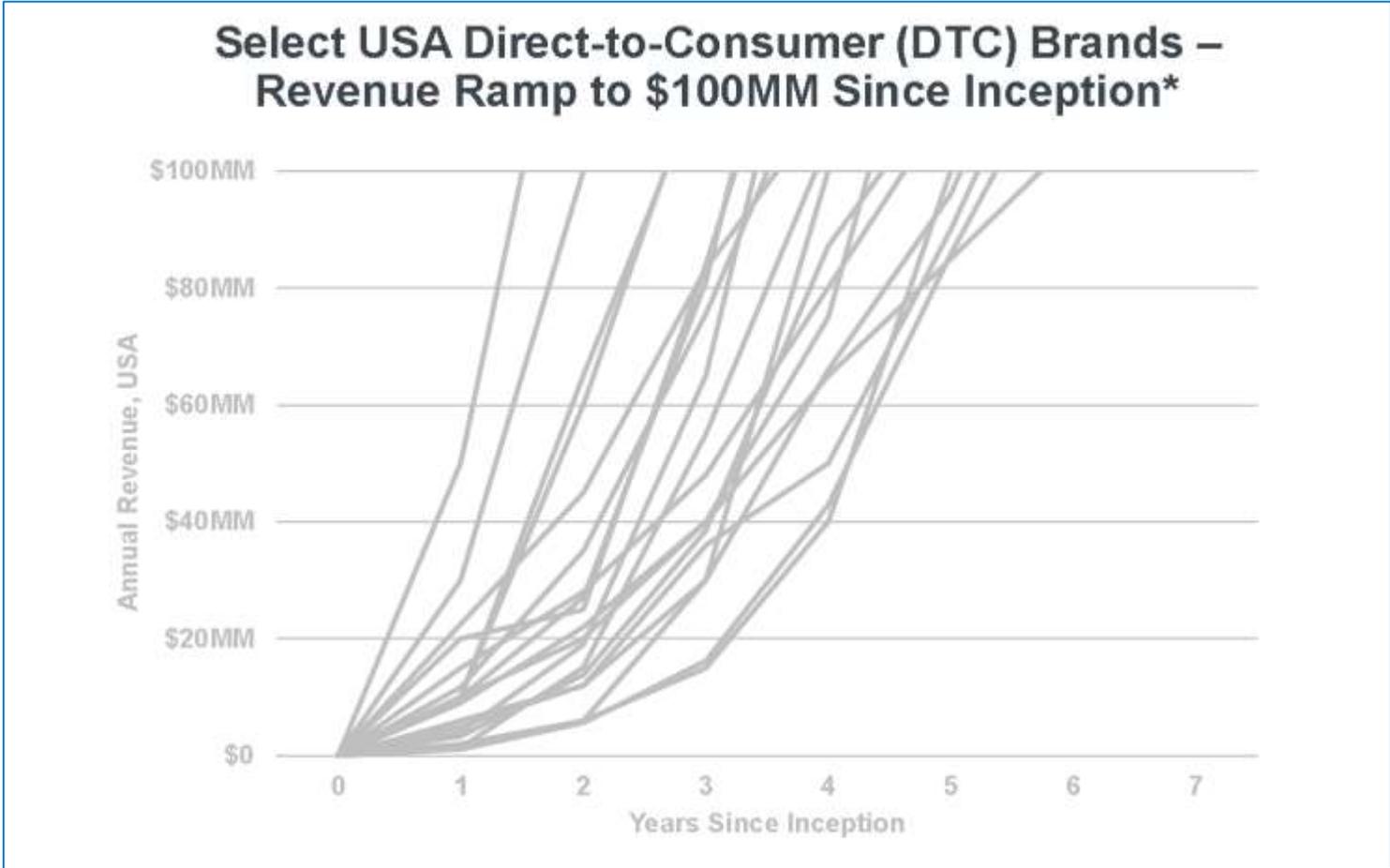


YOY Growth by Category

Fastest Growing CPG Categories Online in Sales | 2016

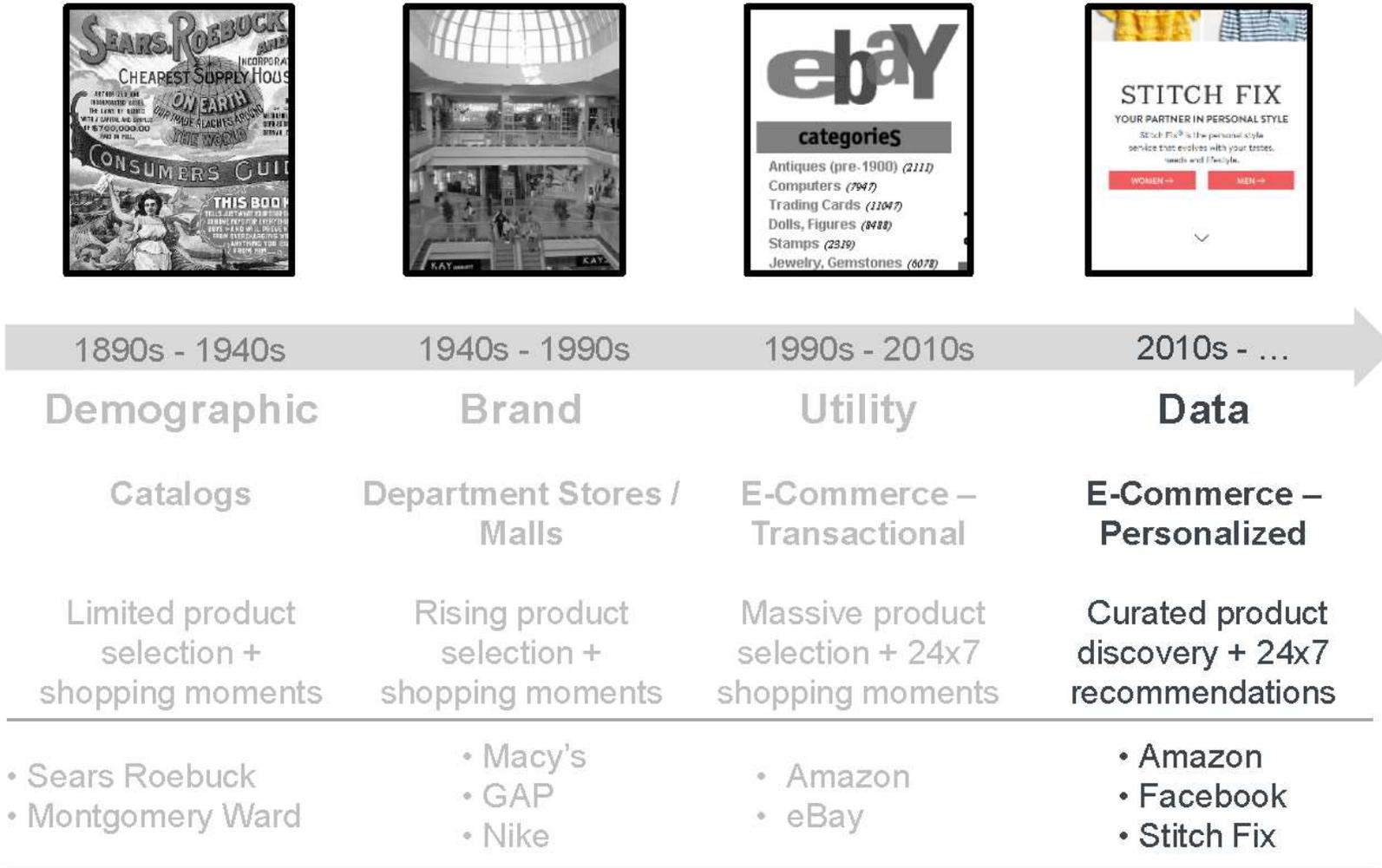


DTC Brands & Retailers Ramping at Record Speed



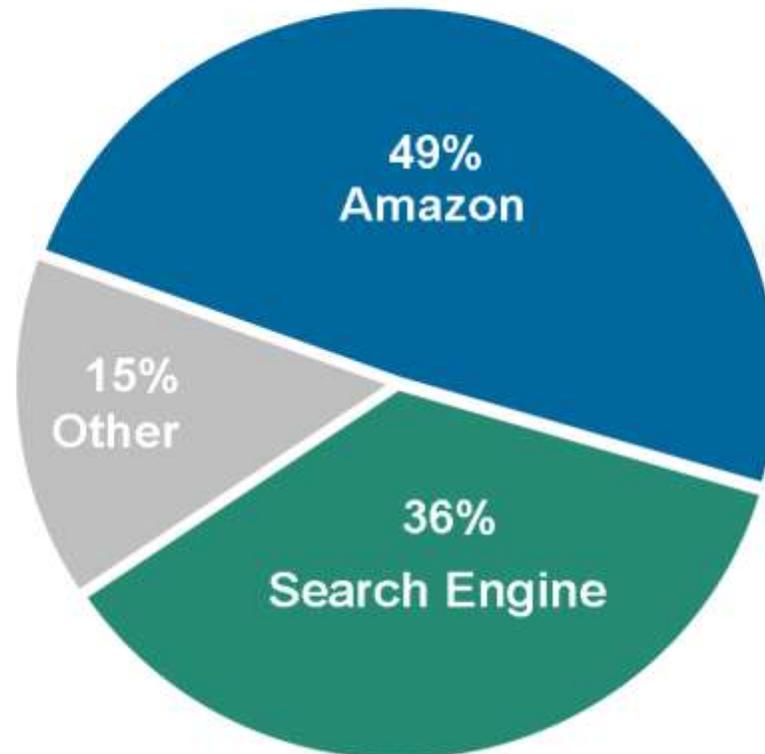
Source: Internet Retailer 2017 Top 1,000 Guide.

1:1 Marketing is Here to Stay



Consumers Start at Amazon

Where Do You Begin Your Product Search?



Where to Start?

- Many options – do your homework, network and consider hiring experts!
- Remember, different channel requires different capabilities and expertise

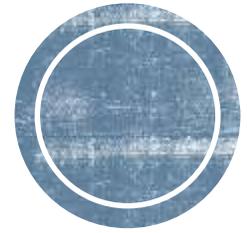


Others:



And the list goes on . . .





Telling Your Brand Story in the Digital Age



WHAT IS A BRAND?

- Your customer's impression of you based on every interaction with your company.
- It's not what *you* say it is...it's what *they* say it is.



“Your brand is what other people say about you when you’re not in the room.”

– Jeff Bezos, Amazon founder and CEO



**How many marketing messages
are you exposed to every day?**

4,000 to 10,000

AMA, Forbes



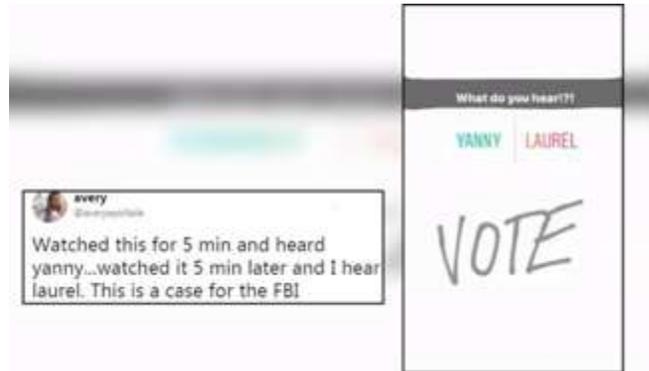
Competition is tough

What the world needs now.

"A giant, semi-nude statue of Jeff Goldblum has popped up in London"



A giant, semi-nude statue of Jeff Goldblum has popped up in London

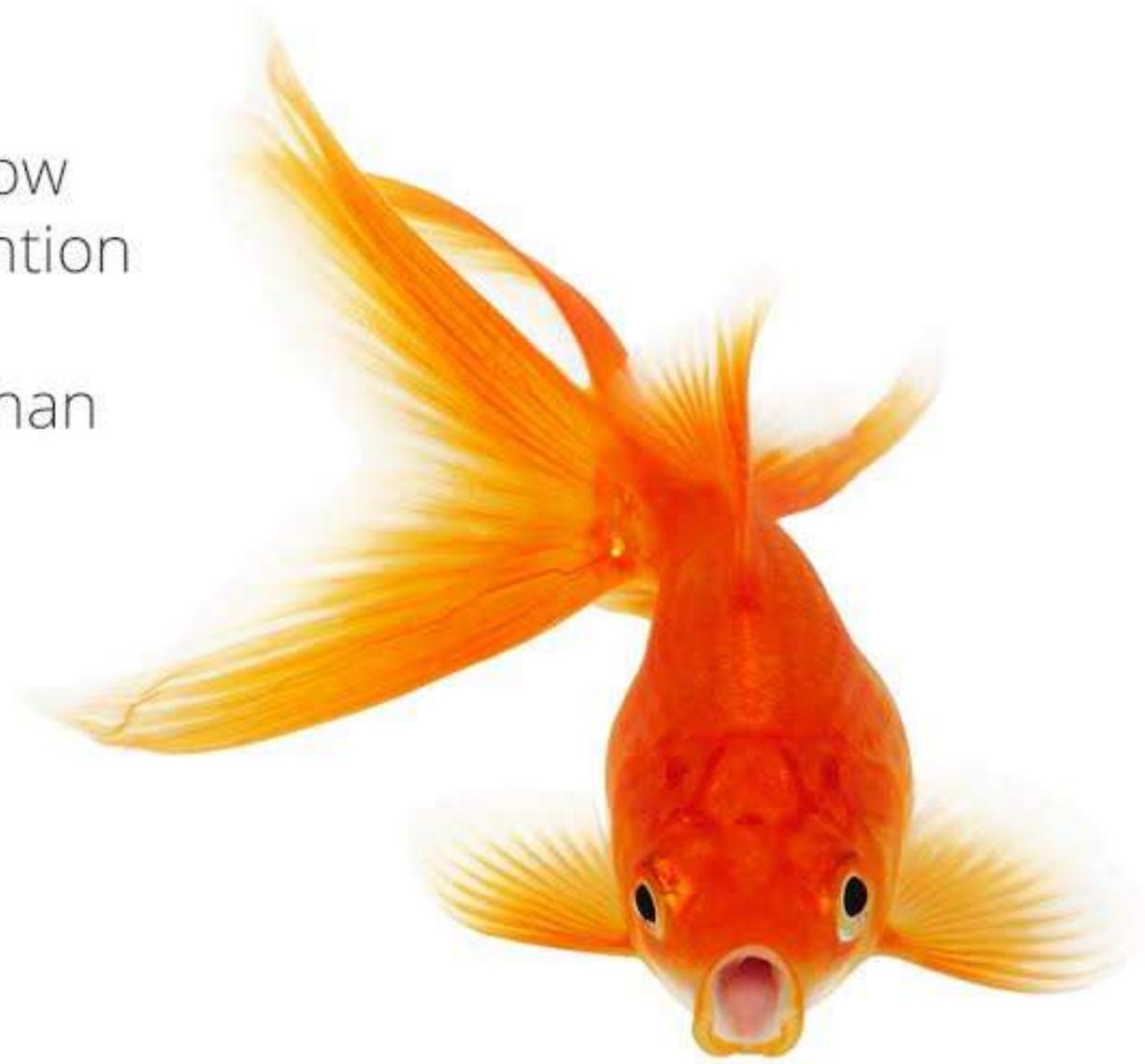


Social media stats (Global)

	Amount per minute
Forecast requests received by The Weather Channel	18,055,555
Text messages sent	12,986,111
Videos watched by YouTube users	4,333,560
Google searches conducted	3,788,140
Snaps shared by Snapchat users	2,083,333
Songs streamed on Spotify	750,000
Tweets sent by Twitter users	473,400
Hours of video streamed on Netflix	97,222
Dollars processed via Venmo P2P transactions	68,493
Photos posted by Instagram users	49,380



"You know
my attention
span is
longer than
yours,
right?"

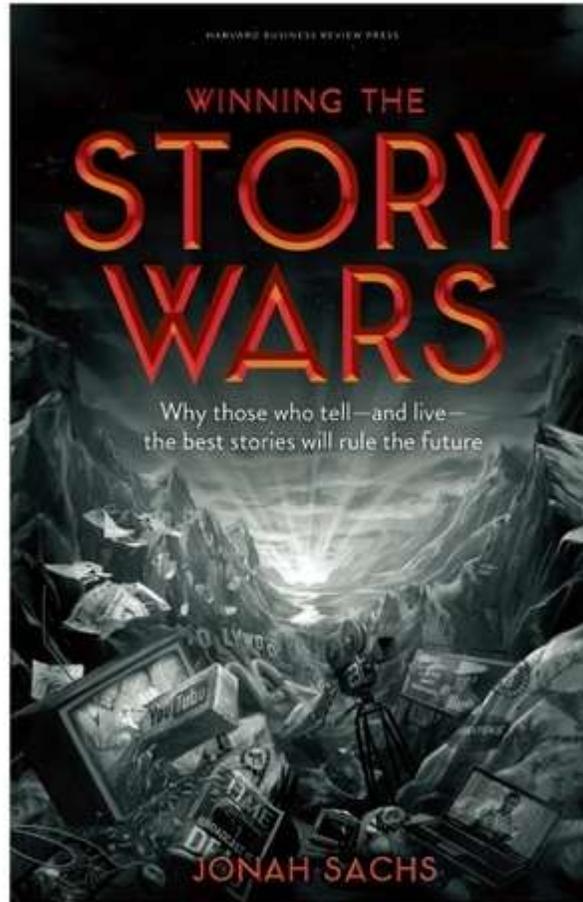


“This whole idea of an attention span is, I think, a misnomer. People have an infinite attention span if you are entertaining them.” – Jerry Seinfeld

“Be so good they can’t ignore you.”

- Steve Martin





Oral Tradition



- Survival of the fittest
- Only the best stories and ideas are passed along



Broadcast Era



- Message is from one to many
- Audience is a consumer of ideas and messages
- Didn't rely on customer participation to spread the message
- Money talks



Digital Era



- Survival of the fittest
- Everyone can participate
- Messages are passed along or they stagnate



STORYTELLING EXAMPLES

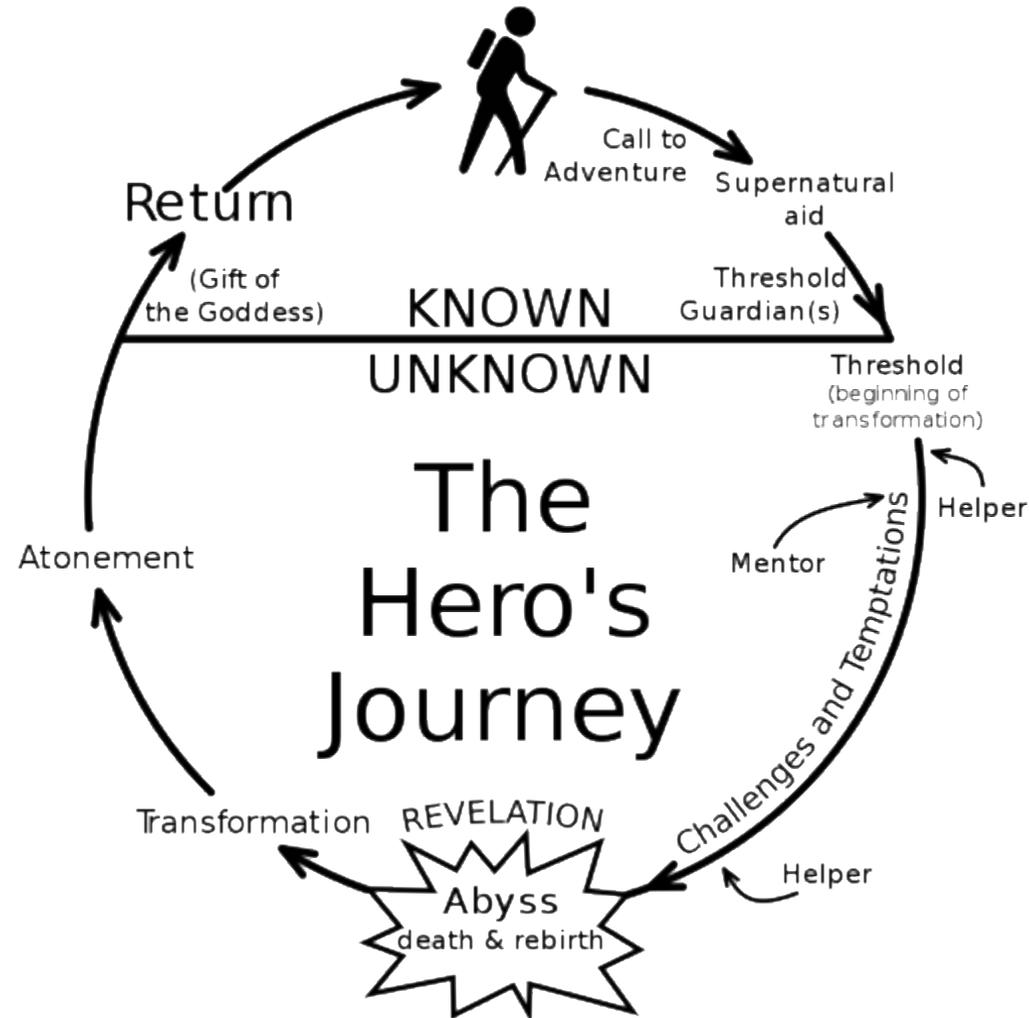
Your entire company
should be considered
your branding
department.

Your Brand Story is told . . .

- on your website
- from the tradeshow floor
- when answering “What is (insert your company here)?”
- on your business cards
- inside your offices
- when you talk to the media
- when you answer the work phone
- on the pages of a brochure
- on social media and blogs
- in how you approach your work



Joseph Campbell



Star Wars

- EVERY STORY (INCLUDING BRAND STORIES) HAS THE FOLLOWING :

A HERO ON A JOURNEY



A MENTOR TO THE HERO



A GIFT TO THE HERO



THE MORAL OF THE STORY

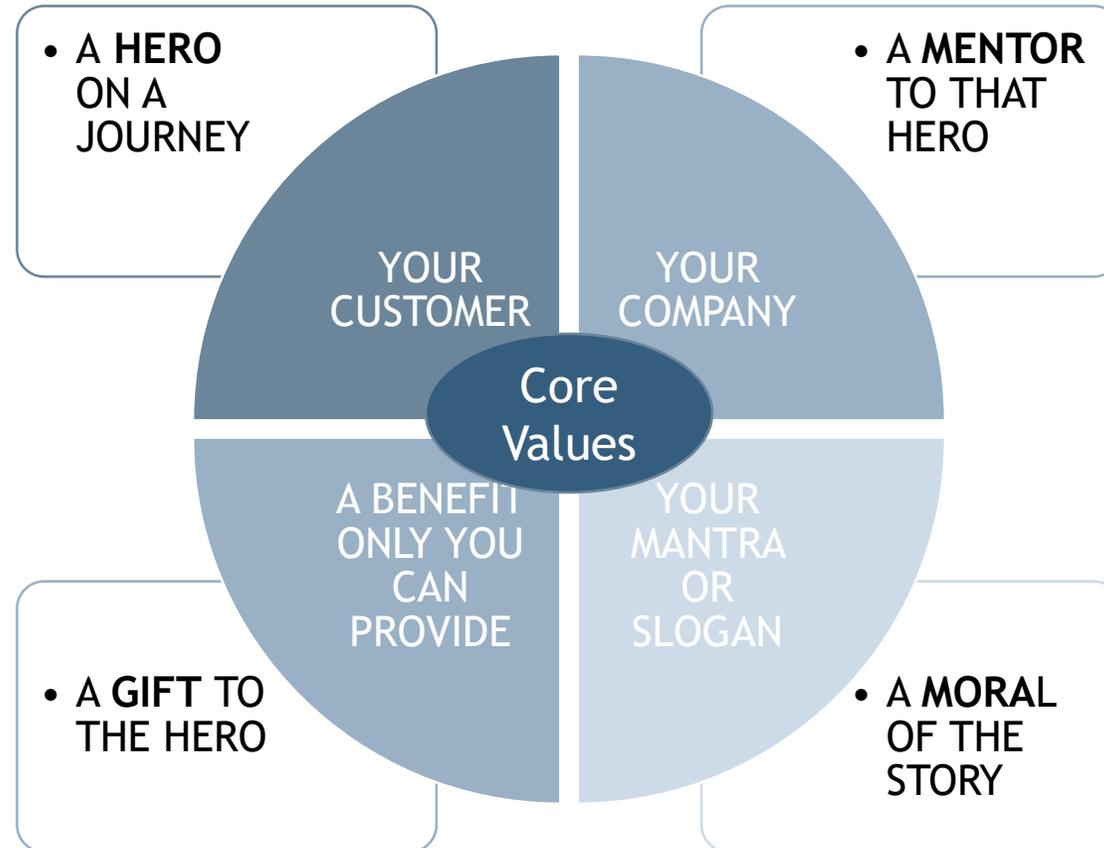
**MAY
THE
FORCE
BE WITH
YOU**

* We generally followed a process created by [Free Range Studio](#) that is described in the 2012 book by Jonah Sachs: *Winning The Story Wars*



HOW DOES THIS APPLY TO YOUR STORY

- APPLYING TO A BRAND/ORGANIZATION FOR STORY TELLING FOCUS:*



CASE STUDY NIKE'S BRAND ARCHETYPE

Mentor: The Captain

Inspire trust through a clarity of vision. Empower those around them to become leaders. Confident, tireless and brave.

Dark Shadow:

Can become tyrants by issuing orders rather than empowering.

Moral of the Story

Through hard work and determination, anyone can achieve amazing things—
Just do it





What's your
story?



Tell your story

Who is your brand hero? Describe him/her.

What is your hero's desire? What are they trying to accomplish? Is something standing in their way?

How can you help them meet their goals?

What is the one true gift you give them? This gift is unique to your brand.



5 Words Exercise

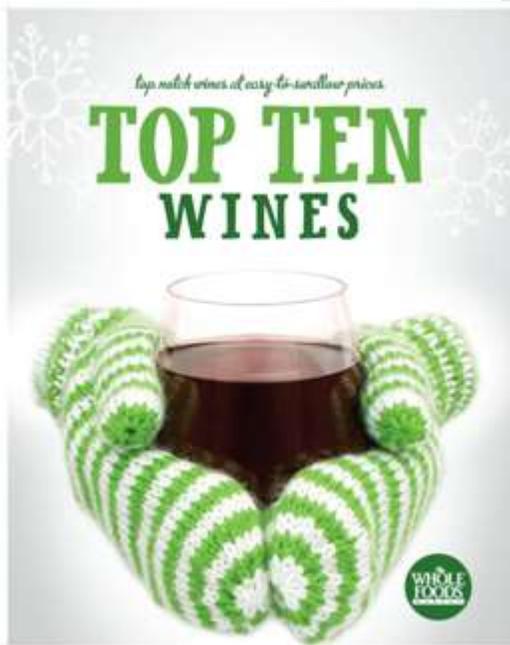
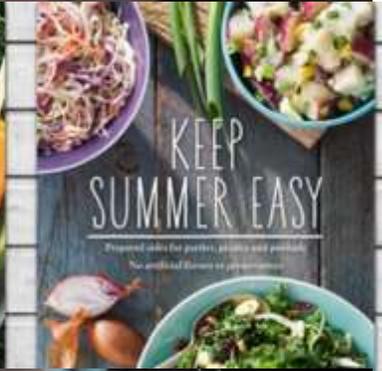
- Every visual aspect of your brand should reflect these 5 words.

Or 6....

Whole Foods Market 6 Words:

- Premium
- Authentic
- Warm
- Welcoming
- Fresh
- Vibrant





Tone

We Are:

Trailblazing

Mindful/Conscious

Friendly

Honest

Joyful

Smart

Energizing

We Are Not:

Preachy

Condescending

Know-it-all

Exclusive

Judge-y

Snobby

Chatty

Distant

Slapstick/Campy





Questions?

