



All about brands





Agilvy



Labour

Dove

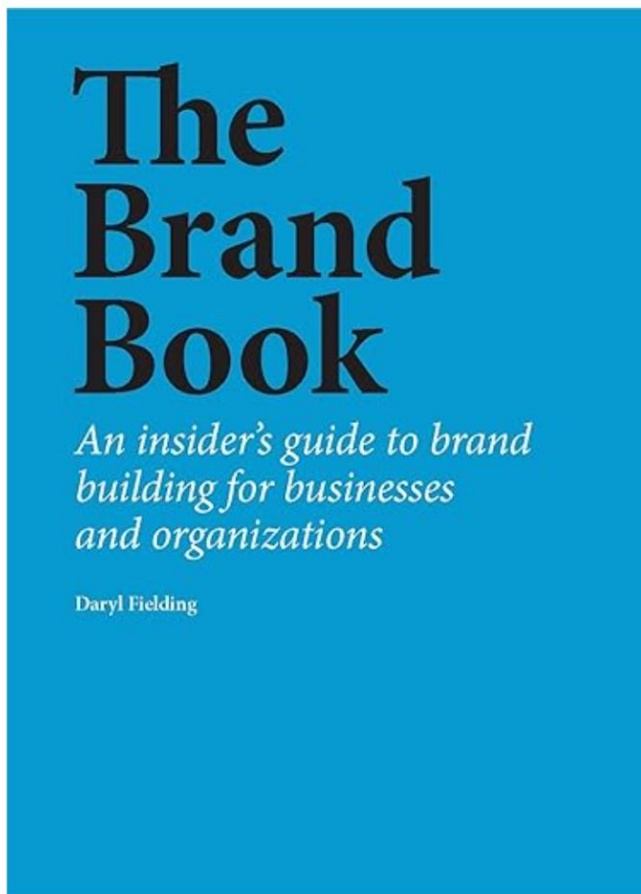


The
INDEPENDENT



vodafone





Roll over image to zoom in



The Brand Book: An insider's guide to brand building for businesses and organizations

Paperback – 6



Oct. 2022

by [Daryl Fielding](#) (Author)

4.6 ★★★★★ ▼ 35 ratings

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Wonderful book which I couldn't put down. - *Charlie Marshall, CEO & Founder, Loaf*
A healthy blast of brutally honest common sense. - *Rory Sutherland, Vice Chairman, Ogilvy UK*

This needs to be in all marketing/communication colleges. - *Malcolm Poynton, Executive Global Chief Creative Officer, Cheil Worldwide*

The Brand Book provides a straightforward and practical guide to the fundamentals of brands and branding, enabling anyone in business to create their own powerful brand. Entertainingly written in jargon-free language, the author draws on her experiences of creating new brand strategies across a wide range of categories. Real world examples and case studies, including images from well-known brand campaigns, are used to illustrate the principles that underpin the best of brand practice. The final chapter includes handy templates and checklists to help you develop your own brand.

***A number one bestseller in branding and logo design* November 2022**

Why the book?

The concept of brand is being de-positioned at the top of organisations.

Multiple and deep specialisms in marketing lead to less general understanding of brands.

“Brand police” becomes the connection with many marketers.

Poor brand understanding stifles creativity and impacts career development/organisational capability.

Today's session:

Top-line warp speed.

What are brands?

Figuring them out and key levers.

World class examples – one of my own!

Brand

**Helps people choose
between products, services
or organisations**

Brand

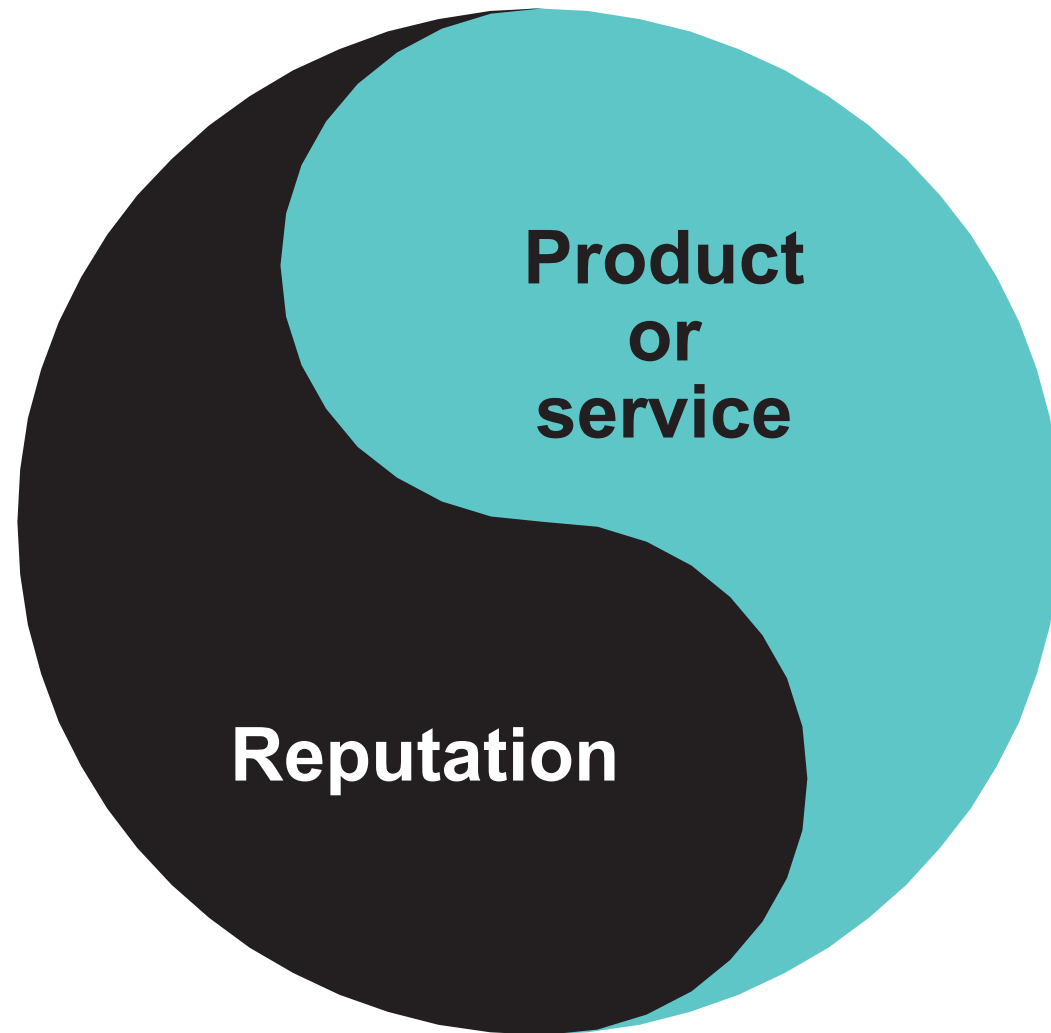
**Adds value to the owner
in some way**

Brand

Holds the producer accountable

Brand

=



It's often about financial value

With Coca-Cola brand

\$173bn

Without Coca-Cola brand
Without Coca-Cola brand

\$93bn

Forbes,
2013





Cost of product	\$244.80	\$255.00	Difference	\$10.20
Retail Price	\$649.00	\$599.00	Difference	\$50.00
Gross Profit	\$404.20	\$344.00	Difference	\$60.20
Gross Margin	(65.4%)	(57.4%)	Difference	(17.4%)

But it can be about other things

Public support



Public attitudes

Tube, DLR, London Overground and TfL Rail		
Circle	Minor delays	>
Hammersmith & City	Minor delays	>
Good service on all other lines		

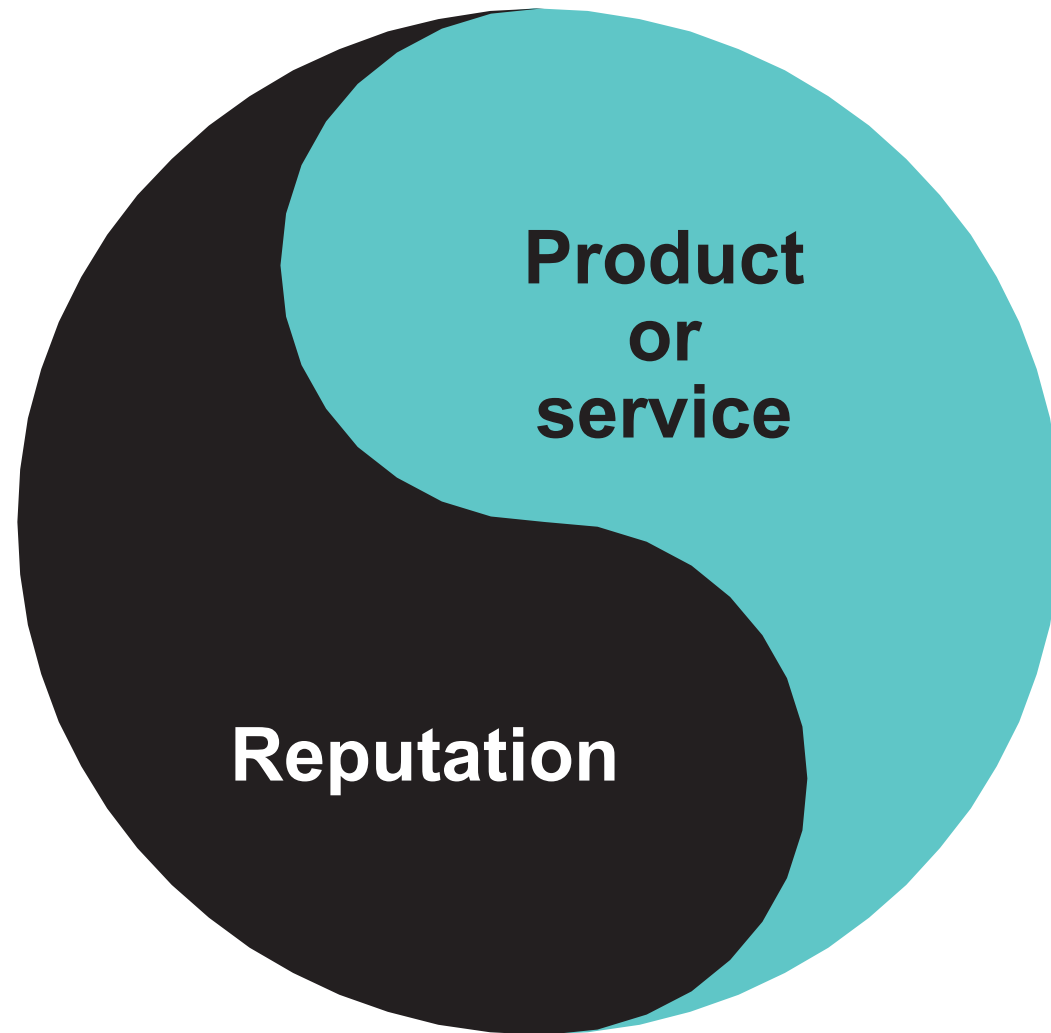
Good causes



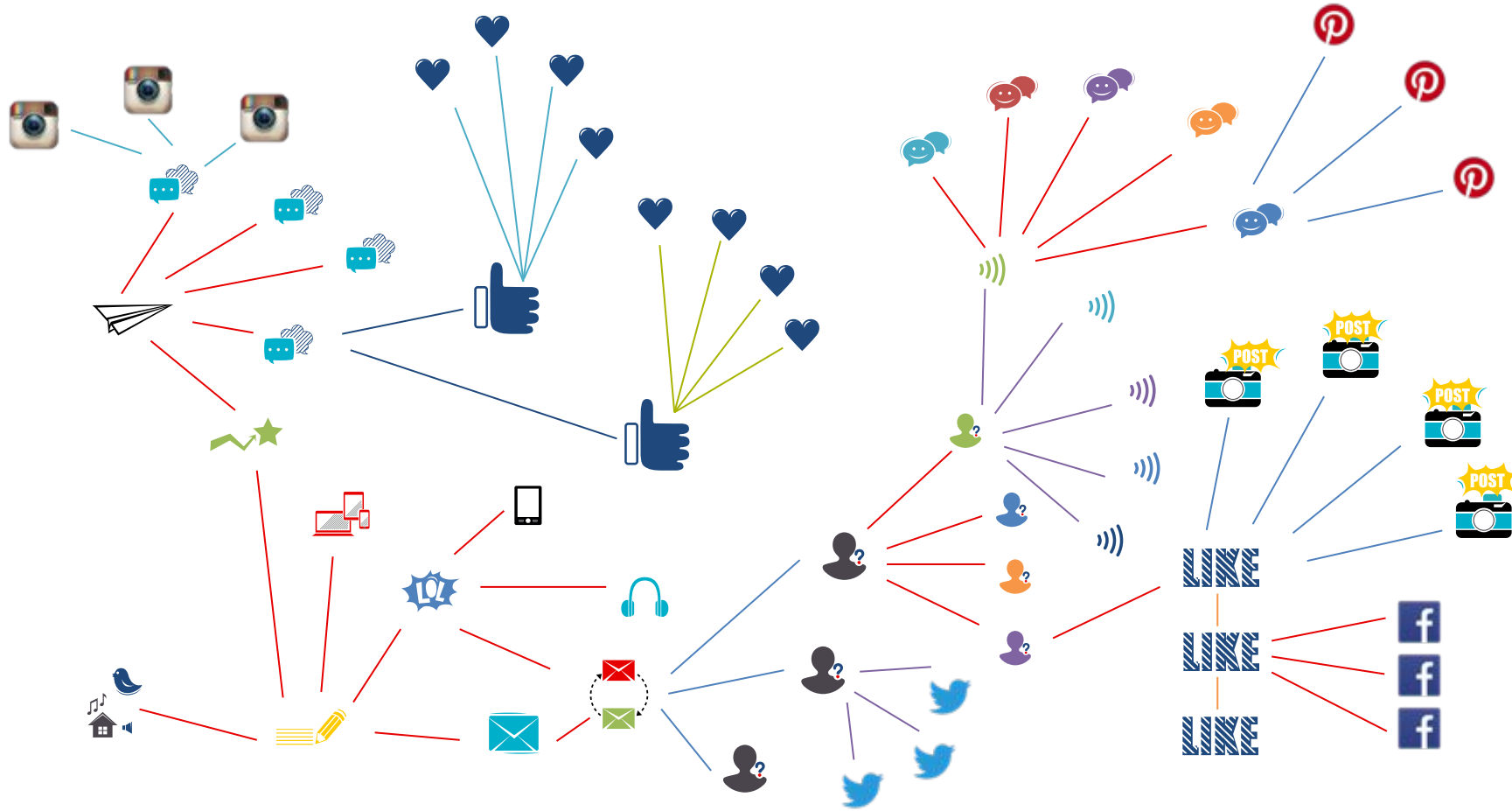
HELP *for* HEROES

Brand

=



Reputation impacted at scale



What goes into the making of a brand?

Start with clear strategic objectives

Who is our customer or stakeholder?
(And who are we not targeting?)

What is the situation now?

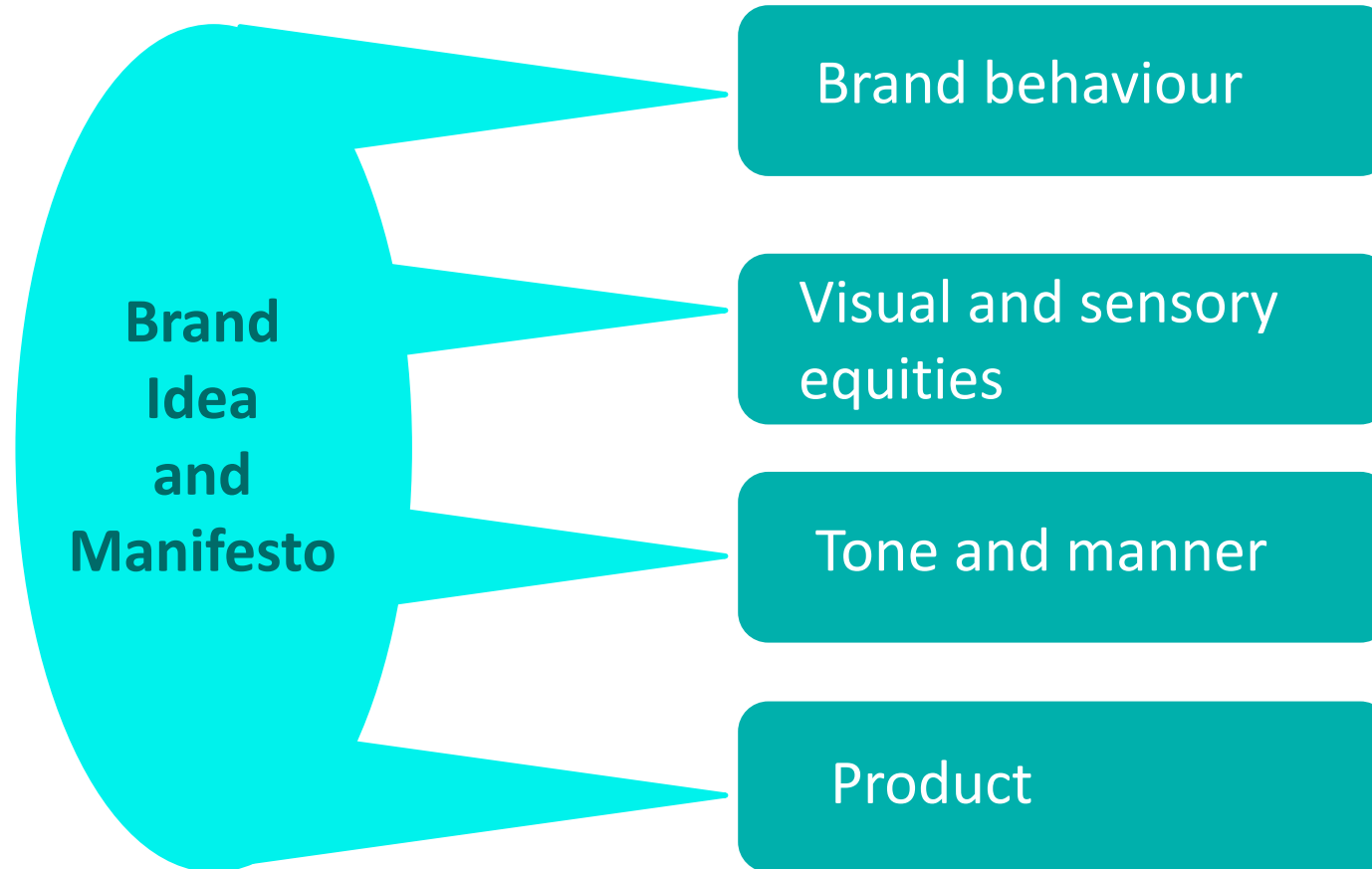
What do we want instead?
Change? Grow? Stop?

How do you figure out a brand?

My favourite Brand Strategy Framework



Strategy drives execution





**Here's one
I made
earlier**



Customer insight

Cultural context

The beauty industry makes women feel ugly

Pressure to conform to beauty ideals

Deliver on promises

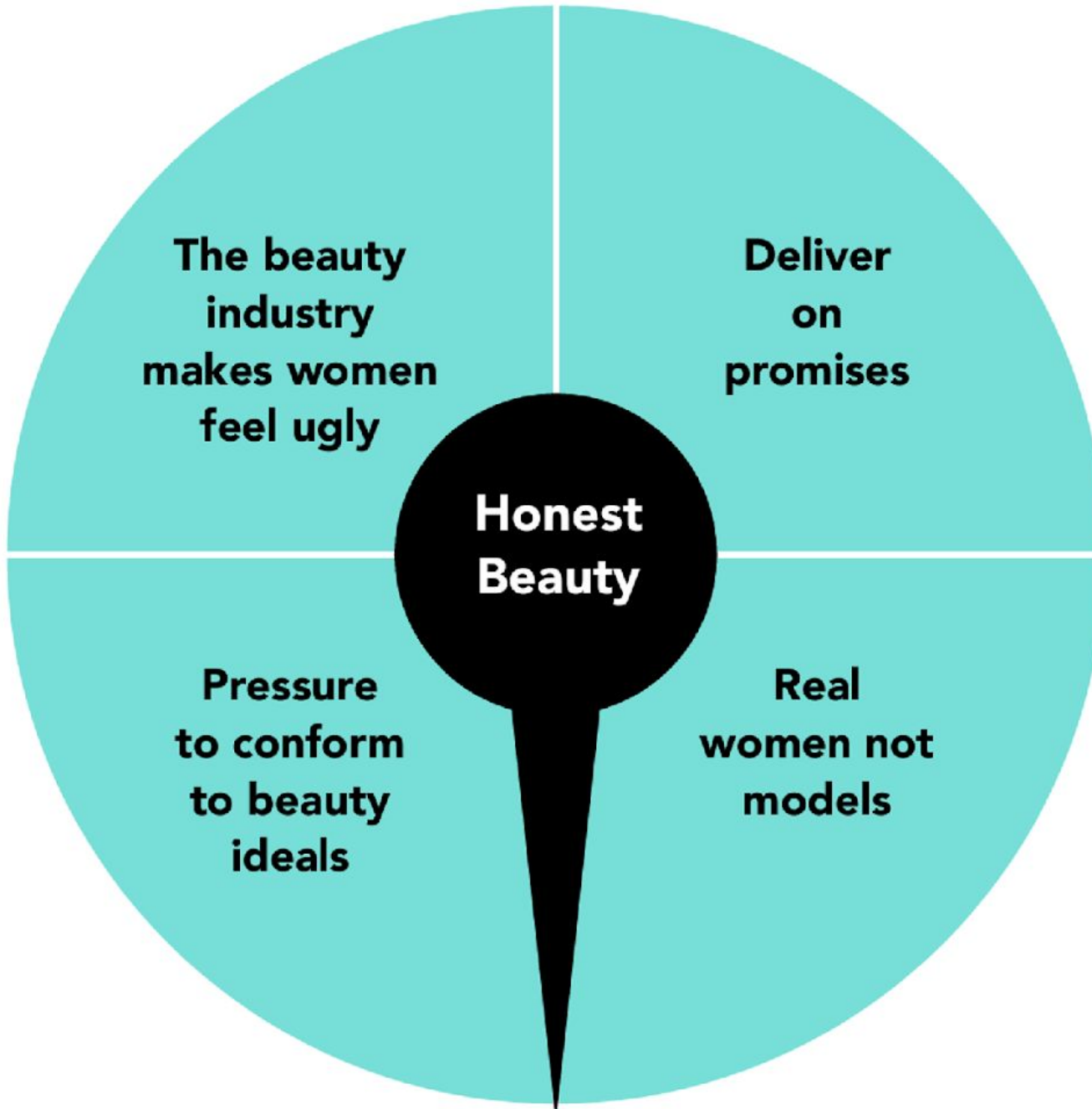
Real women not models

Right to win

Differentiation

Honest Beauty

Manifesto





Dove believes that beauty comes in different shapes, sizes and ages, and that real beauty can be generally stunning.

We believe that feeling beautiful is a great thing and every woman can feel beautiful by liking herself, taking care of herself and creating her personal style of beauty. Unfortunately today's definition of beauty is far too narrow, which makes the beauty game less joyful and creates hangups in women who feel they don't match up.

Our mission is to make more women feel beautiful every day by widening today's stereotypical view of beauty and inspiring women to take great care of themselves.



let's face it, firming the thighs
of a size 8 supermodel
wouldn't have been much of
a challenge.

That's why Dove asked women like
Linda di Maro to test Dove's
new Firming range for three weeks,
with its nourishing and effective
combination of moisturisers and
seaweed extracts. Then we asked
Linda if she'd be happy to show
the unretouched, unairbrushed
results on camera. Here's how she
responded to the challenge.

new Dove
Firming Range
Gel Cream • Body Wash • Lotion





new Dove Firming.
As tested on real curves.

Dove
Firming Range



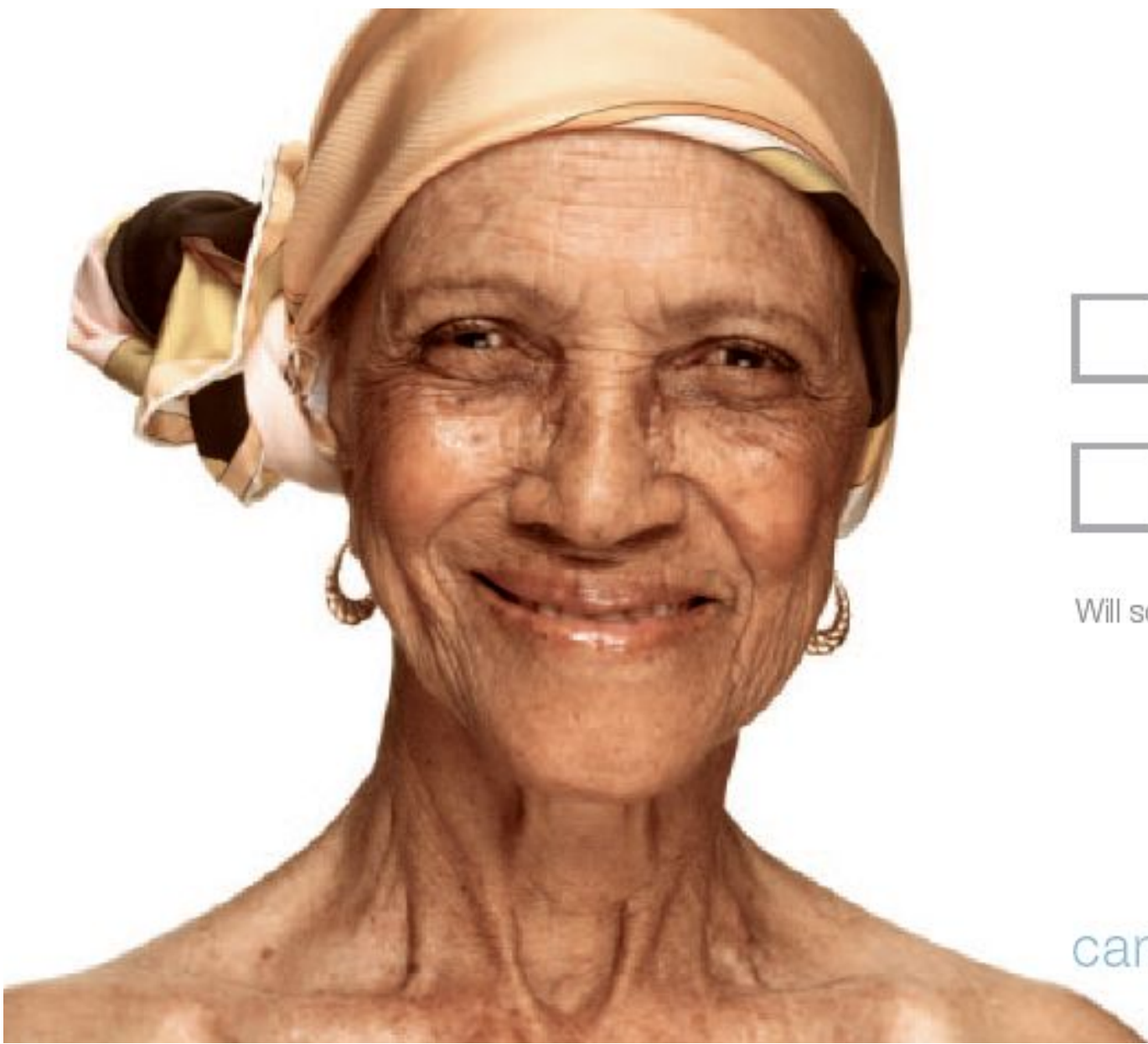


☐ fat?

☐ fit?

Does true beauty only squeeze into size 8? Join the beauty debate.

campaignforrealbeauty.com  | *Dove*



☐ wizened?

☐ wonderful?

Will society ever accept old can be beautiful? Join the beauty debate.

campaignforrealbeauty.com



| Dove.

Strategy drives execution





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Brand behaviour

Real women. No retouching.



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Visual equities

White. Blue. Dove icon. Typeface.
Beautifully uncomplicated



Visual equities

White. Blue. Dove icon. Typeface.
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new Dove
Firming Range
Gel Cream • Body Wash • Lotion

Tone and manner

Eye-level. We never patronise.



Product



Does what it says.
No emotive ingredients



Product

Innovation linked to brand idea

**Some other great examples....
and one horrible one!**

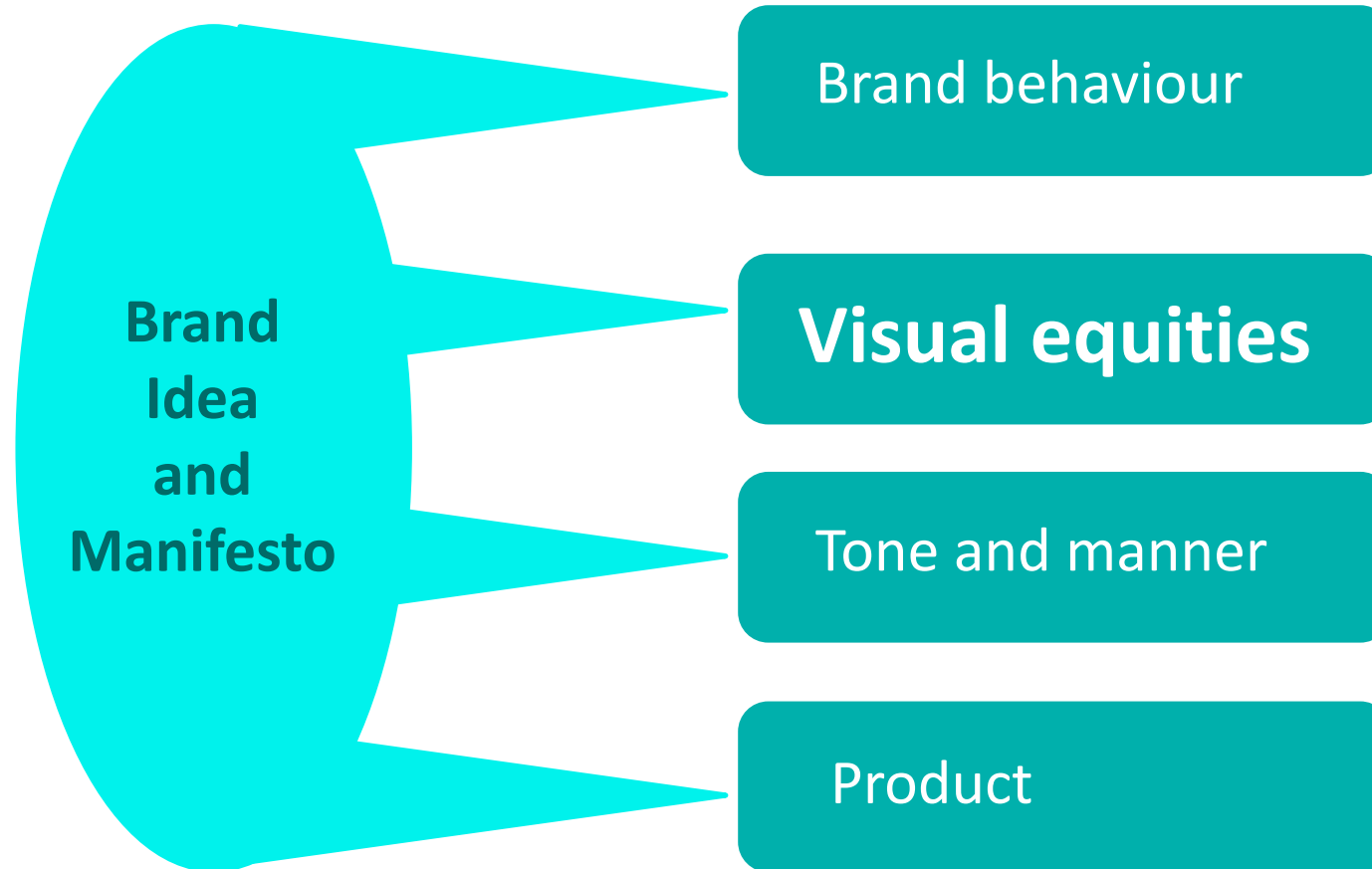
Strategy drives execution



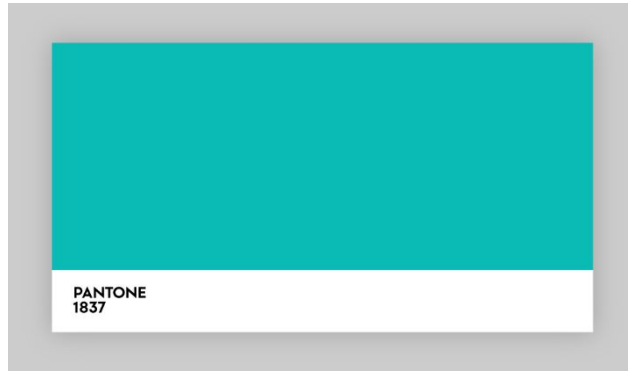




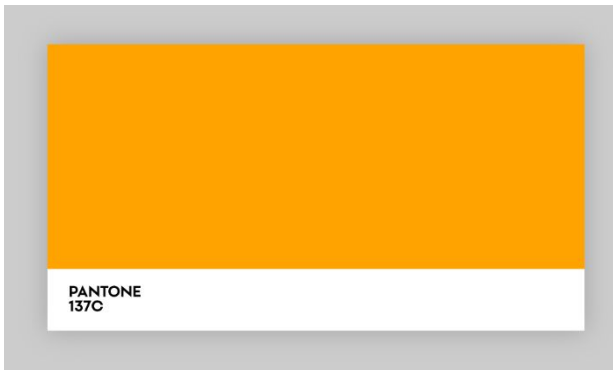
Strategy drives execution



Colour can define a brand.....



Tiffany



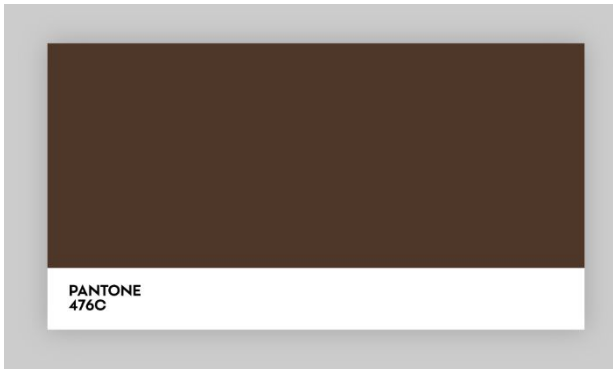
Veuve Clicquot



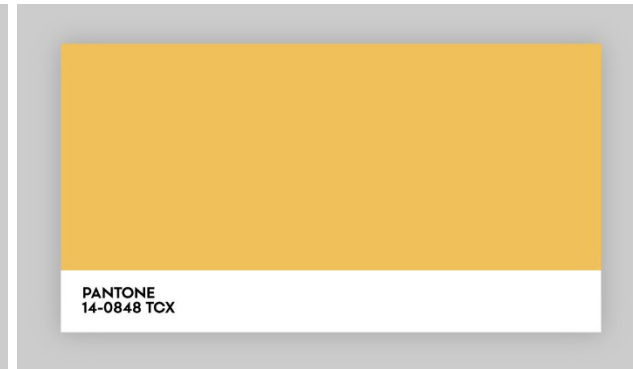
Louboutin



Target



UPS

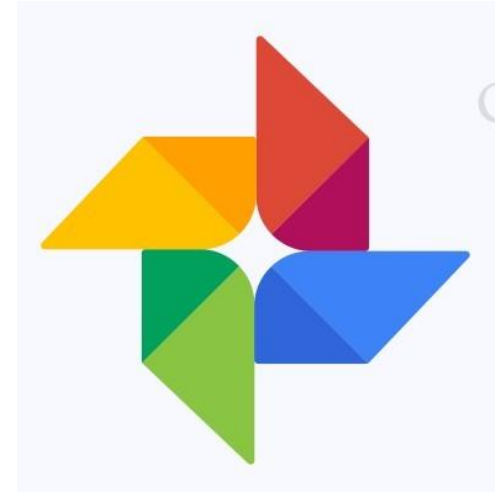


Caterpillar

.....and be trademarked

Strong and ownable visual equity

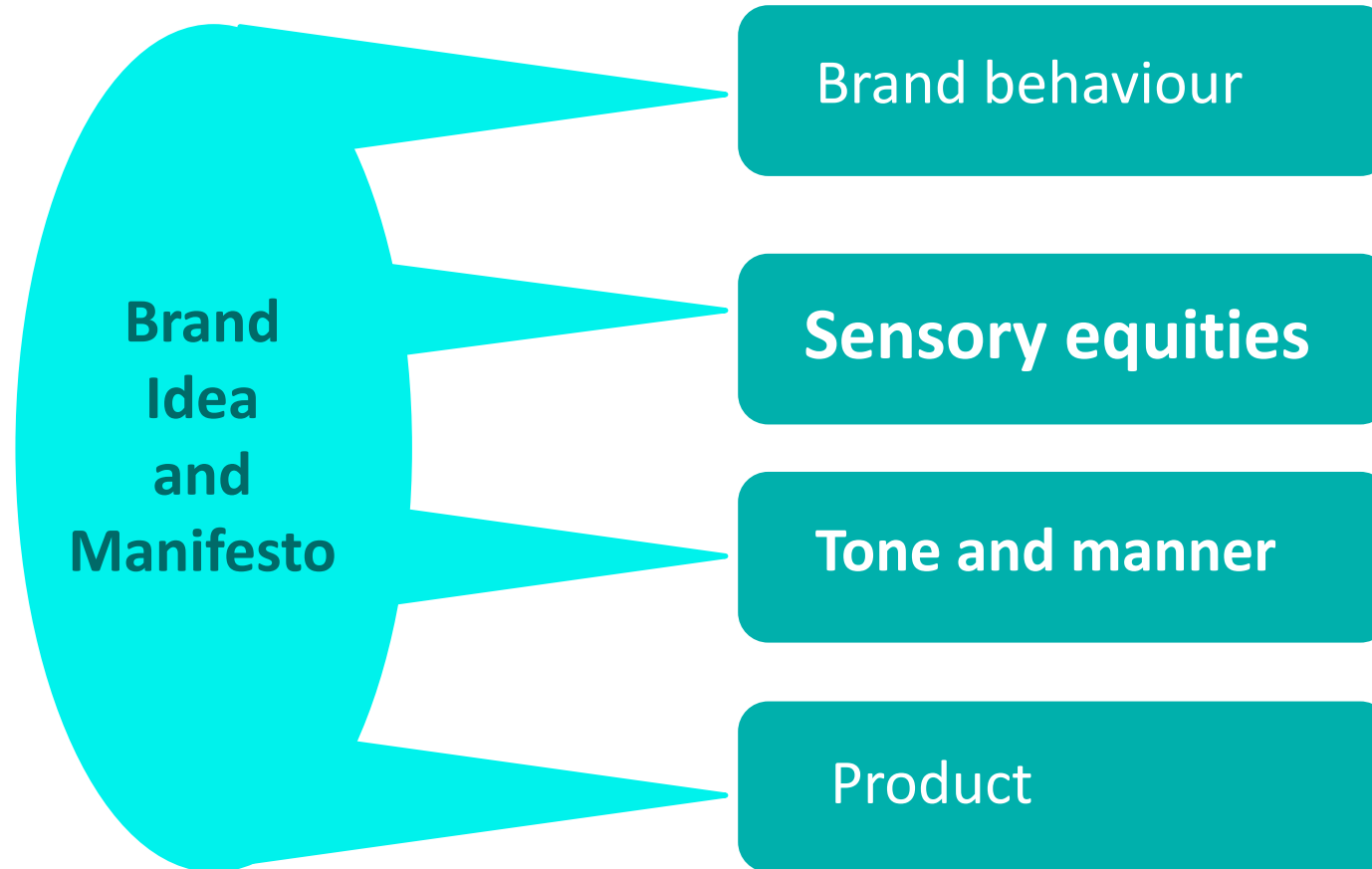
Google



Strong and ownable visual equity



Strategy drives execution





Official Men's Grooming Supplier to Liverpool Football Club in UK

PREPARE FOR **YOUR** **EVERYDAY** **MATCHES**





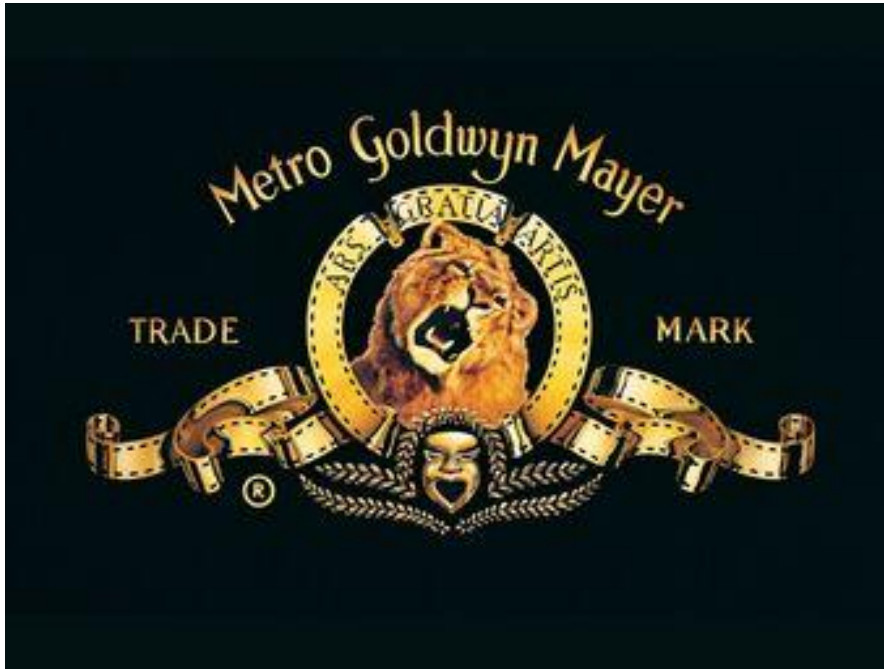
Fragrance:
Stefan
Floridian
Waters.
Rose,
lavender

CHARLES
TYRWHITT

JERMYN STREET LONDON



Fragrance:
Freshly
ironed
linen



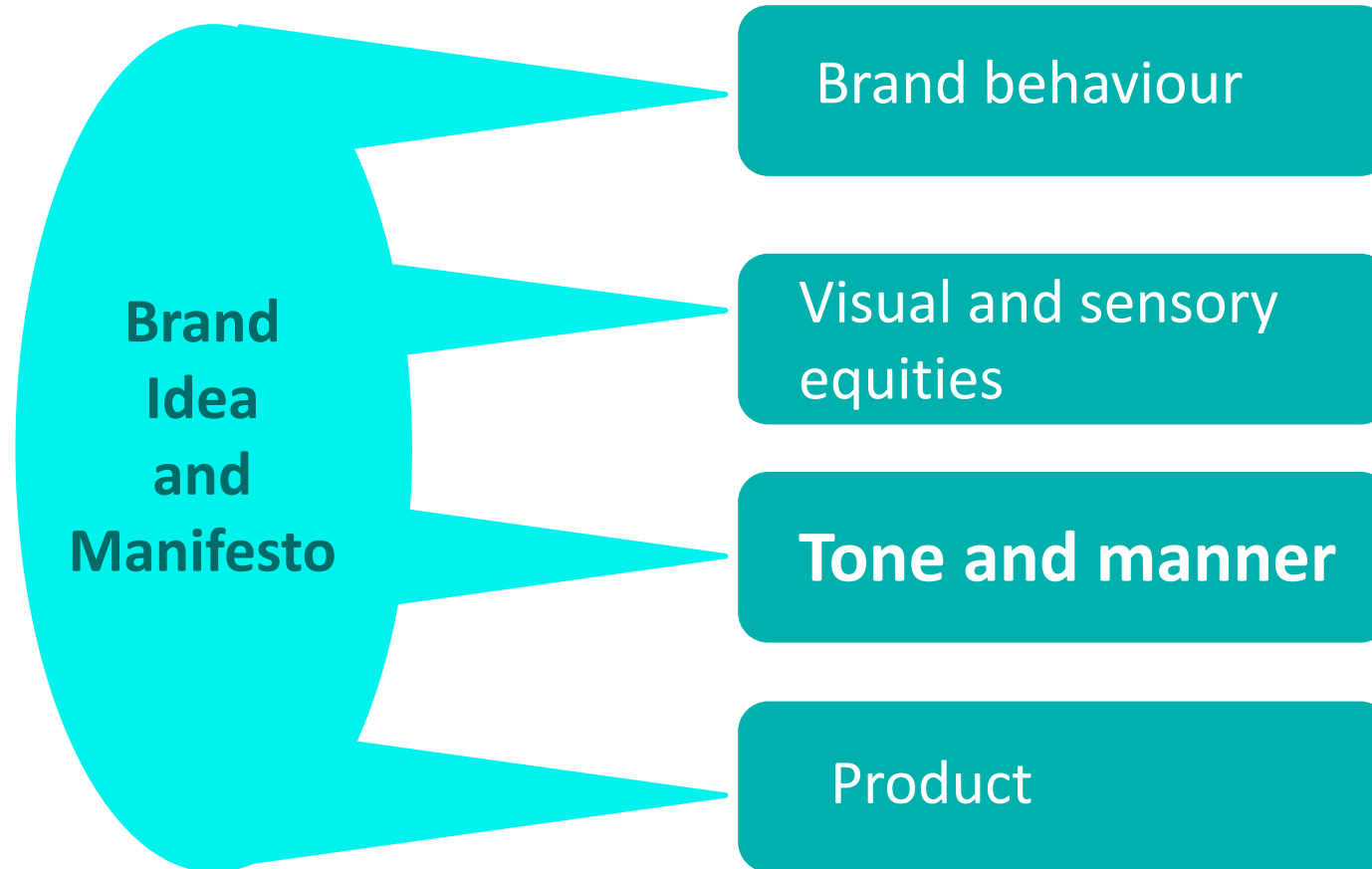
Taste and feel improvement





Auto designers engineer feel

Strategy drives execution





Estée Lauder



@EsteeLauder · Jan 16, 2019

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FENTY BEAUTY



@fentybeauty · Jan 12, 2019

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Roll call!! Who copped that new FENTY BEAUTY today and what'd y'all get??

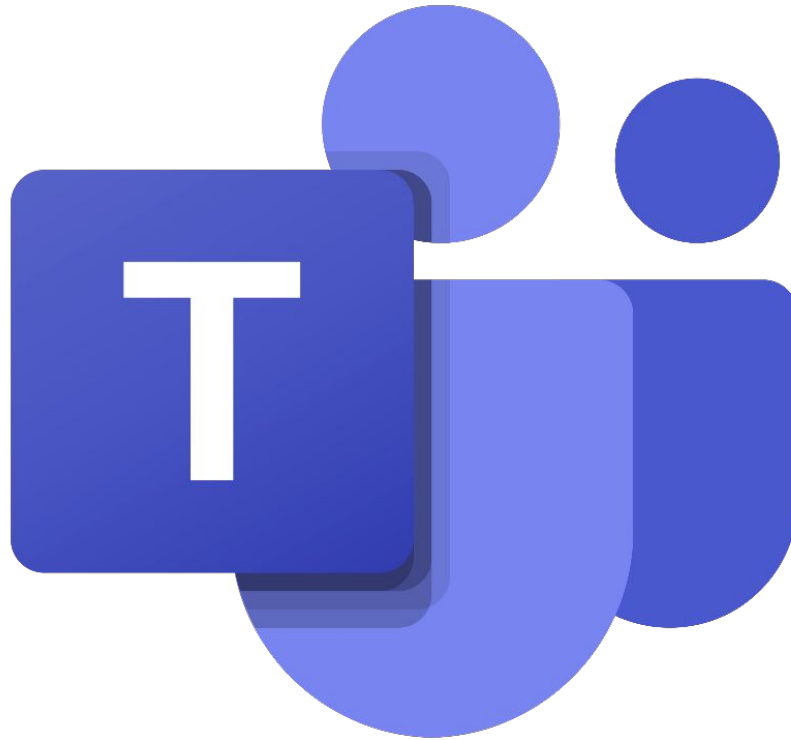


Strategy drives execution



MICROSOFT MISSION

Empower every person and every organization on the planet
to achieve more



LUSH

FRESH
HANDMADE
COSMETICS





New technology is bringing new opportunities

Use of voice is exploding!



AI use
exploding

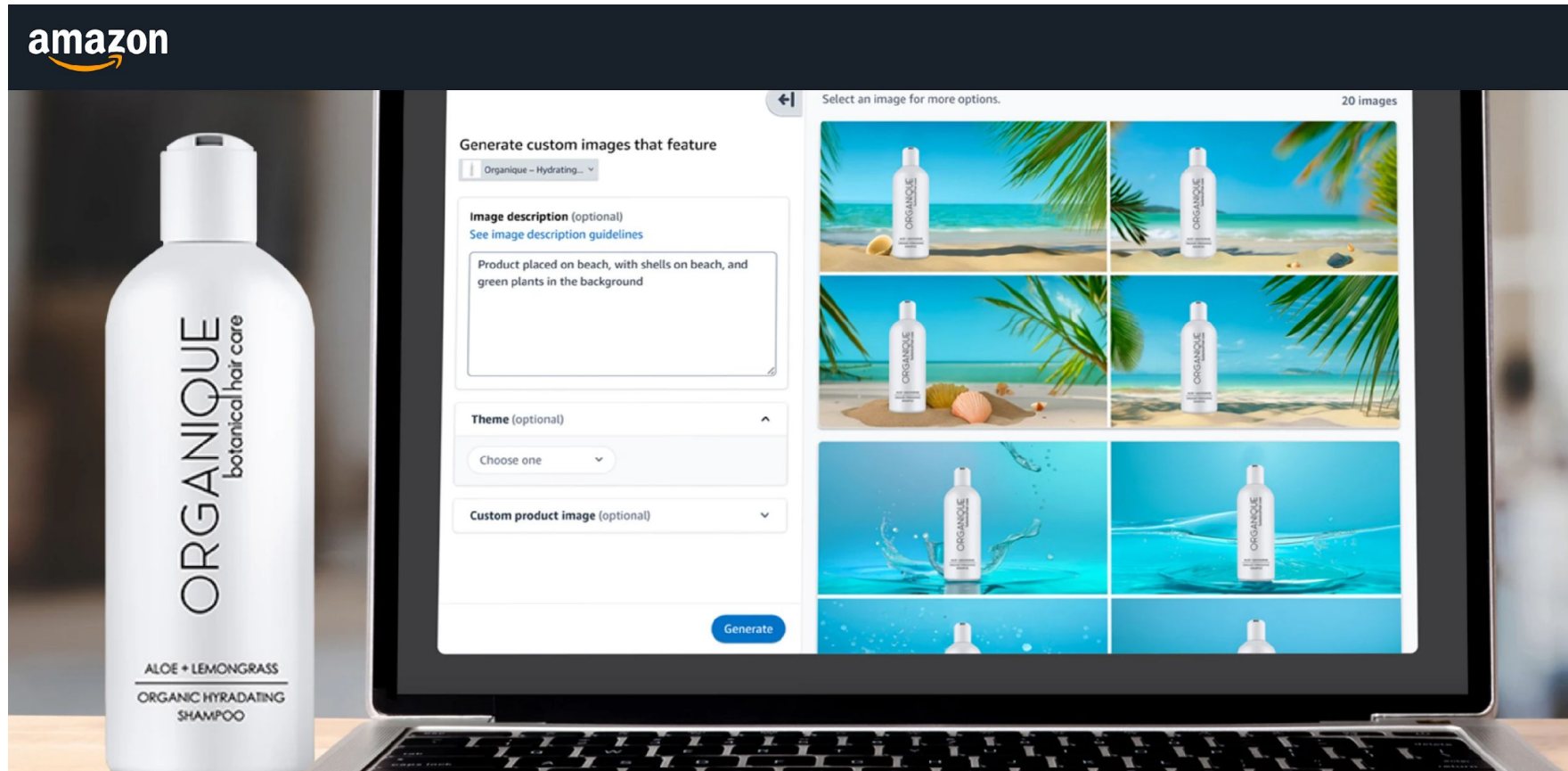
Especially in
marketing



Social Listening for NPD - Unilever



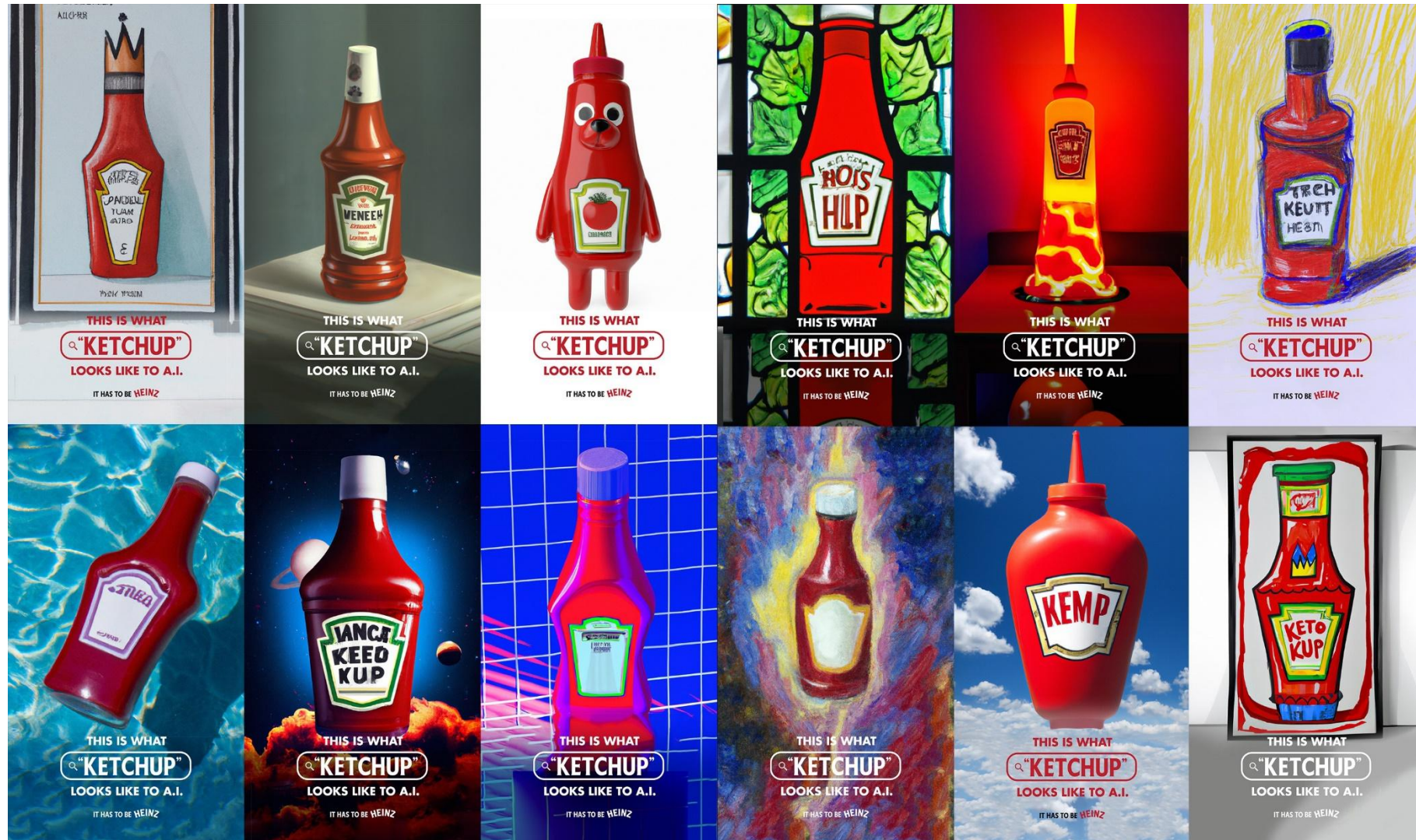
Amazon – service to advertisers



7 million different packs designed and
sold in 1 month



Brand Campaign from Heinz



Summary



Brand

**Helps people choose
between products, services
or organisations**

Brand

**Adds value to the owner
in some way**

Brand

Holds the producer accountable

Start with clear, strategic objectives

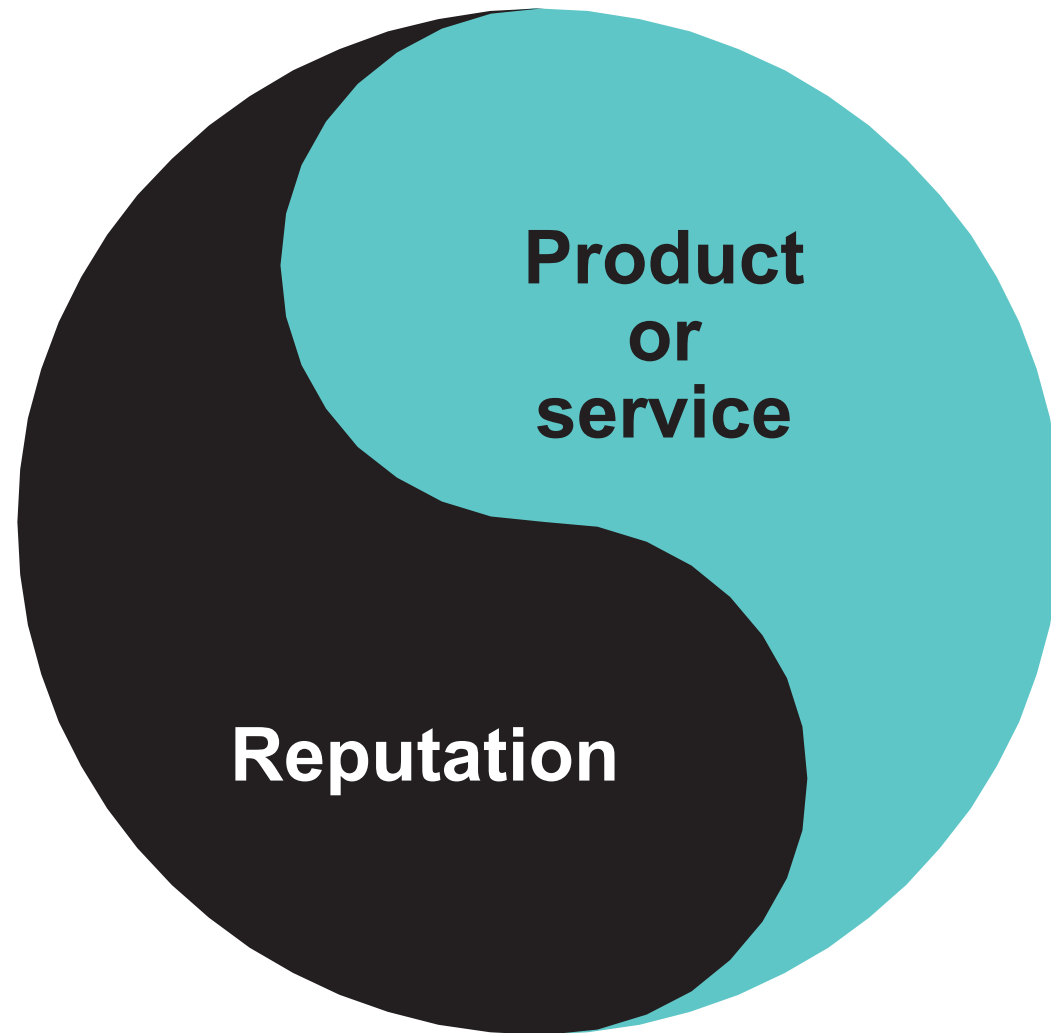
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(And who are we not targeting?)

What is the situation now?

What do we want to happen?
Change? Grow? Stop?

Brand

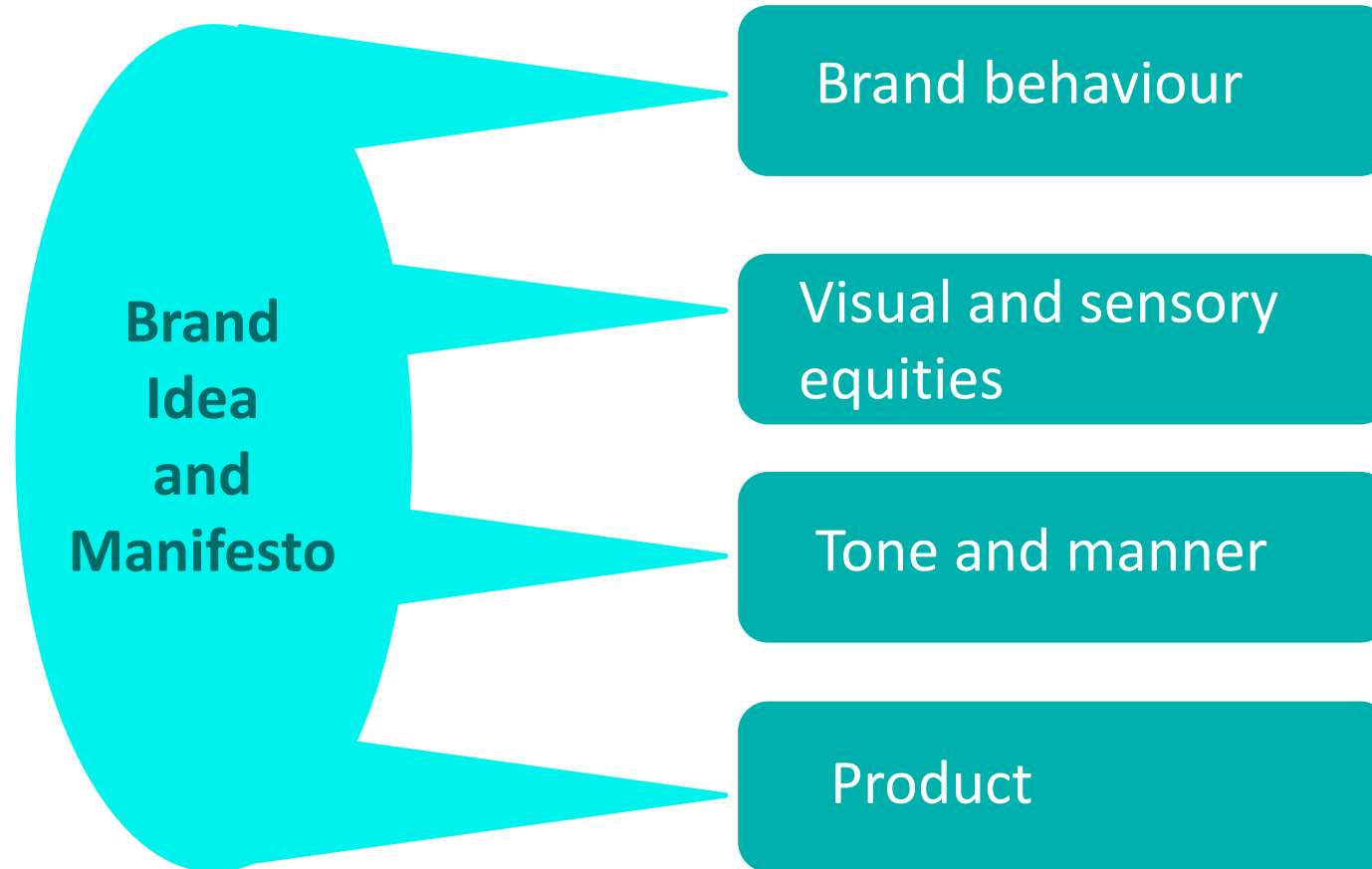
=



My favourite Brand Strategy Framework



Strategy drives execution



One thing to say before



It takes time and a
psychopathic devotion
to consistency and
clarity.



But remember “customers don’t really give a shit”!

All that devotion is what it takes just to get your brand chosen.





Or you can race to the bottom on price



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the first
question!**

