

BRANDING IN THE AGE OF TRANSFORMATION

The New Brand Management Playbook

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“ Simply put, we need to reinvent our approach to what we do.

LOIS JACOBS & THOMAS ORDAHL

CEO & Chief Strategy Officer, Landor

BRANDING NEEDS A NEW PLAYBOOK

1. We need to think about brands differently.
2. We need to design brands differently.
3. We need to manage brands differently.



Thinking About Brands Differently

BRANDING REDEFINED

COMPANY-CENTRIC

ADVERTISING

EN MASSE

INTUITION-BASED

CONSISTENT



CUSTOMER-FOCUSED

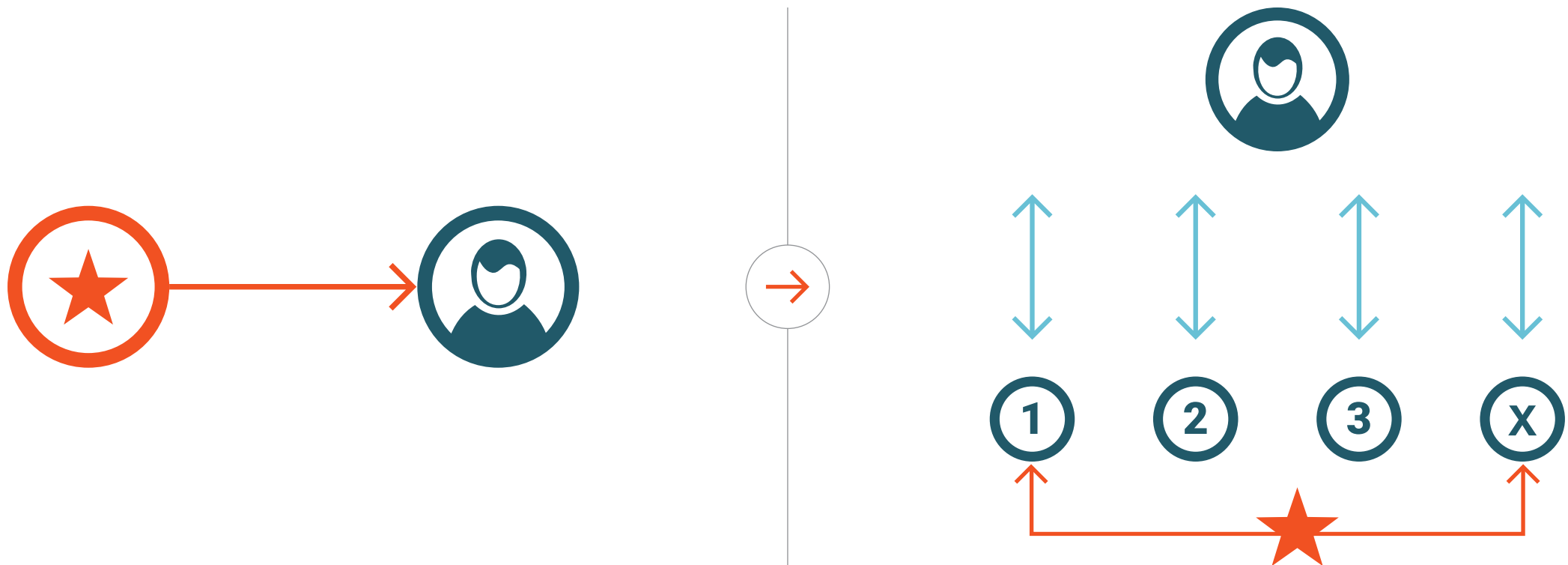
ENGAGING

PERSONALIZED

INSIGHT-DRIVEN

RELEVANT

LETTING GO OF CONTROL



MODERN BRAND BUILDING BLOCKS

**HOLDS
UNCOMPROMISING
POSITION**

**DRIVEN BY
PURPOSE**

1

2



3

**IMBUED IN
VALUE**

4

**HAS A DISTINCT
PERSONALITY**


Careers

Purpose & Values

Bringing our values to life

We are defined by more than our services. We are defined by what we stand for, what we believe, and why we do what we do. We make a difference in the world by creating communities. This is our purpose.

When we say community, we mean everybody with a stake in the work we do—from the clients we collaborate with across many sectors, to the populations we reach, to the thousands of us working together to serve them.

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IDEAS + BUILDINGS THAT HONOR THE BROADER GOALS OF SOCIETY

Schmidt Hammer Lassen Architects joins Perkins+Will



PERSONALITY

VISUAL & COPY STYLE

Casual, Accessible, Fun

Informal, open, approachable, personable

Edgy, High-Energy

Modern, trendy – needs to be refreshed more often

Corporate, Traditional

Symmetrical, conservative, timeless

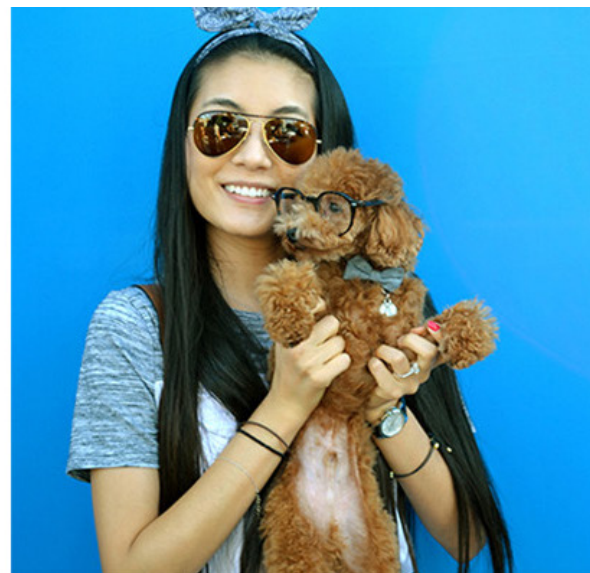
Exclusive, Smart

Sophisticated, high-end, formal



Warby Parker was founded with a rebellious spirit and a lofty objective: to offer designer eyewear at a revolutionary price, while leading the way for socially conscious businesses.

We started Warby Parker to create an alternative.



WARBY PARKER'S BRAND HIERARCHY

01

a Lifestyle Brand

02

offering Value and Service

03

with a Social Mission

A man and a woman are smiling and looking towards the camera. The man is on the left, wearing a dark blazer over a light-colored striped shirt and dark sunglasses. The woman is on the right, wearing a light-colored blazer over a light-colored patterned shirt and light-colored sunglasses. They are standing against a solid blue background.

IT'S NICE IN THE SHADE

Fall Sun

[Shop now](#)

Percey in Scarlett Tortoise
Banks in Ginger Crystal







Certification for Digital Marketing and Sales Professionals

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Brand Promise

Setting the standard.

Brand Personality

Knowledgeable

Simple and straightforward

Engaging

Less is more

Witty, not funny



Become an education partner

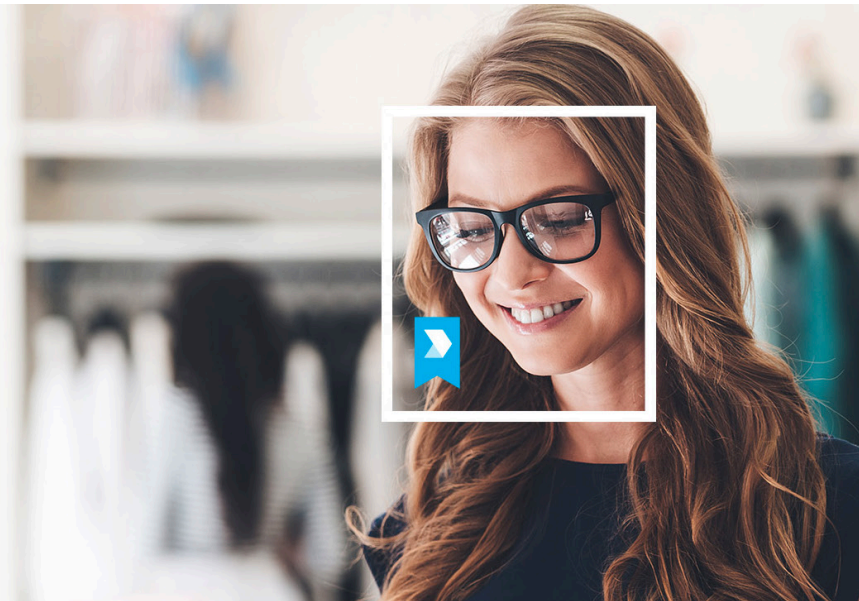
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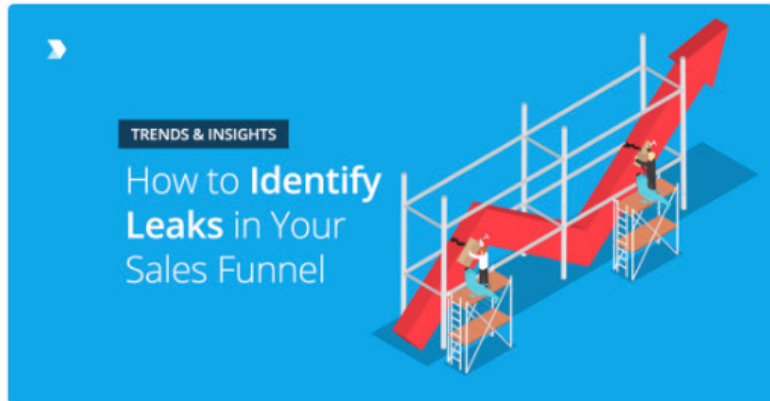
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“ In order to deliver the most value to someone, you need to know an awful lot about them!

CUSTOMER RESEARCH

Do you know:

- + Your customers' greatest fears and issues specific to their industry
- + Their biggest frustrations about companies that provide your type of services and solutions
- + The messages that resonate with them most, the triggers of action
- + Their needs, wants, behaviors and expectations throughout the customer journey



Male
Born in 1948
Grew up in England
Married for the 2nd time
Vacations in the Alps
Wealthy
Likes Dogs

Prince Charles



Male
Born in 1948
Grew up in England
Married for the 2nd time
Vacations in the Alps
Wealthy
Likes Dogs

Ozzy Osbourne



Designing Brands Differently

BRAND IDENTITY

- + Verbal identity
- + Visual identity
- + Brand language
- + Design system
- + Brand voice and personality
- + Brand behavior







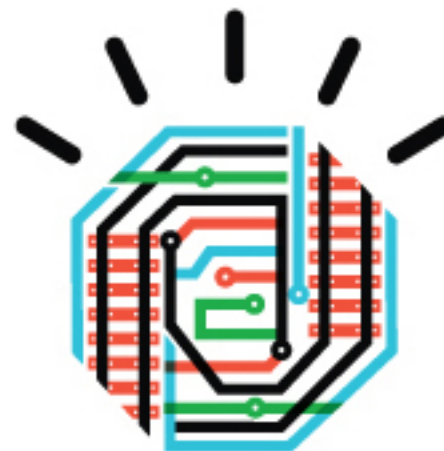
“ Flexibility must become central to any design solution.



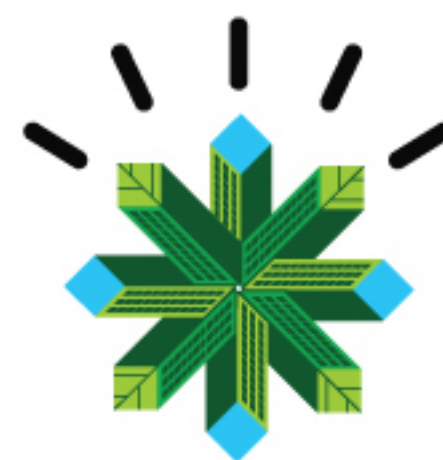
Smarter Government



Smarter Retail



Smarter Transit



Smarter Buildings



Smarter Cities



Smarter Public Safety

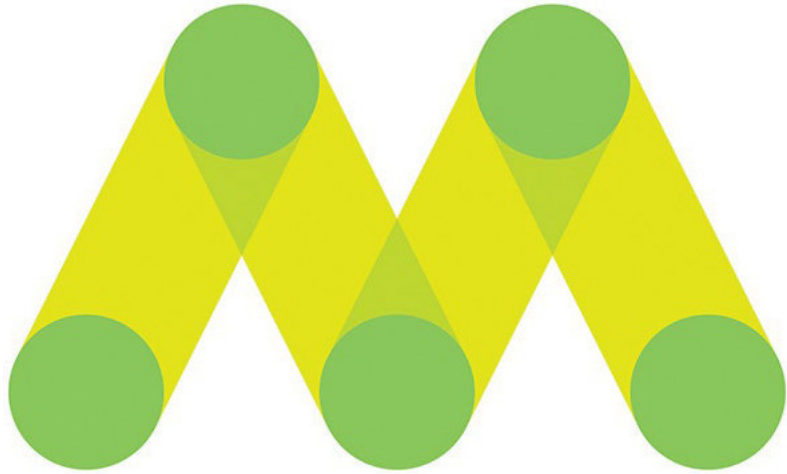


Smarter Electronics



Smarter Cloud Computing



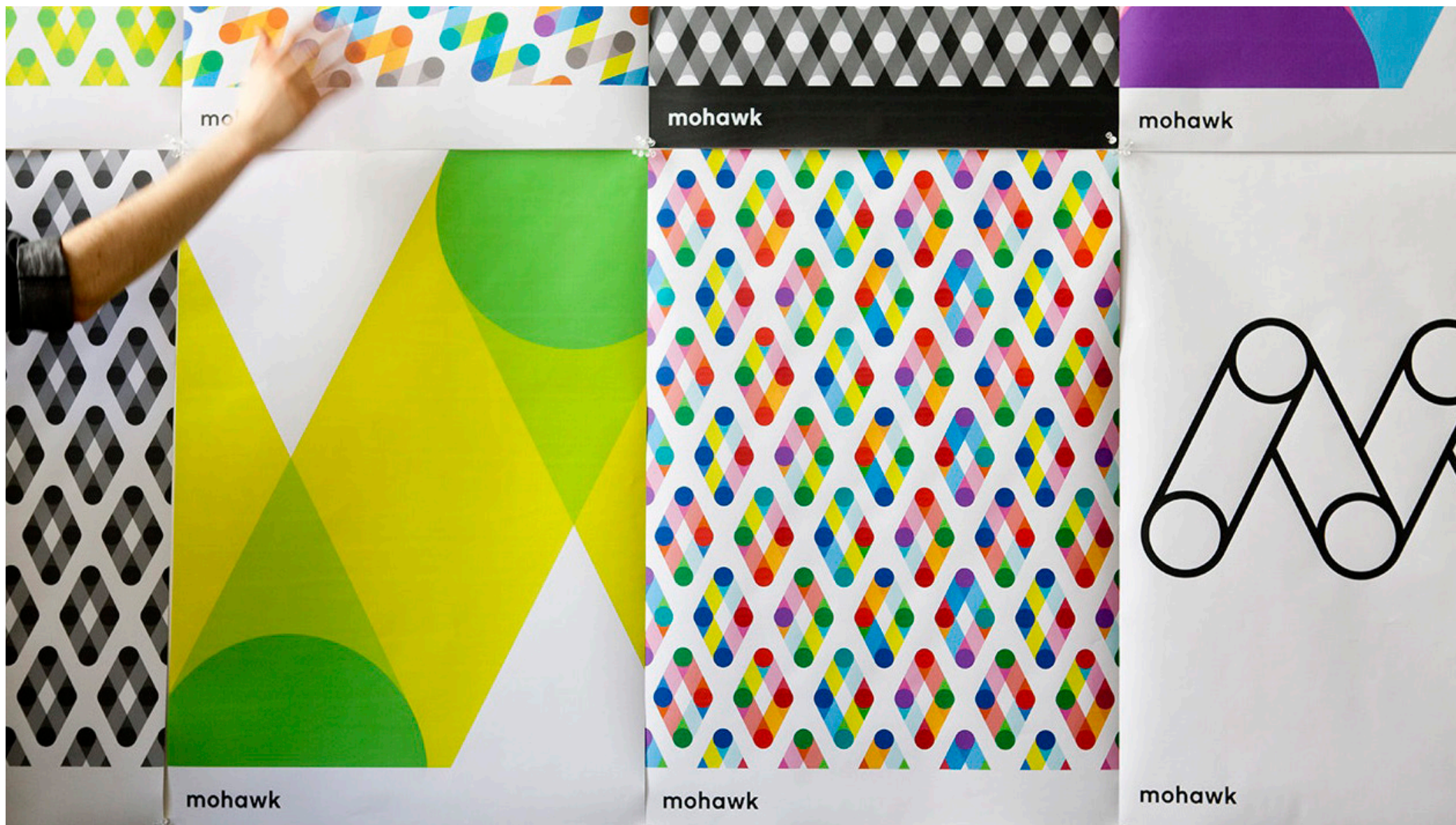


mohawk



mohawk





“ Welcome to a new era of marketing in which your brand is defined by those who experience it.

BRIAN SOLIS

Principal Analyst and Futurist, Altimeter



VS.





Managing Brands Differently

BRAND MANAGEMENT REDEFINED

BRAND ARTIFACTS

BRAND GUIDELINES

BRAND COMPLIANCE

BRAND POLICE



BRAND EXPERIENCES

BRAND PRINCIPLES

BRAND-BASED CULTURE

BRAND ADVOCATES

“ Not all brand decisions and decision makers are created equal.

“ Experts understand the “why” behind everything the brand does. Critical decisions – those that could fundamentally alter the brand – should be made by this community.

TREVOR WADE

Global Marketing Director, Landor

Source: Landor, “Brand Community Model”

“ Providing permission to explore the brand within certain boundaries is key to fostering innovation.

ALLEGRA RICH

Senior Director of Brand Identity, Comcast

Source: Landor, "Brand Community Model"

“ People within the organization are our advocates. It is fundamental that we help everyone understand what is sacred to our brand – who we are and what we stand for.

APRIL BRITT

Director of Global Brand, FedEx

Source: Landor, "Brand Community Model"

“ We must do away with the practice of treating all brand expressions as equally important.

TREVOR WADE

Global Marketing Director, Landor

Source: Landor, "Brand Community Model"

HOW FLEXIBLE?

Consider:

- + Brand's level of exposure
- + Your firm's audiences
- + Ease of management
- + Brand managers' expertise

THE NEW PLAYBOOK

1. Operate on-brand
2. Start with the strategy
3. Lead from within
4. It's not about the logo, but design matters
5. Transcend beyond platforms, channels and media

Questions?

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