



BRAND VS. COMMODITY

BUILDING FOR DECADES.... *Not just for years.*

Table of Contents

- Define BRAND
- You Can't Touch It
- Playing with Perception
- What is a Commodity
- Customer Interaction
- Our Responsibility
- What is That Essence
- 8 Tenets of Branding
- Building Brand Loyalty
- The Advantages



BRAND DEFINED



Religions, Countries and Political beliefs are brands. Brands live in your head. How you **think** and **feel** about a brand ***is the brand***. Yes, there are tangible aspects to brands, ***but*** the beliefs and perceptions that come with a brand is what the actual brand is and they are intangible.

Brand:

“If you speak to their intellect, you’ll have their ear. If you speak to their heart, you’ll have their whole body.”

— Breuk Iversen



YOU CAN'T TOUCH IT

The magic to **Branding** is to make people **think** and **feel** a certain way about a brand. Each experience they have with a brand should make people **feel** a certain way. Once the **thought** and **feeling** is perceived, then it has to be consistently repeated in order for a brand to stick.



A brand is **NOT** a name, trademark, logo, package or product. A brand is a collection of thoughts and feelings which have a direct impact and create an experience with a brand.

PLAYING WITH PERCEPTION

... some common misconceptions about branding

Thoughts and **feelings** are intangible things as compared to tangible assets which you can *see, hear, taste, touch and smell.*

Brands are intangibles. They are things you *feel.*



1. What you make people **feel** is more powerful than what you make them think.
2. What you make people **feel** is even more important than what you make.

Feelings
Are Brands.



PLAYING WITH PERCEPTION

... adding value to a company and who they are...

Playing with Perception

Every day people make hundreds of decisions based on how they **feel** rather than on logical choices. People purchase clothing, eat at restaurants, seek entertainment, drive cars, and make purchases based on branding.



LOUIS VUITTON

Playing with Perception

A Brand is a product, service, cause or organization with *perceived* intangible attributes.

The intangible value of a brand MUST BE *perceived*.
If you manage to control the *perception* of a company through its brand and its intangible attributes, you then have all the makings of a brand. Brand are beliefs.



Brand as Commodity



Intangible Tangible
Victory. **(Sneakers)**



Intangible Tangible
Independence. **(Motorcycle)**



Intangible Tangible
Search. **(Verb)**



Intangible Tangible
Luxury. **(Baggage)**



Intangible
Fame Fortune.

Brand vs. Commodity

Perception of the intangibles is in the eye of the beholder. Depending on the **brand**, some people get it and others won't. For the people that **do get it**, you gain a stronger, more loyal customer. This is worth more so than the item itself.

When you can't perceive the intangible attributes of a brand, it means that it is only a **commodity**. Commodities are things you buy with a price in mind. Commodity is concerned with profit and loss. Commodities are **NOT** brands.

What a Commodity is...

COMMODITY: a product, service, cause or organization with NO *perceived* attributes.

On Wall Street, commodities of the same type of thing and are bought and sold.

Potatoes are potatoes (unless you perceive a difference) brand.

Sneakers are sneakers.

Motorcycles are motorcycles.

Search engines are search engines.

Bags are bags. Coffee is coffee.

A computer is only a computer.



Brand vs. Commodity

Brands compete on their intangible attributes.

Commodities compete on price or convenience.

NIKE means Victory.

Harley-Davidson means you are Badass.

“Google it” means you Search and Find it.

Louis Vuitton bags signify Luxury.

Starbucks means you are more Sophisticated.

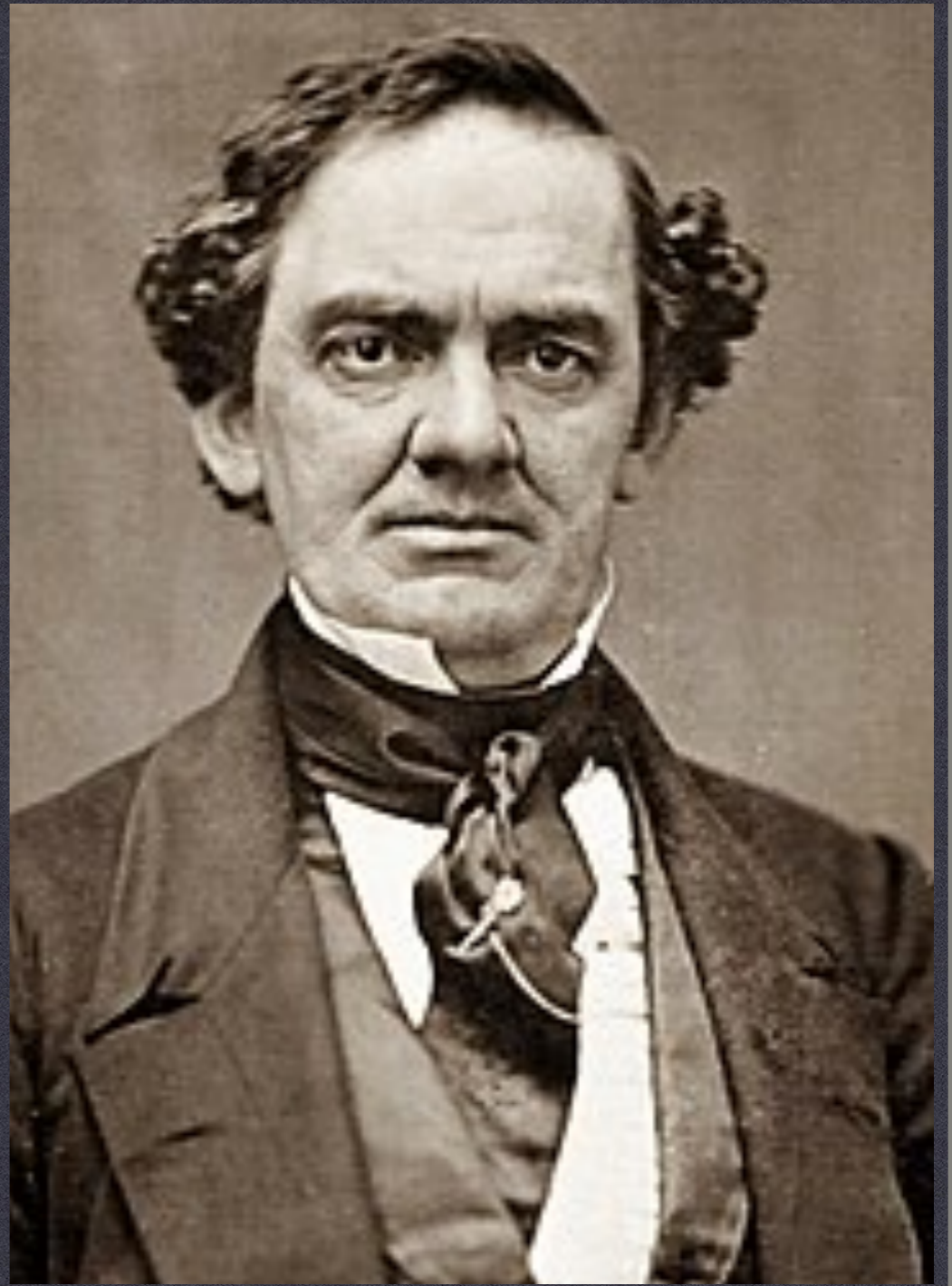
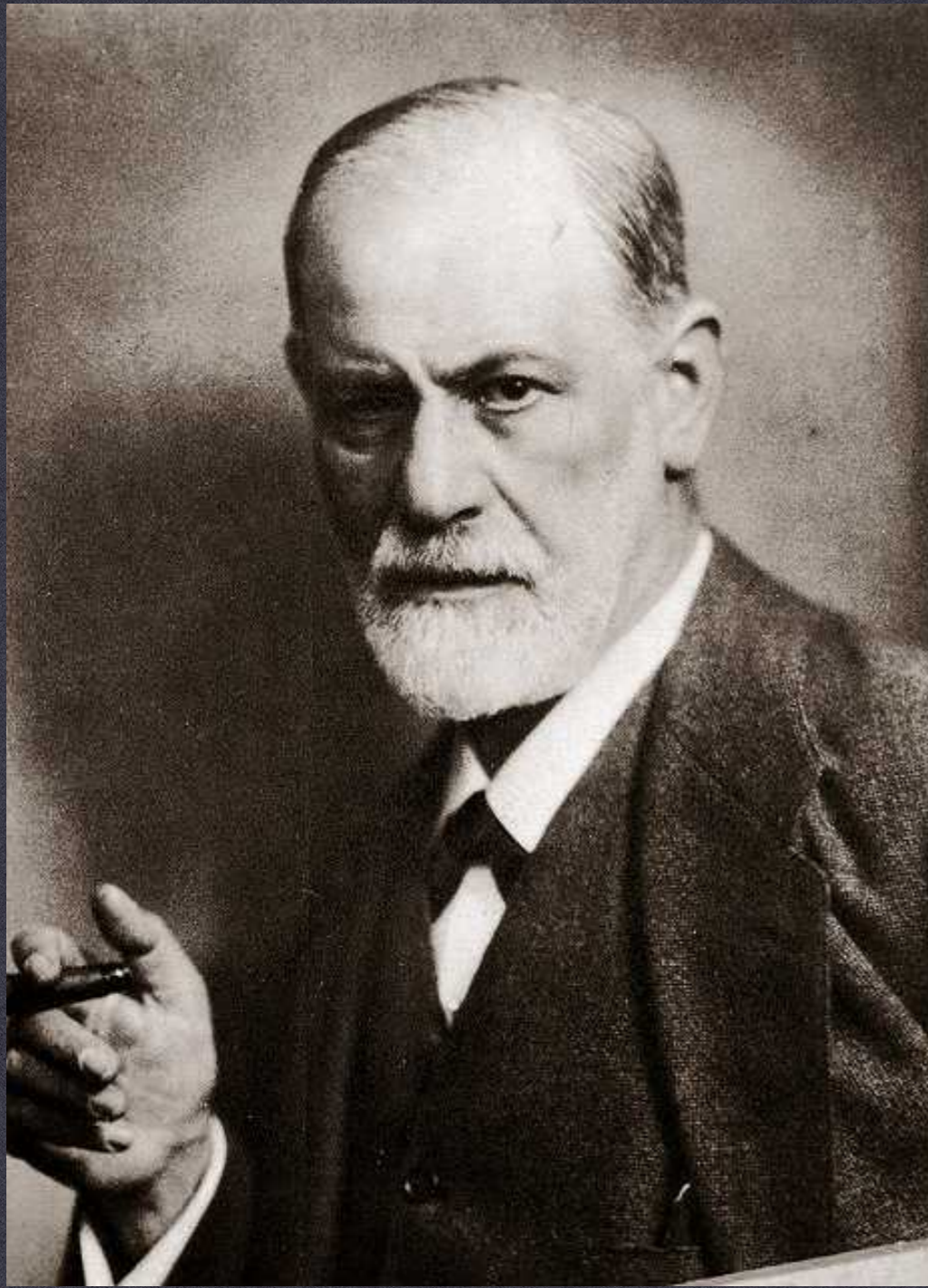
Apple makes computers for Cool people.

Brand:

“A brand adds character to your company. It adds a quality and a distinct personality type. Without it, your company is a lifeless and easily replaced commodity.”

— Breuk Iversen





PROJECT

CUSTOMER INTERACTION

HOW DO BRANDS GET INTO OUR HEADS?

DATE

TODAY IS THE DAY

CLIENT

1.

Exposure

Using media
with messaging
about the brand.

2.

Experiences

Interaction and
experiences with
the brand.



CUSTOMER INTERACTION AND EXPERIENCES

Events

Packaging

Internet Marketing

News Stories

Company Speakers

Endorsements

Uniforms

Point of Sale

Investor Communiqué

Customer Service

Tele-market

Direct Mail

Website

Trade shows

Content market

Promotions

Sponsorships

Outdoor marketing

Guerrilla

Native

Ambient

Sales materials

Mass media (PR)

Directories

Product placement

Vehicles

Offices

Sales outlets

Personnel

Sales people

E-mail

Subversive intervention.

Our Responsibility

Who affects these moments of brand experiences?

Every SINGLE person in an **organization** contributes to shaping an audience's experience with a brand—even if there is NO direct contact. This is how **perception** takes hold. The brand controls how people **think** and **feel** about the brand as well as its intangible **perception**.

Our Responsibility

Likewise, every dollar spent and every decision made impacts an audience's experience with the brand. For this reason, Branding is NOT solely a marketing function...



Our Responsibility

**Brands are an
organizational
function!**

What is that essence?



A **Brand** will never be epically successful unless the entire organization understands and embraces the Brand. This starts from the top.

Branding is perception. Every strong Brand stands for something. It has one notable attribute that stands out from all the others.



Life Force Central Nature Signature Strength Mantra
Experience Differentiating Meaning Messaging
Soul Heart Core Values Core Attributes
Promise Personality Description Proposition
Uniqueness Persona Individuality Connection

Its essence. Its attributes. Its Brand.

CONCEPT VS IDEAS

It's the concept that matters most.

A concept is the umbrella which the ideas live under.

The following **8 Tenets of Branding** come from the Neurochemical system developed by BinkNyc.com *(since 2012)*.

8 Tenets of Branding

1.

Uniqueness

2.

Intangible

3.

Single-minded

4.

Experiential

5.

Meaning

6.

Consistency

7.

Authentic

8.

Sustainable

8 Tenets of Branding

Uniqueness

1. ■

What differentiates your business from the competition in the same or similar category?

Example: If the brand is friendly and funny, this means our competition is NOT friendly or funny.

★ People make decisions based on how things are special and unique NOT, how they are *the same as everyone else*.

8 *Tenets of Branding*

Uniqueness

1. ■

The Essence of the brand should give reasons to choose one brand over a competitor.

The brand should: **OWN A SINGLE IDEA.**

8 Tenets of Branding

Uniqueness

1

Absolutely Critical:

Brand positioning is... the relative differences between brands as the AUDIENCE perceives it. *And getting that intangible perception in a customers head is difficult work and best left up to an expert in the field.*

8 Tenets of Branding

Intangible

2.

Create the thing that the audience can **FEEL** about the brand. How your product or service makes them **FEEL** in their lives.



8 Tenets of Branding

Single-minded

3.

Arrive at one or two words that people *feel* about the brand. No more than two words. One word is optimal. A brand is very strong when focused like a needle.



Match

8 Tenets of Branding

Experiential

4.

The **essence** captures what the audience **FEELS** during any and all **experiences** with the brand.

Caution: copy-cattng a well established brand's essence derails your brand and strengthen the other's brand. This is well known and documented.

8 *Tenets of Branding*

Meaning

5.

There is **NO** point in identifying an essence that is irrelevant to the target audience. **Essences** that don't connect lead to failed businesses. Research leads the way and gives us the answers.

8 *Tenets of Branding*

Consistent

6. ■

A consistent brand essence must be consistently delivered. The essence must be reliable and delivered with pinpoint consistency.

The entire organization must deliver this. **Consistency** is what leads to Brand Loyalty. The only thing worse than NO brand promise is a broken brand promise.

8 *Tenets of Branding*

Authentic

7

■

The essence must be credible or the brand will be rejected by the public and target audience(s).
After Research, TEST it.

8 *Tenets of Branding*

Sustainable

8. ■

A Brand essence is baked in from the beginning. *IT* doesn't change!

Ever!

8 TENETS

Those are the 8 Tenets. Once all 8 are in place, give us a call. To get started, give us a call. If you have any questions, give us a call.

If you want a friend, get a dog.

#wejest #ijest call us at 4am.
Someone will answer. 🤗



BUILDING BRAND LOYALTY

Will there be room for brand extensions?

Yes!

Once people are loyal to you and as long as you do things in their best interest, you have a life-long customer. Branding is the art of defining, promising and delivering.



BUILDING BRAND LOYALTY

RETURN ON INVESTMENT (ROI):

A loyal audience seeks repeat brand experiences. They recommend the brand to others. Brand loyalty drives a whopping 70% of all purchasing decisions... and they're willing to pay a 20% premium (over the competition) for that brand choice.

ROI: Passionate customers.

THE ADVANTAGES

The Best Part...

Branding is the VALUE in and of itself. Those customers loyal to the brand makes the ***Company Name*** itself a valuable asset. The company becomes associated with a brand *essence* and ONE attribute.

This attribute occupies real estate (through memory) in a customer's head. Repeating and reiterating the same words and images, over and over is what holds a brand together.

THE ADVANTAGES

Unlike branding,

Promotional-based marketing strategies are often centered on pricing strategies and foot traffic. These businesses aim for short-term results, watching their businesses grow or shrink, day by day, whichever way the wind blows.

Branding generates long-term results, but requires commitment through its *operational structure* into a long-term strategy.

The Advantages

Strong Brands are:



1. cost-effective to sustain



2. a foundation for expansion and new launches.



3. an ideal partner for Co-branding opportunities.



4. a barrier for current and future competition.

Brands survive for decades, not years.

You can't confuse a **brand** with a commodity-based business. Commodities come and go. A brand lasts forever. A brand becomes legendary.



A bag is a bag but a Chanel bag is something very special, it's luxury, something better, something affluent and women pay a premium dollar amount to possess it.

Harley-Davidson, Apple and Louis Vuitton could close all their international factories tomorrow and they would still have a brand. These companies stand for something valuable. They have an intangible perception of making people **feel** and **think** a specific way about their products.

That's the difference.

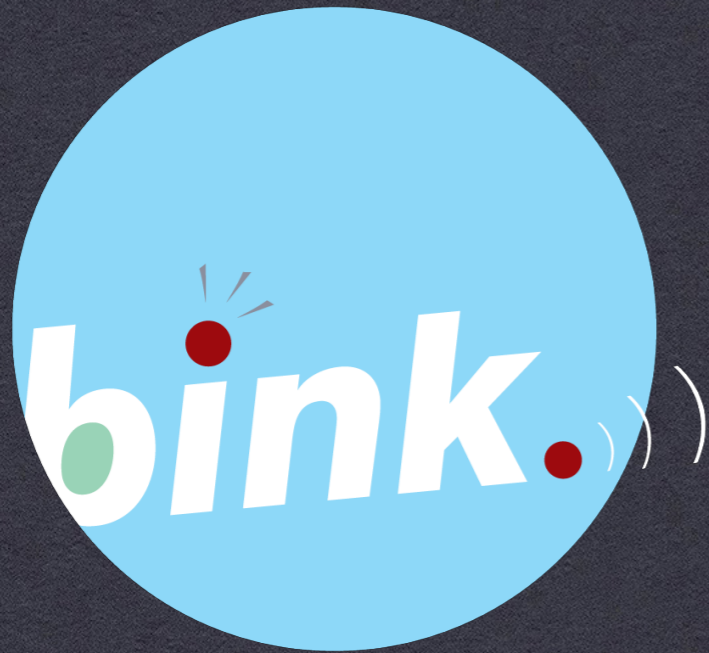
BRAND VS. COMMODITY



BRAND VS. COMMODITY

BUILDING FOR DECADES.... *Not just for years.*





BinkNyc@gmail.com

(718) 578-6613

BinkNyc.com

Breuk Iversen, Publicist
Colin A.R. Pearce, CEO

BRAND VS. COMMODITY

BUILDING FOR DECADES.... NOT JUST FOR YEARS.

