

A brand is not a logo

The FedEx logo, featuring the word "FedEx" in a bold, sans-serif font. The "Fed" is in blue and the "Ex" is in orange.

Drew McLellan

Housekeeping

Link to all slides, resources etc.

<http://www.drewsmarketingminute.com/marco-island-resources-01.html>

Business cards

Feel free to interrupt, ask questions or cheer aloud

Feel free to share this with your co-workers. Just keep the copyright stuff in place.

Marco Island Resources (01/05-01/07)

Sunday's breakout session presentation on branding. (big file...10 MB)

[Download 010608NEA_brand.ppt](#)

Monday's general assembly presentation on social media.

ABOUT DREW



Email Me

McLellan Marketing Group
1430 Locust Street, Suite 200
Des Moines, Iowa 50309
(515) 251-8400

Have You Read Drew's Book?

[99.3 Random Acts of Marketing](#)

So what are we going to talk about today?



Isn't. Is. Who cares. How.

these elements:

Nope, not this

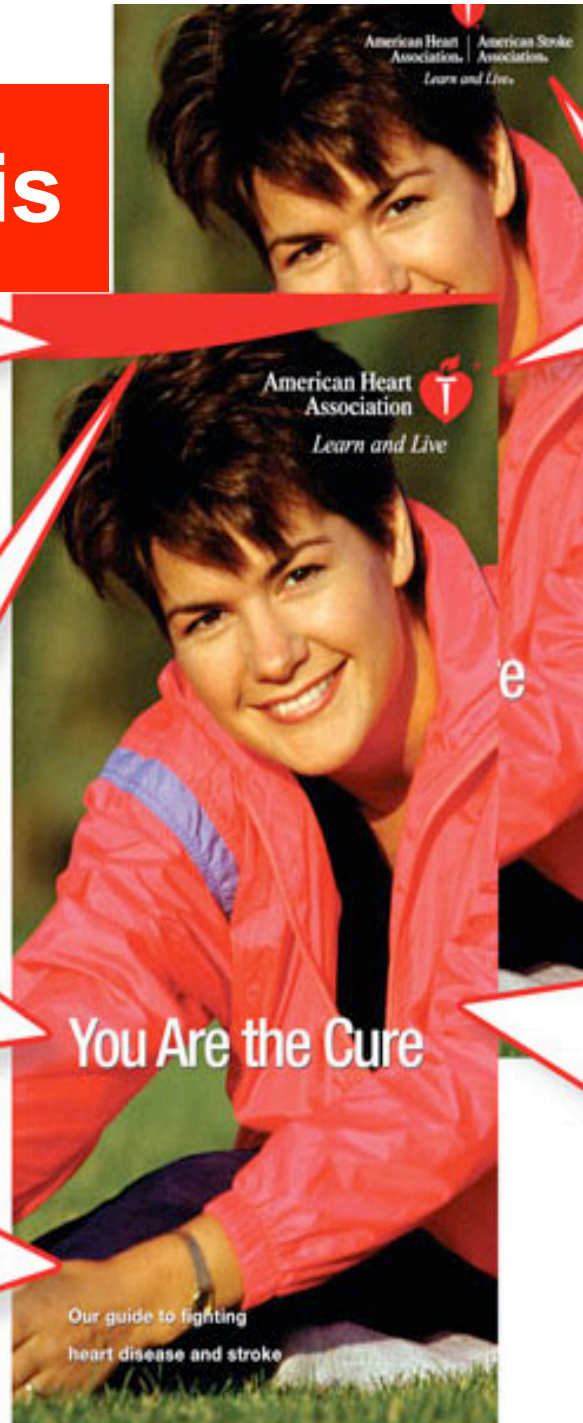
A horizontal red wave at the top of products.

2

AHA's corporate red is Pantone® 485 or (in four-color printing) a combination of 100% Magenta and 100% Yellow.

3

Typography (Times and Helvetica type families except as noted in the branding matrix, preferred flush left, friendly "loose" line and letter spacing for adult consumers, more standard line and letter spacing for professional audiences; use of type without extending, condensing, skewing or otherwise manipulating it).



4

The "signature" of the American Heart Association or American Heart Association/American Stroke Association is placed flush right at the top of product covers.

5

Large, single images that depict warm, human content. Images can be illustrations or photographs, color, black and white or anything the market and economics dictate or allow. Images should contain a shade of red. When possible, images should be full bleed.

Not this either.



How about these?



Logo like Nike swoosh

Color like IBM blue

Tagline like Timex takes a licking...

Character like Ronald McDonald

Employee uniforms like UPS drivers

The iPhone's look and feel (packaging)

How Disney treats their guests

What people think/know about Harley Davidson

What Apple is in relation to Dell

What a brand is...sort of



Logo like Disney's signature

Color like Mickey's shorts

Tagline like Where magic lives

Character like Mickey Mouse

Employee "costumes" -Pirates of Caribbean

Mickey head shaped everything

How Disney cast members treat guests

What consumers already know/think they know about
Disney

Their plot of land in the marketplace

**Your brand is
shorthand.**

**People observe both
what you say AND what
you consistently do.**

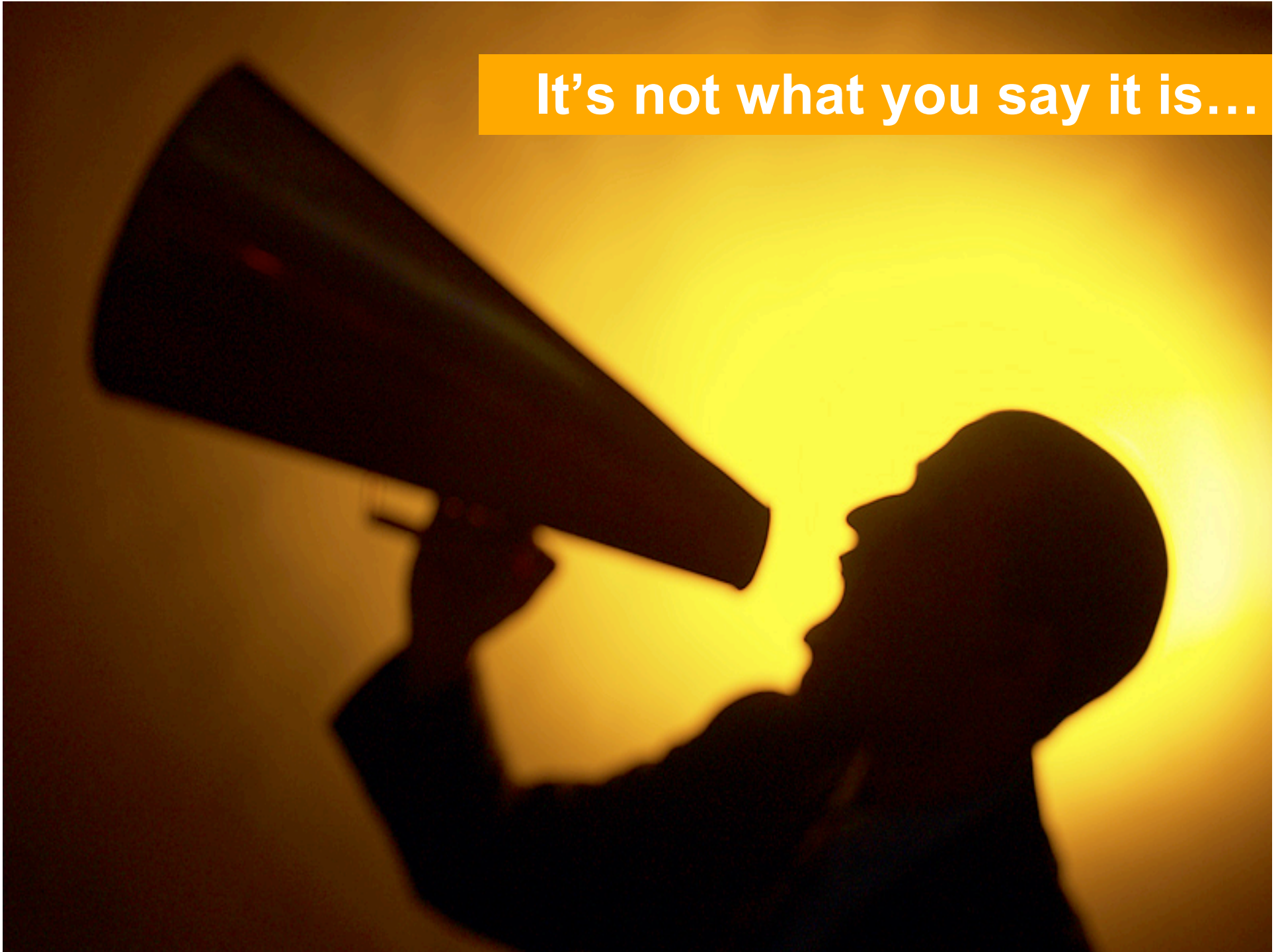
**It's their GUT reaction
to you.**



Emotions and needs are where it all begins



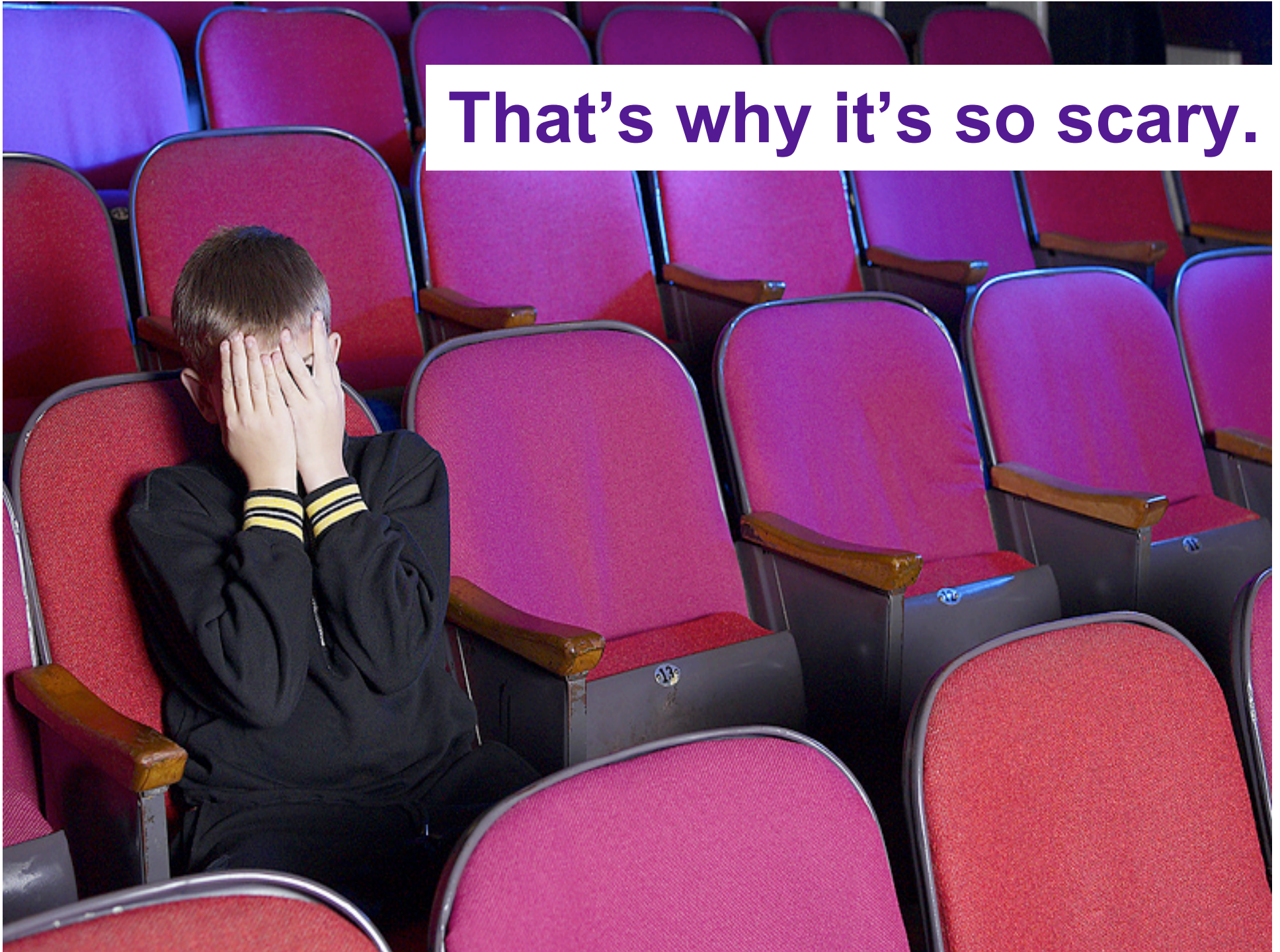
It's not what you say it is...



...it's what they say it is.



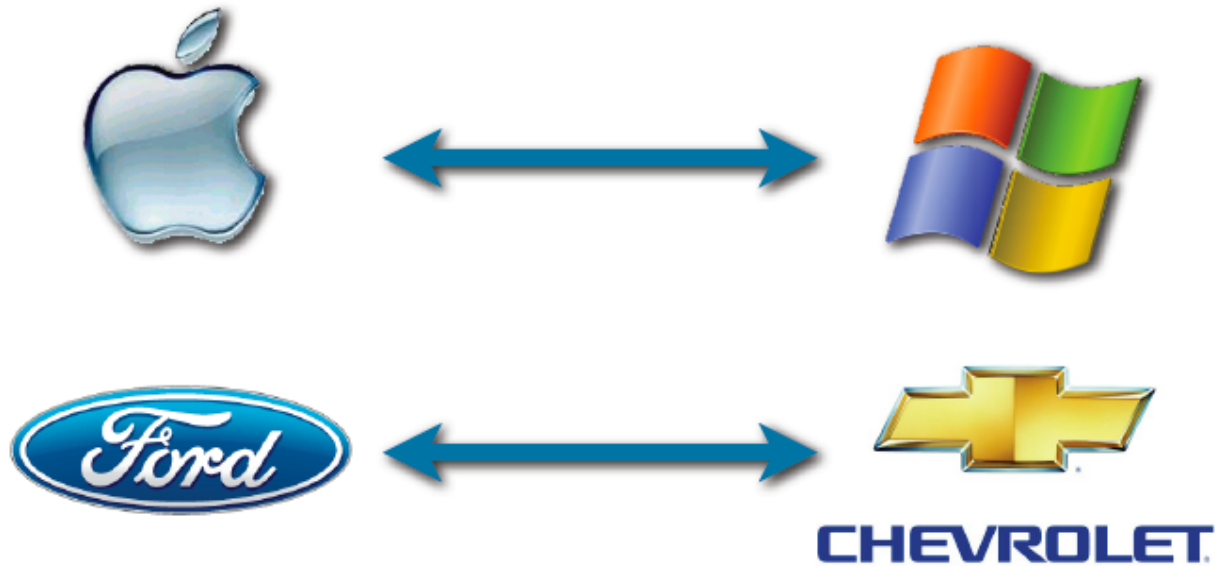
That's why it's so scary.



Scary thought 2



Can't have one emotion without its opposite





Nature abhors a vacuum.



We might as well try to steer it.

Steer...not twist





Too many choices





Too much the same





That's why we didn't buy generic

That's why this matters



Logo like Disney's signature

Color like Mickey's shorts

Tagline like Where magic lives

Character like Mickey Mouse

Employee "costumes" -Pirates of Caribbean

Mickey head shaped everything

How Disney cast members treat guests

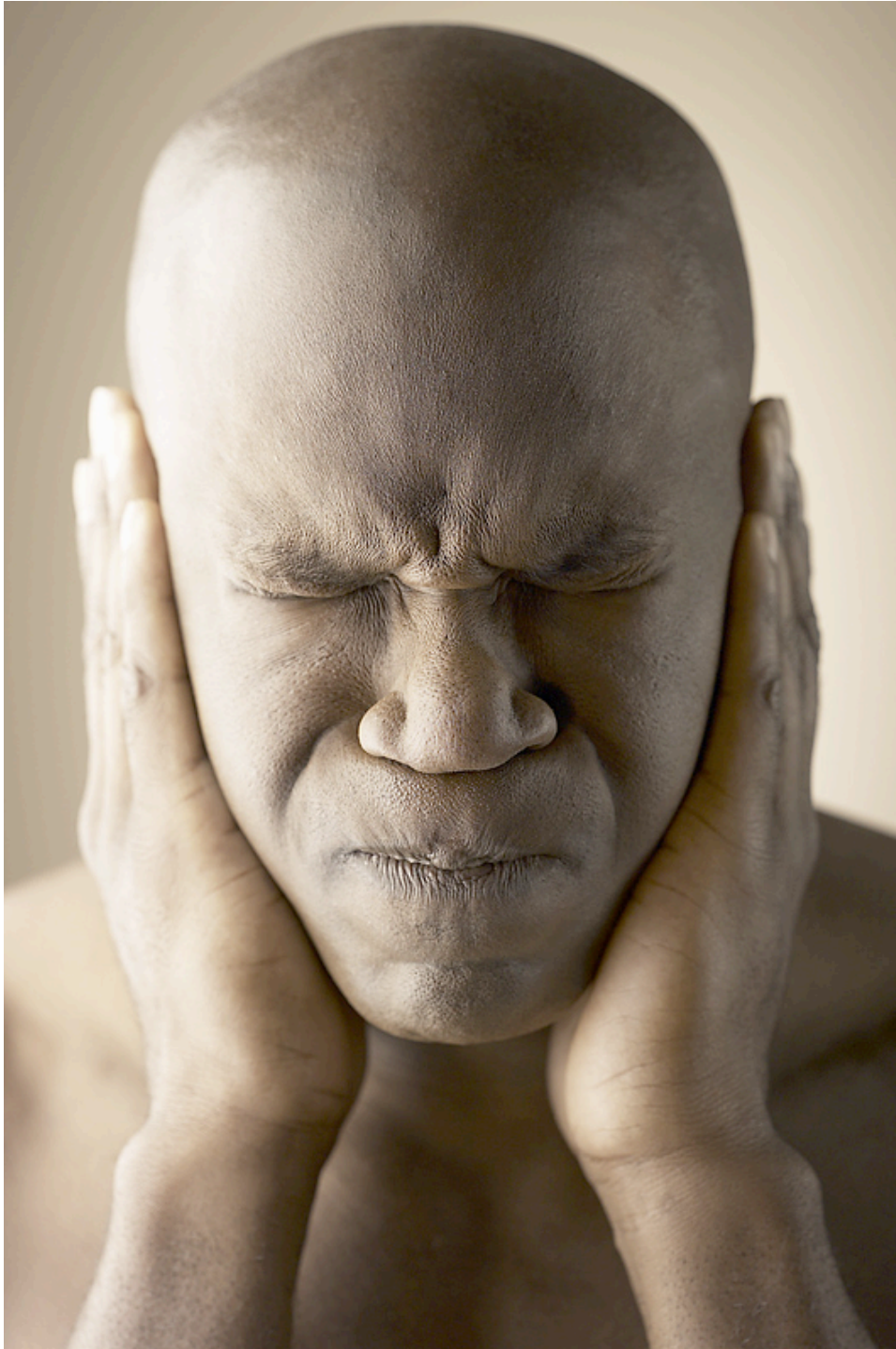
What consumers already know/think they know about
Disney

Their plot of land in the marketplace



Once you lose it, you have to work twice as hard to re-earn it.





We can't get them to listen.

We can't get their attention.

We can't get them to care.

Be careful what you promise



It's our Biggest Sale of the Season!
Younkers Days begins Thursday,
October 7!

*3-Day Bonus Buys! Deals so great, we can
only offer them for a limited time!

**Our Promise: We will not knowingly
be undersold!**

If you find a lower price on identical, in-stock
merchandise anywhere in town - bring in
the ad and we'll match the price.

Actions speak louder than words



Does this say “never pay full price” to you?

An iceberg floating in a calm blue ocean under a clear sky. The visible tip of the iceberg is small and jagged, while the submerged part is much larger and more complex. The water is a deep blue, and the sky is a lighter blue with some wispy clouds. The iceberg's reflection is visible in the water.

Logo
Colors
Visuals
Tagline
Promise

Shared vision
Shared purpose
Efficient
Effective
Employee retention
and commitment
Member involvement



Where are they tying their rope?

An iceberg floating in a calm blue ocean under a clear sky. The visible tip of the iceberg is small and jagged, while the submerged part is much larger and more complex. The image is used as a metaphor for corporate identity, where the visible part represents the company's outward-facing elements and the submerged part represents the internal, foundational elements.

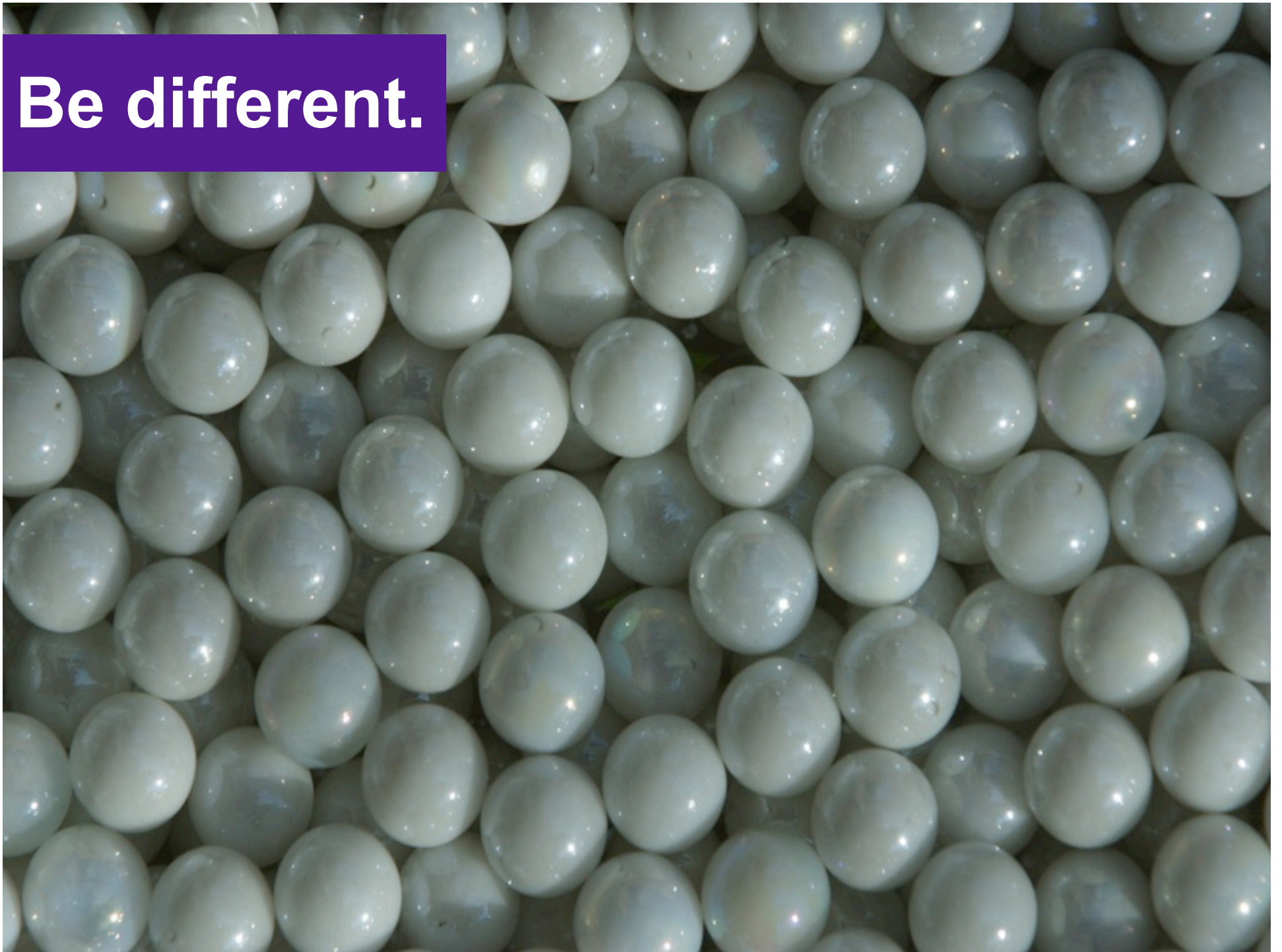
Logo
Colors
Visuals
Tagline
Promise

Shared vision
Shared purpose
Efficient
Effective
Employee retention
and commitment
Member involvement



Great...now HOW do we do it?

Be different.







What's your passion?

What's your core purpose. Never going to change or be compromised.





What's the vision?



Who loves you?

Who is the enemy?

Its everywhere...



**How do you
explain yourself?**

Then, spin it.



Nike helps you find your inner athlete.

Just do it.

**Vegas is where people go to do things
they wouldn't do at home.**

What happens in Vegas, stays in Vegas.

**Every child in Iowa has a right to a quality
public education.**

Great education. It's an Iowa Basic.

**3 key messages.
No more.**






Who matters?
How do they engage with you?
What are the touch points?



Psst, tell me.

Patience. Patience.





Sooner or later the
rubber is going to
meet the road.

A close-up photograph of a human ear. A green object, possibly a pen or a stylus, is positioned near the ear's opening. The background is a soft, out-of-focus green. In the upper right corner, there is a purple rectangular box containing the text "Listen. More." in white.

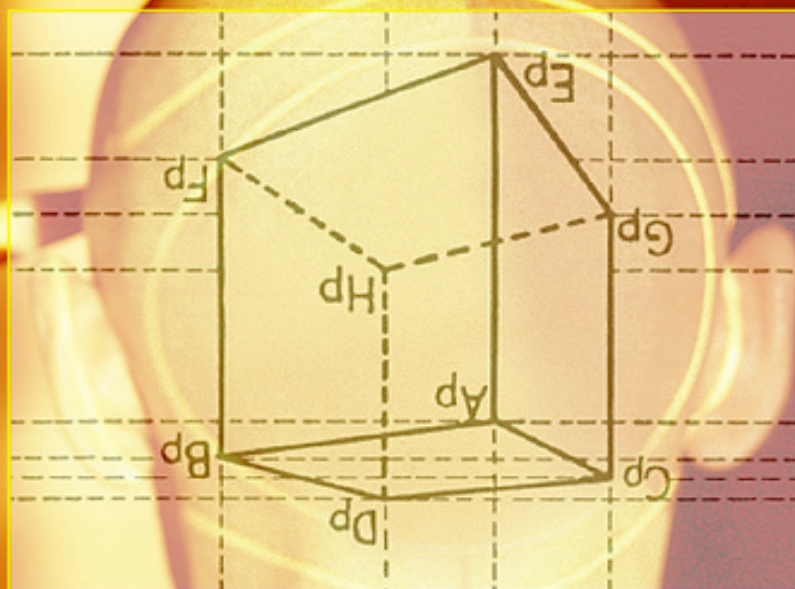
Listen. More.



"A brand is a living entity -
and it is enriched or
undermined cumulatively
over time, the product of a
thousand small gestures"

Michael Eisner, CEO Disney

?





McLELLAN MARKETING GROUP

Where strategy and passion collide 

Copyright 2008. McLellan Marketing Group. All Rights Reserved