

A brand is not a logo



these elements:

Nope, not this

1 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.

You Are the Cure

Our guide to fighting heart disease and stroke

Not this either.



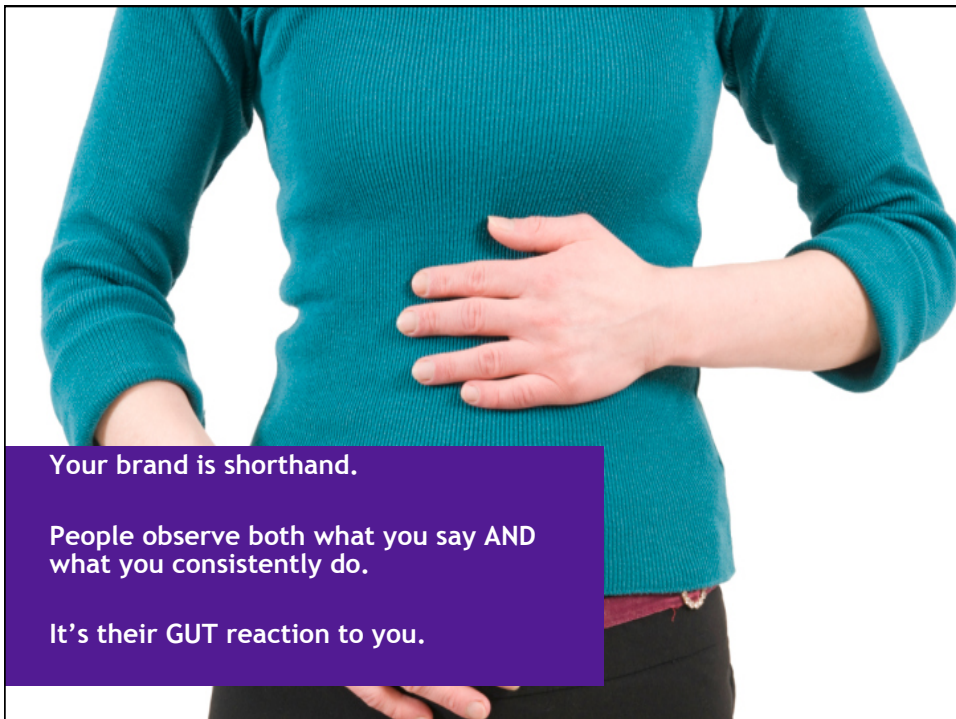
How about these?

- 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.



How is your brand stacking up?

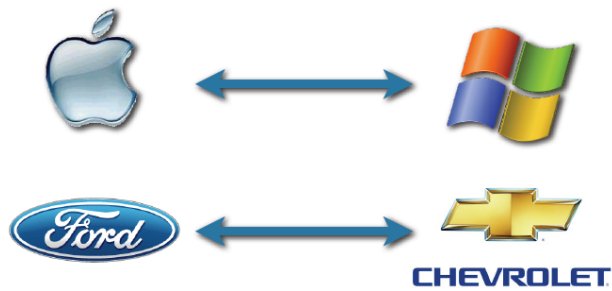


A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another.

Emotions and needs are where it all begins



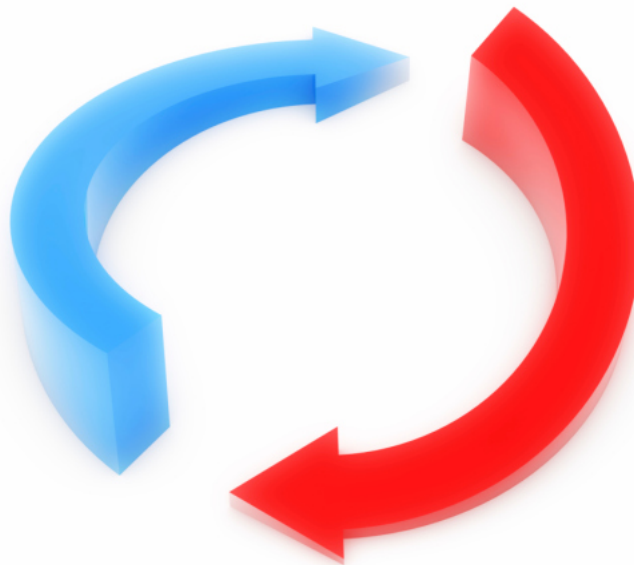
Can't have one emotion without its opposite



How users feel about your product or service

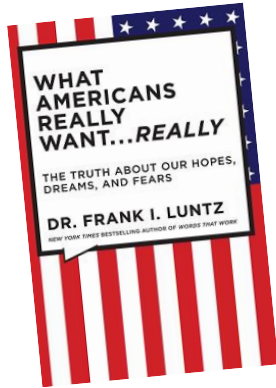


Chart by Kathy Sierra









“Mac people want you to know they are Mac people.

You’ll see the Apple logo on cars or on the backpacks of college kids. Thousands of people attend MacWorld...

People who own Macs want you to know that they are part of that community of people...

They are prepared to pay an Apple premium because their products satisfy all our other needs.”

**If I don’t trust
you – you
can’t even give
me a free
sample or free
consultation**



How do you build trust?



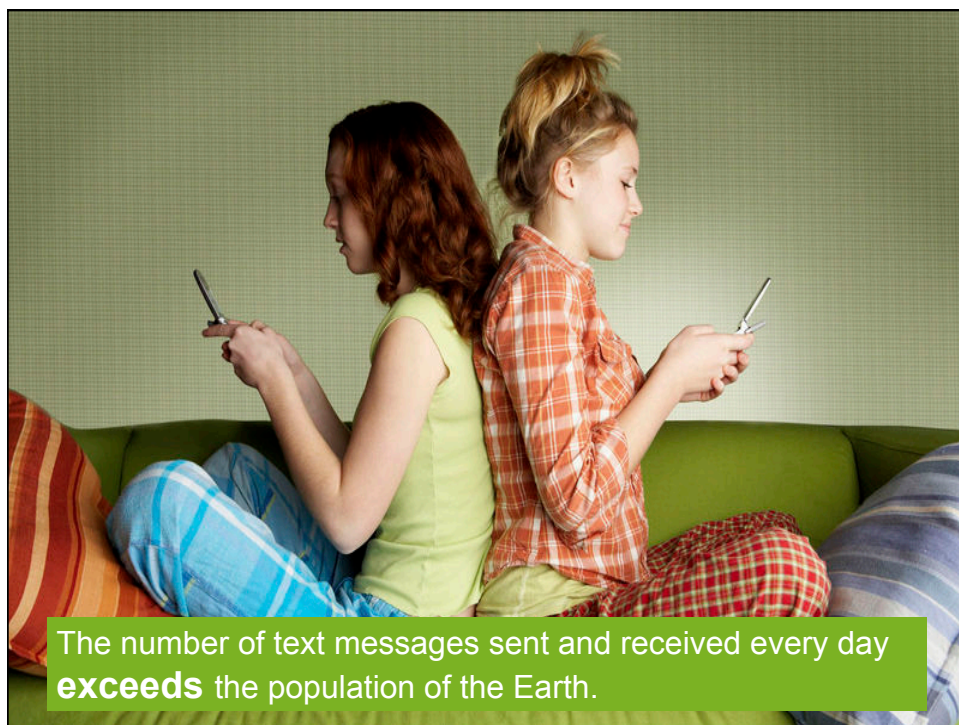
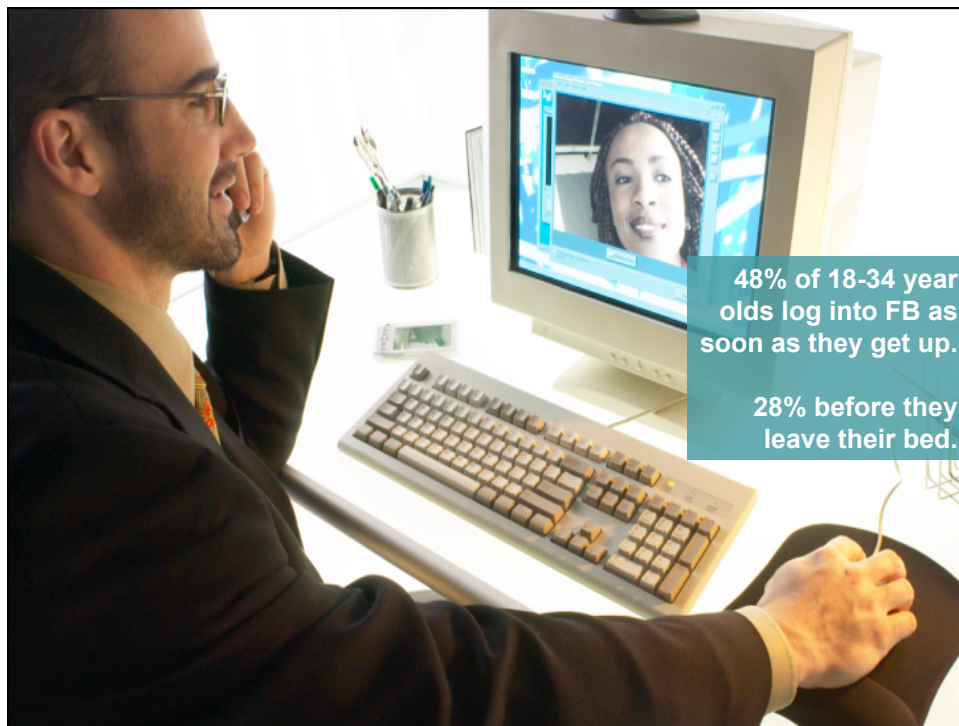
- You not me
- Consistency
- Real language not jargon
- Connect with me. Silence makes me nervous and distrustful.
- Spend time with/on me

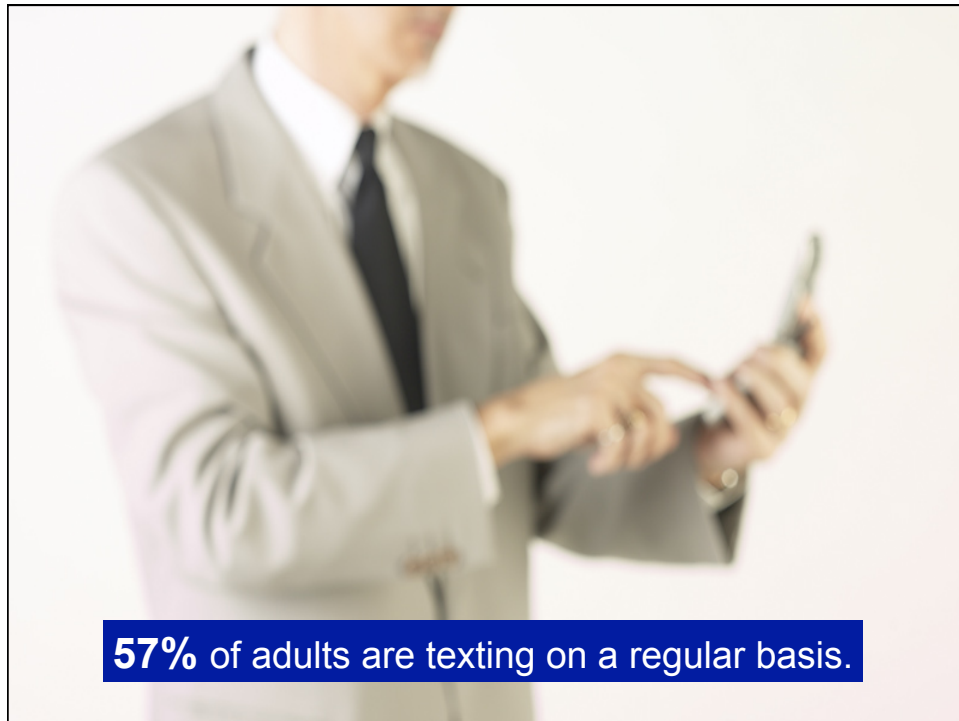
Advantages of social media

- ~ Conversation not monologue
- ~ Niches and passions
- ~ Relationship based
- ~ Costs more time than money












facebook
Search
Home
Profile
Account



Wall
Info
Friends

Friends (65)

Crew Outfitters
Robby Knox
Steve Applebaum
Rade Markovic
Aging Aircraft
Sciga Servizi Alcamo
Airtrade Revistadeaviacion
Ivonne R. Pericchi
Bandy Bedden

Thunderbird Aviation
Add as Friend
Send Message

Lives in Minneapolis, Minnesota

Wall

RECENT ACTIVITY

Thunderbird and Sport Aviation are now friends. · Add Sport as Friend

Thunderbird and Horizons Pilot Shop are now friends. · Add Horizons as Friend

Thunderbird Aviation

Take Off from KMIC - Crystal Airport
Favorited on www.youtube.com
Taking off runway 14R @ KMIC located NW of Minneapolis MN in a Piper Cherokee

You
March 12, 2010 at 4:28pm via YouTube

Thunderbird Aviation

056 flying
Favorited on www.youtube.com
Flying on Mother's Day 5-10-09. Thunderbird. Crystal Airport.

You
March 12, 2010 at 4:27pm via YouTube

Isaiah Padoskh likes this.

Thunderbird Aviation

Crystal Minnesota
Favorited on www.youtube.com
City Crystal the state of Minnesota / MN
http://www.fantasticplanet.tv

You
March 12, 2010 at 4:21pm via YouTube

Thunderbird Aviation

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Essential PPC Automation
optimine.com
Daily Automatic Bid Management, Test Fast, Control Rules, Win Leads

Using Google Analytics
appsumo.com
Justin Cutroni shows you his secrets. (The Guy who wrote the Google Analytics Book!)

Mama Lacona's Restaurant
Catering - Banquet Rooms FAJITAS Thursdays * 270-0022 * - Corner of 121st & Douglas Serving Des Moines, Since 1957. 'Like' us today!

Sleep Apnea Supplies-Save
sleepapneasupplies.sleepconnect.com
If you have Sleep Apnea, you may qualify for CPAP or BiPAP supplies at little or no cost. Learn how now.

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Links
Photos (1)
Events
Notes
Video
Questions

About
The First Choice in Aircraft Service.

78 check-ins
2,698 people like this

Likes
See All

Flightglobal
Phil Suglia at Duncan Aviation
Chad Doehring at Duncan Aviation

Duncan Aviation
Like

Aerospace/Defense · Edit city

Wall
Duncan Aviation · Most Recent

Morgan Armstrong Anthony

are you looking to hire any staff at the moment cos im looking for work in the us?

Yesterday at 3:39pm

Duncan Aviation Morgan - our career opportunities can be found on our careers page: http://www.duncanaviation.aero/careers/apply.php

Yesterday at 7:44pm

Duncan Aviation

1986 Astra 1125 For Sale
www.duncanaviation.aero
Next A-Check due at: 7,122.8 Hours; Next B-Check due at: 7,372.8 Hours; Next C-Check due at: 7,878.8 Hours; ...

April 14 at 2:33pm · Share

6 people like this.

Duncan Aviation

What's on your checklist?

The Final Delivery Checklist for Aircraft Maintenance
blog.duncanaviation.aero
No matter how you look at it, the delivery of the aircraft is an important part of each aircraft maintenance project.

April 13 at 12:13pm · Share

6 people like this.

Wuissem Deutsch I love aviation

You and Duncan Aviation

John McLaughlin likes this.

Friends' Photo Albums

Toby Keith Rocks
by John McLaughlin

Profile Pictures
by John McLaughlin

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Create an Ad

Social Ads Tool
The Most Complete Facebook Ads Management Platform
Facebook advertising news and tips. Join us and learn more!

Like · 787 people like this.

Advertising Position
billygraham.org
Online advertising experience? Come execute digital campaigns for our dynamic Christian organization based in Charlotte, NC.

The Key West Bar Card

Chat (0)

facebook
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Home
Profile
Account

South Bend Regional Airport (SBN)

Local Business · South Bend, Indiana

Like

Wall
 Info
 Friend Activity
 Sweepstakes
 Photos (19)
 Notes
 Twitter
 Discussions
 More

About

Welcome to the official Facebook page of the South Bend Regional Airport.

1,416 check-ins

5,751 people like this

Add to My Page's Favorites

Create a Page

Report Page

Share

South Bend Regional Airport (SBN)

Tuesday Travel Tips: It's your turn to share your travel tips with other SBN fans.

This Tuesday's topic: traveling with children.

Share your travel tips by commenting below.

12 hours ago

3 people like this.

View all 6 comments

Yvette Lacy Always make sure children have to go to the bathroom before you travel. Pack plenty of food so you don't have to spend more money than you need to.

12 hours ago · 2 people

Ryan Friesen dont do it.

11 hours ago · 2 people

South Bend Regional Airport (SBN)

Are you flying in for this weekend's Notre Dame Blue-Gold game? Be sure to check out the fun campus activities that ND and Visit South Bend have going on all weekend.

Campus activities during Blue-Gold Game weekend

The annual wrap-up to Notre Dame spring football, the Blue-Gold Game, will be played at 2 p.m. (EST) Saturday at Notre Dame Stadium. Here are events scheduled on and around campus for the weekend:

April 15 at 6:14am · Share

5 people like this.

Carol Kioni w/come all ND fans to South bend city.

April 15 at 10:40pm · 1 person

Carol Kioni It was hot match despite the weather.

9 hours ago

South Bend Regional Airport (SBN)

Quick SBN Social Survey:

When you fly from SBN, do you "socially check-in" at the airport using Foursquare, Gowalla, or Facebook Places (or other app)? Of these, which is your favorite location-based social network application?

April 6 at 1:23pm

People You May Know

See All

Page Fineran

1 mutual friend

Add as friend

Devin Mathias

9 mutual friends

Add as friend

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Create an Ad

Using Google Analytics

appsumo.com

Justin Cutroni shows you his secrets. (The Guy who wrote the Google Analytics Book!)

Votigo Social Media Solutions

Brands, Agencies... Use our FB Apps, Tabs, or Developer API for Contests, Sweepstakes, Coupons, Polls, Promos.

Free Audiobook by Solis

audioble.com

Download Engage! free, for use on your iPod or MP3 player, or choose from 85,000 other titles. Learn More at Audioble.com

North Captiva Island

Have you found North Captiva yet? Discover paradise! Click to join our Fan Page. For even more info visit www.northcaptiva.net

Like · 762 people like this.

Chat (0)

twitter
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Home
Profile
Messages
Who To Follow
DrewMcLellan

Indianapolis Airport

@INDairport Indianapolis

Get the latest airport news! Visit us online for real-time flight status, interactive maps, and travel tips before heading to the airport.

<http://www.indianapolisairport.com>

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memphisdaily The Daily News · by INDairport

Indy, Pittsburgh airport execs share aerotropolis hurdles with audience at Airport Cities World Conference #memphis #ACWC

<http://ow.ly/4zK5l>

14 Apr

INDairport Indianapolis Airport

Fly @Delta? Show us your spring break vacay starting & ending @INDairport! Win a trip for 2. YouTube contest details: <http://ow.ly/4rLas #fb>

6 Apr

SouthwestAir Southwest Airlines · by INDairport

We are working hard to minimize delays due to aircraft inspections. Please check your flight status at southwest.com

<http://cot.ag/fcymgo>

2 Apr

INDairport Indianapolis Airport

YouTube contest: Show Us Your Spring Break Vacation on Delta

About @INDairport

583 Tweets

198 Following

3,032 Followers

308 Listed

Connections

You both follow @simplifying.

Following 198

Similar to @INDairport · view all

mSPairport · Follow

MSP Airport

airportscouncil · Follow

ACI-NA

yvrairport · Follow

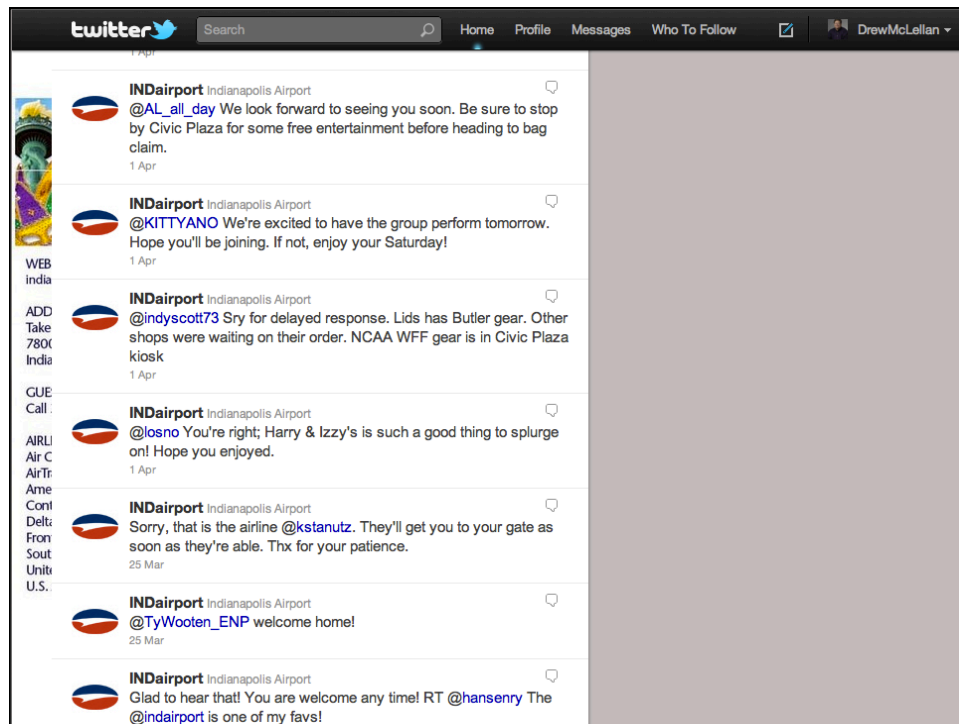
Vancouver Airport

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When you meet a potential customer:

Trust is low, Fear is high, Value is invisible.

Your job? Lower fear, raise trust, make your value seen.

In other words....market.



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Account

Arbor Springs Like

Health/Medical/Pharmaceuticals · West Des Moines, Iowa

Arbor Springs

New criteria and guidelines for the diagnosis of Alzheimer's Disease published for the first time in 27 years.

Alzheimer's Association | Research Center
www.alz.org

Learn about current Alzheimer's treatments, including FDA-approved medications and treatments on the horizon

11 hours ago · Share

Arbor Springs

A brief but informative video that details the significant incidence of Alzheimer's Disease.

Alzheimer's Association 2011 Alzheimer's Disease Facts and Figures
www.youtube.com

The Alzheimer's Association Facts and Figures report details the growing prevalence and escalating impact of Alzheimer's and dementia on individuals, caregivers, families, government and the nation's healthcare system.

April 16 at 11:50am · Share

Lynn Domenech

Great information under your link to ALZ Assoc. Very thorough explanation of the brain and ALZ. Thanks for sharing!

Monday at 10:08pm

Arbor Springs You're welcome, Lynn! We're glad it was helpful.

14 hours ago

You and Arbor Springs

Drew McLellan likes this.

People You May Know See All

Michael Hudson
1 mutual friend
Add as friend

Joseph Jaffe
1 mutual friend
Add as friend

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Get The Skinny!
knoxnews.upickem.net

Seymour Weight & Wellness Is A Medical Office Dedicated To Your Healthy Weight Loss Goals. Click To Get A \$100 Gift Voucher For \$50!


Tennessee Arrest Records
instantcheckmate.com

Are your criminal arrest records publicly viewable? See anyone's comprehensive arrest records. Unlimited searches for peace of mind.


Good Guys Click Here
realturesingles.com

No more games, just great ladies looking for better relationships.


Chat (0)



Thanks for your interest in our free e-book, *What you need to know about dementia*. We're excited to share it with you. If you have any questions after you read it, please don't hesitate to call or e-mail us for clarification or more information.




Enter your e-mail address below and we'll send you a link to download the e-book.

powered by 


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exclusively for dementia care

Arbor Springs is an award-winning facility devoted entirely to the care of persons with Alzheimer's disease and related dementias.

We provide a holistic program in a uniquely designed home-like setting which promotes social interaction and individual independence.

Take a Tour ➔

See what Arbor Springs has to offer by taking an exclusive virtual tour now.

[LEARN MORE](#)

About ➔

We have built the first stand-alone facility for dementia care in the state of Iowa.

[LEARN MORE](#)

Our Care Model ➔

Our "4 Components of Care" model is built on caregiving, medical treatment, social and physical environments.

[LEARN MORE](#)

It's about building trust



"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





Drew's marketing minute
www.DrewsMarketingMinute.com/aviation
Create a love affair with your customer. ♥

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Aviation

[Edit](#)
Drew's presentation on marketing:
[Download presentation notes here](#)

Social media books I recommend:

I Recommend

Enchantment: The Art of Changing Hearts, Minds, and Actions
Guy Kawasaki (Hardcover)
\$14.57

Social Media 101: Tactics and Tips to Develop Your Business Online
Chris Brogan (Hardcover)
\$15.61

The Social Media Marketing Book
Dan Zarrella (Paperback)
\$13.59

World Wide Rave: Creating Triggers that Get Millions of People
David Meerman Scott
\$15.45

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515-251-8400 • Drew@McLellanMarketing.com

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