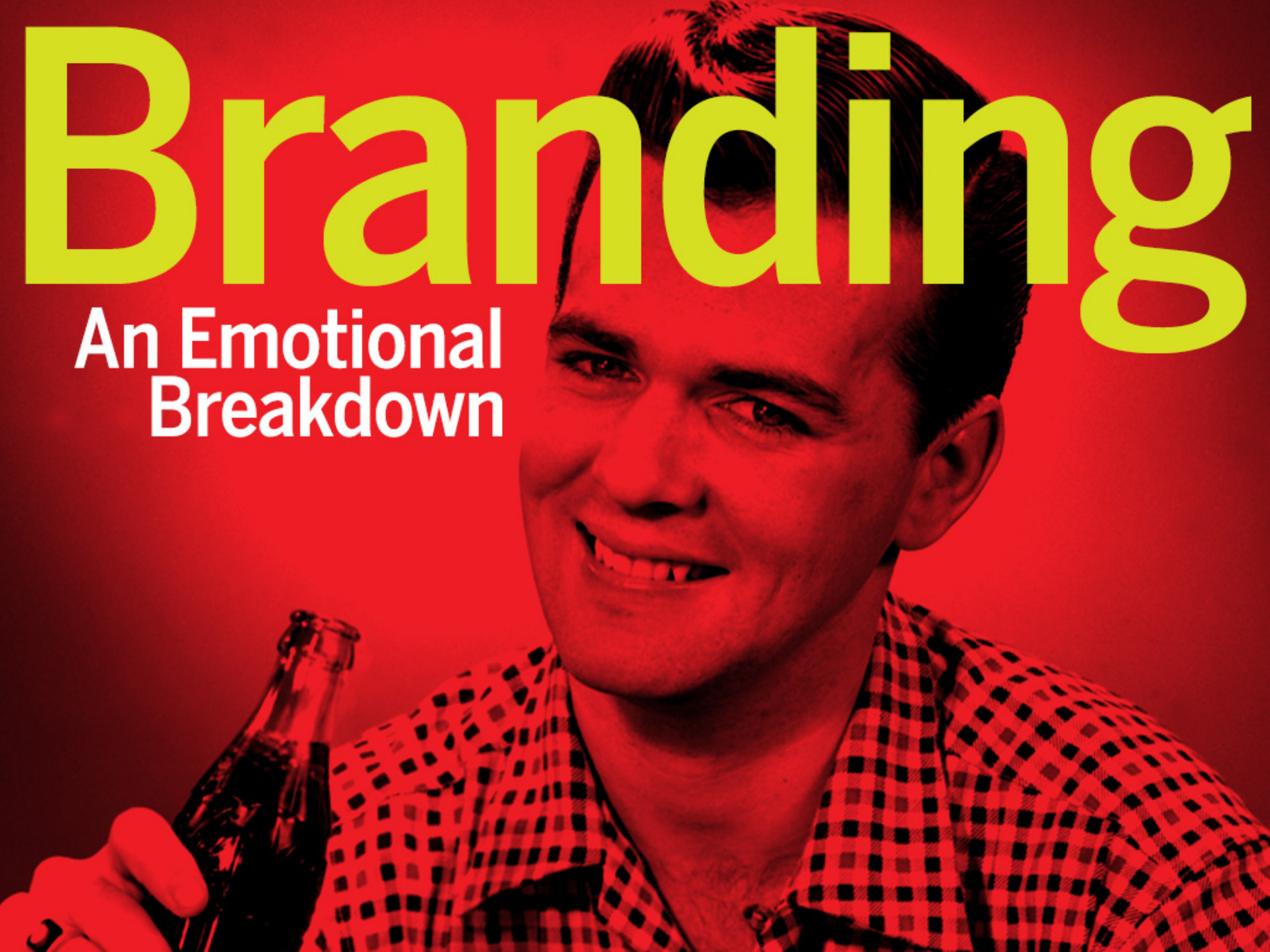
Branding

An Emotional Breakdown



The word “brand” is an Old Norse word “brandr” and it means “burn”.

The idea of marking things (and people) to show ownership goes back to 2000 BC.

The next step in brand evolution was to use the family names of makers.

Descriptive names like Miller, Miner, or Mason.

My name, McGowan, is an Anglicized form of Irish Gaelic "Mac an Gabhain" which means "son of the blacksmith".

Generations with the same name, plied the same trade and gained a reputation as the best source in town.

Because people bought products and services locally, there were consequences for bad user experiences.

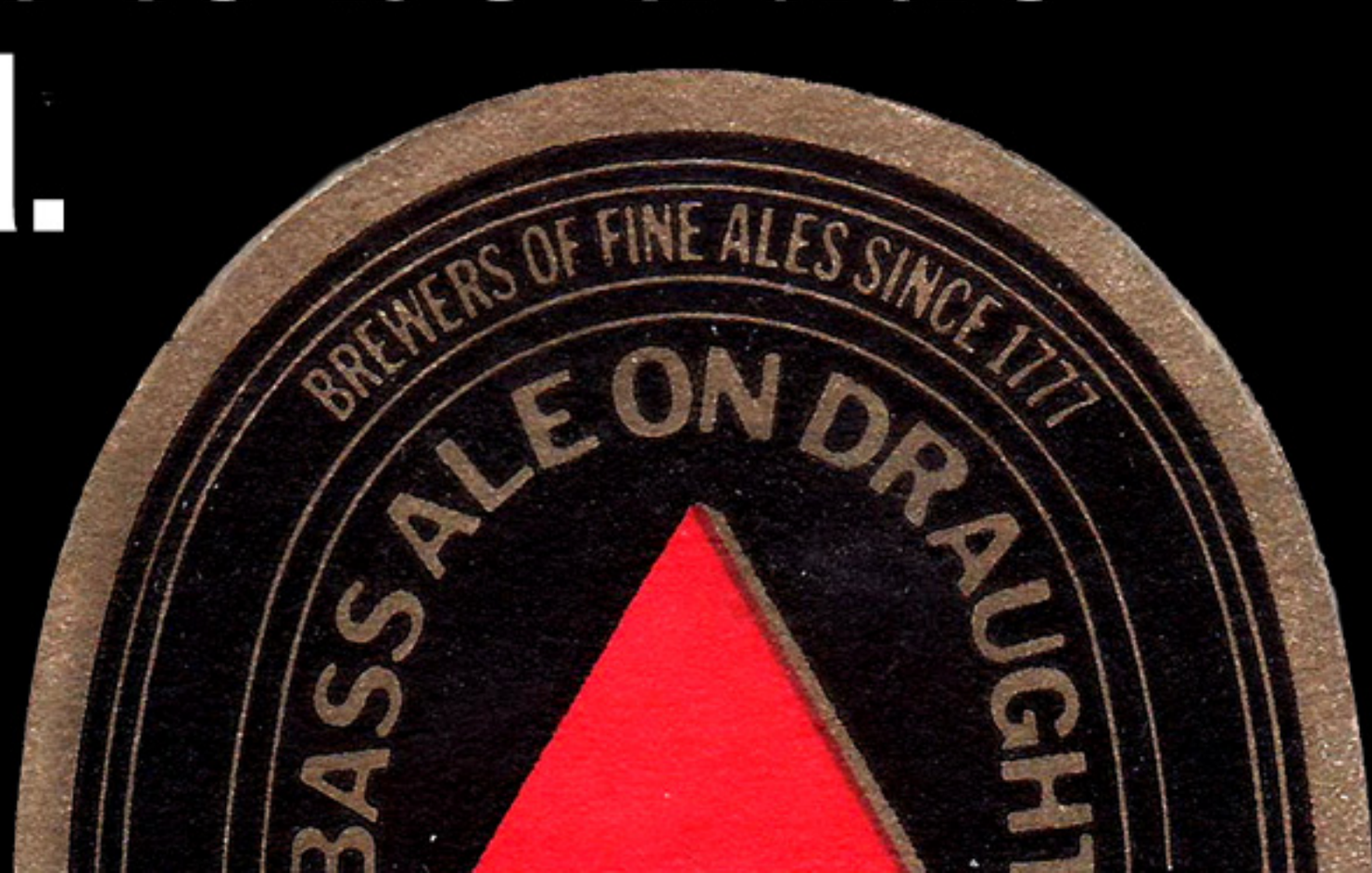
Between factories and distance, the close relationships between maker and buyer were no longer possible.

New ways of business needed new ways of building trust between maker and buyer.

Brands replaced direct relationships between maker and buyer and evolved to a **symbol** of trust.

By the 1800s, European manufacturers were granted intellectual property rights for brand names.

In 1876, Bass & Co.'s Pale Ale was the first product to be trade-marked.



BREWERS OF FINE ALES SINCE 1777

BASS ALE ON DRAUGHT

Bass

BASS BURTON UPON TRENT ENGLAND

After World War II, America created stronger ties between manufacturers and consumers.

The goal was to avoid a future economic crisis like in the 1930s, the Great Depression.

Military terms like "target" market were used to depersonalize the maker and buyer relationship.

Mad Men advertised the minor differences between products to a new consumer culture.

Brands started to patronize the people who made 80% of household purchases...

women.

Not a good idea.

TV, radio, and print advertising were very profitable for agencies.

Agencies convinced clients that it was the best way to promote their brands.

However, there is no real proof that mass media brand building even works.

And worse, the focus for agencies was profit and not the end users.

Also not a good idea.

In 1997, consumers said that they had confidence in 52% of all brands.

By 2008 their faith in brands was only 22%.

The advent of the internet fragmented traditional mass media.

Online rating and the power of social media disrupted established brand management.

Traditional mass media still works for introducing innovative products at a national or global scale.

Like any Apple product.

Brands now include communities and even celebrities.

Personal brands are a new development and fundamental to the growing gig economy.

The gig, or freelance, economy is expected be 34% of the US workforce by 2020.

The internet allowed brands to be a symbol of trust between maker and buyer once again.

1927

2017

So what's a brand?

A brand is not just a logo. Although it's an important part of a brand.

The word logo is an abbreviation of the word logotype.

It's a compound word from the Greek, logos "word" and typos "imprint".

So essentially, the word “logo” means “word”.

The term we should be using is trademark, which can be a symbol, monogram, ideogram, emblem, or even a logo.

A trademark is a symbol of a brand, not actually the brand itself.

A brand is not just a corporate identity. Although it's an important part of a brand.

The specifications and rules about color, images, typography, and style help provide visual consistency.

A corporate identity is the expression of a brand, not actually the brand itself.

A brand is not just a product. Although it's an important part of a brand.

The role of distribution, sales, management and impressions of a product help a brand generate income.

A product is the business of a brand, not actually the brand itself.

A brand is a gut feeling. We think we're rational, but our assessment of a brand is largely based on emotions.

Each of us has our own individual and intuitive feeling about a brand.

Only when a number of individuals have similar emotional feelings, does a brand come to life.

A brand is the feeling that people have based on their collective experiences with it.

How about other definitions of a brand?

“A brand is a behavioral template, guiding the activity of the whole.

Faris Yakob

Founder and principal
at Genius Steals LLC

A belief about how the world is and how it could be.

Faris Yakob

Founder and principal
at Genius Steals LLC

So, branding is the process of harnessing and articulating...

Faris Yakob

Founder and principal
at Genius Steals LLC

that belief, so that it may inform actions and communications."

Faris Yakob

Founder and principal
at Genius Steals LLC

Ummm... how about something a little more concise?

“A brand is whatever your consumers have in their minds about you.”

James Heaton

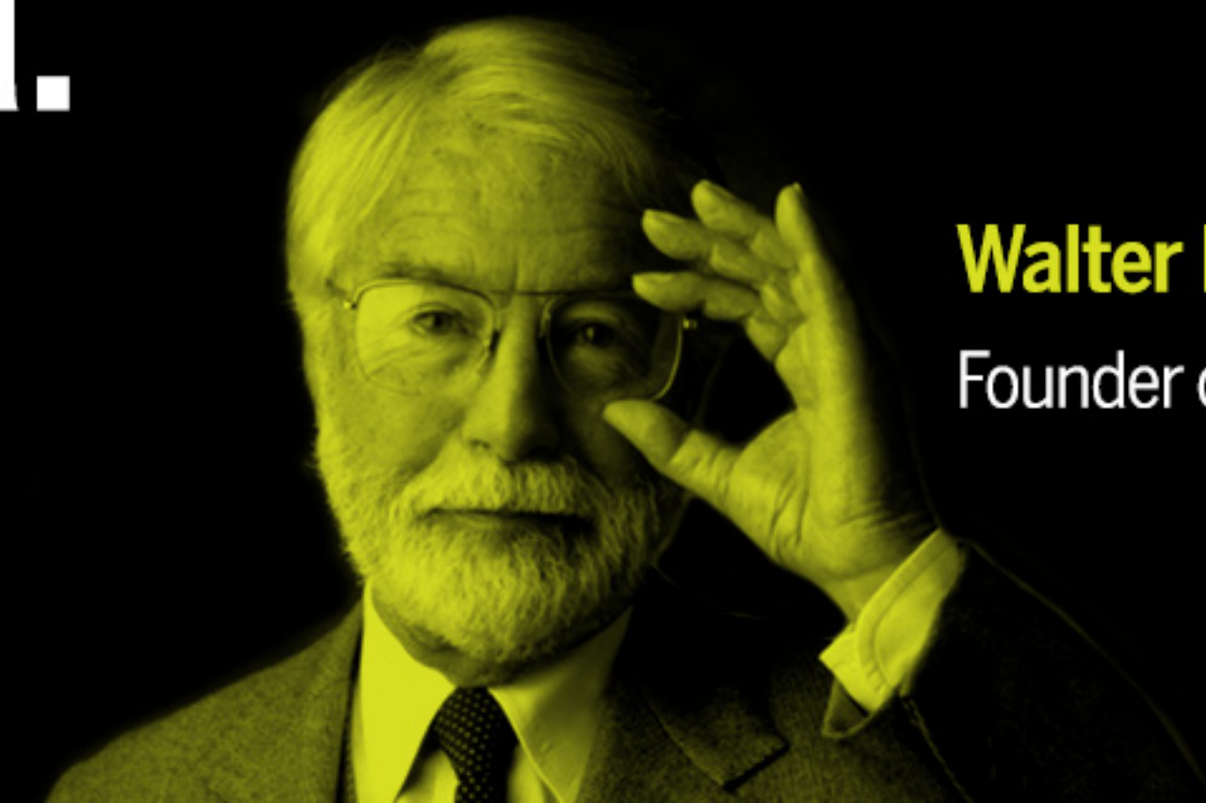
President at Tronvig Group

“A person has a soul.
A product has a brand.”

Jennifer Kinon

Designer, educator and co-founder of Original Champions of Design

“Products are made in the factory, but brands are created in the mind.”



Walter Landor

Founder of Landor Associates

“Your brand is what other people say about you...

Jeff Bezos

Founder of Amazon

when you're not in the room."

Jeff Bezos

Founder of Amazon

“Find out who you are
and do it on purpose.”

Dolly Parton

Brand Icon

Reading List

The Physics of Brand

Arron Keller, Renee Marino, Dan Wallace
F+W Media, Inc. 2016

The Brand Gap

Marty Neumeier
New Riders, Inc. 2006

Branding In Five and a Half Steps

Michael Johnson
Thames & Hudson, Ltd. 2016