

Building Brands.
Building Business.

intrin^zic
marketing + design inc

Agenda

- What Makes A Successful Brand?
- Getting Started
- Brand Profile
- Case Studies
- Brand Audit

Overload

1. The average American is exposed to 247 commercial messages each day
 - *Consumer Reports*
2. In a world with in-store television screens, digitally delivered movie libraries and cell phone video clips, the average American is exposed to 61 minutes of TV ads and promotions a day.
 - *New York Times*
3. Average mobile customer sent or received 357 text messages per month — a 450% increase over the number of text messages circulated monthly during the same period in 2006.
 - *Nielsen Mobile*
4. A large grocery store typically has 20,000 SKUs
 - *USA Today*

What Makes A Successful Brand?

What is a Brand?

Brand definition

- A brand is the identity and value perception held in the hearts and minds of customers, prospects, and partners

Perception is reality.

Why is Branding Important?

- Clutter
- Skepticism
- First impression
- Accelerate the sales process/purchasing decision
- Provides credibility
- Internal alignment

Who Owns a Brand?

- The brand is the responsibility of all employees and is ultimately driven by a company's internal and external operating philosophies—to create the “face” of a company's culture.



What Do These Brands Represent?



What Do These Brands Represent?



- Smart
- Innovative
- Functional
- Creative expression



TARGET

- Trendy
- Fashion
- High Quality at low margins



- Victorious - *Goddess of Victory*
- Active
- Energized
- Inspired

When To Re-Brand/Refresh

- Your company or its position has significantly changed
- Your target audience has changed
- Your name/identity is limiting or dated
- Your name/identity misrepresents:
 - The products and services you offer
 - The markets you serve
- There is a disconnect between your visual identity and your target audience

Cisco Systems

1985



1990



1996



2006



What Can a Strong Brand Do?

- Increase margins
- Create the right perception from the beginning
- Communicate value
- Allow you to spend more time selling benefits and less explaining who you are
- Create need
- Get you on the short list
- Attract top talent

What it Takes to Be a Great Brand

- Emotional connection with consumer
- Stays with the consumer
- Unique, relevant, credible market positioning
- Simple, clear messaging – tells a story
- Integrated, consistent and relevant communication
- Strong visual identity
- Commitment to the brand from the inside out
- Flawless delivery and execution

AUTHENTICITY

Getting Started

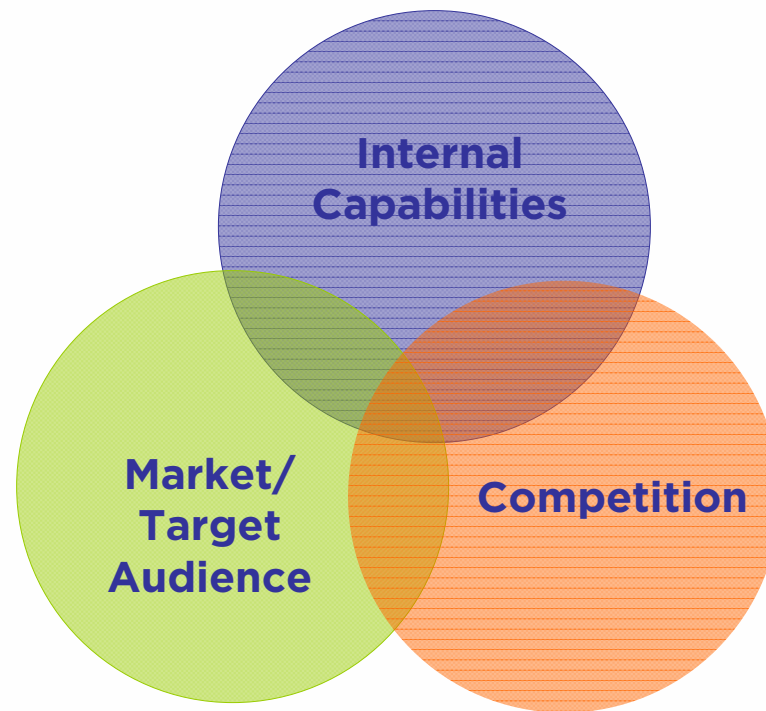
What is Differentiation?

The foundation for building a brand

- The act of designing a set of meaningful differences to distinguish the company's offering from competitor's offerings
- Gives customers a clear message about why they should purchase your product or service instead of your competitor's product
- Is where value is created in the customer's mind
- What separates you from the pack

Without a strong brand, consumers will differentiate based on price.

Where to Begin



Internal Capabilities

Questions to Ask

- What are my weaknesses?
- What are my strengths?
- Are these sustainable?
- Are they unique?

How to Get Answers

- Ask your employees
- Ask customers
- Ask vendors
- Ask channel partners

Market

Questions to Ask

- What are my customer needs?
- How important is each need?
- Who is my ideal client?
- How do I want to be perceived?
- What makes my product/service different?
- What size is the market?
- Can I make money?

How to Get Answers

- Industry reports
- Customer analysis
- Chamber data
- Primary Research
 - Surveys
 - Focus Groups
 - One-on-one interviews
- Product/service usage

Target Audience Profiles

Profiles are descriptions of the target audience that read like a description of someone you know, to guide media and message decisions. Benefits include:

- Enhanced positioning
- More effective and engaging communication: benefit/need based
- More targeted media / vehicle choices
- Better internal alignment: call centers, product development, sales
- Better definition = better measurement

Target Audience Recommendation

INVESTOR Basic Demographic Profile



- 45 years and older (Male and Female)
- Living in the Dayton area (within 30-40 minute drive)
- Married (approximately 72% of target is married)
- Have children and grandchildren
- College educated: undergraduate or graduate degrees
- Employed full time, many owning one or more companies
- Investable assets of \$1MM-\$10MM

Target Audience Profile



Hi, I'm Dan. I'm 48 years old and both of our kids will be going to college in the next two years. My wife and I have both taken a heavy hit on our retirement funds over the past twelve months.

We can't rely on the nightly news and our monthly statements. We need someone that can guide us through the process and help us make the right decisions for our future.

Target Audience Profile

Behavioral Traits:

- Hardworking, educated and motivated
- Engaged: embraces community efforts and entertainment to stay connected with friends and family
- Constant connectivity via Internet, print, cable
- Investment savvy, but time poor
- “Millionaire next-door” type

Values:
friends
entertainment
technology
community
family
travel



Competition

Questions to Ask

- Who are my competitors?
- What are my competitor's strengths and weaknesses?
- Are these sustainable?
- How unique are they?
- Who are their customers?

How to Get Answers

- Review websites
- Ask for sales literature
- Ask mutual customers
- Ask vendors
- Obtain information from trade groups

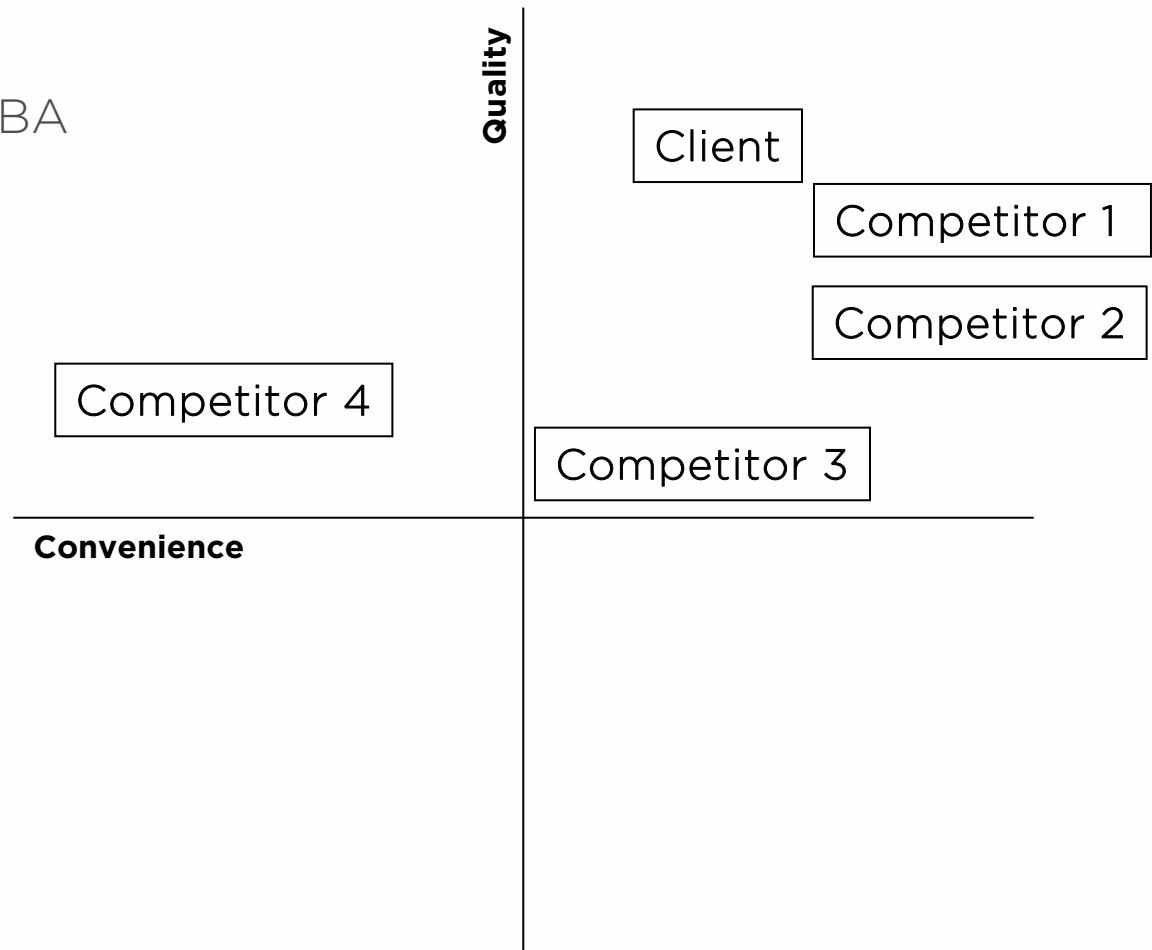
Competitive Position Graph

Provides a visual representation of where you currently are versus the competition – and where you want to be

- Determine axis definition based on traits/benefits most important to target audience
- Plot current and ideal position versus competitors
- Conduct competitive research and analysis to verify

Example: Competitive Landscape

Among local part time MBA
program competition



Key Decision Criteria

- Convenience
- Quality/Local Respect

Competitive Positioning Opportunities

Decision Criteria of Part-Time MBA Candidates*	Client	Competitor 1	Competitor 2
Accreditation	Strongly Meets Criteria	Strongly Meets Criteria	Strongly Meets Criteria
Location	Meets Criteria Relative to Geographic Location of Audience	Meets Criteria Relative to Geographic Location of Audience	Meets Criteria Relative to Geographic Location of Audience
Local Respect (Quality of Program)	Strongly Meets Criteria	Strongly Meets Criteria	Meets Criteria
Average GMAT Scores	Strongly Meets Criteria	Meets Criteria	Strongly Meets Criteria
Published National Ranking	Does Not Meet Criteria	Strongly Meets Criteria	Meets Criteria
Class Makeup (Size, caliber)	Strongly Meets Criteria	Meets Criteria	Meets Criteria
Average Work Experience	Meets Criteria	Meets Criteria	Strongly Meets Criteria
Quality of Faculty	Strongly Meets Criteria	Meets Criteria	Meets Criteria

*GMAC

Strongly Meets Criteria

Meets Criteria

Meets Criteria Relative to Geographic Location of Audience

Does Not Meet Criteria

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Differentiation Variables

Product

Form
Features
Performance
Quality
Conformance
Durability
Reliability
Reparability
Style
Design

Services

Ease of ordering
Installation
Consulting
Delivery
Training
Maintenance
Repair
Quality
Responsiveness
Speed

People

Competence
Experience
Courtesy
Credibility
Reliability
Responsiveness
Communication

Image

Media
Atmosphere
Symbols
Events

Or a combination that can
be packaged together

ProSource



Common Pitfalls in Differentiation

- Differentiate, but don't communicate
- Differentiate, but message gets lost
- Differentiate with price and then get beat at own game
- Differentiating attribute is not valued by customers
- Differentiate marketing message, but don't back up claim with delivery of product/service
- Differentiation so focused that other attributes required by the customer are forgotten

Position yourself, or someone else will do it for you.

Brand Equity Profile

Role of Brand Profile

- Document and distill essence of brand
- Utilize as a communication tool internally
- Benchmark to measure and evaluate your communication efforts

Brand Equity Statement

- Defines the value your brand has in the marketplace
- Is not external-facing, not a tagline
- The internal brand “flag” your organization stands behind
- Creative & Media Evaluation: does it live up to the statement?

Guidelines for New Positioning Example

Existing Strengths to Leverage

Academic reputation

- High quality students
- High quality faculty
- "Public Ivy"

Farmer School of Business

- Academic reputation
- U.S. News & World Report ranking
- New building

Respected Graduates

MBA Program

Positioning Goals to Achieve

Overcome reputation as a school focused only on undergraduate studies

Full Time MBA Program

Define a space in the full time MBA market to attract ideal candidates

Professional MBA Program

Define a space in the part time MBA market to attract ideal candidates

Example: Brand Equity Statement

Masters of Business

Bold. Communicates the reputation of the Client business program

Established. Elevates the tradition, even among the newer graduate programs

In command. Says that we control where business education is going to reflect the progressive nature of our programs

Guidelines for New Positioning Example

Existing Strengths to Leverage

Quality, Reliable Work

- Accuracy
- Reliability in deadlines and cost

Solid Relationships

- Committed management
- Exceptional service
- Flexibility

Strong Expertise

- Experienced, knowledgeable teams

Positioning Goals to Achieve

Strengthen reputation for innovative design

Overcome reputation as a traditional “basic” provider within health care niche

Create a more contemporary, edgy, energized culture

Example 2: Brand Equity Statement

Design ingenuity,
sound foundation



Unique Selling Proposition

Answers the questions:

- How are we different than our competitors?
- How do we benefit our customers?

Customer benefit driven statement

Example: Unique Selling Proposition

Its full time MBA program is a progressive MBA program that provides global and local experience that truly prepares students to lead a company in the global marketplace.

Example 2: Unique Selling Proposition

Client is the most progressive firm I can trust to deliver innovative design with exceptional service.



Reasons to Believe

- Gives support to the Unique Selling Proposition
- Should include factual claims and be results driven
- Later used as detail in marketing program or detailed communications

Example: Reasons to Believe

Quality of instruction

- Small class size allows for a connection with faculty who provide personalized coaching and a genuine interest in students' success.
- A diverse faculty (3/4 tenure track, 1/4 adjunct faculty) provides a 360-degree perspective on business, balancing theory with real-world application.
- Designed for mid-level managers with the look and feel of an executive MBA Program.

Proven results for advancing careers

- Strength of the reputation and national recognition for the undergraduate School of Business.
- Employers are more likely to hire graduates because it is viewed as a lower risk based on the performance and reputation of past graduates.

Example 2: Reasons to Believe

- Repeat business and trust earned from quality of design and service
- Clients willing to testify to our high service orientation
- Young new talent focused on cutting-edge design
- Recognition from industry awards
- Demonstrates leading edge applications for key trends including:
 - LEED/Sustainability/Responsible Design
 - Prescriptive design
 - Books, white papers, etc.
- Active leaders in key industries, associations and groups
 - Advisory Board (health care)
 - Diverse portfolio/breadth of design

Features

- Means of providing benefits to customers
- Distinctive characteristics of goods or services
- Does not stand alone without benefits
 - Companies tend to sell features
 - Customers want to hear benefits

Example: Features

- Condensed semester schedule
- Two-year commitment
- Packaged as Executive MBA - tuition includes books, course materials, and concierge service
- “Portable” program – can transfer in and out of other traditional part time MBA programs

Example 2: Features

- Full service architecture and design services from an experienced staff
- Rich tradition coupled with today's cutting-edge technology
- Dedication to client relationships
- Support from senior staff

Benefits

- What a customer gets from your product, service or company
- Addresses THEIR needs
- Engaging and relevant

Example: Benefits

- “I will get personal attention from my professors.”
- “I will still have time to balance work, school, school and personal time.”
- “I can get an MBA degree that I know will be respected by my employer and give me a leg-up in my career.”
- “After graduating, I will be empowered to take the next step in my career.”
- “I am proud to hold an MBA from Client.”
- “My Client MBA distinguishes me from the vast population of competitor graduates.”

Example 2: Benefits

- “I will be given the dedicated support of an experienced team.”
- “I will receive ideas and design that delight and inspire, while meeting my functional needs.”
- “I trust that deadlines and budgets will be met.”
- “I know the firm will work with me as my needs change and bring new ideas to the table to solve problems.”



Brand Vocabulary

- Defines current and aspirational vocabulary
- Helps people clearly understand the difference between old and new brand position
- Helps internally with alignment, externally with messaging
- Brings to life the personality of a brand

Example: Brand Vocabulary

Current

Professional
Knowledgeable
Honest
Relationship oriented
Detail oriented
Low key/Casual
Responsible
Reliable
Quality
Team player
Loyal
Tasteful

Future

Expertise
Professional
Creative
Progressive
Contemporary
Innovative
Ingenuity
Visionary
Team player
High performance
Confident
Challenge
Knowledgeable
Accessible
Forthright
Committed
Deliberate
Responsible
Quality

Brand Vocabulary

Client 1

Tradition
Heritage
Prestige
Academic Excellence
Pride
Leadership
Well-rounded
Selective
National Recognition
International
Quality
Consistency
Smart
Red Brick
Marketable

Full Time MBA

Innovative
Progressive
Experiential
Cross-functional
Entrepreneurial
Accelerated
Boutique

Professional MBA

Executive “feel”
Traditional MBA
Portable
Convenient
Accessible

Intrinsic's Brand Vocabulary/Pillars

Current

Responsive
Customer-focused
Great attitude
Accountable
Trusted partners
Professional
Fun
Approachable
Dependable
Knowledgeable
Excellent value
Flexible
Solid executers

Future

Responsive
Customer-focused
Great attitude
Accountable
Trusted partners
Professional
Fun
Approachable
Dependable
Experts in the field
Results oriented
Adaptive
Solid throughout execution
Creative
Industry leaders
Irreplaceable
Proactive
Insightful
Thinkers
Innovative

Intrinsic Brand Pillars

Honest

Unpretentious

Smart

Enthusiastic

Confident

Current

Brand Character

Building on vocabulary, use pictures to paint the before and after tonality of the position

- Gives immediate emotional cues
- Brings clarity to the old and new position
- Memorable and engaging reinforcement

Brand Character – Professional



Example 2: Brand Character



Traditional
Dependable
Approachable
Practical



Functional
Elemental
Foundational
Efficient

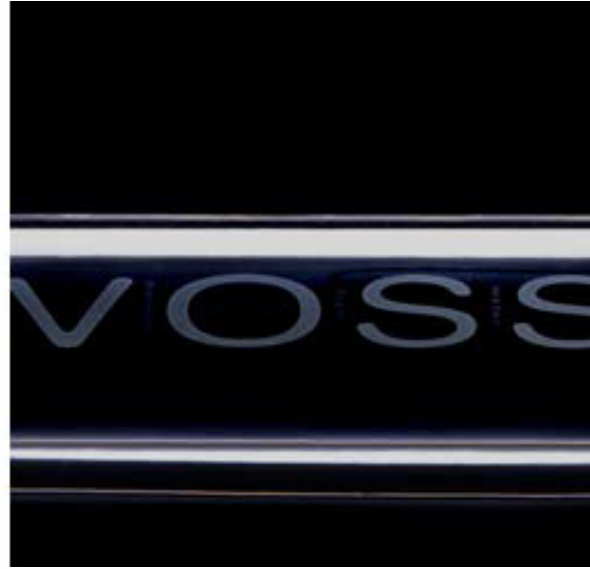


Safe
High quality
Reliable
Specialized

Example 2: Brand Character



Powerful
Confident
Bold
Agile



Evolved
Sophisticated
Distilled essence
Contemporary



High performance
Progressive
Visionary
Elegant

Brands in Action

Baker Concrete Construction

The Challenge

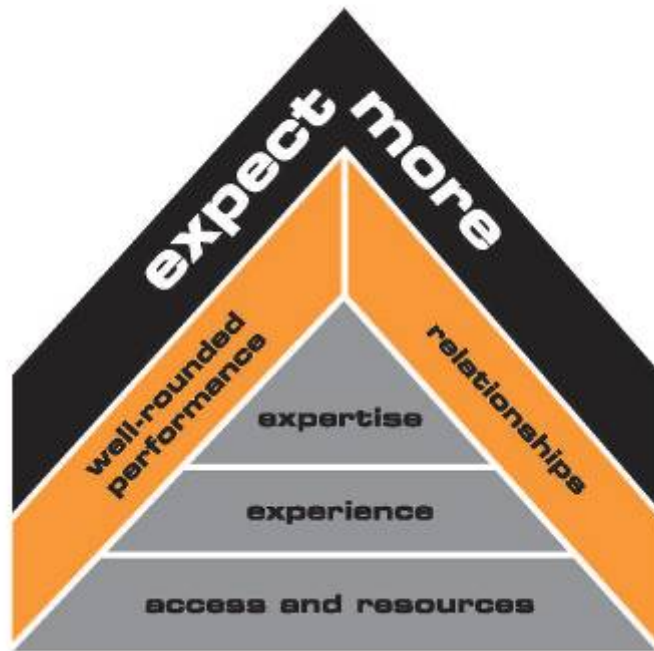
- Position Baker as one of the nation's leading concrete construction firms
- Develop a complete marketing plan, including market research, strategy, new brand identity, and implementation

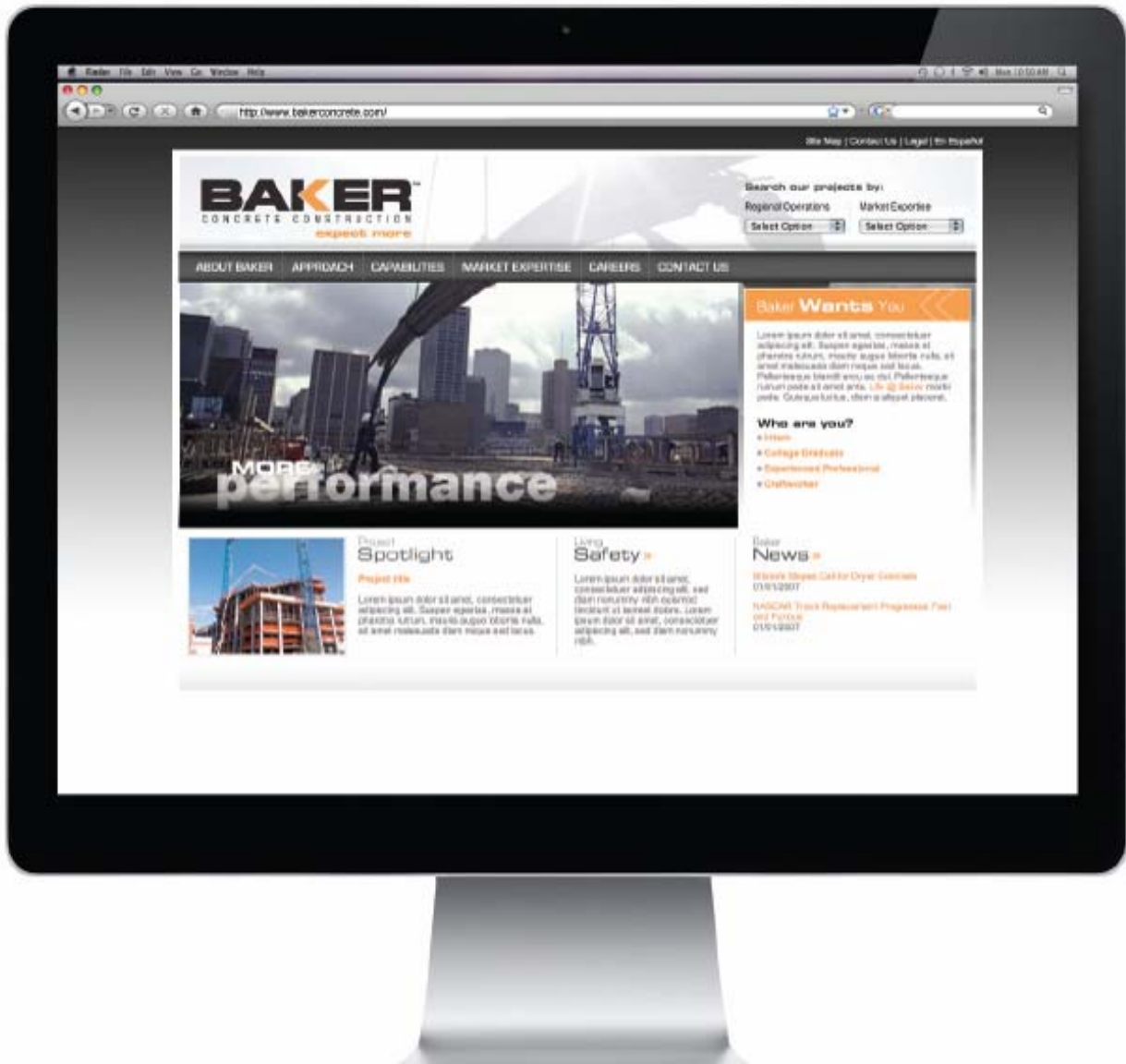


Baker Concrete Construction

The Solution

- A new brand identity that lives up to their reputation in the industry





BAKER

CONCRETE CONSTRUCTION
expect more

Search our projects by:

Regional Operations Market Expertise

Select Option

Select Option

ABOUT BAKER APPROACH CAPABILITIES MARKET EXPERTISE CAREERS CONTACT US



Baker Wants You

Learn about Baker's career opportunities and the many ways you can contribute to our success. We're looking for people who are passionate about their work and want to be part of a team that's making a difference in the world.

Who are you?

- Crews
- Cottage Erectors
- Experienced Professional
- Craftworkers

Baker News

Wetlands Impact Call for Dyer Concrete
05/12/2017

NACCA Track Replacement Progresses Fast
and Proud
05/12/2017



Project Spotlight

Project Title

Learn about Baker's latest project, showcasing our expertise in concrete construction. This project is a testament to our commitment to quality and safety.

Living Safety

Learn about Baker's commitment to safety in the workplace. We provide comprehensive training and resources to ensure every worker is safe and healthy.



The Redmoor

The Challenge

- Rebrand the night spot Jaspers, which had suffered an identity crisis
- Create a sought-after destination to host the city's most interesting and exclusive events



The Solution

An elegant identity that tells a rich story about a landmark building

An image that makes you want to be there







Miami MBA

The Challenge

- Encourage the highest echelon of potential students in the region to apply to Miami MBA programs
- Launch the new Miami MBA professional program and new location to the market

Miami MBA

The Solution

An inspirational campaign that communicates to potential students that armed with an MBA from Miami, they can take their careers anywhere.



MIAMI UNIVERSITY
WEST CHESTER

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Summary

- A brand is the identity and value perception held in the hearts and minds of customers, prospects, and partners.
- A company does not fully define its own brand, and frequently needs help assessing the situation, building internal alignment and articulating its brand clearly.
- Branding is articulated at every point of customer interaction, which can be difficult for companies to assess themselves.
- Once a brand is defined, it's critical to translate the essence into effective marketing programs and pieces.

Brand Audit

Brand Interaction

Awareness

- Advertising
- PR
- Philanthropy
- Collateral
- Proposals
- Trade Shows

Sales/Point of Purchase

- Customer Service
- Presentations
- Sales Efforts
- Direct Communications
- Promotions
- Packaging
- POP

Ongoing Communication

- Stationery
- Email Signatures
- Office Environment
- Receptionist
- Invoices
- Customer Service
- Voicemail; On hold message/music
- Newsletter
- Training

Align Brand

1. Does all of this stack up to your unique selling proposition and brand pillars?
2. Does it hold up to your key messaging?
3. Does it align with your visual identity?

Conduct a table top review every 6-12 months to ensure that everything is lining up and that applicable departments and divisions are communicating your message properly.

Questions?
