

Brand Audit Session



October 14, 2011

Feel this way?



Or this way?

- Life isn't about waiting for the storm to pass. It's about learning to dance in the rain.



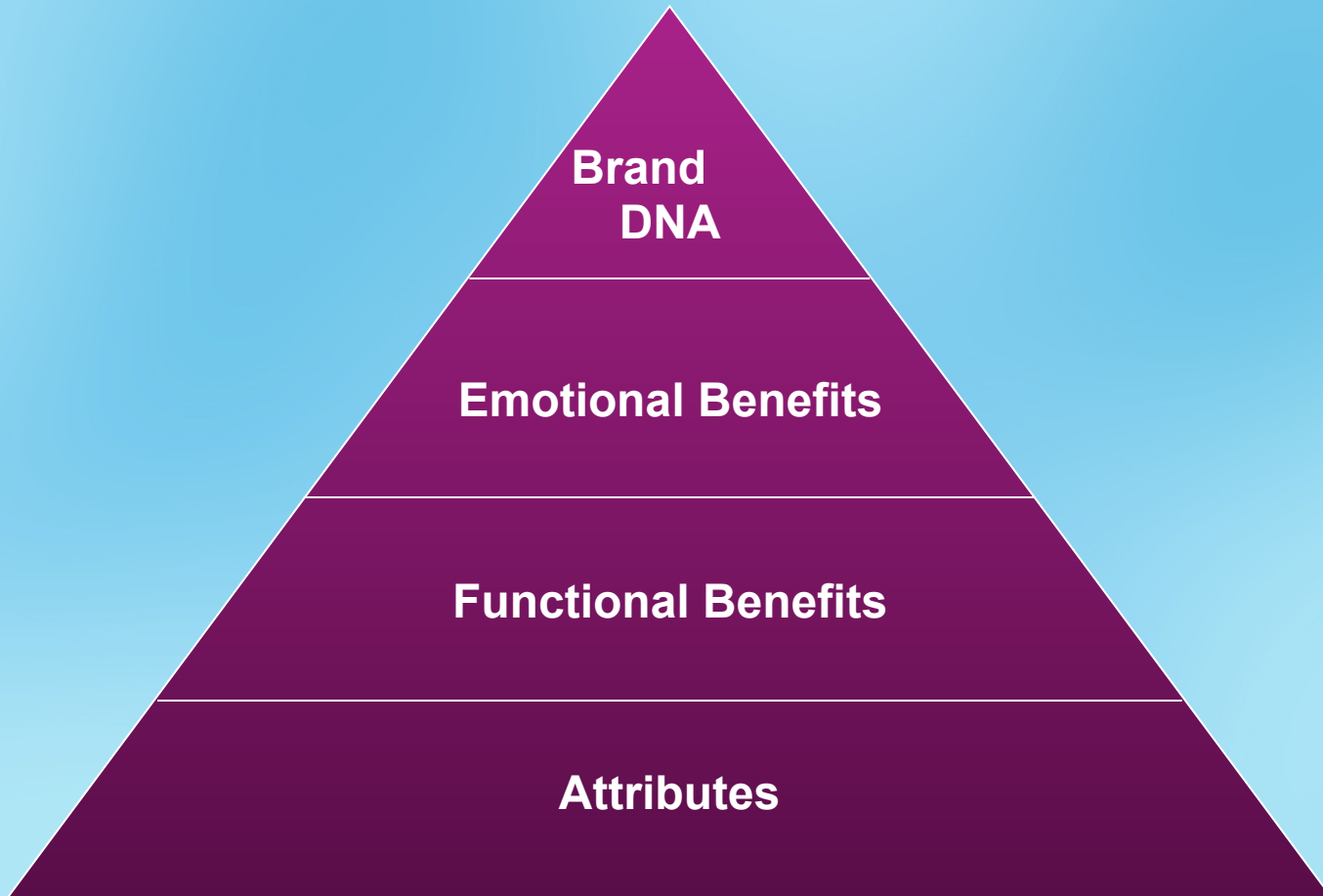
Starting Point: What Separates Great Brands from Mediocrity?

Brand Architecture

What's the difference between:

- Panera Bread Company and Atlanta Bread Company?
- Chipotle versus all the other Mexican Fast Casual?

Brand Benefit Hierarchy: Building Blocks of Branding



Brand Benefit Hierarchy

- Attributes: tangibles, can be seen or touched.
- Functional benefit: tangible, demonstrable benefits that “ladder up” or “flow” from defining attributes.
- Emotional benefits: the “feeling” in Brand. The “voice” through which the Brand touches the consumer.
- Brand DNA: what the Brand “Signs Up For” in the lives of its core consumers.

Brands Ante, Then Drivers

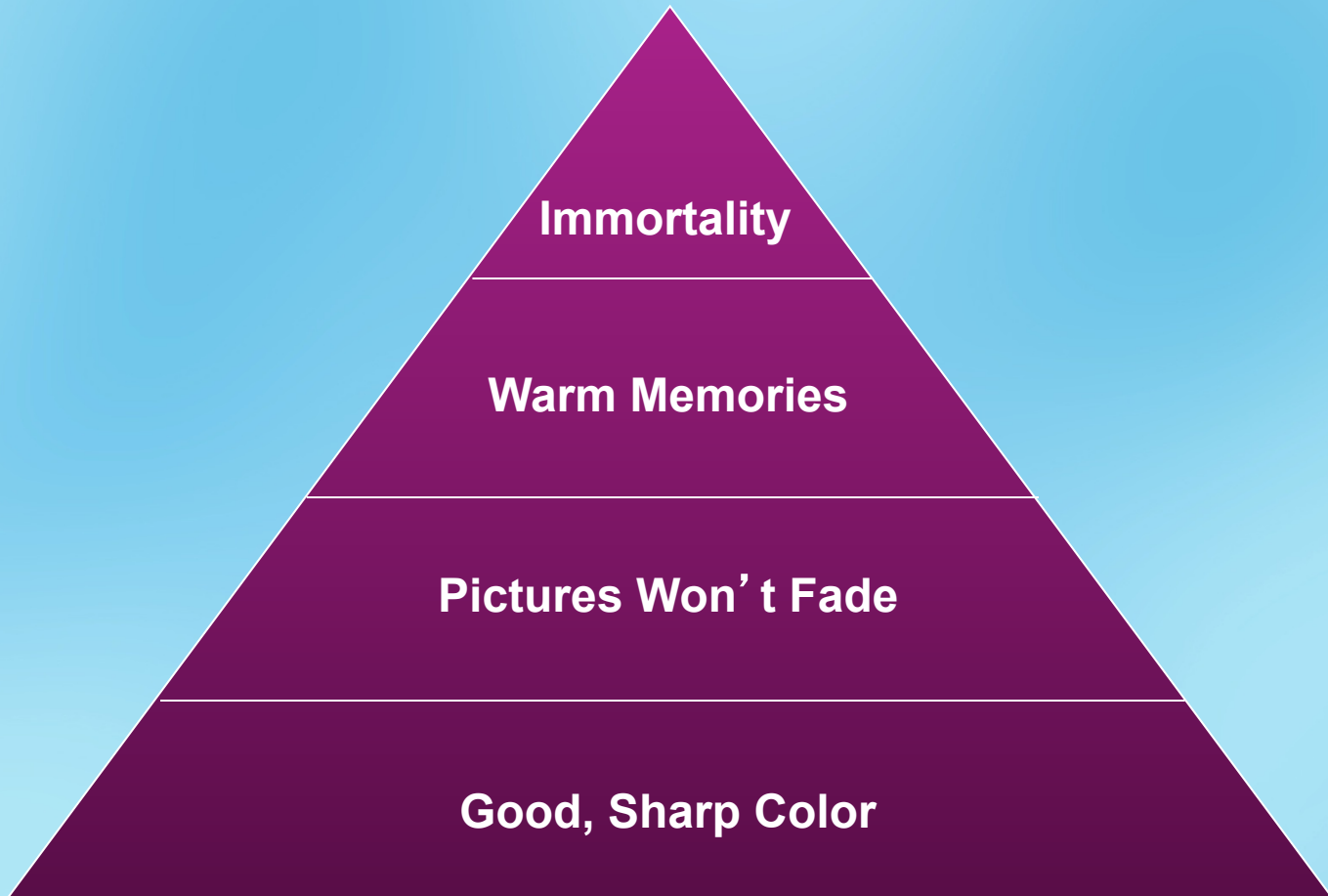
Antes: Domain of “Product”

- Attributes
- Functional benefits

Drivers: Domain of “Brand”

- Emotional benefits
- Brand DNA

Example: Brand Kodak



Great Brands

Brand	Brand DNA
Coca-Cola	Continuity and connection ("Always")
Nike	Unlimited personal possibilities
Marlboro	American individualism
Levi's	Original individuality
Disney	The magic of childhood — joining the world
Mt. Dew	Pushing The Limits

Premium Ice Cream Brand (Example)

Attributes

- See it made for me/made to order
- Ice cream made fresh every day
- Smooth and creamy
- Flavor: Perfect — real to taste flavor
- Strictly fresh ingredients
- Colorful
- Entertainment
- Natural
- Multi-sensory
- One of a kind taste...every time
- Ice cream artists
- Especially for you
- Any flavor you want, some no one's ever thought of
- “Made while you watch fresh”
- Ice cream theatre
- Endless possibilities
- Ice cream Innovators
- Ice cream artists creating endless flavors
- Innovative perfect flavors made just for me

Functional Benefits

- Allows me to be creative
- Made just the way I like it. Made especially for me
- Worth the calories
- Made for me great taste
- One-of-a-kind craveable taste
- Fresh natural flavors made just for me
- Craveable creation made especially for me
- One-of-a-kind craveable taste made just the way I like it
- Made fresh for me

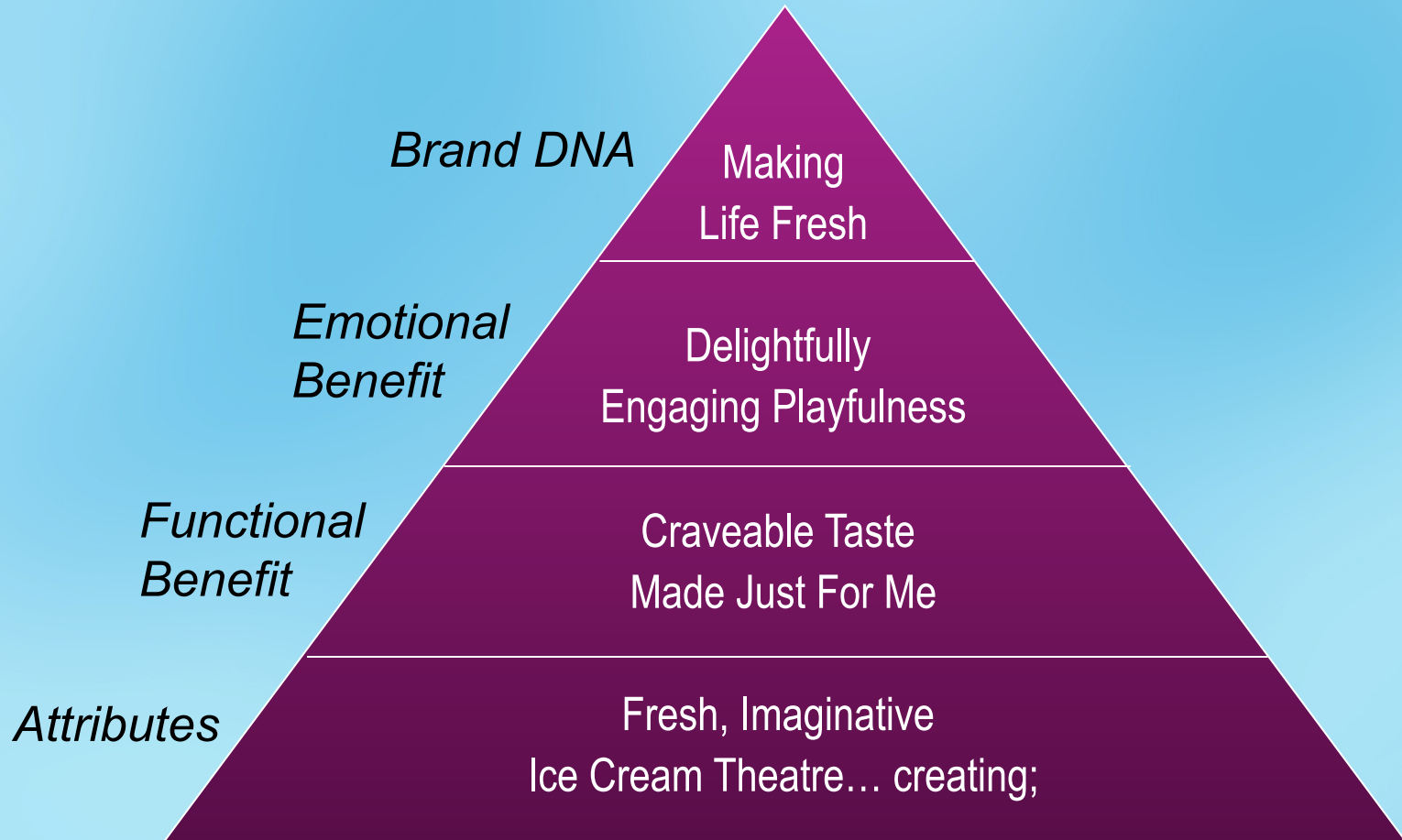
Emotional Benefits

- Energetic
- Immersive
- Captivates
- Alive
- Vitality
- Pride
- Passionate
- Can't stop talking pleasure
- Brings out the kid in all of us
- Anytime playfulness
- Delight and imaginative fun
- Can't stop talking about it
- Spontaneous
- Surprise
- Fun loving
- Welcoming
- Playful innocence
- Young at heart
- Delight in imaginative fun
- Carefree
- Instantaneous smile
- Spontaneous creation
- Spontaneous vitality and fun that brings out the kid in all of us
- Spontaneous, engaging playfulness

Brand DNA

- Making your own fun
- Playground for your taste buds
- Recess
- Spontaneous creation
- Creative expressions of me
- Magical treat for me and family and friends
- Hand-crafting bliss
- My creation of life's little pleasures
- Nirvana
- Magical bliss
- Magical/blissful expression of me
- Sharing and creating life's little pleasures
- Take me to the magical place of complete bliss with family and friends
- Magical treat
- Handcrafted bliss
- Handcrafted joy
- Don't take anything in life (except ice cream) too seriously

Ice Cream Brand Architecture



Fresh, Imaginative Ice Cream Theatre....

- Freshly made ice cream
- Freshly made in store
- Fresh ingredients
- Freshly made cones
- Freshly made ice cream cakes ...
- Hey, it' s fresh!

Fresh, Imaginative Ice Cream Theatre ...

- Imaginative ice cream theatre
- A place of imagination
- An experience...an imaginative experience
- Ice cream theatre
 - Multi-sensory, immersive, energetic ...
 - Performance ice cream artists
 - Ice cream/cakes/cones ... made in store
 - Ice cream made-to-order on center stage

Craveable Taste: Made Just For Me

- Not good, not great taste ... gotta have taste that's talking to me ...
- Today featuring (your name here) ice cream ... made fresh to my order while I watch
- One-of-a-kind ... handmade especially for me

Delightfully Engaging Playfulness

- Delight-Full
 - Literally filled with delight
- Engaging
 - Immersive multi-sensory artistic performance
- Playfulness
 - Hit play!
 - Product, people, environment, experience
 - Don't take anything (except freshly made for me ice cream) in life too seriously ...

Making Life Fresh

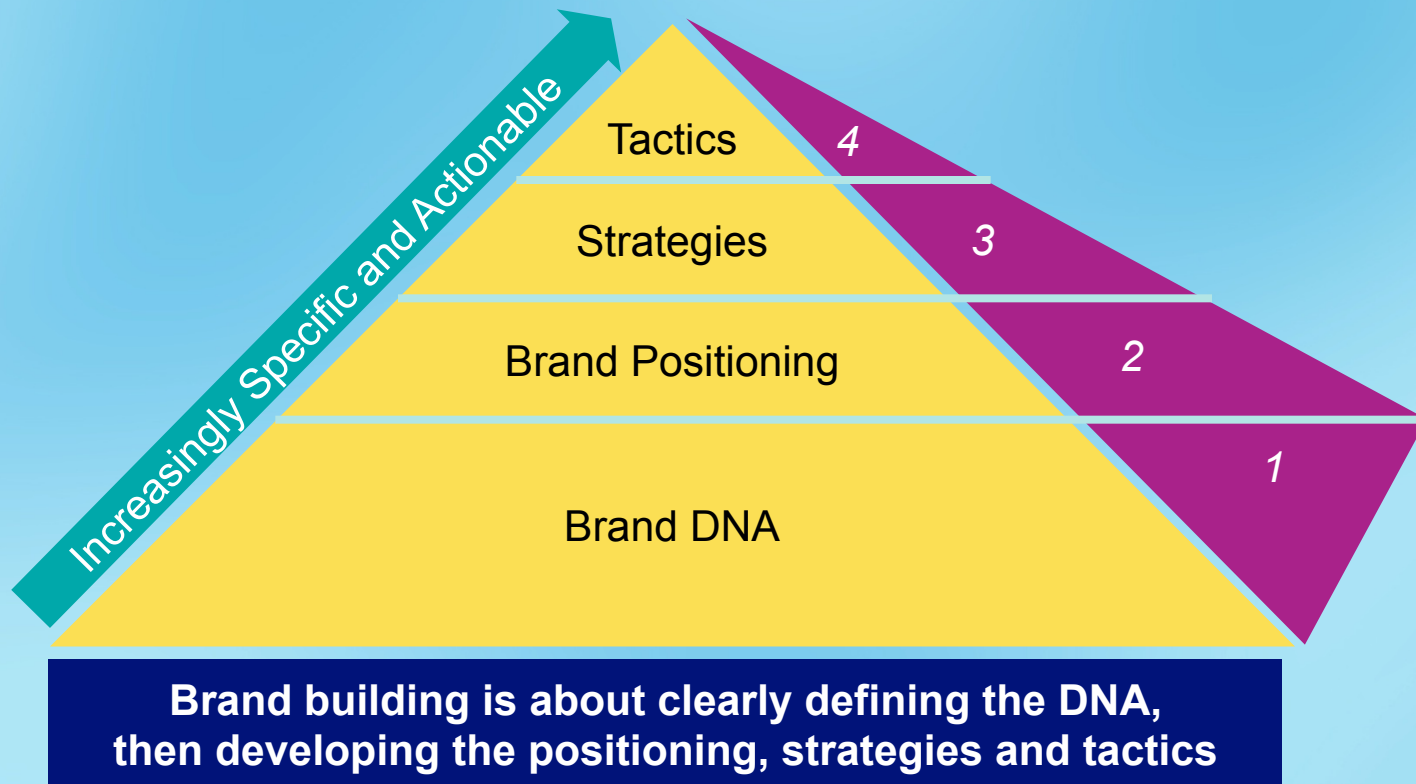
- Sure we make fresh ice cream ...
- Sure most everything is made fresh ...
- But our “real product” ...
- Is making the lives of our customers ... making everything we touch ... fresh
 - Renewed, rejuvenated, refreshed, re-energized ... ready!

Premium Ice Cream Brand



Brand Building

- Brand building follows a similar hierarchy



Discussion starts here

- Volunteer
 - Attributes of your brand
 - Functional benefits (What consumer needs do those attributes fill?)
 - Emotional benefits (If you talked to 100 consumers about how they feel about your brand today, what words would they use?)