

‘BRAND X’

Branding Techniques

Sal Randazzo
2008



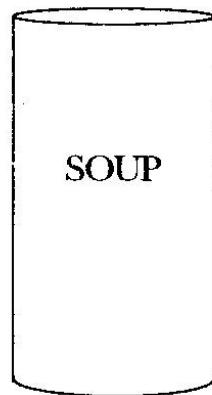
Consumer Works

UP-FRONT

A BRAND IS MORE THAN A PRODUCT

Product

- a thing
- physical attributes benefits

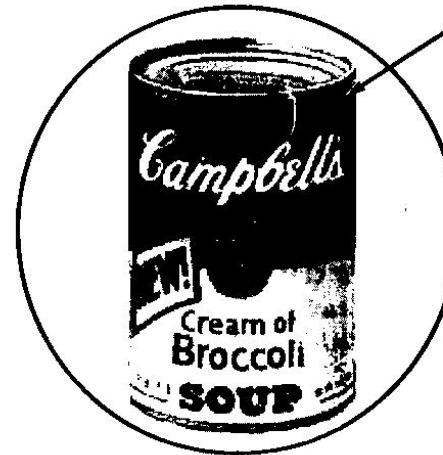


Quality Ingredients
Delicious Nourishing

Brand

- perceptual entity
- physical attributes & benefits

“The halo of psychological meanings, the associations of feelings, etc.”



Quality Ingredients
Delicious Nourishing

“Mother Love”

Children
Nurture
Goodness
Caring
Warmth

Norman Rockwell'
Americana

Rummaging Around In Consumers' Mental Attic

If a brand is ultimately a psychic entity that exists within the minds of consumers, then we must go into the consumers' mind and understand all of the perceptions, associations, imagery, feelings, symbolism that exist for that brand.

BRAND ARCHITECTURE: NEW BRAND VS COMPETITORS

ATTRIBUTES:

PRODUCT BENEFITS:

EMOTIONAL BENEFITS:

PERSONALITY:

**BRAND
ESSENCE**

A look inside my “black box”

Gather Information



Thinking Real Hard



Truths & Insights



Ideas

“Psychic Archaeology”

Tier 1 - “Everybody finds this one”

Tier 2 - “Now you’re getting serious”

Tier 3 - “Archaeologists only”

A Passion For Truth

The Search For Truth

“Tell the truth, make it interesting, and tell it in a different way.” (Bill Bernbach)

“Find the inherent drama in every product.” (Leo Burnett)

“Truth well told told.” McCann-Erickson

WHAT ARE WE LOOKING FOR?

- Good story idea/angle.
- Insights, information & ideas about the product/brand, consumer, culture etc., that can help us to pull together a compelling story idea .
- A powerful truth that will resonate with consumers.

Psychic Archaeological Research

Examples:

- Interviews with US Army soldiers at Fort Benning.
- Hair care category.

“The most important question you can ask is:
what is the myth [story] by which you live your life?”

(Carl Jung)

CONSUMER RESEARCH

Consumer:

- 1) What is the consumer's story?
- 2) What does the consumer really want?
(“Can we talk?” Joan Rivers)
(Core desire? - Conscious/Unconscious/hidden reasons for using the brand.)
- 3) What is the story by which they convince themselves to use the brand?

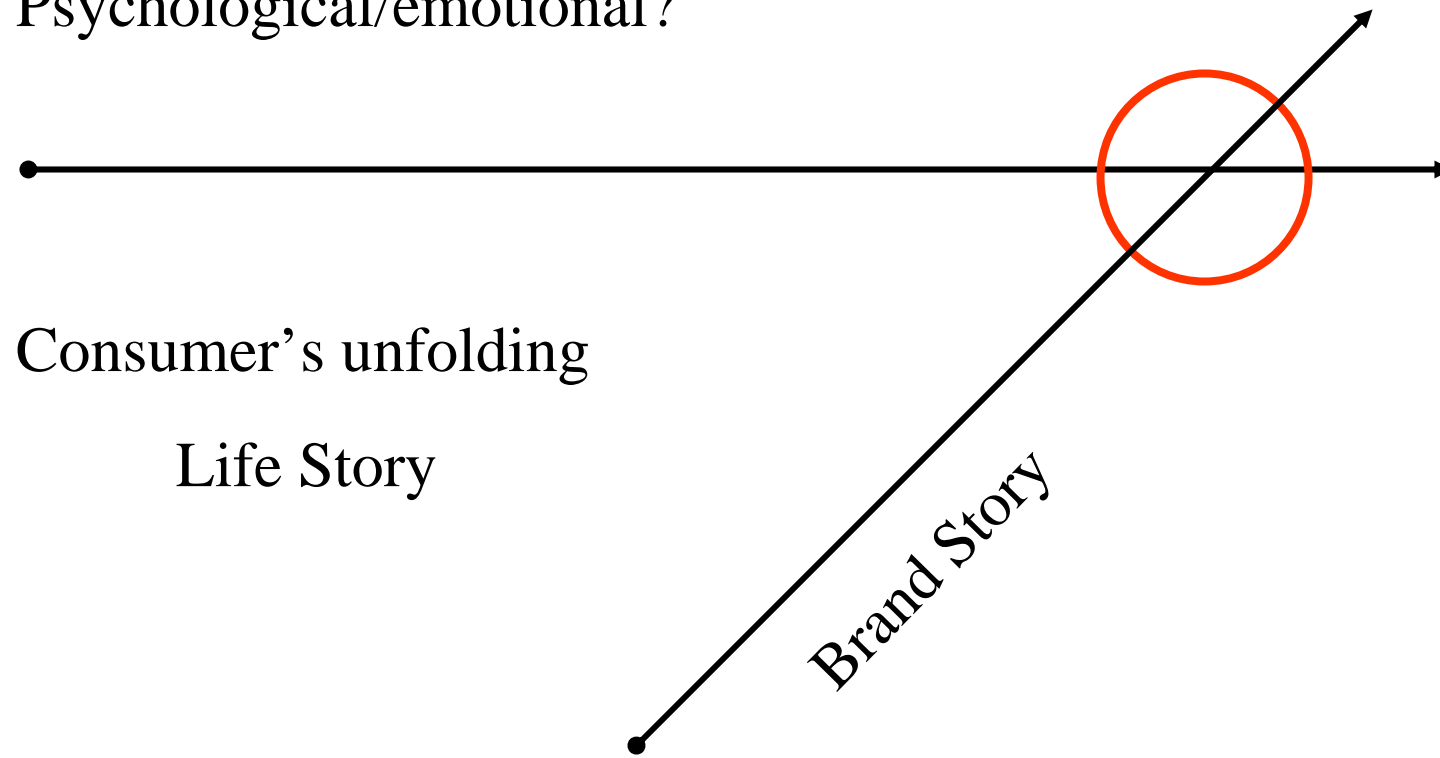
CONSUMER STORY VS. BRAND STORY

Brand:

- 1) What is the Brand's evolving story?
- 2) Does the Brand's story come out of the product story or somewhere else? (Myth?)
- 3) What benefits, tangible and emotional does the brand provide?
- 4) What role does the brand play in the story? In the consumer's life/story? (enabler, badge, shield etc.)

Narrative Nexus

What's the point of access for the BRAND in the consumer's life? Life cycle? Life style? Benefits?
Psychological/emotional?



RESEARCH PROCESS

An in-depth analysis of Brand X,s
(and key competitors') architecture and brand positionings.

I) Motivations

Brand Motivations

- “Think about all the reasons you might prefer BRAND X instead of other existing brands. Please **write down** the main reason, the #1 reason why you might choose the BRAND X over its competitors?”
- “Now put down the #2, #3 reasons.”
- Sentence Completion - “Compared to other brands, BRAND X is more/less...?”
- Probe fully and ladder-back to end benefits.
- **Repeat process for the competitor brands.**
- **Insights???**

II) Brand Audit (BRAND X & Key Competitors)

a) Iterative, Free-Association Process (at the easel)

- “When you think of the BRAND X (*or competitor brand*), what comes into your mind? When you think of the BRAND X ...etc.” (*We need to elicit all of the brand’s associations, user imagery, feelings, attributes, benefits etc.*)

b) Brand Snapshot

- “If you had to show me just one picture that would help me understand how you see the BRAND X, what would it be. Close your eyes, go into your mind’s eye. I see...” Repeat for competitor brands.

Insights??

II) Brand Audit (BRAND X & Key Competitors) - Cont'd

c) Aided Perceptions (Probe fully)

“Circle the words that best describe the BRAND X (or competitor) and cross out the words that absolutely do not.”

d) Primary Brand Drivers (Written:)

- “Please take a moment to write down and rank which of the brand associations most strongly capture and convey what the BRAND X is all about for you?”

- Laddering & In-depth Probing to understand brand perceptions, drivers and end-benefits.

Insights??

III) Product Claims - Benefits

a) Competitor brands - what are the product claims, benefits?
What are the category product claims/benefits? Why?

b) What should the product claims/benefits be for the
BRAND X? Why?

Insights??

IV) Brand Personality & Brand Essence/Soul

a) Projective/Metaphor Techniques:

- “What would BRAND X be if it was a person, animal, fabric, car, vacation etc., ?”
- “What if BRAND X threw a party - what would it be like?”
- Storytelling - “BRAND X’S life story”

Repeat exercise for the competitor brands

Insights??

IV) Brand Personality & Brand Essence/Soul

b) Collage (Non-Verbal - group exercise)

- “Create a collage that captures and conveys what BRAND X is all about. Think of the collage as a bull’s eye - at the center put the image that really captures what’s at the very core of this brand - the spirit of the brand (Essence); in the outer rings try to also capture the user image, personality and other associations.”

- Create collages for competitor brands

How does BRAND X compare to competitor brands?

What is different? What makes it a better choice?

Insights??

IV) Brand Positioning/ Ad-like Idea Exploratory

a) Present and explore consumer reactions to each of the positioning/ad-like ideas. What are the strong points for these positionings? Where might they vulnerable?

b) - “Based on these ideas, why should we choose the **BRAND X** over the competitor brands.

Insights ??



IV) Brand Positioning Exploratory - Cont'd

-At the Easel

- “This idea makes me think....”
- “This idea makes me feel...”
- “What I like best about this idea...” “Least...?”

Insights??

IV) Brand Positioning Exploratory - Cont'd

- After all of the positionings have been explored, respondents will be asked to rank the positionings in terms of their ability to **connect with them and leave them with a good feeling about the BRAND.**
- (Is there an appealing creative idea expressed here?)

Insights??

Biography: Sal Randazzo

Sal began his market research career at Young & Rubicam where he worked on brands such as Lincoln Mercury, Kodak and Jello. He then served as Strategic Planning Director at Backer & Spielvogel where he helped Bill Backer with Miller Lite and the now famous Lite Allstar campaign. After Backer and Spielvogel, Sal moved to DM&B as a Senior Strategist working on Proctor and Gamble, Kraft, General Foods, General Motors and Corning.

Before starting his own company in 1999, Sal spent five years at McCann-Erickson as the Worldwide Planning Director working on Coca Cola, AT&T, Smith Barney and Marriott Hotels. While he was at McCann-Erickson, Sal also developed the highly successful communications strategy for Lucent Technologies, for which he won a gold AME award and silver EFFIE.

Sal holds Masters degrees in Psychology and Philosophy and has completed his course work for his doctorate in Psychology. He has served as the chairperson for the Qualitative Research Council of the ARF. Sal is also a prolific writer who has published numerous articles on marketing and advertising – and he has published books titled, *Mythmaking On Madison Avenue: How To Use The Power of Myth & Symbolism To Create Leadership Brands* and *The Mythmakers*.

Client Listing

AT&T

Bright Sun

BBDO

Cadbury Adams

Canon

Capital One

Chase Bank

Citizen Watch

City of Stamford, CN

Coca Cola

DMB&B

Ferrero-Rocher Chocolates

FCB

Fidelity Investments

FutureBrands

GM (Buick)

Johnson & Johnson (Children's Study)

KFC

Lipton ("I can't Believe it's not butter")

Lorillard Tobacco Co. (Teen smoking prevention)

Lucent Technologies

McCann-Erickson

Merck Pharmaceutical

Messner Advertising (Universal)

Motorola

Nestle

New York Stock Exchange

Novartis Pharmaceutical

Pfizer

Philips Electronics (Young Adults)

Proctor & Gamble

Quantum Group

Sam Adams Beer (Young Adults)

Seagram's

Sterling Strategy

U.S. Army

Zurich

