Branding Now
10 dos
10 don’ts

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BBR 2014
Boston University, May 21, 2014

a transitional moment

- that guy at the party
- brand as bore
- brand as bully

Oops, TV got better

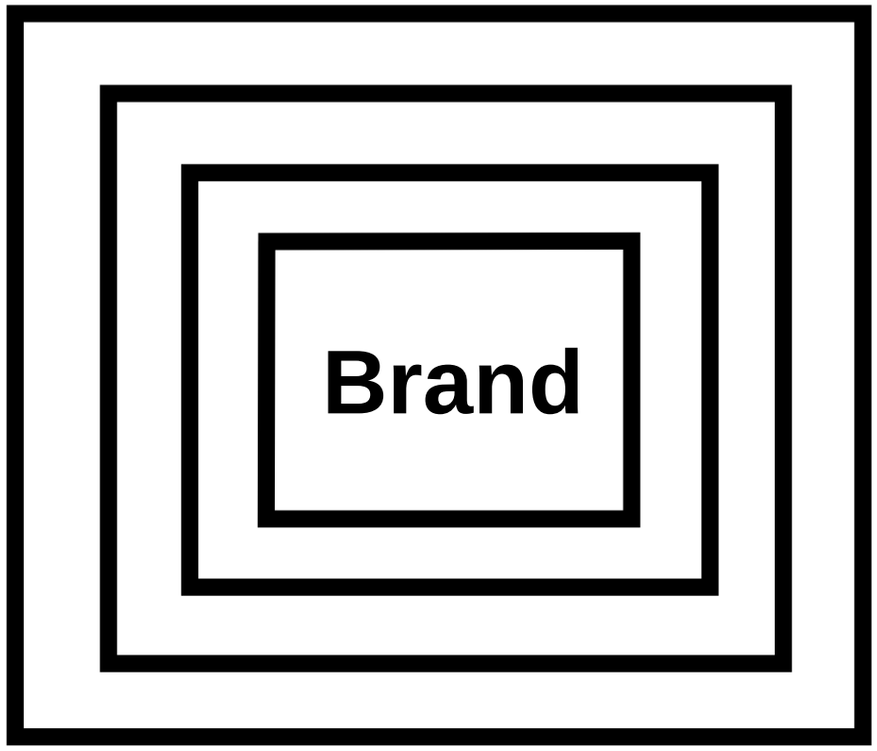
bastard child catches up

good and bad for branding

http://www.wired.com/partners/netflix/

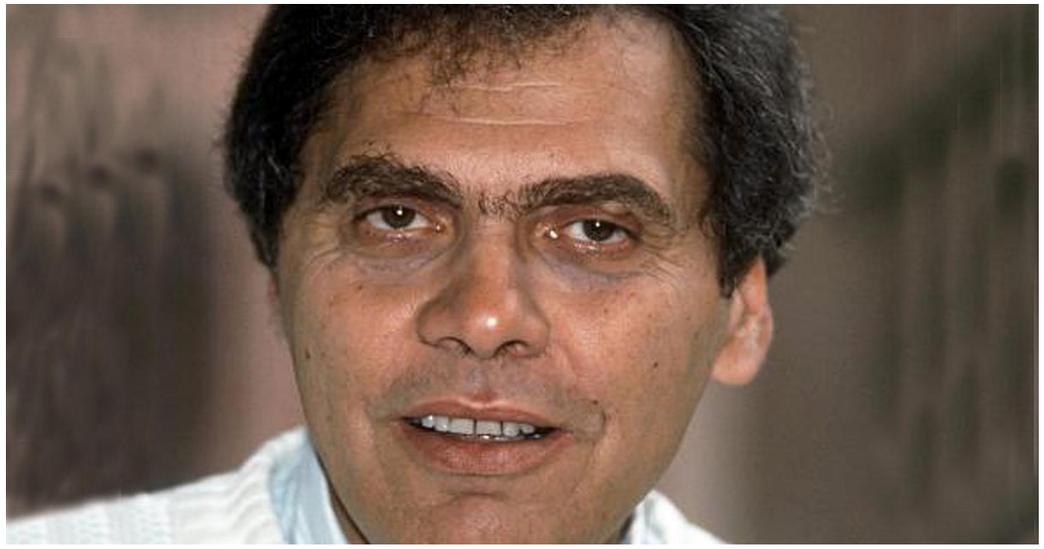
1. The banded brand

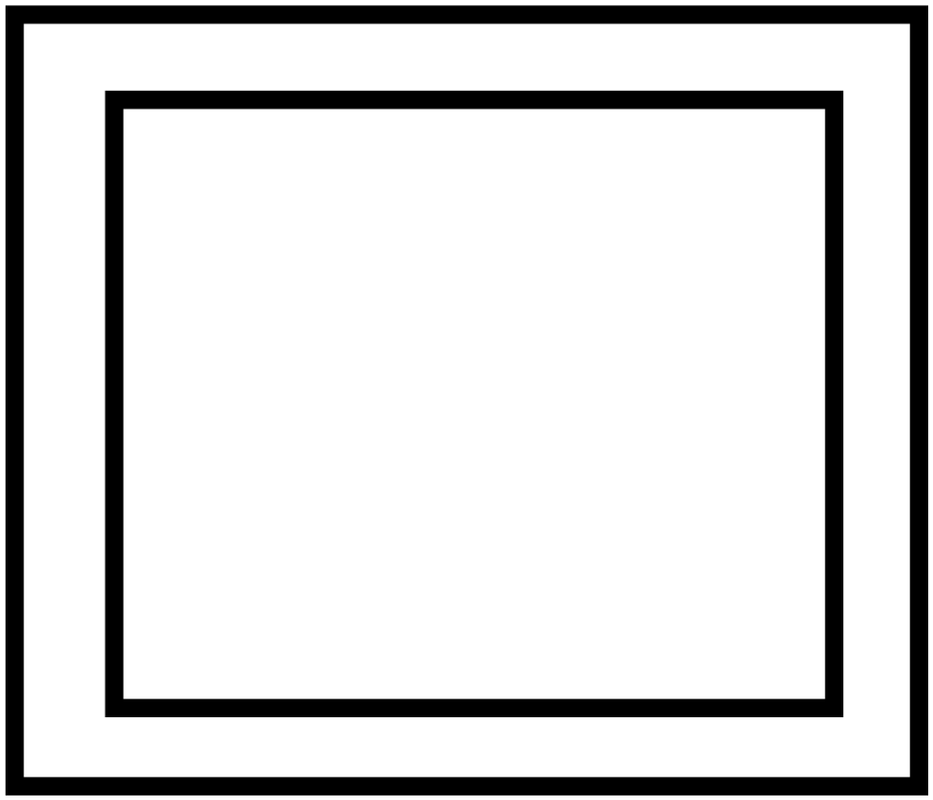
we want a brand with many layers or bands



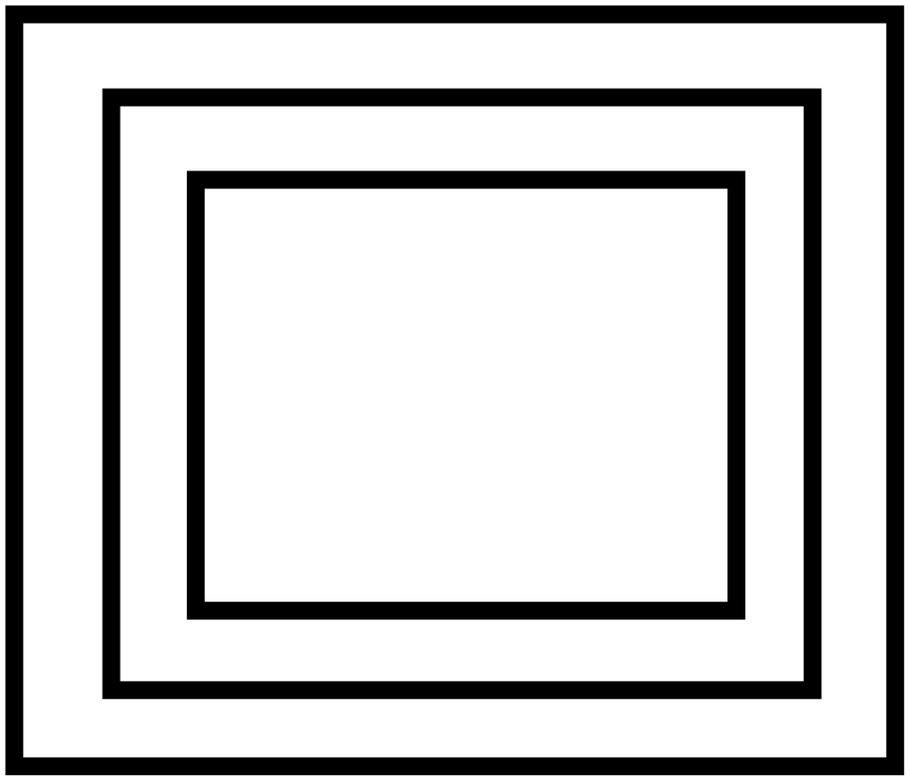
outer most band, perfect simplicity

2nd story
wrapped in &
concealed
by the 1st

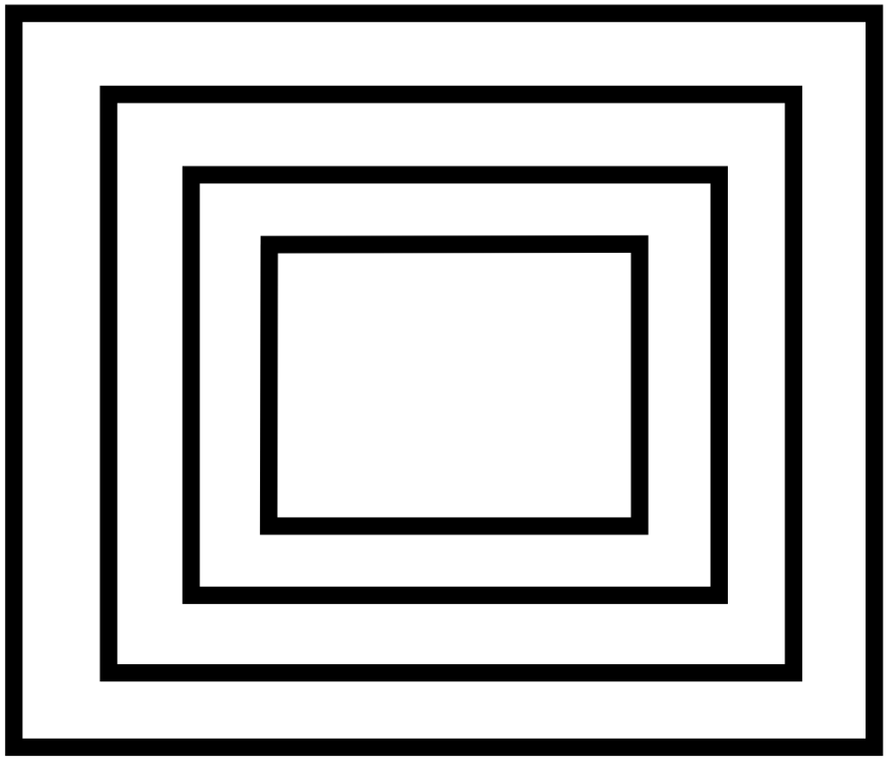




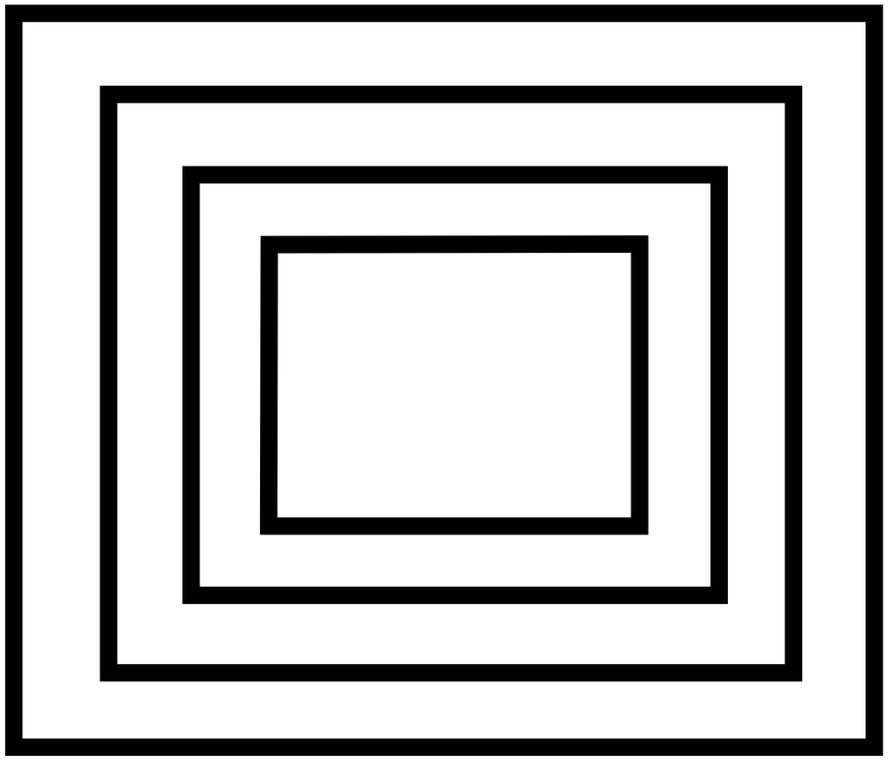
next band,
a finer signal still



for the brand’s deepest fans



if we build it,
they will find it



24 million viewers - 4 shows

http://cultureby.com/2014/05/big-bang-theory-theory-you-should-have-one.html

2. the “broad band” brand

the broadest meanings dearest to the biggest segments

3. secret messages

the brand as a place you wander, a place you inhabit

4. provocative brands

annoying, actually

to win some, we gotta lose some

http://cultureby.com/2014/03/provocative-cadillac-rescuing-the-brand-from-bland-my-latest-at-hbr.html

5. brands that go into the world

we are too mediated

brands should show up
in the world

not to bang the drum
but to play

http://blogs.hbr.org/2011/08/cessna-marketing-what-we-can-l/

6. brands that go into the show

the perfect opposite of product placement

brands that craft ads as valentines to the show

http://cultureby.com/2014/03/brands-being-human.html

7. brands that know where they are

brands used to act like they existed unto themselves.
“context, who cares about context?”
http://cultureby.com/2004/07/site_specificit.html

JULY 8 | 236 YEARS OF LIBERTY

8. the brand with a sense of self mockery

RadioShack: The 80s called and they want their store back

9. brands as creative platform

the brand as a starter - kit

brand as a platform

brand as a place to play

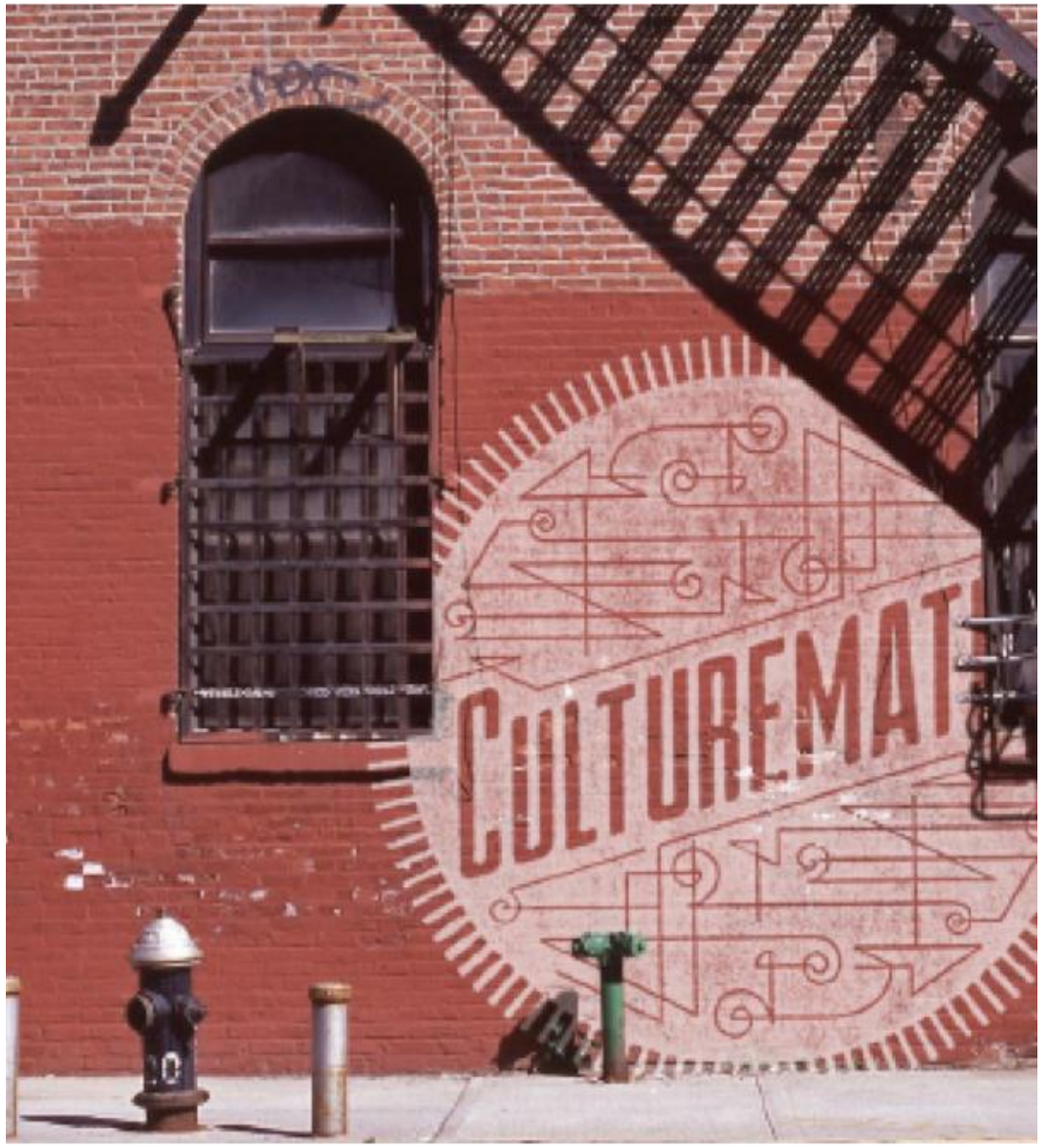
Fan Art: An Explosion of Creativity | Off Book | PBS Digital Studios

http://cultureby.com/2014/03/head-starts-creative-platforms-for-culture-makers.html

10. test for oxygen

Clive Sirkin, Kimberly-Clark,
we give our marketers
“freedom and license”

like Ian Tait and the W+K lab
after the Superbowl



Don’ts

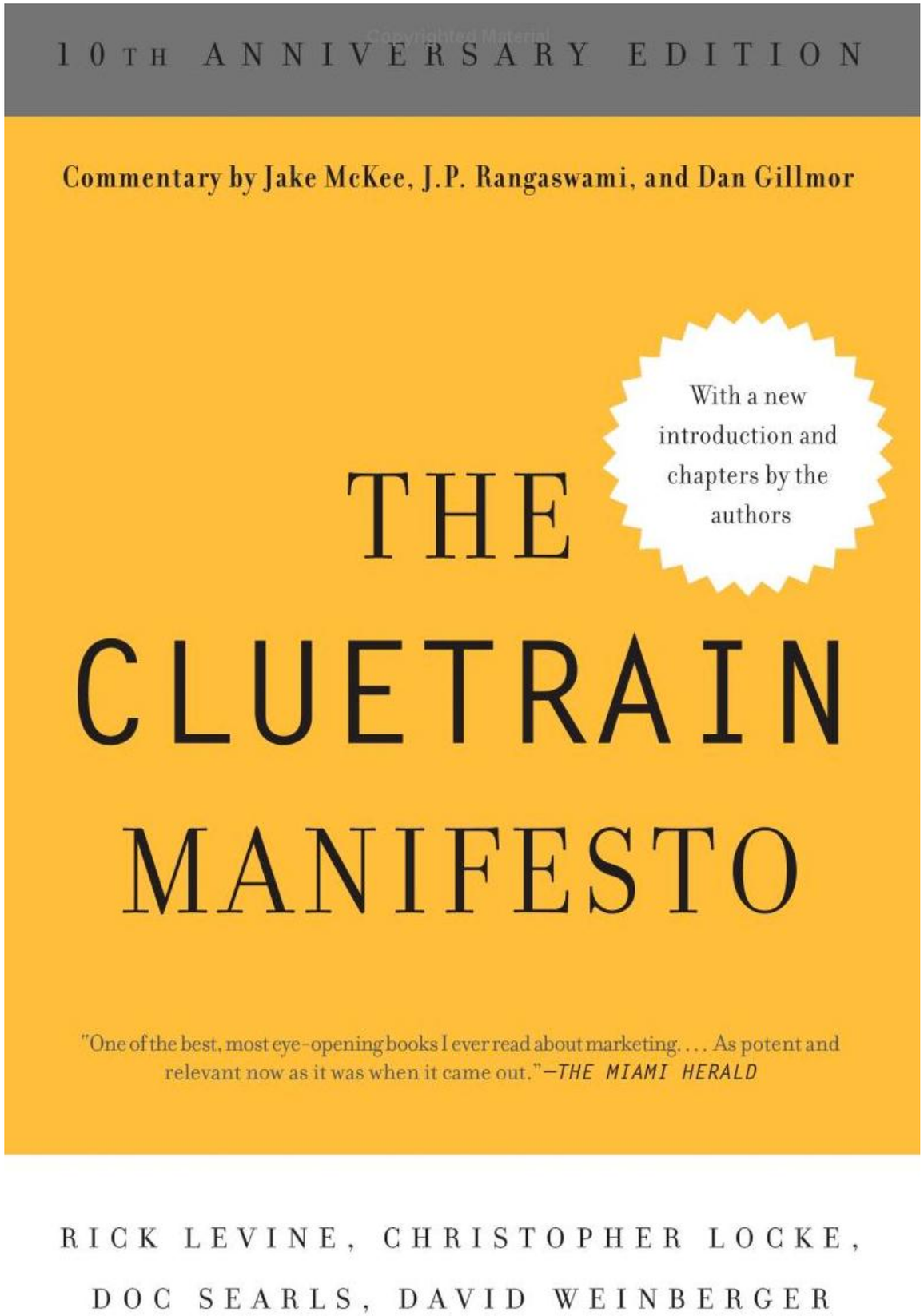
bound to be more controversial

sorry

1. branding is not a conversation

we are the meaning maker,
we are the arena within
which the brand lives and
flourishes.

in a phrase,
it's up to us



2. branding is not a collaboration

we are the prime mover, we are the alpha and the omega

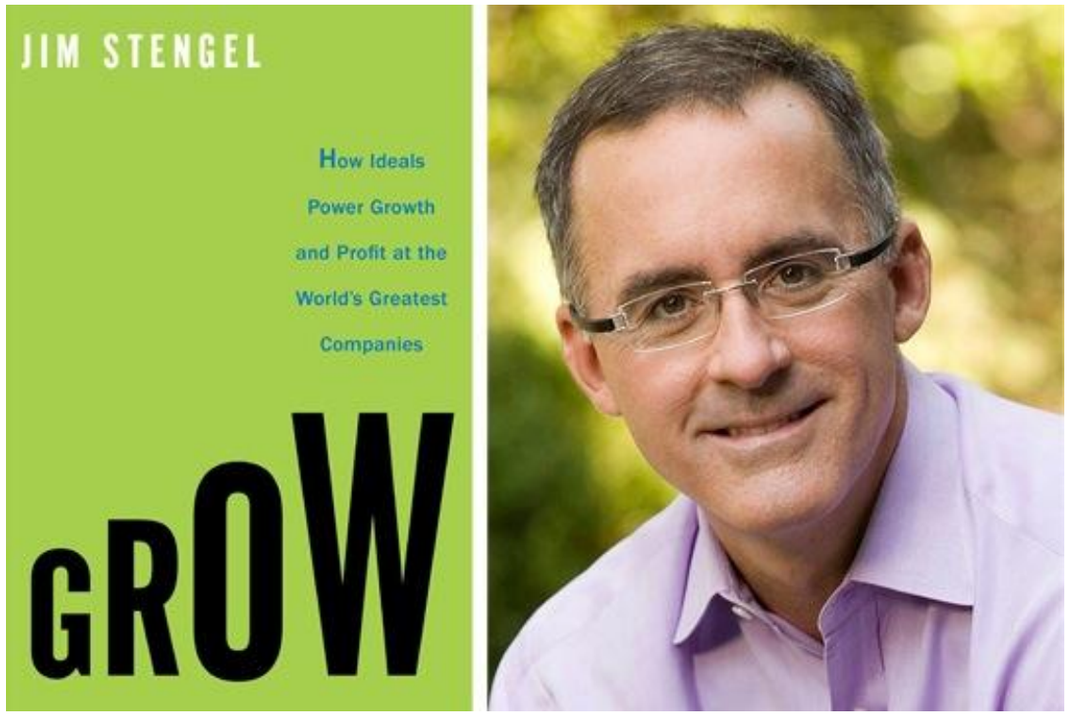
3. branding is not crowd sourcing

the Pharrell Williams
“Happy” video

4. branding should not be purpose driven

Our job is to be responsive to consumers, and to change with them in real time.

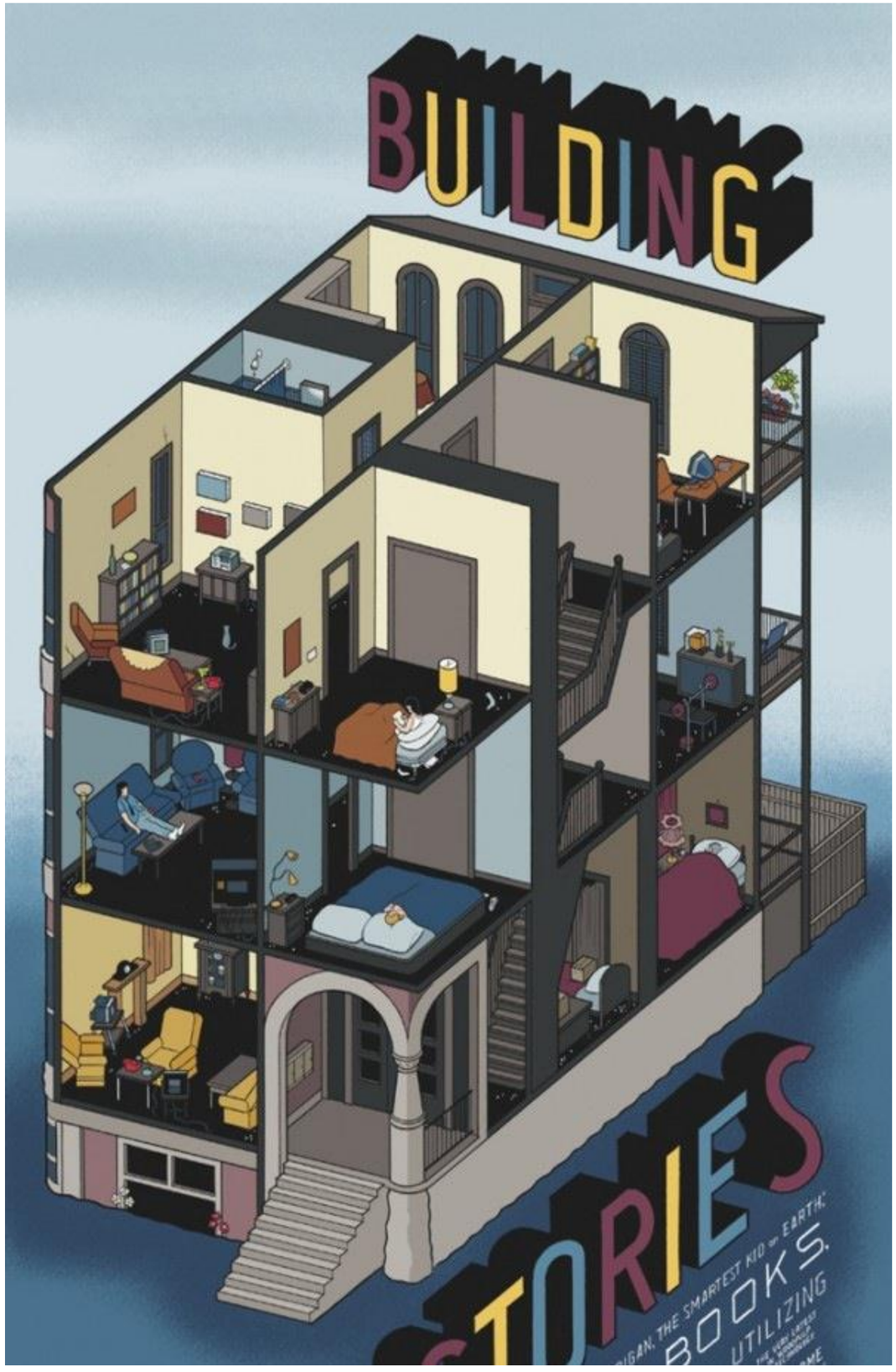
It’s not about us.
It’s about them.



5. branding is not about stories

It’s about meanings
“Stories” constrain us.

Meanings can be modular
and we must be modular
to build the banded brand



6. don’t inflict ourselves on culture

Minnie Driver on *The Riches*

our most disgraceful moment ever

http://cultureby.com/2008/05/marketing-out-o.html

just say “no”
to product placement

7. don’t act like it’s all about you

we are not welcome
unless we have something to
contribute to culture

practice cultural arbitrage

hack culture

http://cultureby.com/2014/04/cultural-arbitrage.html

http://cultureby.com/2014/04/hacking-culture-an-april-fools-edition.html

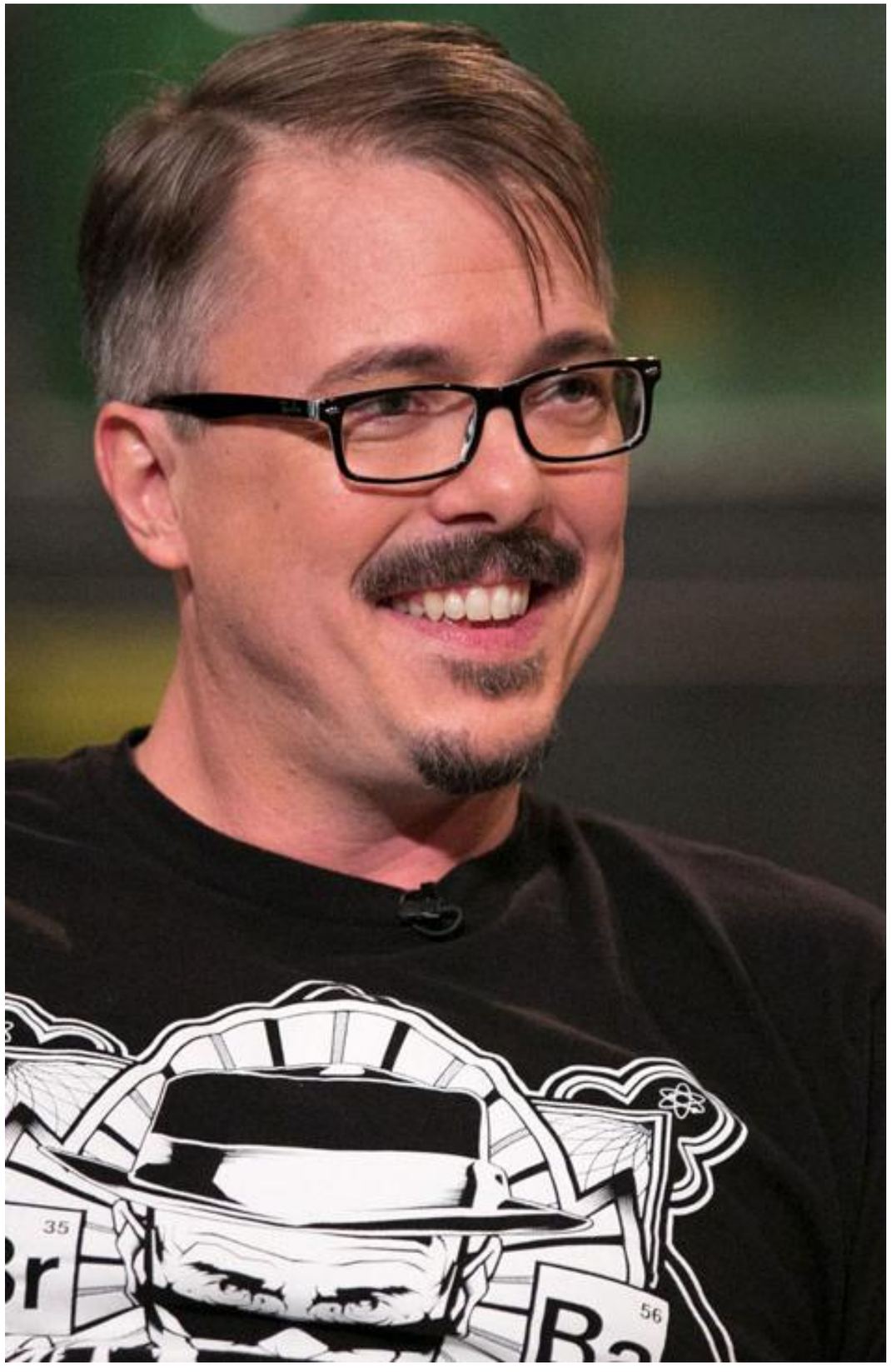
8. branding is not “all about new media”

old media is the major meaning maker (Vince Gilligan, BB)

new media essential for *mediation*

but the prime mover is old media

http://cultureby.com/2014/05/new-media-fundamentalists-how-will-they-react-to-the-revolution-in-tv.html



9. don’t do publicity stunts

stage events in the world

inhaling meanings,
exhaling meanings
and otherwise making
ourselves charming & useful

not like this guy

10. don’t make the brand live in the moment

we need earliest warning possible

we must stop reacting in real time

this is not a strategy

http://cultureby.com/2009/09/culture-in-real-time-data-visualization-and-the-cco.html

thank you

this presentation will be up at www.cultureby.com

by end of tomorrow

Image by Alaine Delorme