



**BRAND LED COMPANIES**

**WITHOUT A BRAND THIS IS WHAT YOU ARE SELLING**



**A COMMODITY DEFINED ONLY BY ITS PHYSICAL PROPERTIES**

WITH A **BRAND** THIS IS WHAT YOU ARE SELLING



A **COMMODITY BUT** WITH A WHOLE SET OF NARRATIVES ATTACHED TO IT

# TYPICAL BRAND NARRATIVES



**WHICH ONE WILL YOU PICK?**



**\$1.05**

**ZERO TRUST, VALUES  
PERSONALITY**



**\$2.29**

**TRUSTED - DIFFERENTIATED  
PERSONALITY - SHARED VALUES**



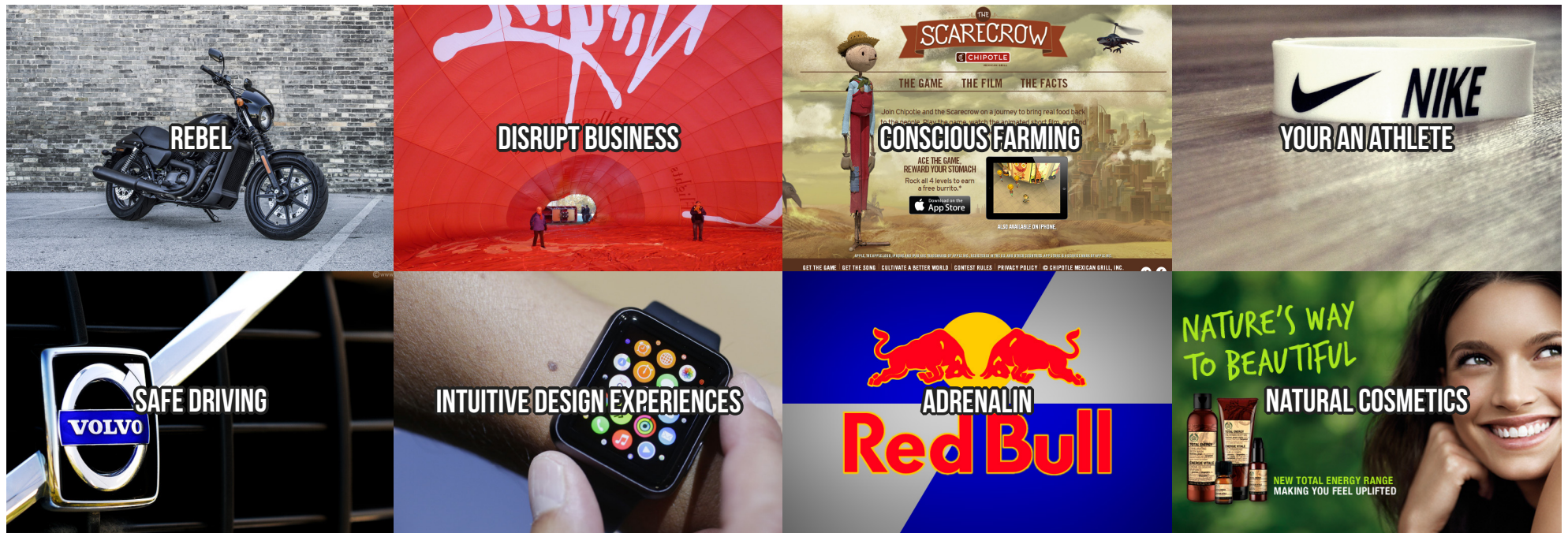
# FROM COMMODITY TO BRAND

[narrative include; authenticity - history  
family - innovation - durability &  
speaking to a new customer]

we don't buy stuff just because we need it  
we buy stuff to become someone better

**"ACTUAL SELF + BRAND = IDEAL SELF"**

# WELL KNOWN [BRANDS] NARRATIVES





# GREAT NARRATIVES = HIGHER PROFITS



Great Engineering

Easy to use

Original



Stylish

Great Engineering

Genius  
Bar

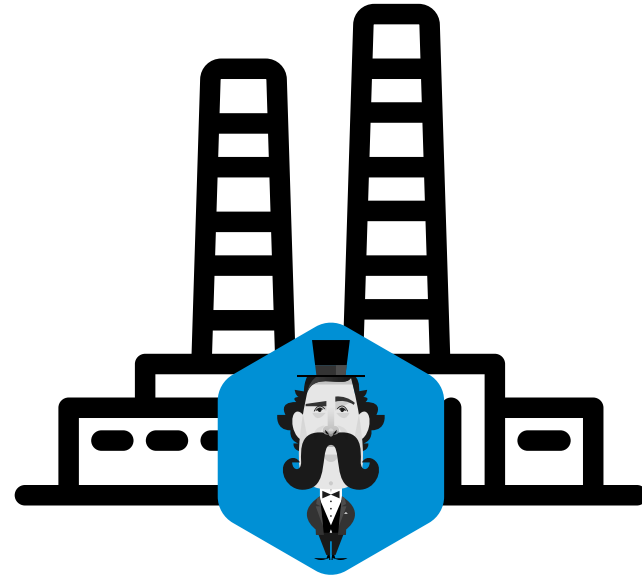
Charismatic  
Leader

**APPLE'S SHARE OF SMARTPHONE INDUSTRY'S PROFITS IS 92%**  
**- REMARKABLE GIVEN THAT IT SELLS LESS THAN 20% OF SMARTPHONES - WSJ 2015**

**WHAT'S THE DIFFERENCE BETWEEN....**

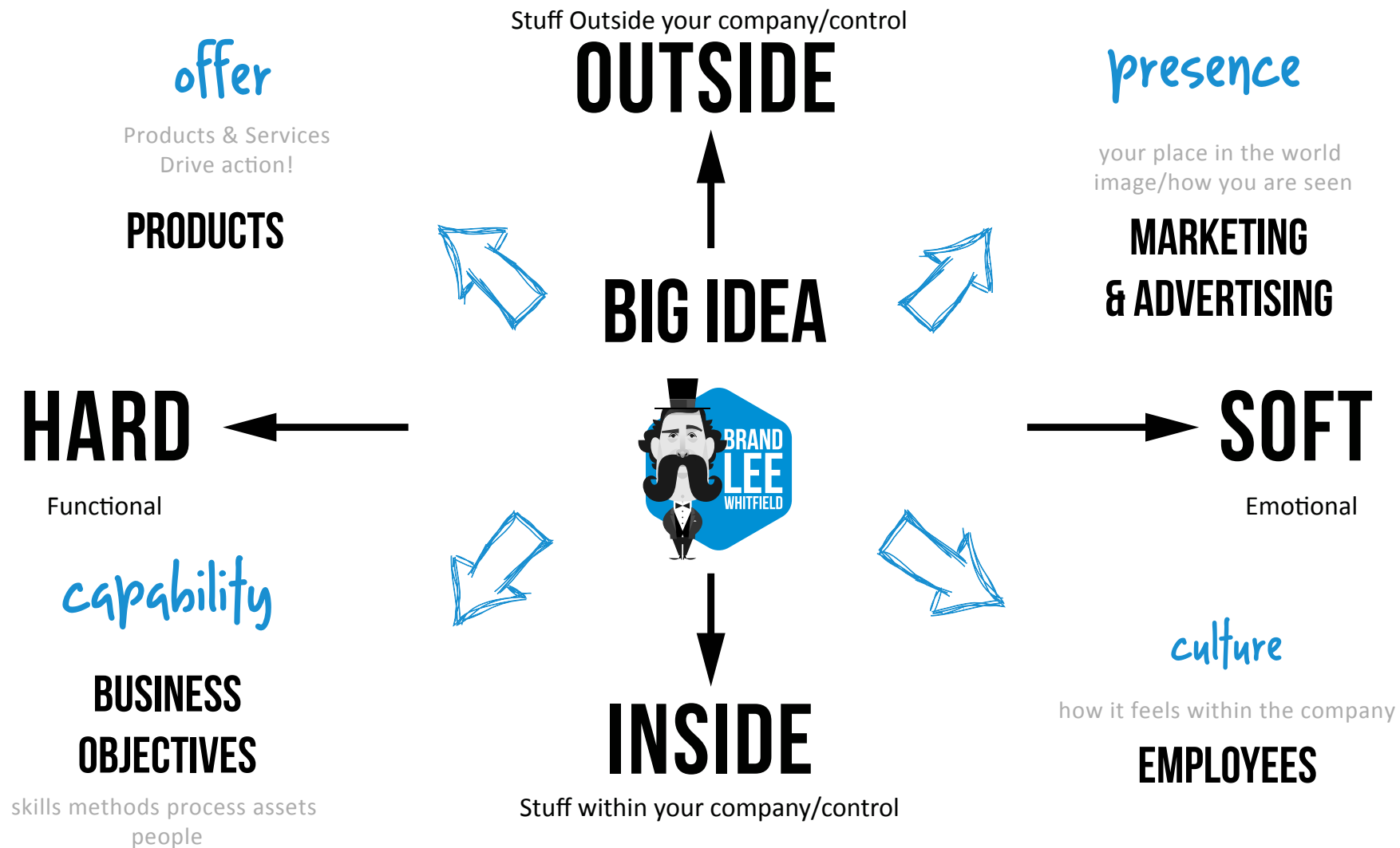


**A BRAND**



**BRAND LED COMPANY**

# THE BRAND ESSENCE INFLUENCES EVERYTHING THE COMPANY DOES



# **NOT JUST ANY OLD IDEA WILL DO....**



**SOLVES A PROBLEM**

**ALIGNS WITH A VALUE**

**IS PART OF A HIGHER CAUSE**

**HAS A BIGGER VISION**

**MOTIVATES ACTION**

**ELICITS A RESPONSE**

**HAS CREDIBILITY**

**AUTHENTIC**

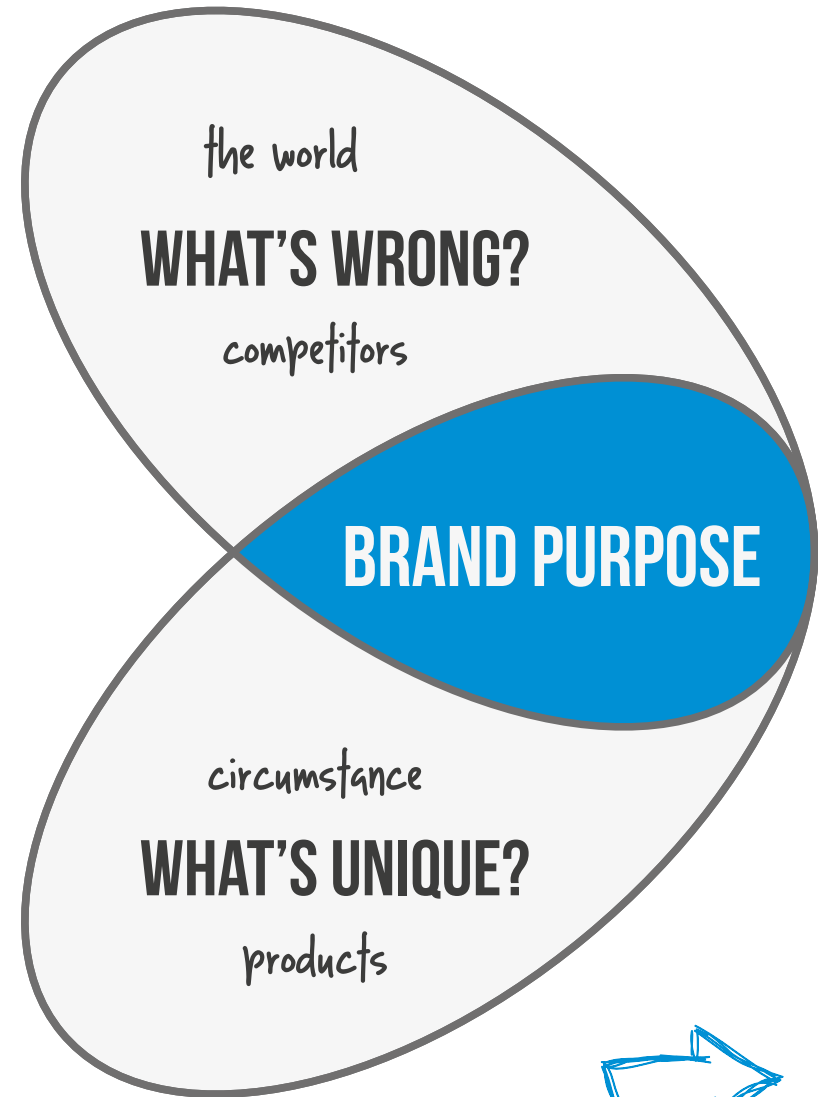
**DIFFERENT [IN CATEGORY]**

# UNCOVERING YOUR BRAND ESSENCE

**“Q: WHAT IS YOUR BRAND  
IN THE WORLD TO DO?”**

what do you [should you] be known for

[mash up two ideas]



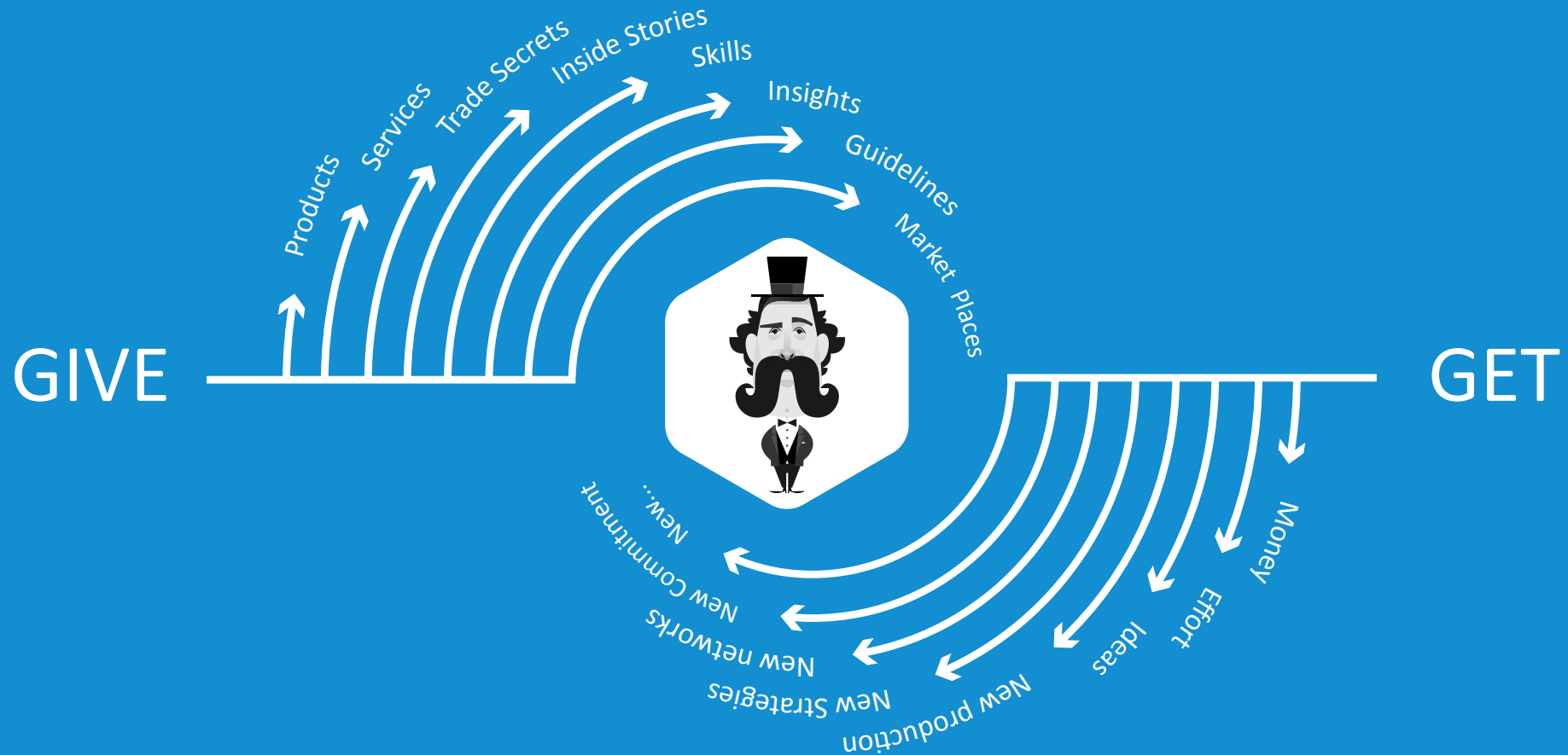
**THE FUTURE**



## UNCOVERING YOUR SUB NARRATIVES



# SHARING YOUR NARRATIVES



**CUSTOMERS WANT TO PARTICIPATE IN THE BRAND STORY**

**BENEFITS**

# **AMPLIFICATION**

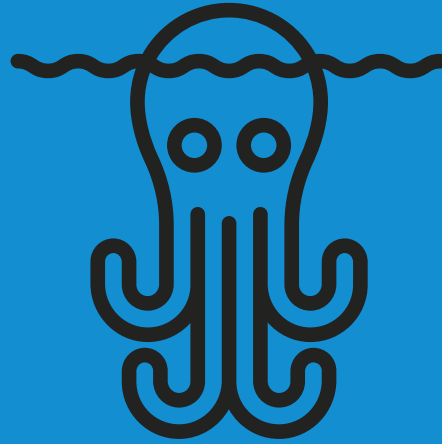
**INCREASED EFFICIENCY**

**GREATER FOCUS**

**IMPROVED LOYALTY & ADVOCACY**



**HOW CAN YOU TRANSITION TO  
A BRAND LED COMPANY?**



# **1: UNCOVER YOUR BIG IDEA [YOUR PURPOSE]**

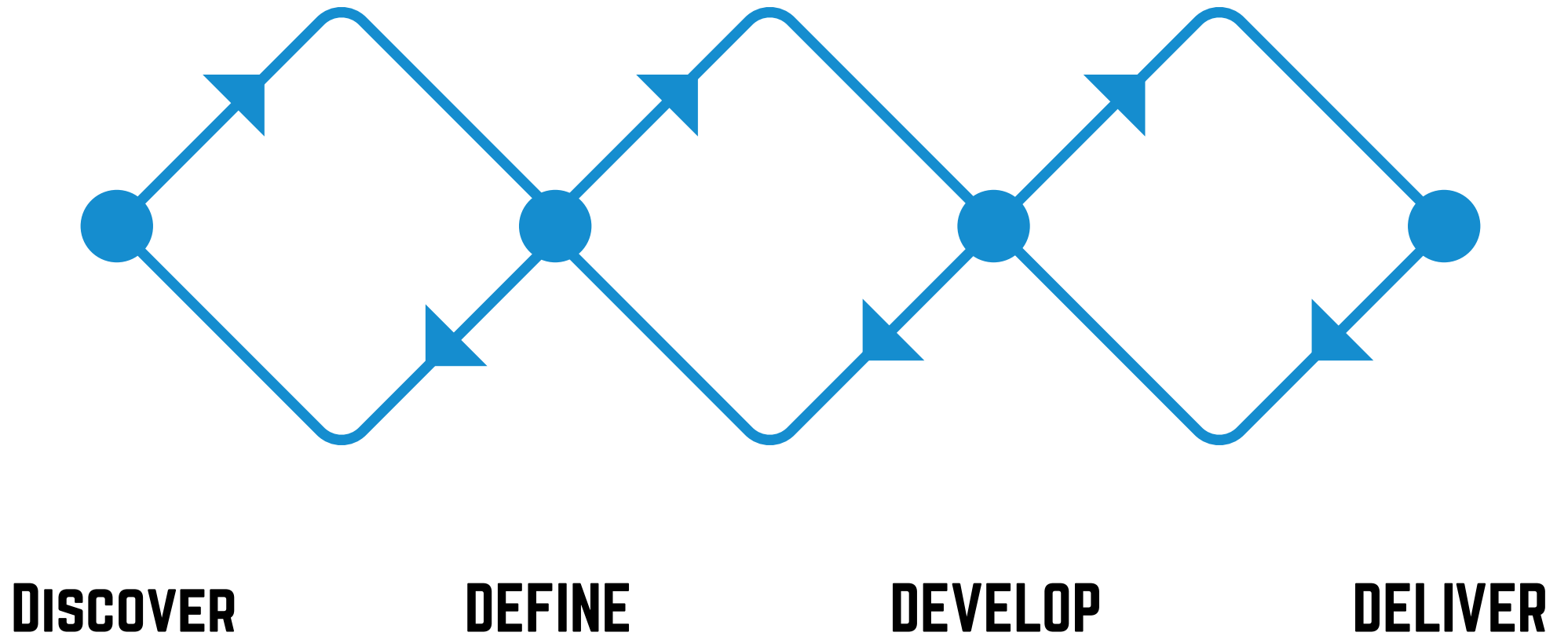
**& SUB PLOTS**

**2: CREATE YOUR CULTURE**

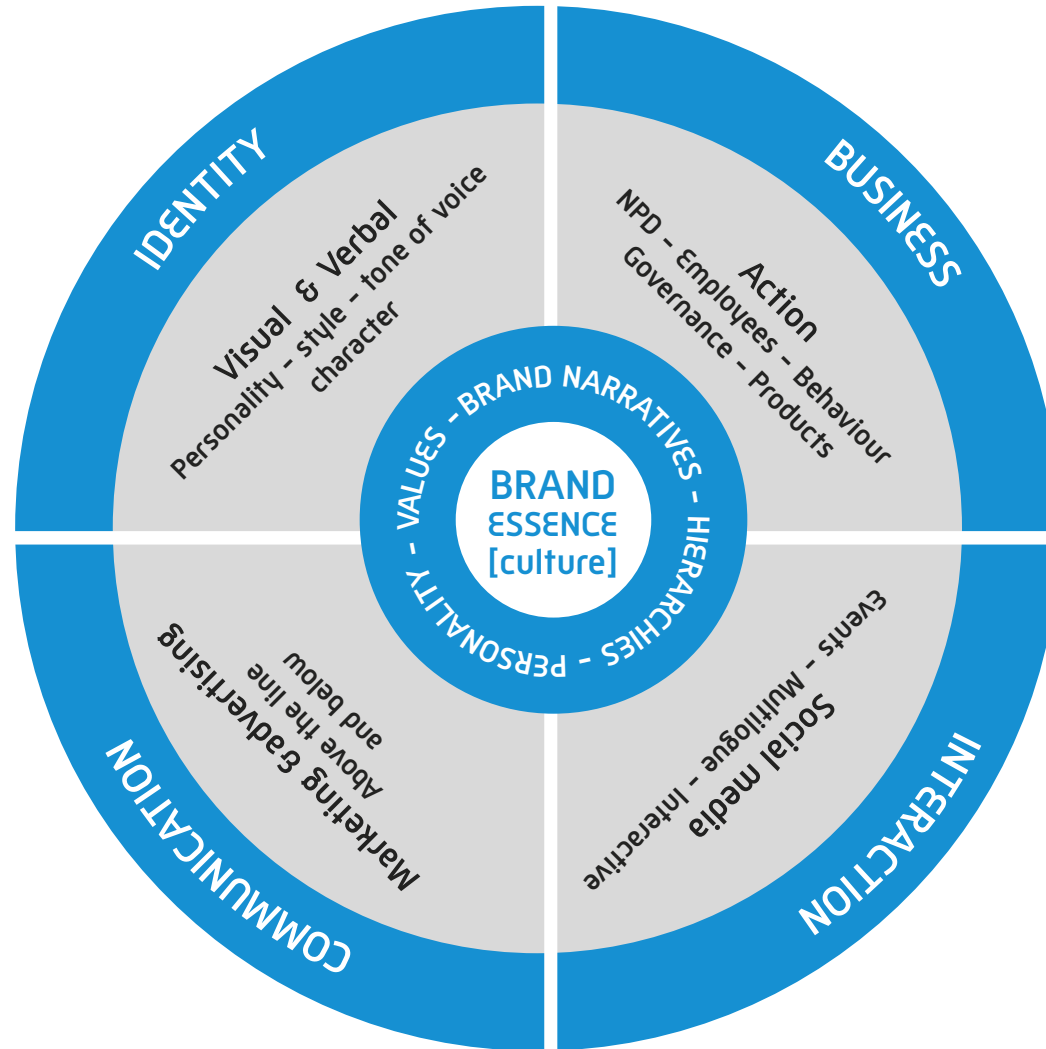
**3: DEVELOP A 360° STRATEGY**

**4: CONNECT WITH PEOPLE**

# THE CLASSIC DESIGN THINKING PROCESS



# YOUR BRAND AS A 360° EXPERIENCE



**IT IS JUST A MUG WITH A LOGO**



**BUT CUSTOMERS ARE HAPPY TO PAY FIVE TIMES MORE  
JUST FOR THE NARRATIVES**



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