

BRAND WORKSHOP DAY 2

GRFX-4503 SPG24

BRAND : LOGO : CAMPAIGN + AUDIENCE

→ BRAND & LOGO RESEARCH/EVALUATION

BRAND WORKSHOP DAY 1

BRAND WORKSHOP DAY 2

YOU ≠ YOU™

BRAND ARCHETYPES

→ BRAND EXERCISES

→ BRAND POSITIONING STATEMENT

→ YOUR PERSONAL MISSION STATEMENT


BRAND : LOGO : CAMPAIGN + AUDIENCE

→ BRAND & LOGO RESEARCH/EVALUATION DISCUSS

BRAND VS LOGO


WHAT'S THE DIFFERENCE?

PERSONALITY



Think about a person you know and like. It's probably their personality that makes you like them. A business's personality works in the same way. You must first create a strong personality for your business before your identity can stand out.

IDENTITY



A business's identity is communicated through identifying elements. Your logo, name, colors and other visual elements give your business its identity and make it recognizable.

BRAND : LOGO : CAMPAIGN + AUDIENCE

→ BRAND & LOGO RESEARCH/EVALUATION DISCUSS

DIRECTIONS

We will start thinking about this in class on Tuesday, January 9th; however, students should take time over the next week to find their best answers. Find the following and consider why you have formed this opinion. Then post in the thread asking for this and your reasoning behind it.

To post in an thread on Slack, either click on **reply** below the post or use this icon on the choices that show up when you hover over the post.

DUE > WHAT • WHEN • WHERE

DUE in threads to posts on Slack channel #4503_sec1_brand by 8:00am on Thurs Jan 11:

- **BEST BRAND:** URL + explanation
- **BEST LOGO:** image (PNG or JPG) + explanation
- **WORST LOGO:** image (PNG or JPG) + explanation
- **STRONG BRAND PRESENCE ON SOCIALS:** URL + explanation

4503_sec1_brand

BRAND WORKSHOP DAY 1

Prof. Nikki Arnell 2:37 PM

To begin in class on Tues Jan 9. DUE 8am Thurs Jan 11.

BRAND & LOGO RESEARCH/EVALUATION:

BEST BRAND

Upload one URL to the home page of your favorite brand and a brief explanation (2-3 sentences) of why you love it.

Remember that a brand is more than a logo. What does the company/service stand for? How do you perceive it? What does loyalty to this brand say about you?

Answer **IN THE THREAD** to the post. (edited)

1 reply · 4 days ago

4503_sec1_brand

BRAND WORKSHOP DAY 1

Prof. Nikki Arnell 2:38 PM

To begin in class on Tues Jan 9. DUE 8am Thurs Jan 11.

BRAND & LOGO RESEARCH/EVALUATION:

BEST LOGO

Upload one image (PNG, GIF, or JPG) of your favorite logo and a brief explanation (2-3 sentences) of why you love it.

Remember that successful logos must work in a small format and shouldn't rely on color. A logo **IS NOT** just a small, intricate illustration.

Answer **IN THE THREAD** to the post. (edited)

1 reply · 4 days ago

4503_sec1_brand

BRAND WORKSHOP DAY 1

Prof. Nikki Arnell 2:38 PM

To begin in class on Tues Jan 9. DUE 8am Thurs Jan 11.

BRAND & LOGO RESEARCH/EVALUATION:

WORST LOGO

Upload one image (PNG, GIF, or JPG) of what you think is the worst logo and a brief explanation (2-3 sentences) of why this is an atrocity. (.)

Answer **IN THE THREAD** to the post. (edited)

1 reply · 4 days ago

4503_sec1_brand

BRAND WORKSHOP DAY 1

Prof. Nikki Arnell 2:38 PM

To begin in class on Tues Jan 9. DUE 8am Thurs Jan 11.

BRAND & LOGO RESEARCH/EVALUATION:

STRONG BRAND PRESENCE ON SOCIALS

Upload one URL to social media home page on a platform like Instagram of a favorite designer/group/collection (not just one post, but the home page on that platform). Also, include a brief explanation (2-3 sentences) of why you love him/her/they/it.

Answer **IN THE THREAD** to the post. (edited)

1 reply · 4 days ago

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BRAND WORKSHOP DAY 2

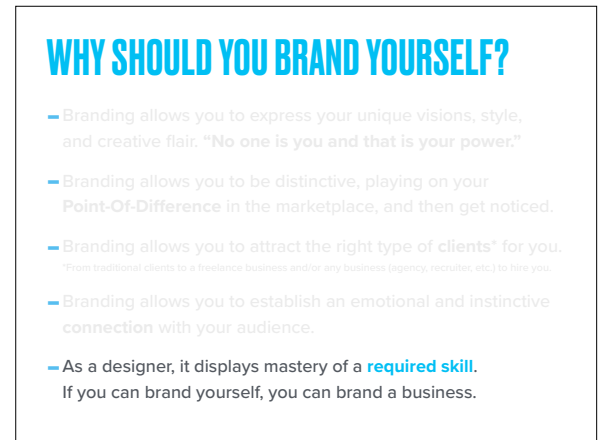
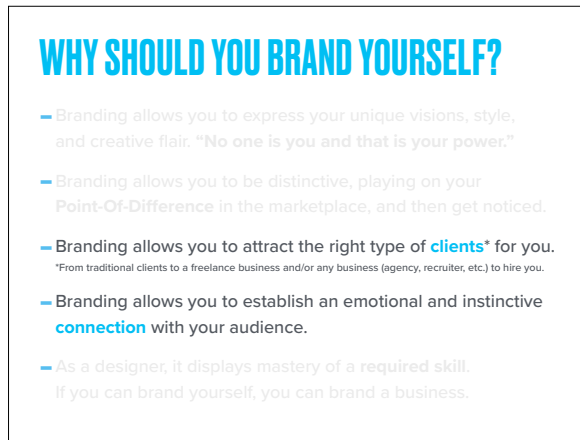
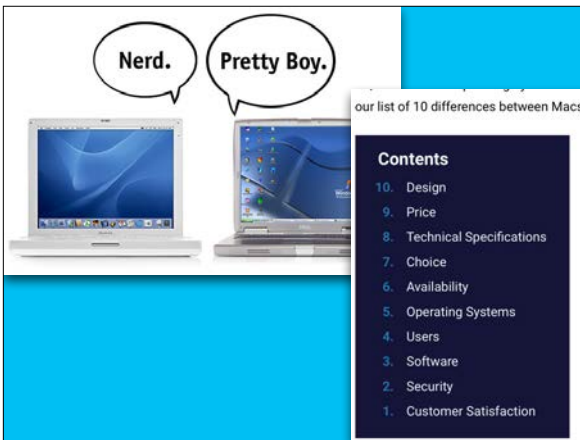
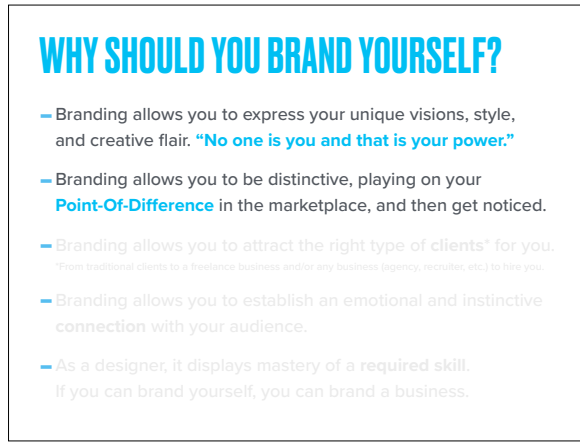
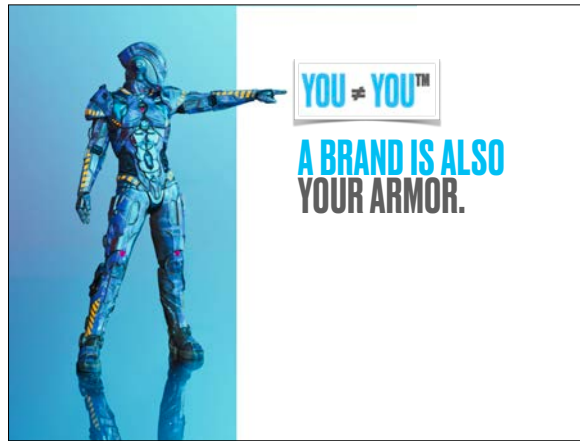
YOU ≠ YOU™

BRAND ARCHETYPES

→ BRAND EXERCISES

→ BRAND POSITIONING STATEMENT

→ YOUR PERSONAL MISSION STATEMENT



YOU ≠ YOU™

WHAT DO YOU WANT TO BE CALLED? Each student should also start considering whether he/she would like to represent him/herself as something that is an entity ("Awesome Designs") or as a person (student's name or nickname). Part of this decision has to do with future goals of doing freelance vs. getting a job with a shop. For example, [see how students chose last year.](#)

2023

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			SERENA HARRING SEE MORE

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2021

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BRAND : LOGO : CAMPAIGN + AUDIENCE

→ BRAND & LOGO RESEARCH/EVALUATION

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BRAND WORKSHOP DAY 2

"I'm a great lover." MARKETING	"I'm a great lover." ADVERTISING
"Trust me. He's a great lover." PUBLIC RELATIONS	"I understand you're a great lover." BRANDING

BRANDING IS HOW OTHERS PERCEIVE YOU.

YOUR BRAND IS MORE THAN A LOGO.

IT'S HOW OTHERS PERCEIVE YOU.

IT'S NOT WHAT YOU SAY IT IS.

IT'S WHAT THEY SAY IT IS.

YOUR BRAND IS MORE THAN A LOGO.

IT'S HOW OTHERS PERCEIVE YOU.

IT'S NOT WHAT YOU SAY IT IS.

IT'S WHAT THEY SAY IT IS.

BRANDING WANTS A RELATIONSHIP AND MARKETING WANTS A TRANSACTION.

YOUR BRAND IS
MORE THAN A LOGO.

IT'S HOW OTHERS
PERCEIVE YOU.



I'm a PC I'm a Mac

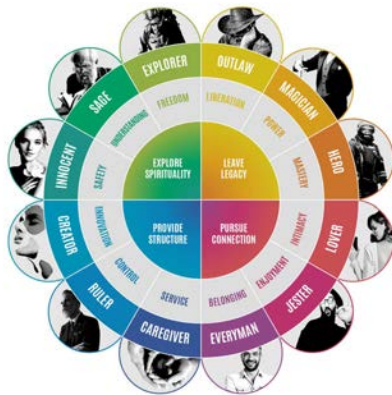
There's just something about the **brands we connect with**. We have an affinity with them that's hard to put your finger on. It's as if we know them. In some cases, it's as if we love them.

What is it that attracts us to these brands? Why do we welcome them into our family or show loyalty towards them?

Is it awesome Ad copy, amazing brand identity design or some kind of trickery?

The answer? **Brand Archetypes**.

In this article, we're going to show you how you can use them to hack the mind of your audience to **create enduring connections**.



The Outlaw

REVOLUTION

Rules are made to be broken

BRAND VOICE: Disruptive, Rebellious, Combative

BRAND MESSAGE: You don't have to settle for status quo. First, demand more, second, go out and get it.

OUTLAW BRANDS: Virgin, Harley-Davidson, Diesel

The Magician

POWER

It can happen

BRAND VOICE: Mystical, Informed, Reassuring

BRAND MESSAGE: Tomorrow is brighter than today and all your dreams can come true if you believe.

MAGICIAN BRANDS: Coca-Cola, Disney, Dyson

The Hero

MASTERY

Where there's a will there's a way

BRAND VOICE: Honest, Candid, Brave

BRAND MESSAGE: We can make the world better. We have the grit and determination to outwork the rest.

HERO BRANDS: adidas, Nike, FedEx

The Lover

INTIMACY

I only have eyes for you

BRAND VOICE: Sensual, Empathetic, Soothing

BRAND MESSAGE: Your thing/beauty is impossible to ignore.

LOVER BRANDS: Chanel, Victoria's Secret

The Jester

PLEASURE

If I can't dance, I'm not part of it

BRAND VOICE: Fun Loving, Playful, Optimistic

BRAND MESSAGE: We're here for a short time, not for a long time. Let your hair down and start living life.

JESTER BRANDS: M&M's, Old Spice, Dollar Shave Club

The Everyman
 BELONGING
 "You're Just Like Me And I'm Just Like You"
 BRAND VOICE: Friendly, Humble, Authentic
 BRAND MESSAGE: When we treat each other with honesty and kindness we can live together in harmony.
 EVERYMAN BRANDS: IKEA, TARGET, LYNX

The Caregiver
 SERVICE
 "Love Your Neighbour As Yourself"
 BRAND VOICE: Caring, Warm, Reassuring
 BRAND MESSAGE: Everyone deserves care and we must all strive to bestow service upon one another.
 CAREGIVER BRANDS: unicef, WWF, L'Oréal

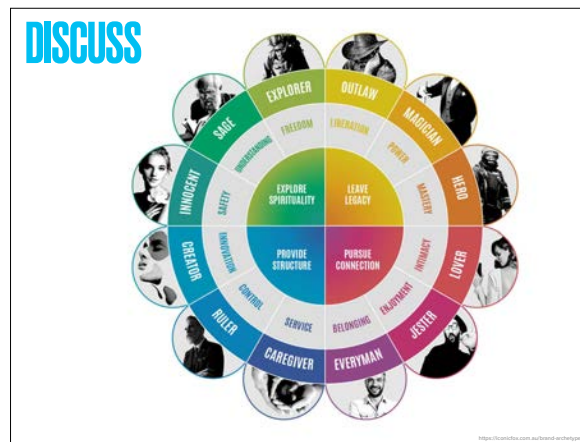
The Ruler
 CONTROL
 "Power isn't everything. It's the only thing."
 BRAND VOICE: Commanding, Refined, Articulate
 BRAND MESSAGE: You are successful in work and in life. Reward your excellence and your achievements.
 RULER BRANDS: LV, Mercedes Benz, ROLEX

The Creator
 INNOVATION
 "If It Can Be Imagined It Can Be Created"
 BRAND VOICE: Inspirational, Daring, Provocative
 BRAND MESSAGE: See Potential Everywhere and Discover Originality With Liberated Imagination.
 CREATOR BRANDS: LEGO, Apple, Adobe

The Innocent
 SAFETY
 "Life Is Simple And Simplicity Is Elegant"
 BRAND VOICE: Optimistic, Honest, Humble
 BRAND MESSAGE: The Most Wholesome Things In Life are Unadorned and Pure.
 INNOCENT BRANDS: Aveeno, Dove, Innocent

The Sage
 UNDERSTANDING
 "The Truth Will Set You Free"
 BRAND VOICE: Knowledgeable, Assured, Guiding
 BRAND MESSAGE: Education is the Path To Wisdom And Wisdom is Where the Answers Lie.
 SAGE BRANDS: Google, BBC, OXFORD

THE EXPLORER
 FREEDOM
 "Don't Fence Me In"
 BRAND VOICE: Exciting, Fearless, Daring
 BRAND MESSAGE: You Only Get One Life. Get Out And Make It Count.
 EXPLORER BRANDS: THE NORTH FACE, Jeep, patagonia



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 → **BRAND & LOGO RESEARCH/EVALUATION**

YOU vs YOU™

BRAND ARCHETYPES
 → **BRAND EXERCISES**
 → **BRAND POSITIONING STATEMENT**
 → **YOUR PERSONAL MISSION STATEMENT**

BRAND WORKSHOP DAY 2

[MENU](#)

workshop

BRAND EXERCISES

Students will continue exploring what their brands could be. During these sessions, each student should post **in threads** on Slack channel **#4503_sec1_brand**.

EXERCISE #1: THE COMPARISON GAME

- Why?** This exercise is about equating your brand with other objects and people. It's a quick way to assess your brand's personality and positioning.

Prof. Nikki Arnell
BRAND EXERCISE #1:
THE COMPARISON GAME
 If your brand was an animal, would it be a lion, an eagle, a dog, or an owl? Why?
 Answer **IN THE THREAD** to the post.
 1 reply

Then students will then break into groups to do the same with the following questions. >>

- Exercise #1 thread:** your animal choice and why (all in 1 thread post per student)

EXERCISE #2: THE COCKTAIL PARTY

- Why?** This exercise helps you: explore your brand personality and how you might amplify it.

Prof. Nikki Arnell
BRAND EXERCISE #2:
THE COCKTAIL PARTY
 Each student will post only one in the thread. On this post, there will be a BEFORE with a list of words.
BEFORE: Imagine your brand is a person who just showed up at an industry party full of your ideal customers and competitors. What adjectives describe your presence and how you engage with others? Describe what it is like. What is it wearing? How does it approach people? What does it say? Write down as many attributes as you can.
AFTER: Directions to come in class, but you will EDIT your original post.
 Answer **IN THE THREAD** to the post. (edited)
 1 reply

- Exercise #2 thread:** BEFORE list; AFTER list (all in 1 thread post per student)

:07-1:35

The Cocktail Party



EXERCISE #2: THE COCKTAIL PARTY

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AFTER: Directions to come in class, but you will EDIT your original post.
 Answer **IN THE THREAD** to the post. (edited)
 1 reply

- Exercise #2 thread:** BEFORE list; AFTER list (all in 1 thread post per student)

1:35-END

The Cocktail Party



EXERCISE #3: FRONT PAGE NEWS

- Why?** This exercise helps you: align on your company's vision, or the biggest goal on the horizon. A strong vision helps guide business strategy and motivate you to achieve it.

Prof. Nikki Arnell
BRAND EXERCISE #3:
FRONT PAGE NEWS
 Picture this: 10 years from now, your brand is on the front page news for achieving greatness. Which publication (online and/or print) is it? What is the headline?
 Have you solved/cured a problem? Grown to be the biggest? Changed the way people do something? What does success look like to you?
 Answer **IN THE THREAD** to the post. (edited)
 1 reply

- Exercise #3 thread:** 1 headline

4503_sec1_brand

DUE > WHAT • WHEN • WHERE

- Exercise #1 thread:** your animal choice and why (all in 1 thread post per student)
- Exercise #2 thread:** BEFORE list; AFTER list (all in 1 thread post per student)
- Exercise #3 thread:** 1 headline

DUE in threads to posts on Slack channel **#4503_sec1_brand** in class on **Thurs Jan 11**. If student wishes to finalize to ensure the best grade possible on the BRAND project, the final deadline is **7:50am on Tues Jan 16**.

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workshop

BRAND POSITIONING STATEMENT

First of all, what is positioning and why does it matter? **Positioning refers to the place that a brand occupies in the minds of the customers and how it is distinguished from the products of the competitors.** It is also different from the concept of just brand awareness.

From this comes the Brand Positioning Statement, which is a succinct description of the **core target audience** to whom a brand is directed, and a compelling picture of **how the marketer wants them to view the brand.** *This is a much more strategic statement than the more personal mission proclamation you will explore in the next part of the workshop.*

WARNING

During this workshop, this brand positioning statement will be weird and seemingly pointless, especially if you've never had a marketing class in your life. Just give it a try anyway.

A well-constructed positioning statement is an invaluable means of bringing focus and clarity to the development of a marketing strategy and tactics. As this is the first time you've developed a brand from the very beginning, it might be that the Brand Positioning Statement you write today ends up evolving into something different when I ask for it again on the Brand Board and in your final Brand Book.

CONSIDERATIONS

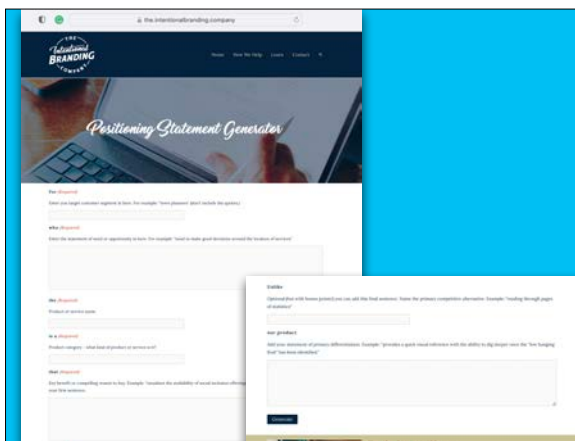
There are four elements or components of any positioning statement. Consider these before proceeding to the next step.

- **Target Audience:** The attitudinal and demographic description of the core prospect to whom the brand is intended to appeal; the group of customers that most closely represents the brand's most fervent users.
- **Frame of Reference:** The category in which the brand competes; the context that gives the brand relevance to the customer.
- **Benefit/Point of Difference:** The most compelling and motivating benefit that the brand can own in the hearts and minds of its target audience relative to the competition.
- **Reason to Believe:** The most convincing proof that the brand delivers what it promises.

CREATE STATEMENT USING TEMPLATE

Using [this web page](#), fill in the blanks to your best ability. Do it a couple of times until it fits what you think your brand should be. Check that your spelling is correct.

Then click **Generate** and the page will produce your Brand Positioning Statement! Copy this and paste it into the thread of the post asking for it on the **#4503_sec1_brand** channel.



4503_sec1_brand

DUE > WHAT • WHEN • WHERE

- **DUE** in thread to posts on Slack channel **#4503_sec1_brand** by 8:00am on **Tues Jan 16.**
- **Brand Positioning Statement** generated from web page

BRAND : LOGO : CAMPAIGN + AUDIENCE

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PERSONAL MISSION STATEMENT

It might sound counterintuitive that you are asked to explore your personal mission when lecture and this project sheet have explained how a brand helps armor your personal self when you do creative work for hire. However, who **you** are should definitely inform your brand or else it will be too much of a manufactured "self" and have no longevity.

Using [this Google Form](#), fill out this entire sheet to the best of your ability. It will probably take at least two hours of focused work. **Really spend time with this and its intended self-evaluation.** FYI: The Form asks for a gmail address before granting access to the form so that you receive a copy of it for yourself when finished.

The questions cover the following subjects:

- Performance
- Passion
- Talents
- Imagination
- Vision
- Character
- Contribution
- Conscience
- Influence
- Balance

Personal Mission Statement Worksheet

PERSONAL MISSION STATEMENT:
"A mission statement to built on a foundation of your values. You should have more clarity about what you want to be and what you want to do in your life. You can also start to detect the values and principles upon which your life is based. This is not your brand positioning statement. It is simply learning to identify you and your ideals."

You may move forward and backward through the sections, reading ahead, going back to adjust answers upon further consideration, etc. All questions must be answered with critical thinking, careful self-evaluation, and strong writing via correct grammar and spelling.

Prof. will have access to the answers, but they will not be shared with fellow students. Have fun with this! :)

DUE by THURSDAY, JANUARY 18th, 8 am.

The way answers translate to the mission statement will be provided after answers have been submitted.

PASSION TALENTS IMAGINATION VISION CHARACTER CONTRIBUTION CONSCIENCE INFLUENCE BALANCE

DUE > WHAT • WHEN • WHERE

DUE by 8:00am on Tues Jan 16.

- **Submit** the Google Form above. Professor will receive notice it has been turned in.

- Performance
 - Passion
 - Talents
 - Imagination
 - Vision
 - Character
 - Contribution
 - Conscience
 - Influence
 - Balance
- I am at my best when **Q1**.
 - I will try to prevent times when **Q2**.
 - I will enjoy my work by finding employment where I can **Q3**.
 - I will find enjoyment in my personal life through **Q4**.
 - I will find opportunities to use my natural talents and gifts, such as **Q5**.
 - I can do anything I set my mind to. I will **Q6**.
 - My life's journey is **Q7**.
 - I will be a person who **Q8**.
 - My most important future contribution to others will be **Q9**.
 - I will stop procrastinating and start working on: **Q10**.
 - I will strive to incorporate the following attributes into my life: **Q11A, Q11B, and Q11C**.
 - I will constantly renew myself by focusing on the four dimensions of my life: **Q12A, Q12B, Q12C, and Q12D**.

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BRAND
WORKSHOP
DAY 2

Calendar view for January 2024. The date Tuesday, January 16th is highlighted. A list of events is shown for this date:

- 4503: Begin Business Plan A
- 4503: Begin Idea Board
- 4503: Business Plan A Workshop
- 4503: DUE >> Brand Exercises Final
- 4503: DUE >> Brand Positioning Statement
- 4503: DUE >> Personal Mission Statement