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# Lessons from the Brand Police

(the authority on  
authenticity)

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# WHAT IS A BRAND?



what is a brand



The term brand refers to **a business and marketing concept that helps people identify a particular company, product, or individual**. Brands are intangible, which means you can't actually touch or see them.

A brand is **the way a product, company, or individual is perceived by those who experience it**. Much more than just a name or a logo, a brand is the recognizable feeling these assets evoke

The modern word Brand is **derived from the word “Brandr”, a word from Ancient Norse meaning “to burn”**. Around 950 A.D. a “brand” referred to a burning piece of wood. By the 1300s it was used primarily to describe a torch, essentially a burning piece of wood that is used as a tool

## The Three Types of Branding

- A corporation or company brand.
- A product brand.
- A personal brand



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# WHY IS IT IMPORTANT?

## TASK:

- » Introduce yourself/Uni
- » In 2s/3s talk about a brand that you like
- » Why do you like it?
- » Are there any reservations you have about your chosen brand?

## BRAND VALUE:

- » Stakeholder recognition
- » Sets us apart
- » Emotional and authentic connection
- » Trust and credibility
- » Growth



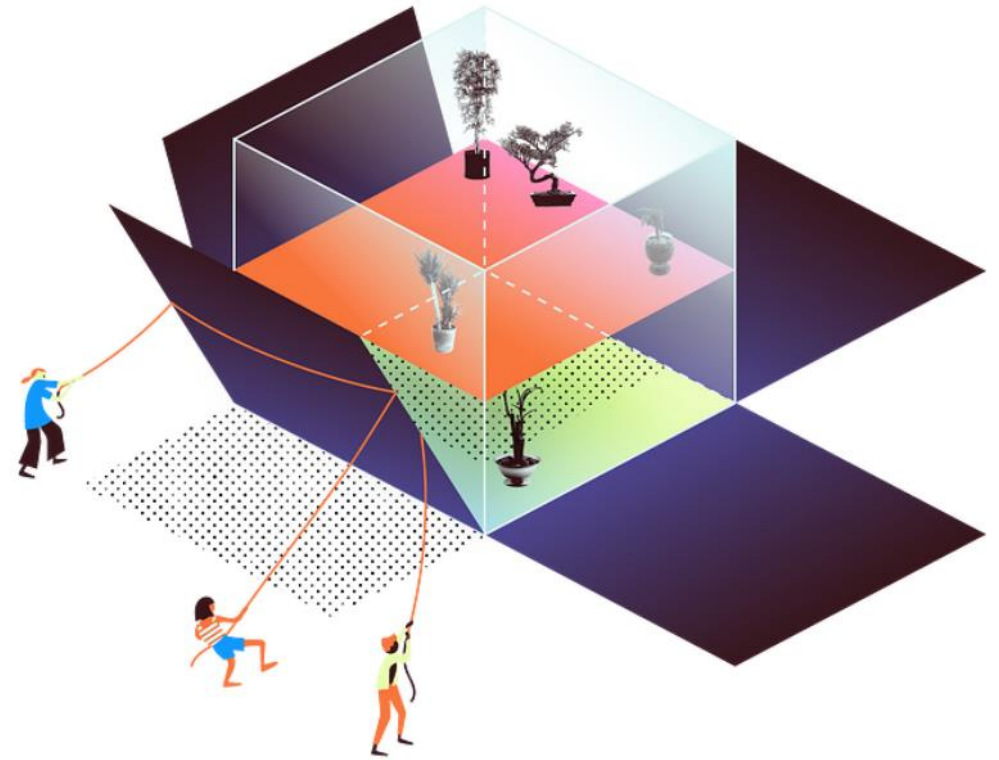
# PEOPLE IN GLASS ~~HOUSES~~ BOXES

## »» Black box branding

- »» Curated
- »» Controlled
- »» Driven by some
- »» Unchallenged

## »» Glass box branding

- »» Transparent
- »» Driven by everyone
- »» Processes, people, behaviours
- »» Challenged...



# BRAND PILLARS

## BRAND CORE

Purpose (why)

Vision (aims)

Values (what we  
stand for)

## BRAND POSITIONING

Target audience

Competitors

Awareness

## BRAND PERSONA

Personality

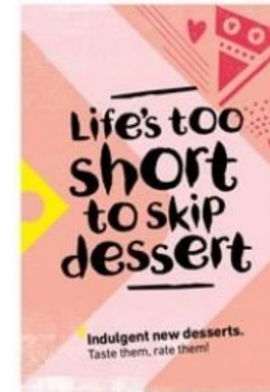
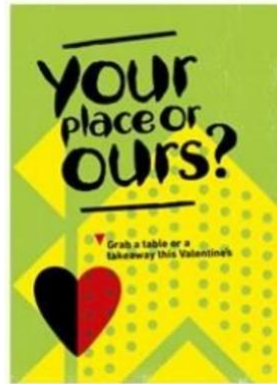
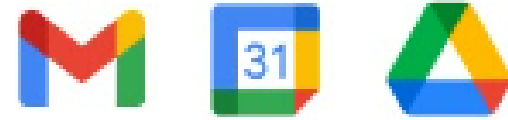
Voice

Slogan





# IT *IS* just A COLOUR?





Where do we go from here? We will improve our tracing practices and certifications for avoiding live-plucked down. We are not comfortable using down from force-fed geese, though we have no short-term alternative. We are looking now in Hungary for down from geese raised exclusively for their meat and not for their liver (again, the down is a by-product). We can also look beyond Hungary's borders in search of down produced by better means. We will deepen our knowledge of the down supply chain and continue conversations with NGOs that have something to teach us.

We'll keep our customers posted on what we learn.

In the meantime, if you're a vegan whose avoidance of animal products extends to shoe leather, you may also want to avoid down clothing. And if you think foie gras should not be produced or sold you may also want to avoid its by-product. We offer a number of synthetically insulated garments. Synthetic insulation, while not as efficient as down, works better than down in wet conditions.





**David Bain** @DavidBain · Feb 23, 2018



Replying to [@A1GOY](#)

Wondering if [@kfc](#) have been sitting on this for some time as [#CrisisPR](#) strategy to have up their sleeves? [#fck](#)





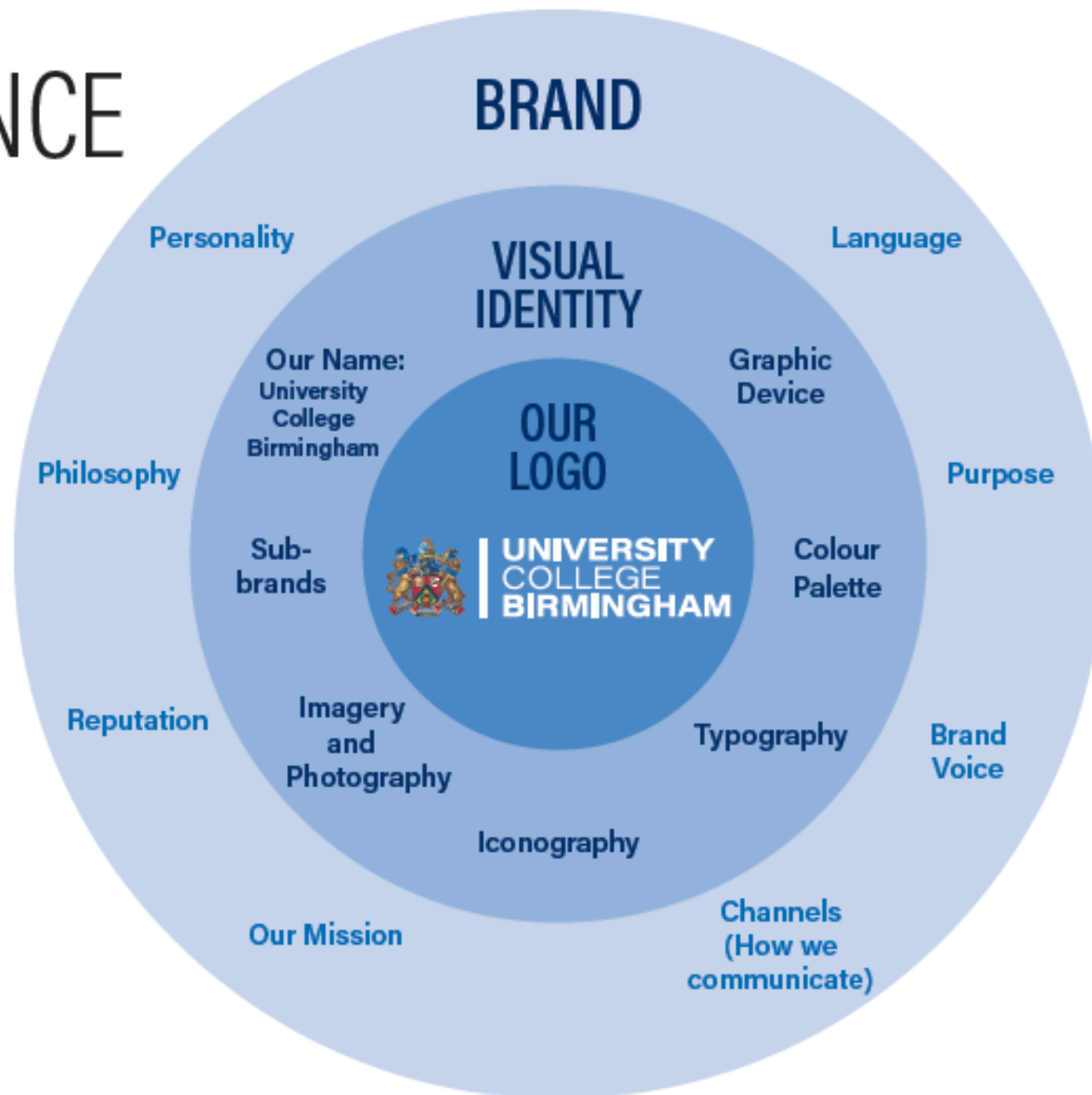
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# BRAND AND VISUAL IDENTITY GUIDELINES

# OUR BRAND ESSENCE

Our brand essence is conveyed by both our visual identity and how we communicate our brand emotionally.

This is done by ensuring we are consistent in how we use our logo, our visual identity and overall brand.





# YOUR MISSION

- » Understand University mission and values
- » Live and breathe these into all aspects of your work
- » Understand your brand essence
- » Become a brand champion
- » Become a brand advocate
- » Use your brand

WHO WE ARE:

## OUR MISSION

- » To promote and provide the opportunity for participation in the learning process by those with the ambition and commitment to succeed and to maintain a learning community that meets the diverse needs of our students, the economy and society at large.



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**We are the University  
of Opportunity**



**We are Citizens of Change**

**For advancement of learning and  
ennoblement of life**



Aston University

**Driven by  
passion and  
purpose.**



We are the **Connected  
University**



**The Empowering University**



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# PERSONAL BRAND

## » Benefits of strong personal branding:

- » Curate the way you're seen
- » Highlighting your unique skills
- » Positioning yourself in the sector
- » Building credibility
- » Develop authenticity and personality in your professional identity
- » in your professional identity
- » Be confident in you: making decisions
- » Finding the right opportunities (knock knock)
- » Being the right 'fit'
- » Purposeful and active career path



# DEVELOPING YOUR BRAND



Brand Core

Brand Positioning

Brand Persona

1

Where are you now?

2

Where do you want to be in X years' time?

3

What do you need to do to get there?



# ① WHERE ARE YOU NOW?

- » What drives you/what are you passionate about?
- » How would you describe yourself?
- » What are your skills/personal attributes?
- » What makes you unique?



## ② WHERE DO YOU WANT TO BE?



# 3 WHAT DO YOU NEED TO DO?

» Talk your walk/walk your talk?

» Curate your story

» Grow your network (meaningfully)

» What are your platforms?

» Physical branding

» Talk through where you'd like to be

» What ideas do you have on your personal brand strategy?

» Share ideas...





# TAKE AWAYS (nom)

## BRAND

- » Intangible
- » Purposeful development
- » (Be) position(ed)
- » Reputation and perception
- » Authenticity
- » Real stories
- » Consistent action
- » Built on truth

## PERSONAL BRAND

- » For all
- » Value not fame
- » Adds LOTS of value
- » Built on truth
- » Can change
- » Takes time
- » Pay it forward
- » Is fundamentally all about you





THANKS