

Session Title:	Lessons from the Brand Police
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Chair:	Michelle Tirell
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Speaker/Institution Bio/Information:	Director of Brand Development University College Birmingham
Overview/Aim of session:	To Help the audience understand branding and how to think about it a bit differently.
Workshop Content	<p>There are 3 main areas of banding:</p> <ol style="list-style-type: none"> 1. Corporate 2. Product 3. Person <p>A brand – is the way people perceive it and not the way the company want it to be perceived. Important difference.</p> <p>Brand comes from an old Norse word – to ‘brandr’.</p> <p>3 main pillars:</p> <p>Brand Core – Purpose (why), Vision (aims), Values (what we stand for)</p> <p>Brand Positioning – Target audience, Competitors, Awareness</p> <p>Brand Persona – Personality, Voice, Strapline</p>

<p>Case Studies/Examples:</p>	<p>We looked at a few brand logos – ones that didn't include the name of the organisation, attempting to place the brand by certain brand characteristics. Google Play for example, with their easy to identify colour scheme. Nando's with their colour schemes and use of small icon. IKEA – with their use of native accents in all of the adverts and always referring to home. EE, which acquired T-mobile and Orange, with their use of dots to bring people together. Sadly, many of the adverts that were due to be shown didn't work.</p> <p>Example of spinning issues – KFC ran out of chicken and after his hit the headlines that proactively jumped on social media with a response, through branding.</p> <p>FCK was at the core of the messaging and this seemed to resonate with their brand audience.</p> <p>Task – to link the Uni straplines with the correct uni.</p> <p>“Driven by passion and purpose” = Aston University.</p> <p>We are citizens of change = “University of Leicester”</p> <p>Takeaway – many in the room couldn't identify the strapline with the uni. Perhaps branding in these examples isn't working.</p> <p>Developing the brand – Where are you now? (Core)</p> <p>What drives you, how would others describe you? Skills? What makes you unique?</p> <p>Where do you want to be? (Positioning) How do you get there? (Persona)</p>
<p>Scenarios/Roundtable discussions:</p>	<p>One longer discussion centred on brand messaging. Patagonia, for example, are an outdoor clothing company but they also market themselves as a pioneer for the planet. Much of their marketing literature suggests that they put the planet before their own profits. We were shown an article that suggested Patagonia was using duck feathers in some of its jackets and that some of the methods and associated treatments were controversial.</p> <p>Here's the article: https://www.patagonia.com/stories/lowdown-on-down/story-18931.html</p> <p>The discussion leaned towards honesty and how companies respond to these criticisms using their brand values to steer them.</p>

Questions and Answers:	
Summary Key takeaways:	<p>Your brand can be: Authenticity, real stories, add value to your product of service, takes time to develop, can change,</p> <p>IS REALLY ABOUT YOU – AND WHAT OTHERS SEE IN YOU.</p>