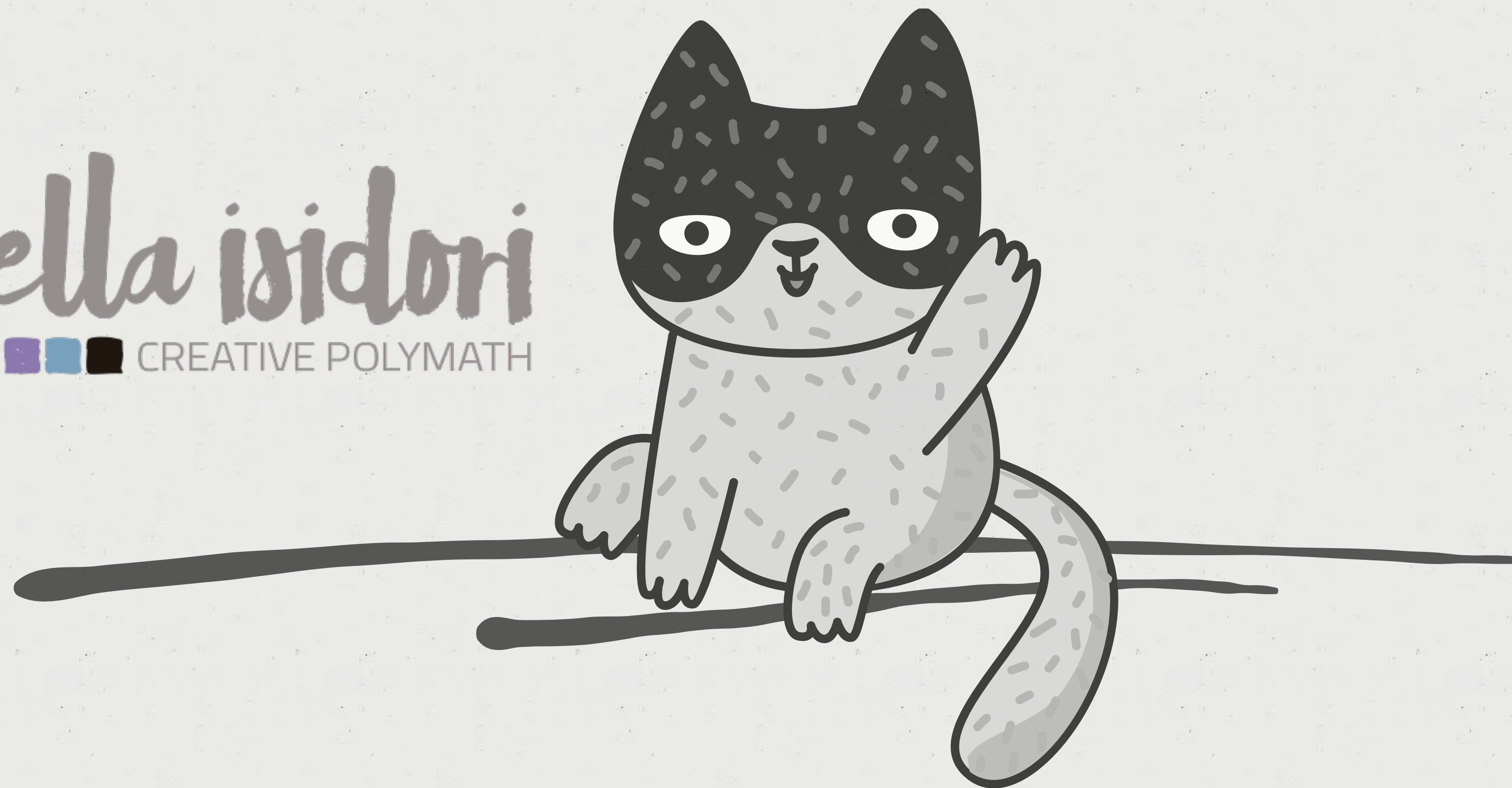


From «it's mine» to «it's me»: how the concept of branding has evolved over the last 50,000 years

WORDCAMP
ROTTERDAM
2019



raffaella isidori
CREATIVE POLYMATH



creative polymath, student, teacher, coach,
mentor, joyful misfit, mindfulness practitioner

gratitude

yoast

The Yoast Diversity Fund
aims to increase the diversity of
speaker lineups at tech events.

An illustration of a group of people in silhouette looking into a large aquarium tank. The tank is filled with various colorful fish, including yellow tangs, a striped tang, and a clownfish. The background is a vibrant blue and green, suggesting an underwater environment. The people are standing on a tiled walkway.

More information <https://yoa.st/diversityfund>

yoast

The Yoast Diversity Fund
aims to increase the diversity of
speaker lineups at tech events.

An illustration of a group of people in silhouette looking at a large aquarium tank. The tank is filled with various colorful fish, including yellow tangs, a striped tang, and a clownfish. The background is a vibrant blue and green, suggesting an underwater environment. The people are standing on a tiled walkway.

More information <https://yoa.st/diversityfund>

yoast

The Yoast Diversity Fund
aims to increase the diversity of
speaker lineups at tech events.

An illustration of a group of people in silhouette looking at a large aquarium tank. The tank is filled with various colorful fish, including yellow tangs, a striped tang, and a school of smaller fish. The background is a vibrant blue and green, suggesting an underwater environment. The people are standing on a tiled walkway.

More information <https://yoa.st/diversityfund>

Today, I want to get 3 things across to you:



what is a brand (and what isn't)



how the concept of branding has evolved



my recipe to create and build your brand

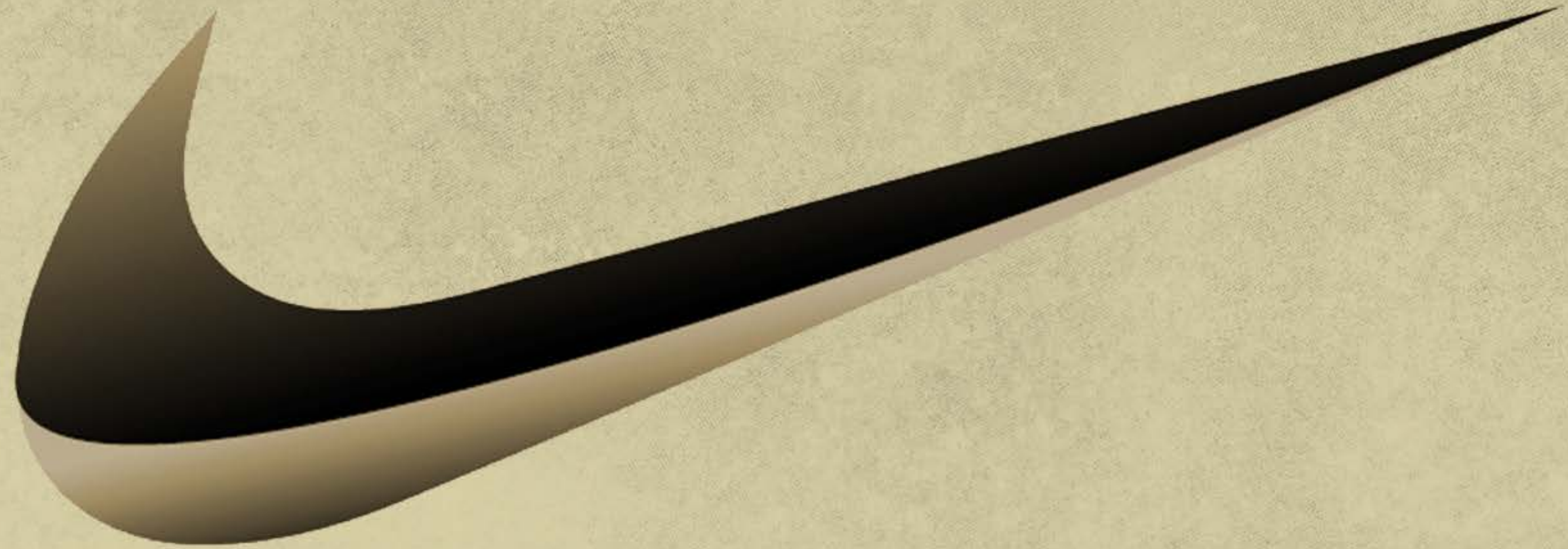
So, let's get going!

What is a brand?

A **brand** is a name, term, design,
symbol or any other feature
[hence, the overall experience]
that identifies one seller's good or service
as distinct from those of other sellers.

American Marketing Association, AMA Dictionary

What is NOT a brand?

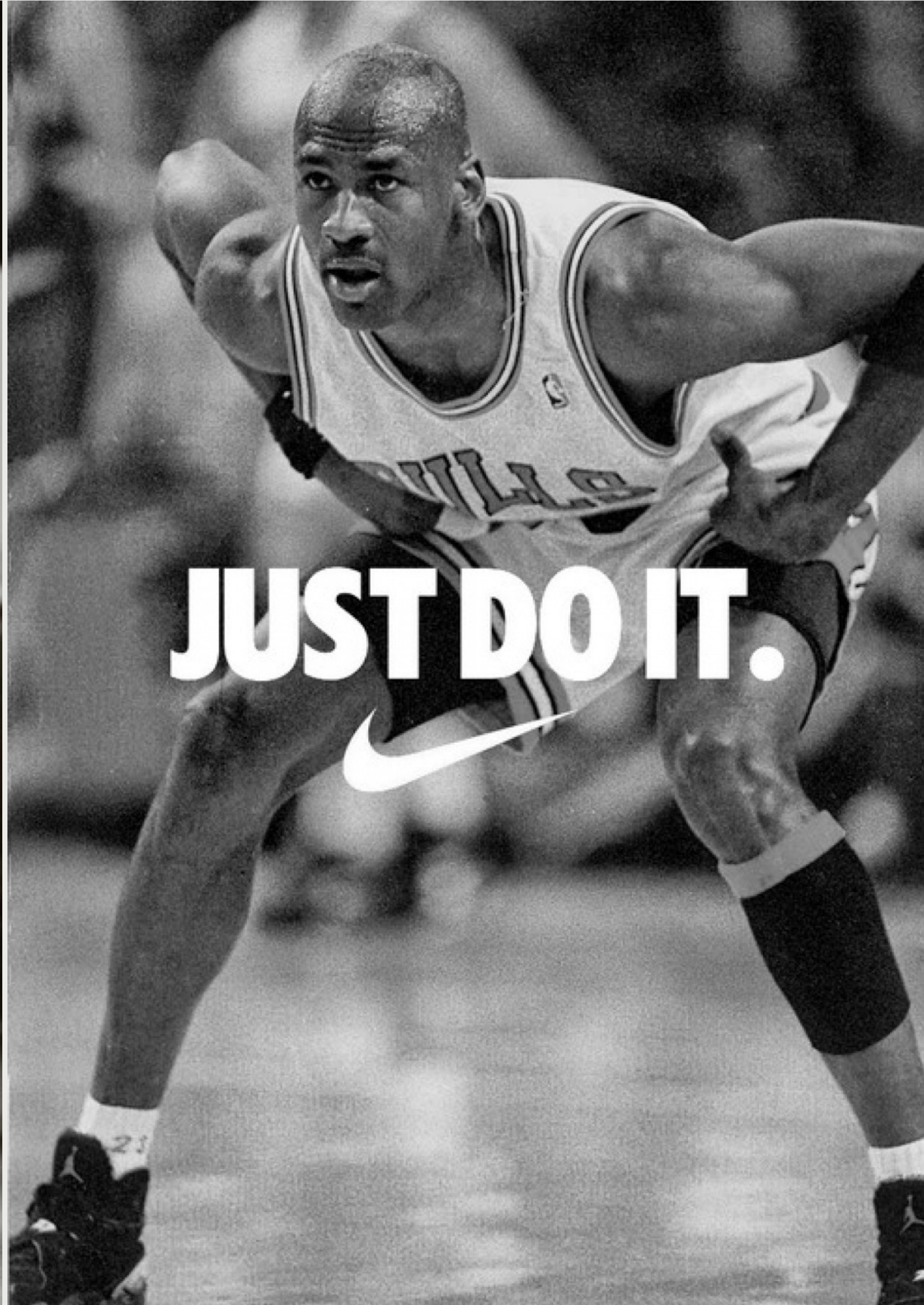
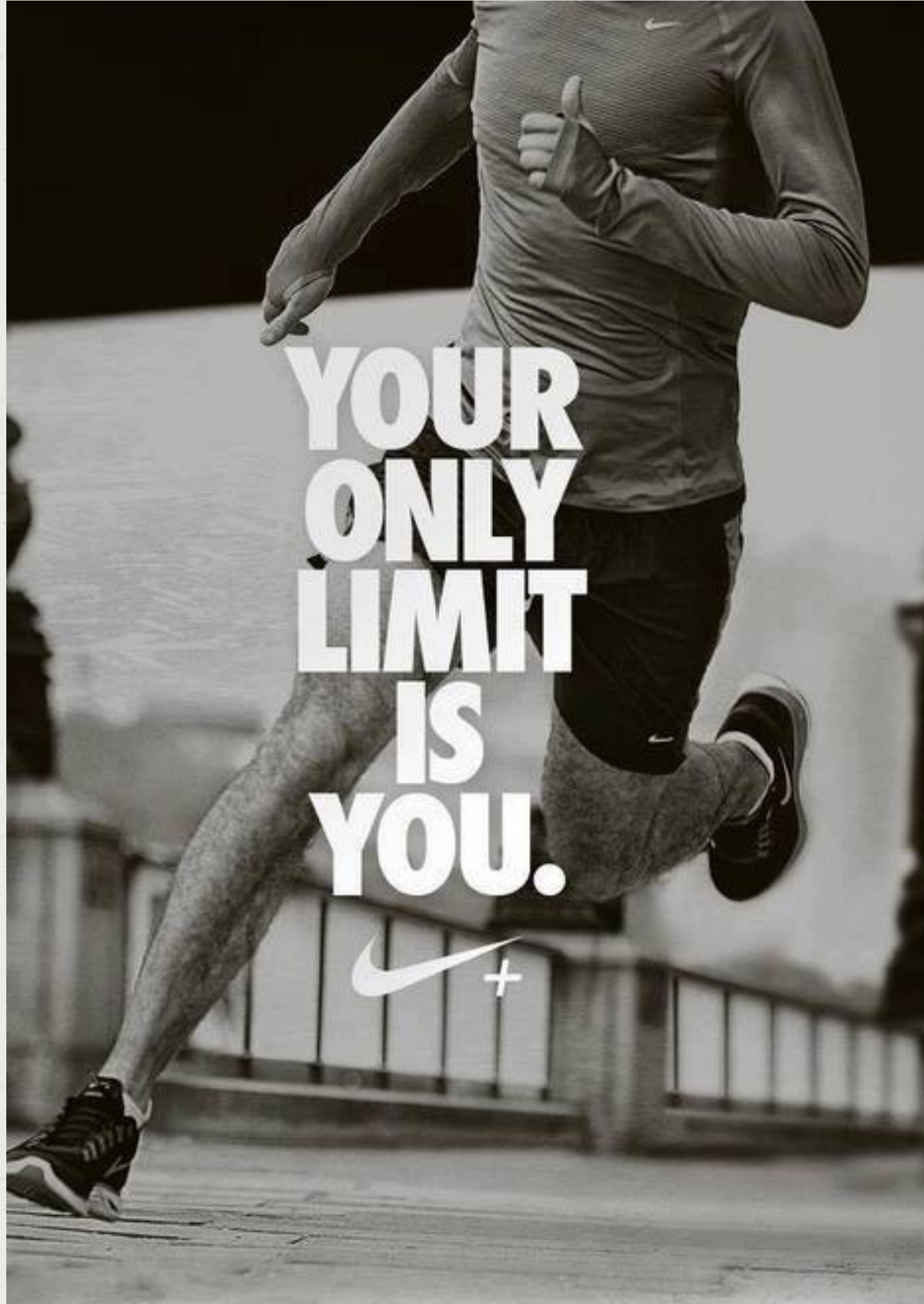


ceci n'est pas une brand

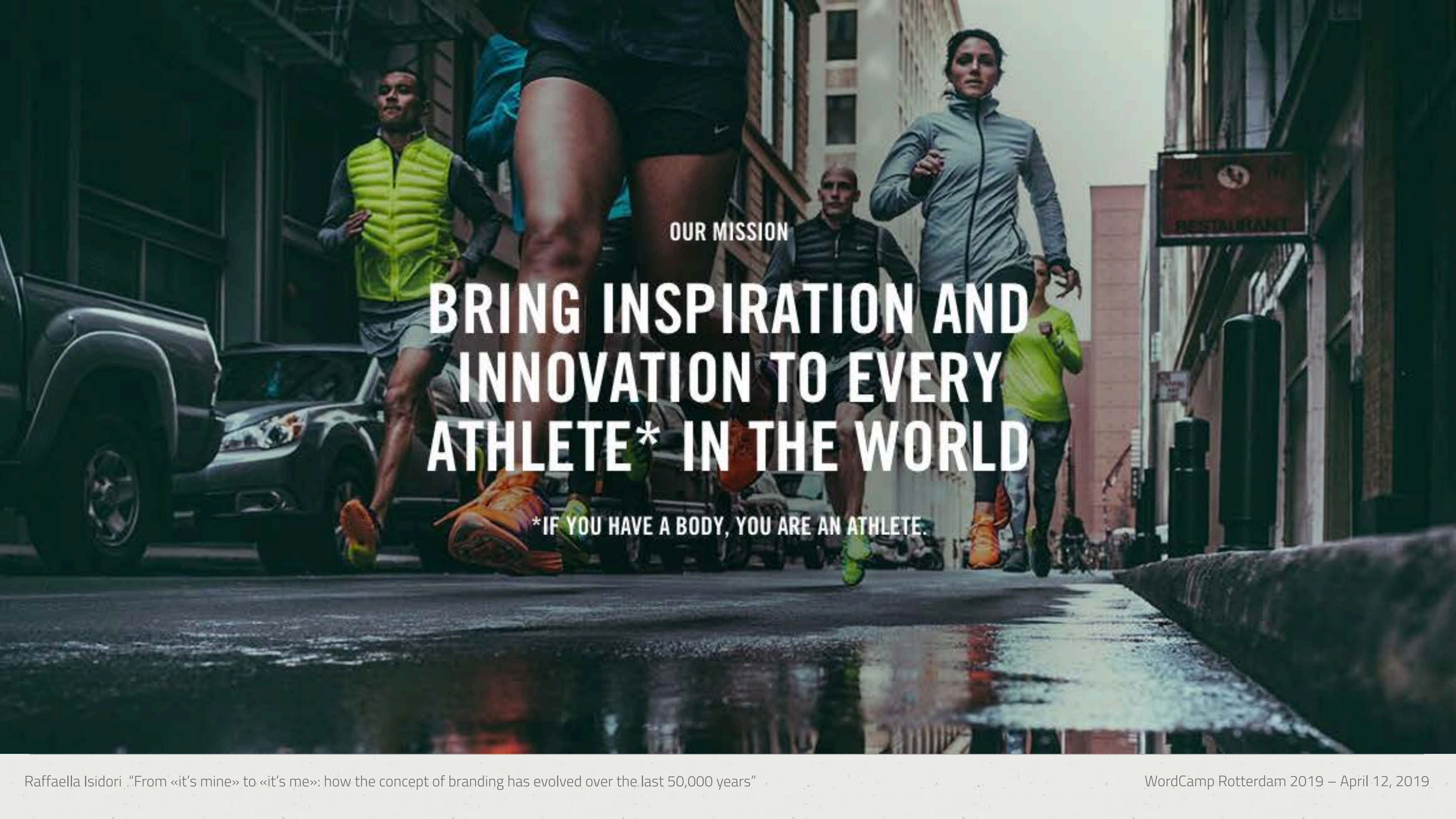


BRAND ≠ LOGO

Just do it







OUR MISSION

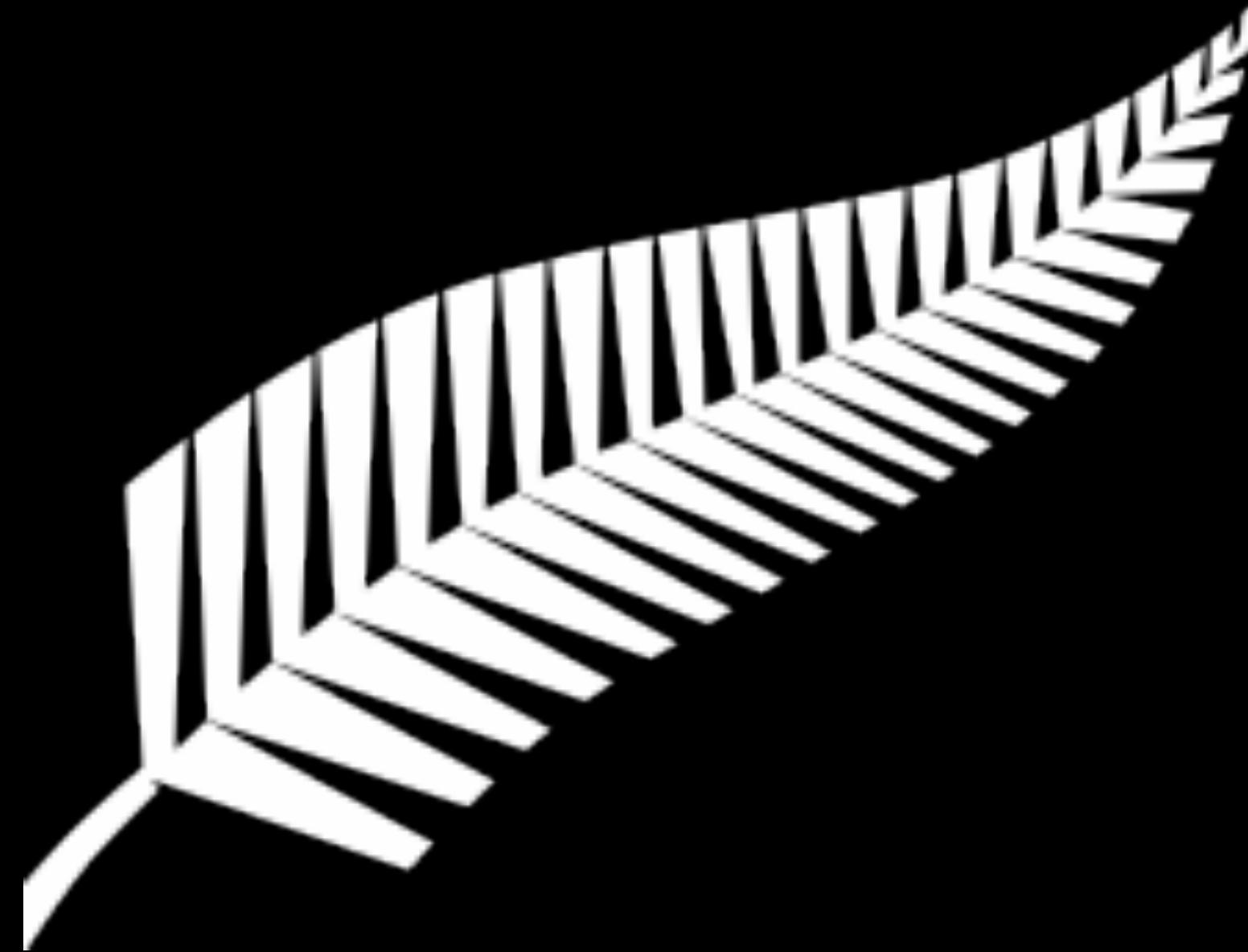
**BRING INSPIRATION AND
INNOVATION TO EVERY
ATHLETE* IN THE WORLD**

***IF YOU HAVE A BODY, YOU ARE AN ATHLETE.**





FIND YOUR GREATNESS.







A logo is the **REPRESENTATION**
of a set of intangible values
that set a company/product/entity
apart from the rest.

The **BRAND**
is ***that*** set of **intangible values**

To borrow from Ann Handley and Ze Frank
The brand is the
"emotional aftertaste" that comes
after an experience with a product, service,
company, person, or entity

Think of a logo as
the **two-dimensional icon**
of a **multidimensional experience**
(the brand)

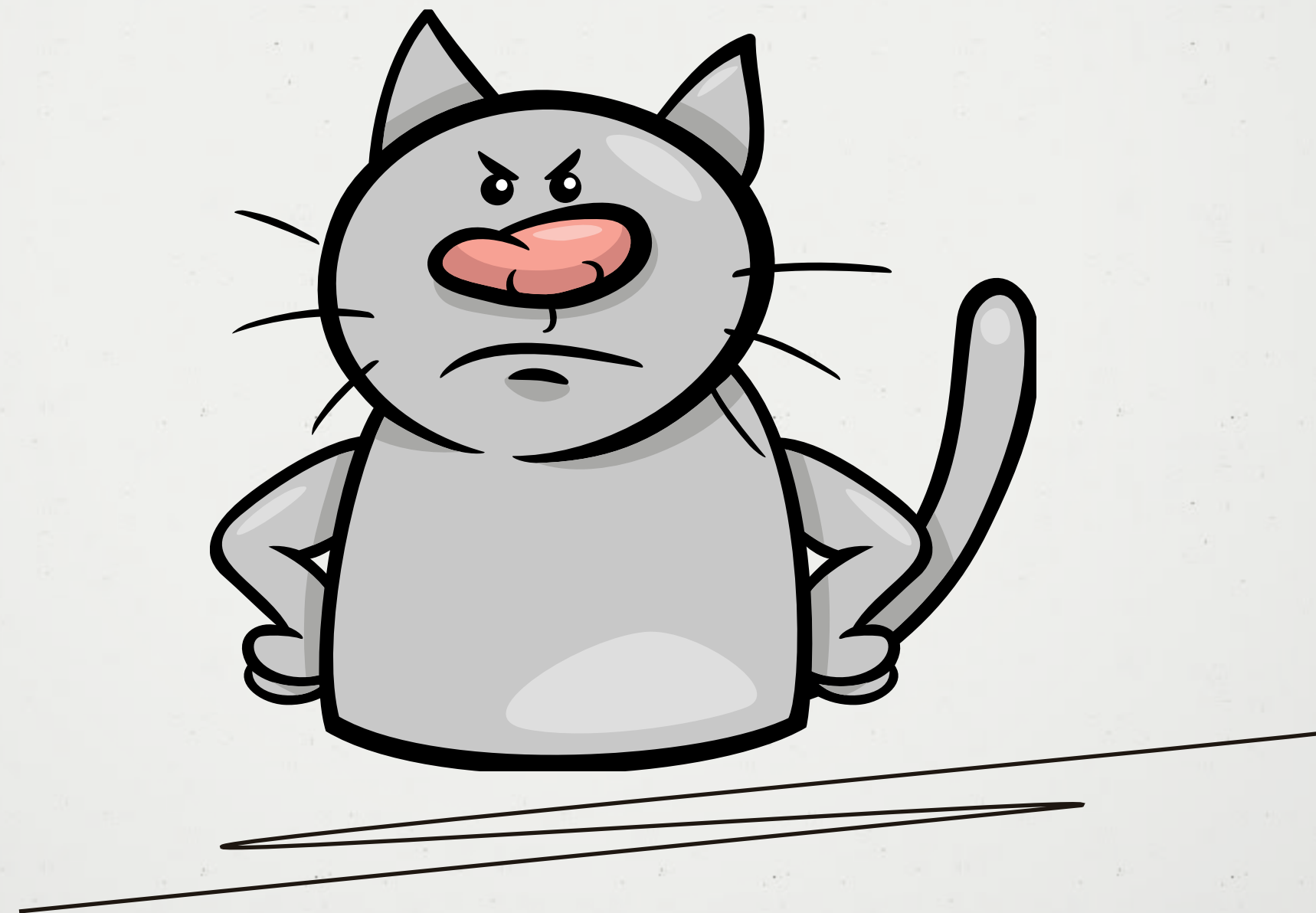


A BRANDING HISTORY PRIMER

1- OWNERSHIP

Since 50.000 B.C. (±)

Yo! That's mine!





Lascaux Caves of Southern France



“brandr” Old Norse for “to burn”

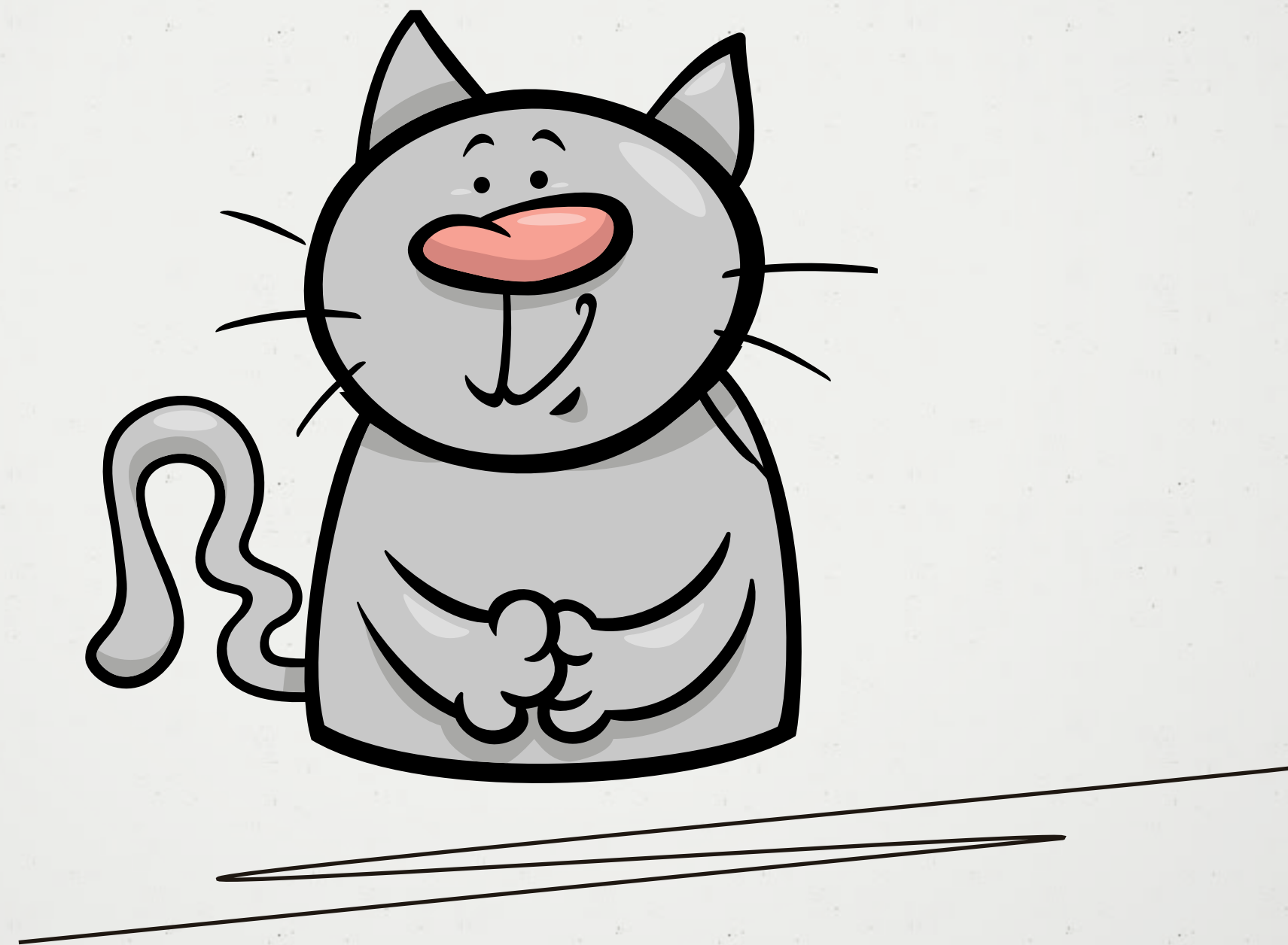


Ancient Egypt – 2700 BC ±

2 - ORIGIN & QUALITY

Since 2/3.000 B.C. (±)

I made that!





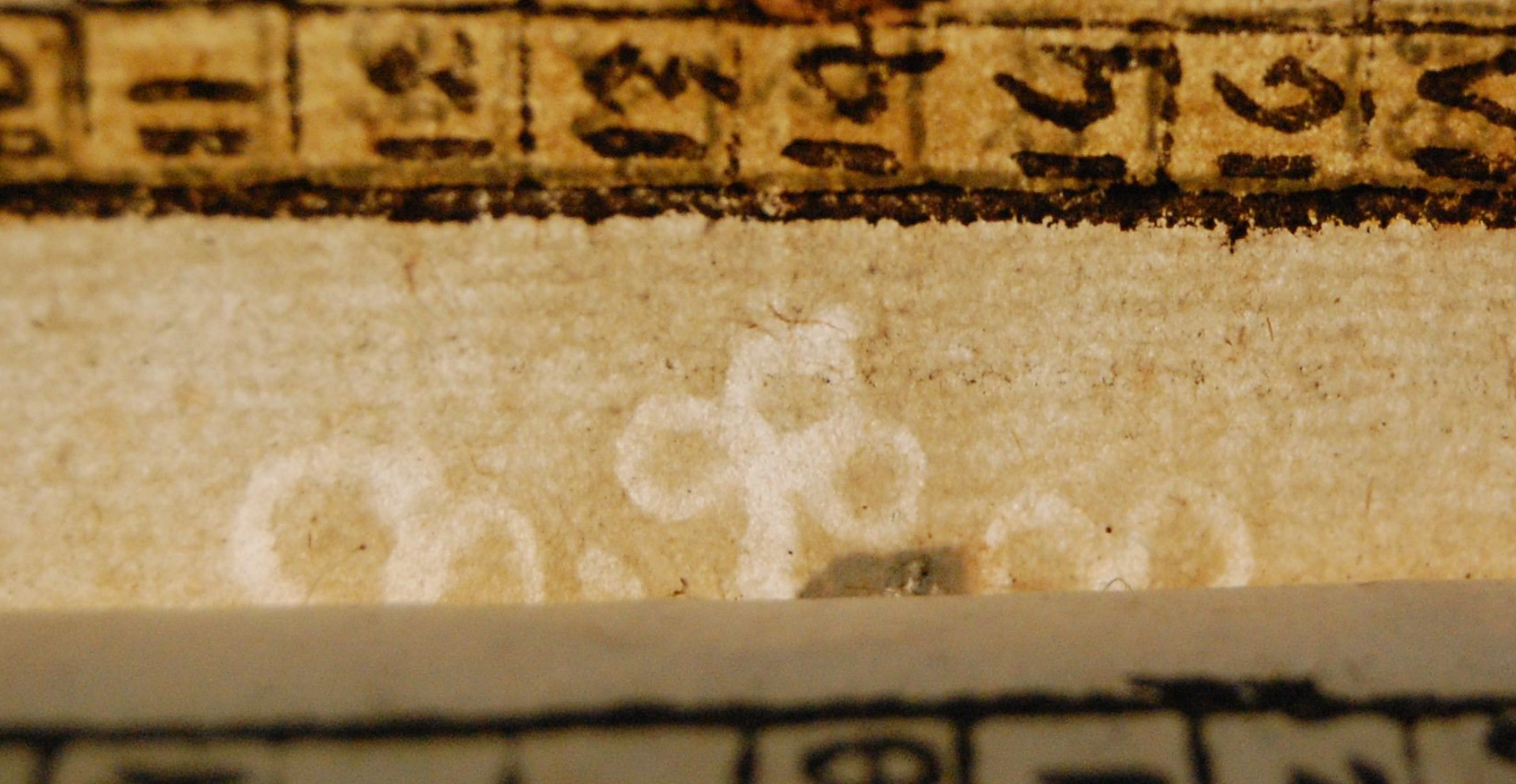
Mesopotamia, Greece, India, etc. 2/3000 BC



China 2/3000 BC ±



Roman Empire 100 BC/200 AD





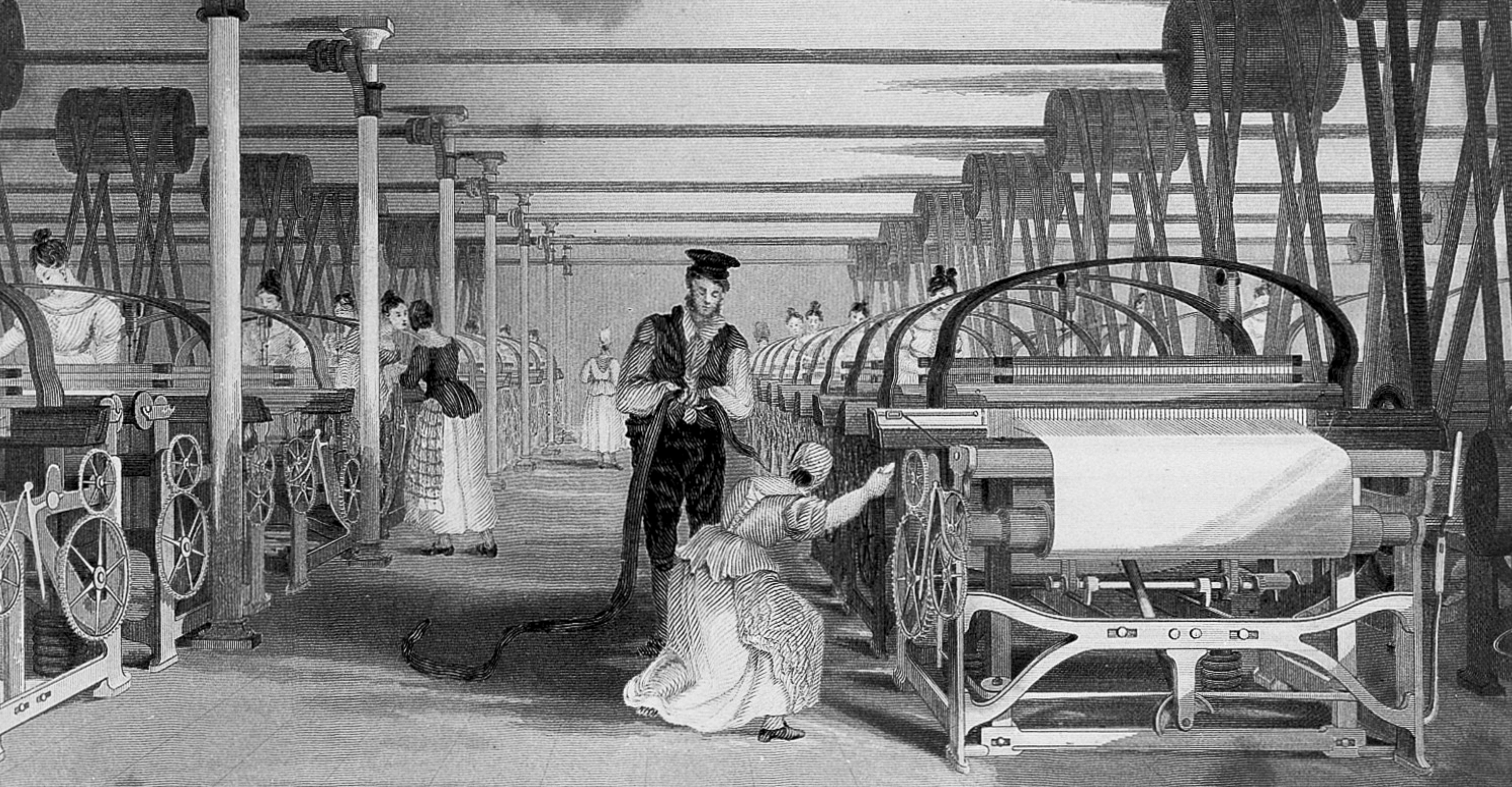
Raffaella Isidori "From «it's mine» to «it's me»: how the concept of branding has evolved over the last 50,000 years"



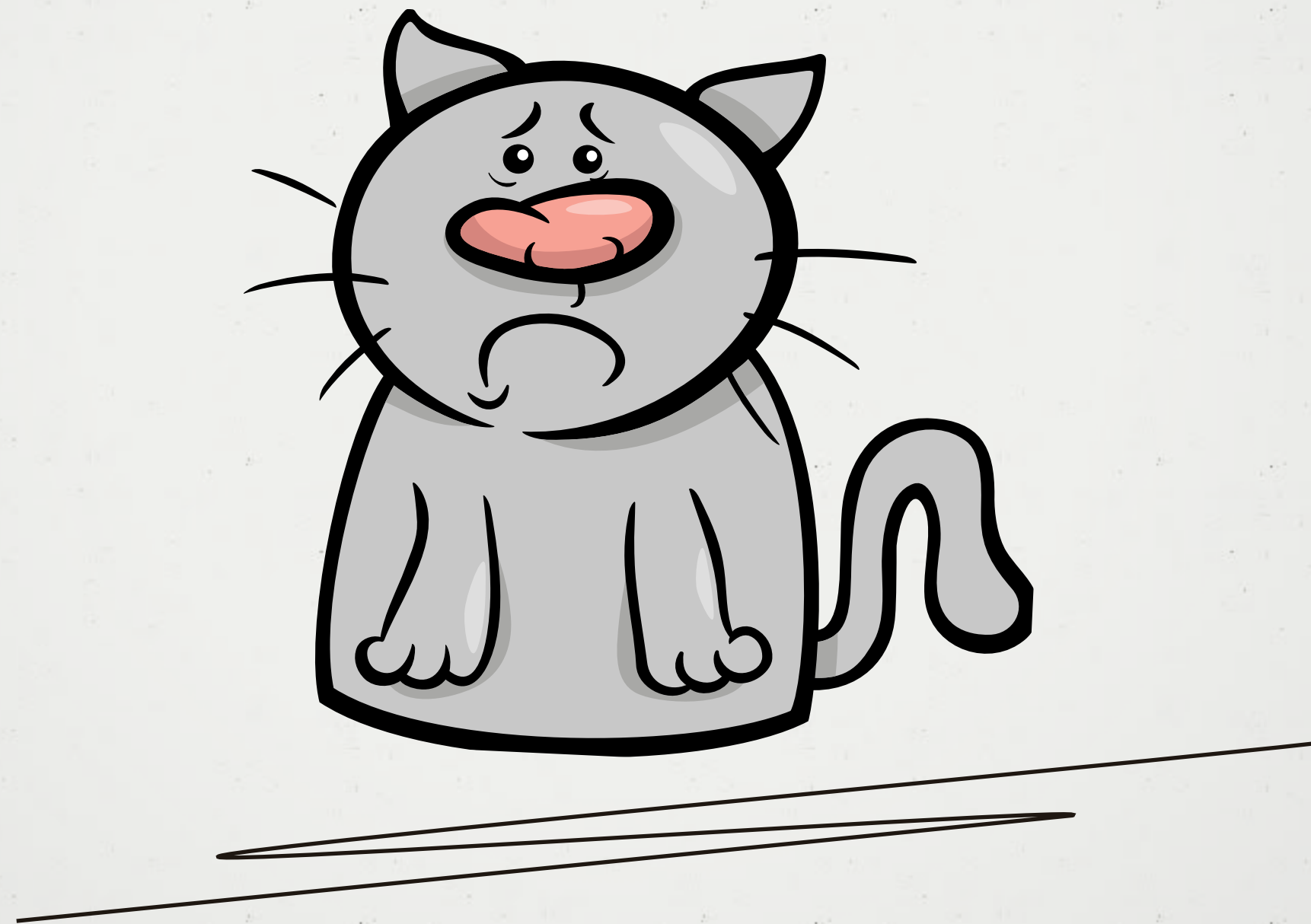


3 - IDENTIFICATION

Since Mid 1800s (±)



Which is mine, now?





ONE DOZ.

MASON
FRUIT
JARS
WASHINGTON, PA.



PINTS

MACHINE
MADE

Campbell's 1897

Coca Cola 1899

Nivea 1925



By the late 1800s, companies had begun investing a lot in branding and recognized its intrinsic value.

1862 the UK Merchandise Marks Act
made it a criminal offence

to imitate another's trade mark "with intent to defraud or to enable another to defraud"

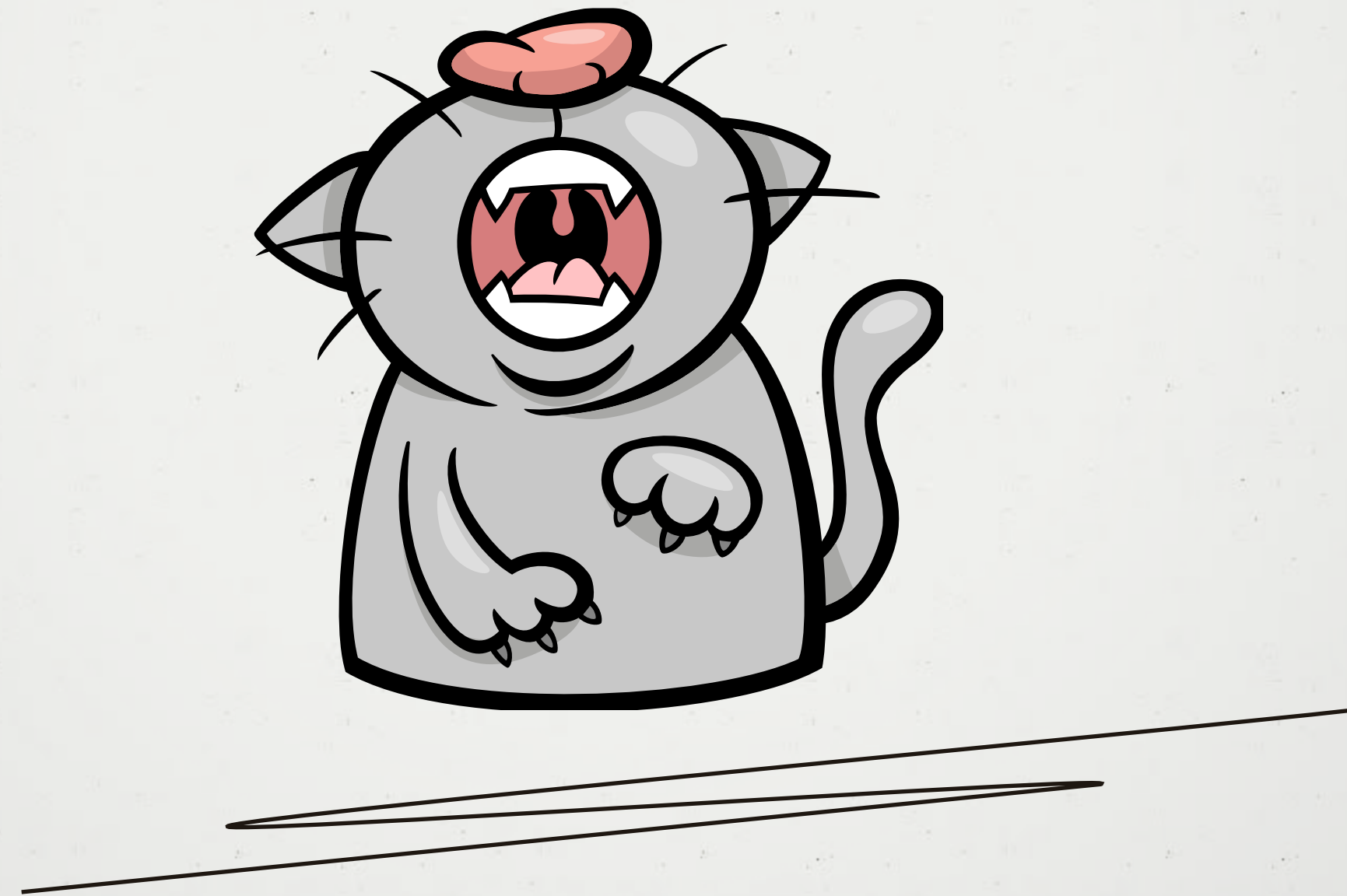
1875: Trade Marks Registration Act

a “brand” can now be owned,
and becomes a **company asset**

4 - DIFFERENTIATION

Since Late 1800s (±)

Mine's better!



THE RISING OF ADVERTISING



James Walter Thompson

J. Walter Thompson's
was the first Advertising Agency
to establish a creative department to
design content for clients

Experience and Knowledge
Will Light You
To Success.

1864. 1902.

J. WALTER THOMPSON CO.
—NEW YORK.— —BOSTON.—
CHICAGO.

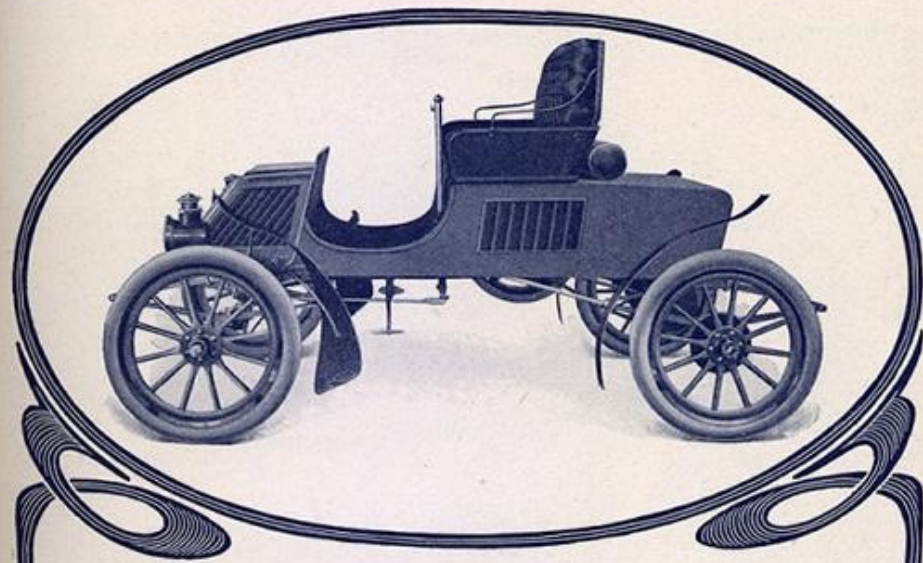
ADVERTISING.

The Thompson
Red Book
On Advertising

J. WALTER THOMPSON CO.
NEW YORK CHICAGO BOSTON

The THOMPSON
BLUE BOOK on
ADVERTISING

NEW YORK
CHICAGO
BOSTON
LONDON



EFFICIENCY

The test of a motor is its efficiency—its *actual* horse power—not its *estimated* strength. The motor in the

Rambler

Touring Car

actually develops 6 H. P. in practical service—not in mere estimated strength. That makes the *Rambler* the most powerful motor car built, for size and weight.

Motor efficiency is only one of the *Rambler* points of excellence. Our illustrated catalogue tells of others. Let us send you a copy.

Thos. B. Jeffery & Co. Kenosha, Wis. U. S. A.

Placed in Leading Publications by J. Walter Thompson Co.

The Florsheim SHOE



The Stratford
Patent Leather.
Box Kid
Seamless Top.
For Semi-Dress.

The degree of leather—quality—and the quality of benchwork in The Florsheim Shoe for men, are the highest that human ingenuity and unstinted capital can produce.

The name "Florsheim" woven in every strap and stamped in the sole of every shoe means satisfaction to you. *Satisfaction* in shoe buying is something more than "eye-fancy."

Florsheim Shoe-satisfaction means the possession of an all-round, good-looking shoe, with the same kind of leather and benchwork that you get in the made-to-order shoes for which you pay \$8 to \$12. We make more shoes over each last, and you buy them for \$5.00—there's satisfaction.

More about them in our interesting book, "The Florsheim Way of Foot Fitting." Ask a dealer who sells The Florsheim Shoe, or write us. The book is free.

Florsheim & Company, Chicago

Your feet are your best servants—shoe them well.

Placed in Leading Publications by J. Walter Thompson Co.

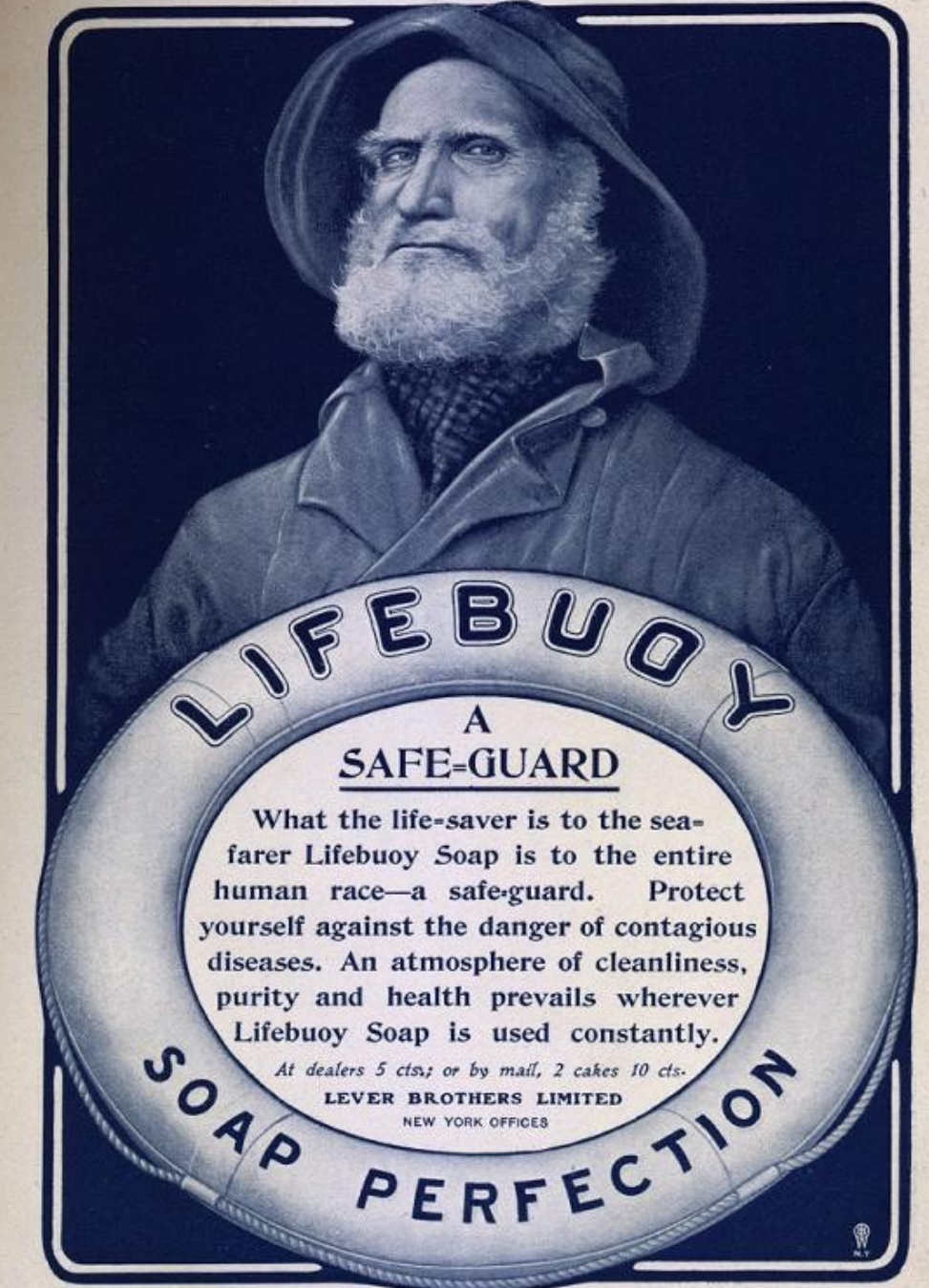
ENTRANCING. The EDISON PHONOGRAPH



Don't judge the **Phonograph** by what you have heard—the imitations or the old styles—but call at the nearest dealer's and hear the **Phonograph** with Mr. Edison's recent improvements.

5000 DEALERS SELL PHONOGRAPHS
NATIONAL PHONOGRAPH CO., Orange, N.J.
NEW YORK CHICAGO SAN FRANCISCO EUROPE: ANTWERP, BELGIUM
83 Chambers St. 304 Wabash Ave. 933 Market St. 32 Rempart Saint Georges

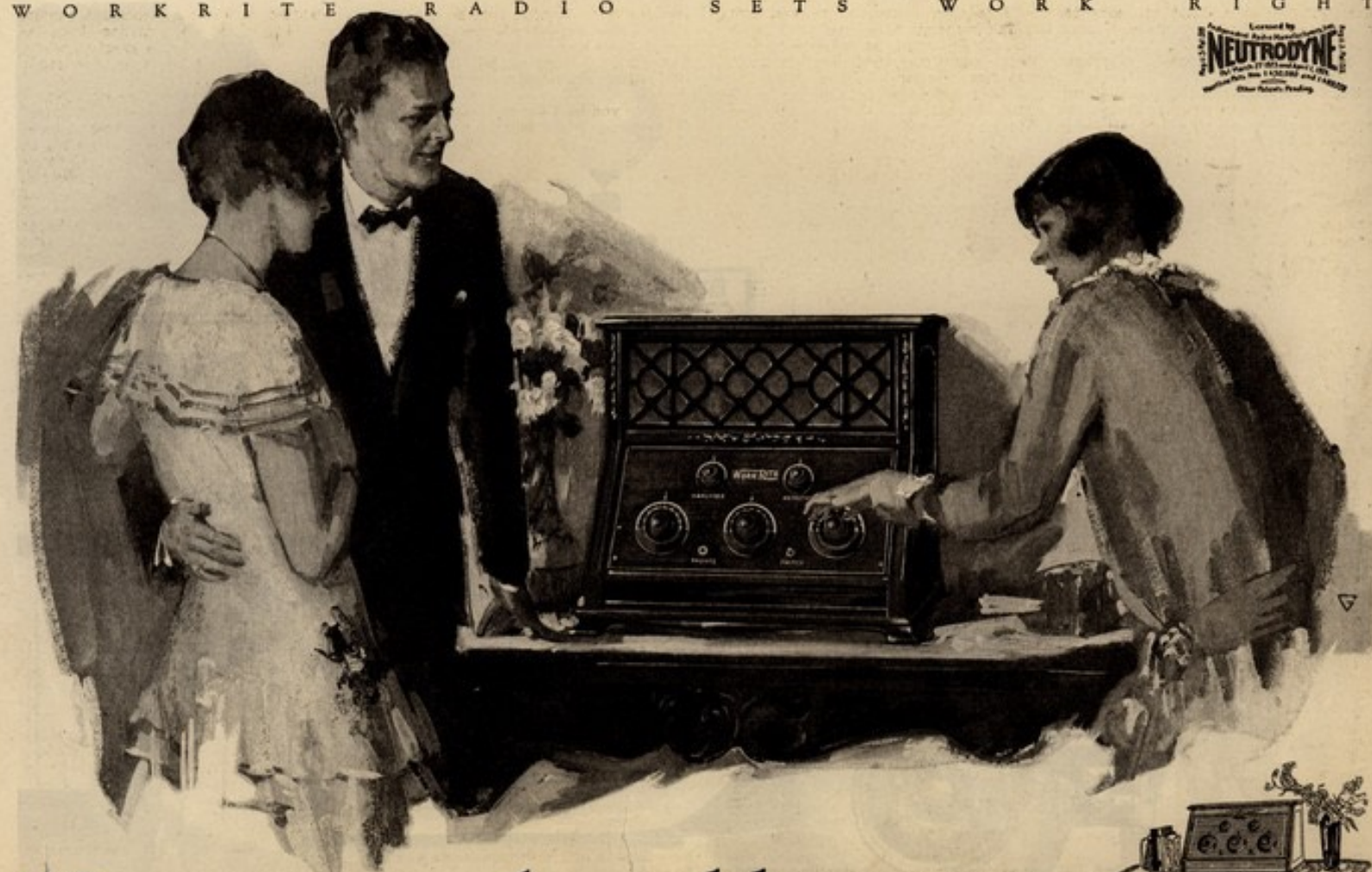
Placed in Leading Publications by J. Walter Thompson Co.



Placed in Leading Publications by J. Walter Thompson Co.

1920s-1940s: Newspapers & Radio

WORKRITE RADIO SETS WORK RIGHT



"Can we get those blues from Memphis?" "Easy! Just turn the dials to 64, Mary, and we'll have 'em right away."

You never imagined that radio could be so sure—so simple to use. Just think! Once you've tuned in a station with Workrite Super Neutrodyne Receivers, you can turn to it instantly, at any time, simply by referring to your "log."

Select what you want to hear from the daily programs—and know in advance that Workrite will get it for you—clear as a bell, with no loss of quality, richness or brilliance, and free from distracting howls or whistles.

Workrite brings in distant stations—not just once in awhile—but regularly and distinctly on the loud speaker. Under favorable conditions, it will bring in broadcasting from across the continent.

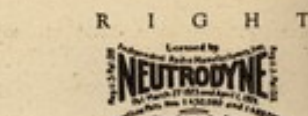
Amazing Selectivity

There's another great Workrite advantage that you'll appreciate. It's this. No matter how powerful your local stations may be, you can easily tune them out and bring in other stations using practically the same wave length.

The first time you operate one of these beautiful, companionable sets, you'll think it's almost magical. But, there's really no secret to Workrite's remarkable range

DEALERS—If you don't know about Workrite Super Neutrodyne Receivers, by all means write us immediately for full particulars.

WORKRITE SUPER NEUTRODYNE RADIO SETS



WORKRITE AIR MASTER

Like all Workrite models, this is a 5 tube set, enclosed in genuine brown mahogany cabinet with graceful sloping panels. All-wood construction with Workrite Radio King, shown in main illustration, except the latter has a loud speaker built into cabinet behind a handsome grille. Both furnished with clear and special cable carrying all battery wires.

Price, Air Master, without accessories, \$40.00. Price, Radio King, without accessories, \$30.00.



WORKRITE ARISTOCRAT

In this beautiful mahogany console, the loud speaker with special horn and reproducing unit is placed on one side and compartment for A and B batteries on other side. All connections made inside with cables and plug. Front drops forming armature for tuning or writing. Drawer beneath drop is provided for log sheets, etc. A set unsurpassed in any respect.

Price, Aristocrat, without accessories, \$120.00.

Send Coupon for FREE Rotogravure Booklet

Form for requesting a free rotogravure booklet, including fields for name, address, city, and state.

The most brilliant lights of the ball-room cannot lessen the perfectly natural color you have in your cheeks when you use your own tone of Pompeian Bloom.



"How well you look!"

Pompeian Bloom gives your cheeks a color exquisitely natural

By MADAME JEANNETTE

Famous cosmetician, retained by The Pompeian Laboratories as a consultant to give authentic advice regarding the care of the skin and the proper use of beauty preparations.

I RECENTLY overheard one of my friends say to another: "You, for one, need no rouge, my dear. What lovely natural coloring!" But the truth was this—like thousands of other women, she had found a rouge that gave her cheeks the exquisite natural coloring of a girl in her teens. That rouge is Pompeian Bloom.

Today women everywhere realize the necessity of using rouge that matches perfectly their natural skin-tones. And when they use the right shade of Bloom the wholly natural effect is achieved.

From the shade chart you can easily select the particular shade of Pompeian Bloom for your type of complexion.

SHADE CHART for selecting your correct tone of Pompeian Bloom

Medium Skin: The average American woman has the medium skin-tone—pleasantly warm in tone, with a faint sugges-



The blonde with very fair skin finds a natural tone for her cheeks in the new Oriental tint.

tion of old ivory or sun-kissed russet. The Medium tone of Pompeian Bloom just suits this type of skin.

If you are slightly tanned, you may find the Orange tint more becoming. And sometimes women with medium skin who have very dark hair get a brilliant result with the Oriental tint.

Olive Skin: Women with the true olive skin are generally dark of eyes and hair—and require the Dark tone of Pompeian Bloom. If you wish to accent the brilliancy of your complexion, the Oriental tint will accomplish it.

Pink Skin: This is the youthful skin, most often found in blondes or red-haired women, and should use the Oriental tint.

White Skin: If you have this rare type of skin, use the Light tone of Bloom. Special Note: An unusual coloring of hair and eyes sometimes demands a different selection of Bloom-tone from those above. If in doubt, write a description of your skin, hair and eyes to me for special advice.

Pompeian Bloom, 60c (slightly higher in Canada). Purity and satisfaction guaranteed.

Madame Jeannette, Specialiste en Beauté

When you write to advertisers please mention PHOTOPLAY MAGAZINE.

SPECIAL OFFER

30 applications of Bloom for only 10c

ASKNT Mme. Jeannette right in stressing the importance of matching your skin-tone? We urge you to act on her advice—let your own eyes convince you how charming and natural in appearance Pompeian Bloom will make your cheeks. To make this trial easy and convenient for you, we make this unusual offer:

Send us 10c and the coupon. We will send you a trial cake of Pompeian Bloom containing enough rouge for 30 applications in a dainty little container, not too big to be carried in your purse; and in addition a liberal sample of Pompeian Beauty Powder. It will never be easier to tear off the coupon than NOW, before you turn the page.

Form for requesting a trial cake of Pompeian Bloom, including fields for name, address, city, state, and shade of rouge wanted.

Kodak Anastigmat f.7.7

and the No. 2c Autographic KODAK, Jr.



A superior camera equipped with a superior lens.

\$25.00

We make the Kodak Anastigmats in our own lens factory from our own formulae. The men who design the camera and the men who design the lens work hand in hand. Obviously, then, the lens expert does not have the generality "camera" in mind but rather a specific model, of known capabilities, in a specific size and with a specific shutter. The camera maker and the lens maker are aiming—not at a common target—but at a common bull's-eye.

The Kodak Anastigmats are at least the equal of the best anastigmats made anywhere in the whole world. They lack nothing in speed; the negatives they produce have that crisp, clean sharpness to the very corners that is characteristic of the true anastigmat.

The particular lens used on the 2c Autographic Kodak Junior is made specifically for that camera. It has a little more speed than the best of Rectilinear lenses; in the other anastigmat characteristics—sharpness and covering power—it has no superior.

The No. 2c Kodak is for pictures 2 1/4 x 4 1/4 inches, nearly post-card size. It has the Kodak Ball Bearing shutter; and, like all Kodaks, it has the autographic feature for dating and titling the film at the time of exposure.

An efficient camera of quality. At all Kodak dealers! Eastman Kodak Company, Rochester, N. Y., The Kodak City

1940s-1950s: Television, the game changer





1950s-1960s: from USP to ESP

Here's **TIDE**-Procter & Gamble's new washday miracle!

NOTHING LIKE IT!

... no soap—no other "suds"—no other washing product known—will get your family wash as **CLEAN** as Tide!

World's CLEANEST wash!
No matter what other washing product you may be using, assuming you Tide will get everything CLEANER, greener, softer! Tide not only cleans clothes free from dirt, but actually makes things soap like, too. No other washing product will match Tide's cleaning power!

Actually BRIGHTENS colors!
Treat your pretty wash preties and other gay washables in a Tide wash... see how much brighter they look after Tide has removed the dulling soap film. Is Tide really safe for these colors? Yes, ma'am! With all its unmatched cleaning power, Tide's really safe for all washables.

World's WHITEST wash!
Think of it! In hardest water, Tide gets your sheets, pillowcases, towels more dazzling white than soap or any other washing product leaves! You'll be a mighty proud Monday the day you hang out your first Tide wash. Your white things will dance and gleam on the line. There's nothing like Tide.

Procter & Gamble GUARANTEES EVERY PACKAGE OF TIDE!
Tide will do everything claimed for it in this advertisement. If you are not completely satisfied, return the unused portion of your package to dealer and the purchase price will be refunded.

TIDE
GETS CLOTHES CLEANER THAN ANY OTHER WASHDAY PRODUCT YOU CAN BUY
—get TRULY SAFE for colors.

New miracle suds!
More suds than any soap in hardest water! Kind-to-hand suds that look different, feel different. Wonderful! In the dishpan, too! Dishes and glasses sparkle!

TIDE WORKS EXTRA MIRACLES IN HARD WATER! OCEANS OF SUDS! NO WATER SOFTENERS NEEDED!

m'm

Taste the fruit!

ROWNTREE'S FRUIT GUMS

more art america

CADILLAC

BUICK

OLDSMOBILE

CHEVROLET

Hertz rents the kind of cars you like to drive!

What's your pleasure? A Cadillac, maybe? Hertz rents Cadillacs. Big Buicks and Oldsmobiles, too. Thousands of new Powerglide Chevrolet Bel Airs. Station wagons, convertibles, sports cars. Take your pick at most Hertz offices. They're all in A-1 condition.

Expertly maintained, cleaner, more dependable cars. More with power steering, too. That's The Hertz Idea. Just show your driver's license and proper identification. Low rates include all gasoline and oil you use en route... and proper insurance. To be sure

of a car at your destination—anywhere—use Hertz' more efficient reservation service. Call your courteous local Hertz office. We're listed under "Hertz" in alphabetical phone books everywhere! Hertz Rent A Car, 218 South Wabash Ave., Chicago 4, Ill.

More people by far... use **HERTZ** Rent a car

"Rent it here... Leave it there" Now, nation-wide at no extra charge! (on rentals of \$25.00 or more).

USP = UNIQUE SELLING PROPOSITION



Suddenly a delightful Continental Custom is sweeping America!

It's vermouth as a straight drink... and men and women who instinctively choose the finer things reach for Martini & Rossi—the finest vermouth in the world.

Whether they champion tall drinks, whether they're sippers or ice swirlers, Martini & Rossi vermouth offers something for each of them—as a delightful dry aperitif or a sweet drink to follow dinner.*

Chilled... with soda... or "on the rocks", the quality of Martini & Rossi is most apparent. Alone in the glass, it reveals the subtleties of expert blending—the combining of vintage wine with the infusion of more than 30 varieties of herbs—all in strict accordance with a secret formula, unchanged and unsurpassed for generations. • *Bischoff Importers, Ltd., N. Y.*

*AND ONE MUST NOT FORGET VERMOUTH IS CLASSIC ROLE IN MARTINI AND MANHATTAN COCKTAILS.



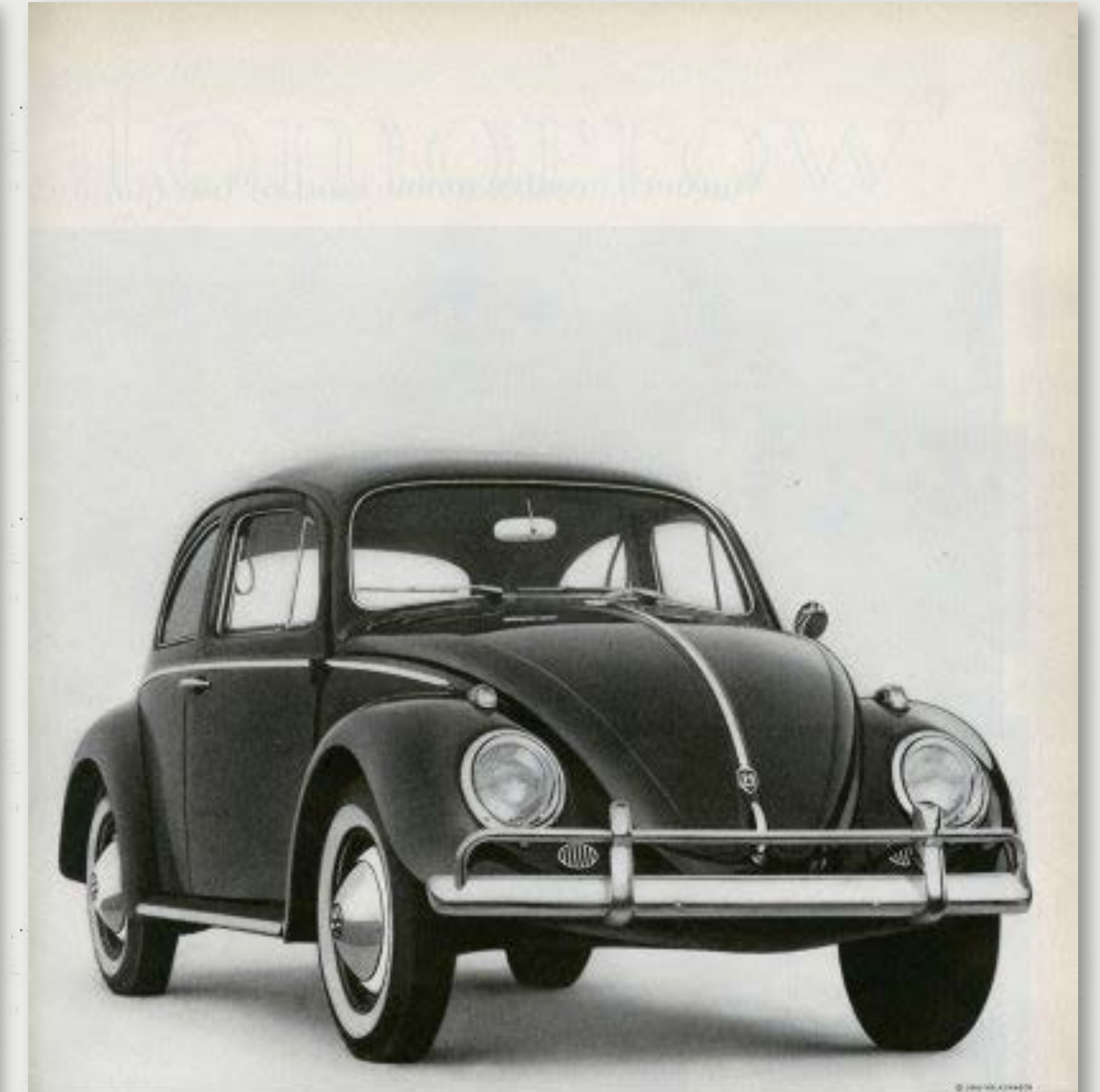
MARTINI & ROSSI

IMPORTED VERMOUTH
SWEET OR EXTRA DRY



Be really refreshed! Relax with Coke! Only Coca-Cola gives you the cheerful lift that's bright and lively... the cold crisp taste that deeply satisfies! No wonder Coke refreshes you best!

FOR THE PAUSE THAT REFRESHES



Lemon.

This Volkswagen missed the boat.

The chrome strip on the glove compartment is blighted and must be replaced. Chances are you wouldn't have noticed it; Inspector Kert Kroner did.

There are 3,389 men at our Wolfsburg factory with only one job to inspect Volkswagens at each stage of production. (3,000 Volkswagens are produced daily; there are more inspectors

than cars.)

Every shock absorber is tested (spot checking won't do), every windshield is scanned. VW's have been rejected for surface scratches barely visible to the eye.

Final inspection is really something! VW inspectors run each car off the line onto the Funktionsprüfstand (car test stand), take up 189 check points, gun ahead to the automatic

brake stand, and say "no" to one VW out of fifty.

This preoccupation with detail means the VW lasts longer and requires less maintenance, by and large, than other cars. It also means it used VW depreciates less than any other car.

We pluck the lemons; you get the plans.



ESP = EMOTIONAL SELLING PROPOSITION

1970s-1980s: The rise of mass-media product branding

New Admiral Color only \$249⁹⁵*

Exclusive 3-year color picture tube warranty. 50% more power for a brighter color picture

Admiral introduces an all-new 12" (diag.) color portable that features the exclusive Admiral precision-crafted K-10 chassis, which combines solid state components with proven vacuum tube technology. You get a clearer, brighter color picture, less heat build-up, unparalleled reliability and lighter weight.

And only Admiral gives you the exclusive 3-year color picture tube warranty on every color set. That's one year longer than any other.

Admiral builds in more big set performance in all its color portables, each with a power transformer, plus a solid state 3-stage I.F. amplifier that insures studio sharp pictures even in weak signal areas. Get the newest and most dependable portable TV ever. Admiral, unquestionably your best buy in color TV at only \$249.95.



Admiral 14" (diag.) color portable. Choice of white, bwpwn/white or Walnut-grain finishes.

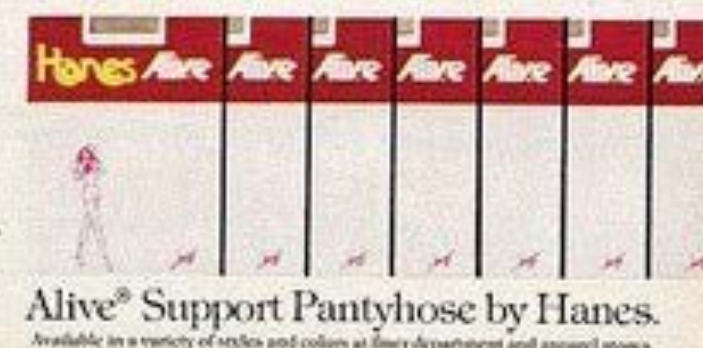


Admiral Color 16. America's only 16" (diag.) color portable. In Walnut with decorator stand included.



Some women are more alive than others.

Part of it has to do with the woman. The other part has to do with Alive. Alive is the support pantyhose from Hanes. For you and every woman who works hard, plays hard and loves being alive. So beautiful, Sandy Duncan wears it. Even under the lights.



Alive® Support Pantyhose by Hanes. Available in a variety of styles and colors at finer department and apparel stores.



How the English express themselves

Warning: The Surgeon General Has Determined That Cigarette Smoking is Dangerous to Your Health.

The taste of distinction from State Express of London

blacktieguide.com

555 International per cigarette, by FTC



print

outdoor





print

outdoor





Why don't you settle back
and have a full-flavored smoke?

Marlboro

the filter cigarette
with the
unfiltered taste

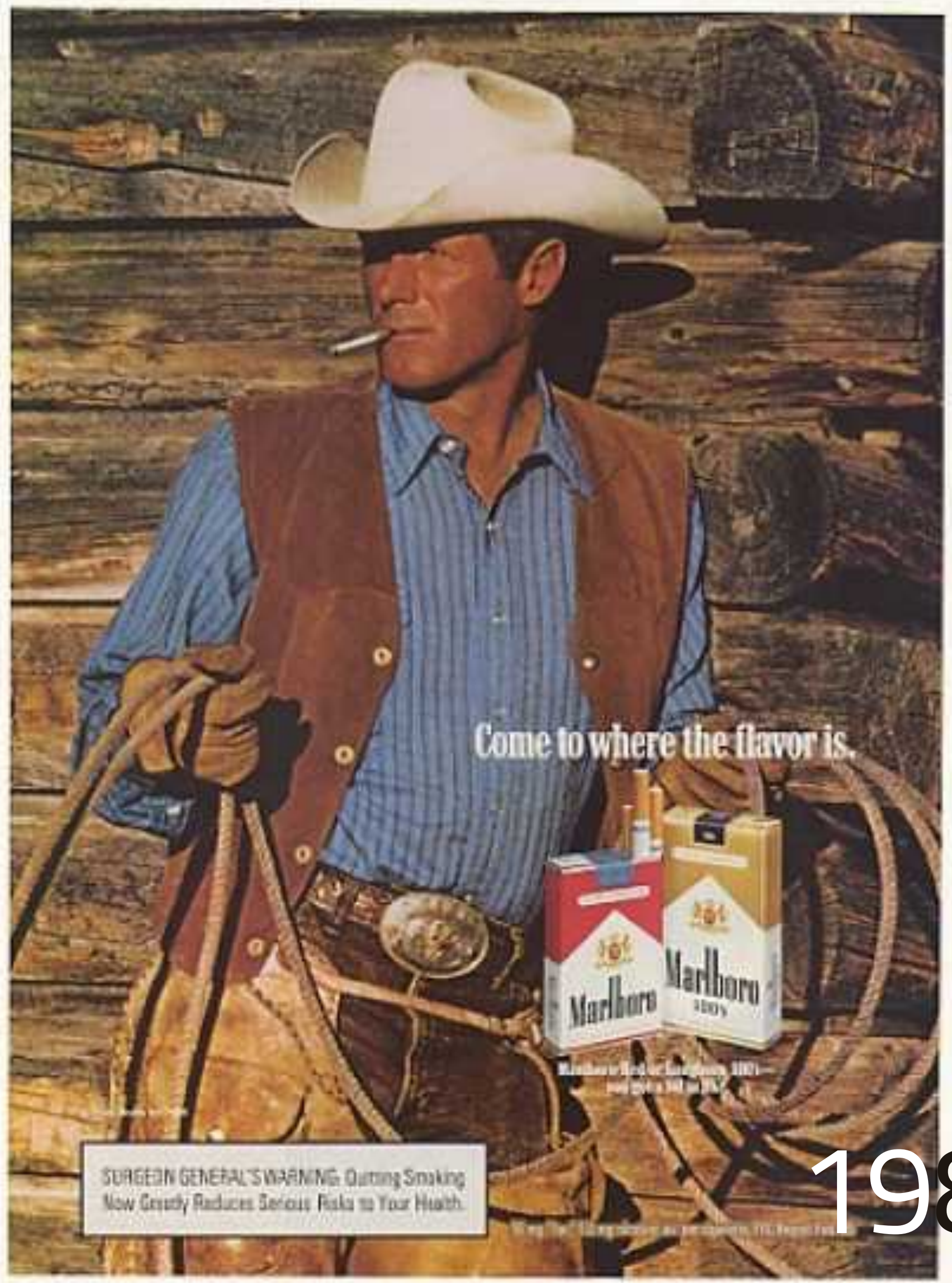
Paul Hornung: Green Bay halfback
and 1961 National Football League
Player of the Year. Paul's a
Marlboro man all the way.



You get a lot to like—
Filter, Flavor, Pack or Box

WATCH NFL PRO FOOTBALL weekends on CBS-TV, brought to you by Marlboro

1960



Come to where the flavor is.



SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

1986

*IVORY TIPS
protect the lips*

MARLBORO

*Mild
as May*

*A Cigarette
created by
Philip Morris*

New improved Marlboro filter

**NOW IN
SOFT
PACK
TOO!**

*Marked improvement in Marlboro filter
does not disturb famous Marlboro flavor*

Improved filter, plus a significant breakthrough in cigarette engineering, places Marlboro among the leading filter cigarettes in total smoke delivery. And the latest published information from impartial outside sources reports Marlboro's position.



1980s-1990s: from product to producer

A is for Apple.

It's the first thing you should know about personal computers.

Discover the special thrill of personal computing — with Apple! It's a home computer, a business computer, a classroom computer, *your* computer. No wonder tens of thousands have already chosen Apple. Join the excitement in your local computer store. Call for the one nearest you. 800-538-9696. In California call 800-662-9238.

apple computer
10260 Bandle Drive
Cupertino, CA 95014

SONY

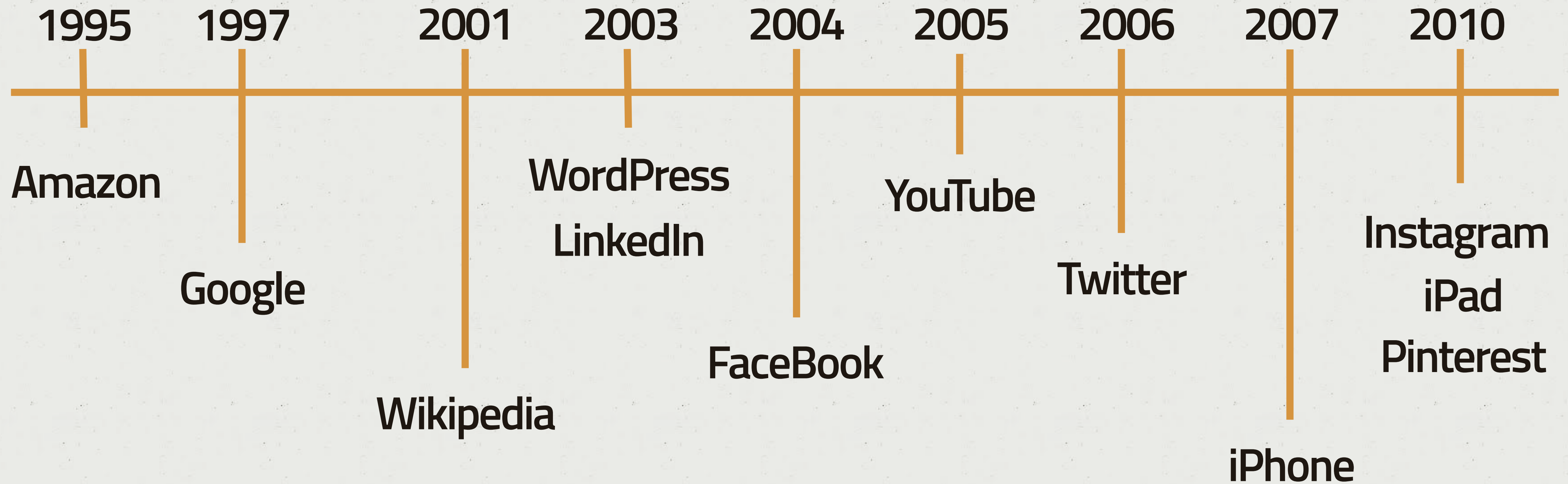
STEREO CASSETTE PLAYER
LECTEUR DE CASSETTE STEREO

WALKMAN

SONY
IWS
INTERNATIONAL WARRANTY SYSTEM

1990s-2010:
if television was a game changer,
Internet is a true revolution

The game changers

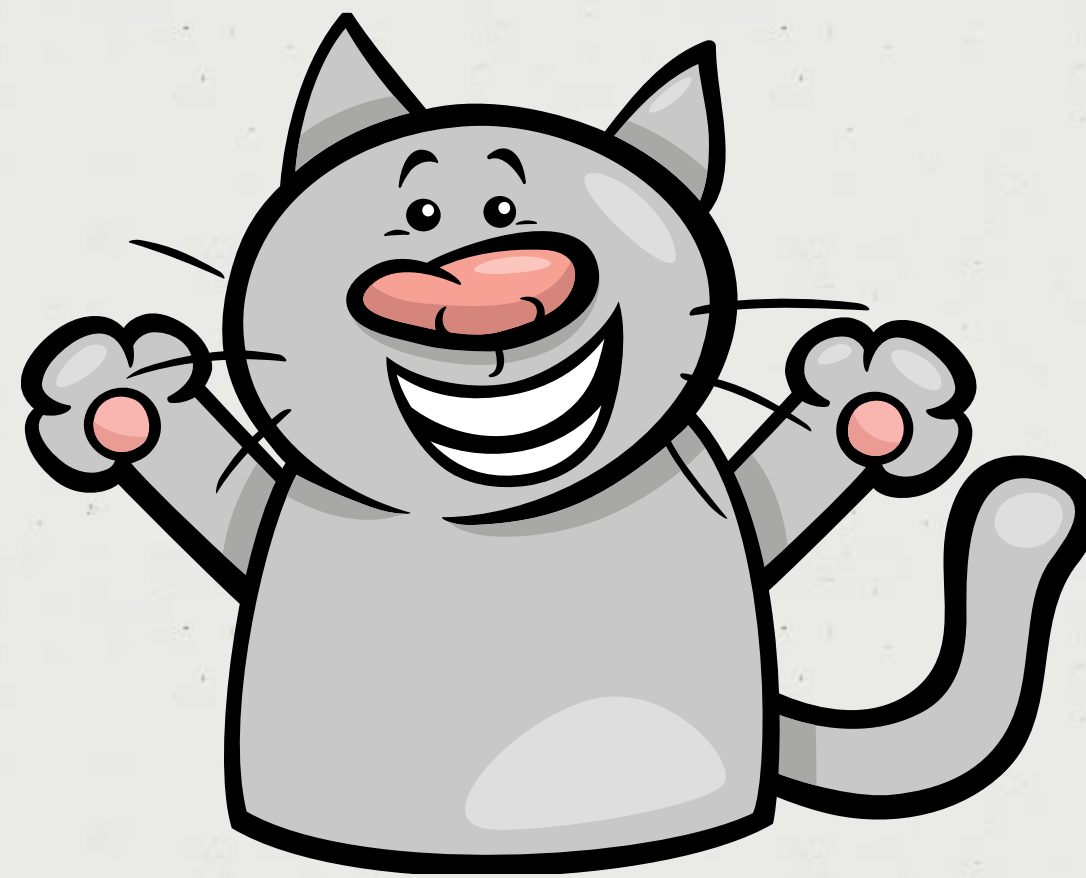


In terms of branding, this has
two major implications:

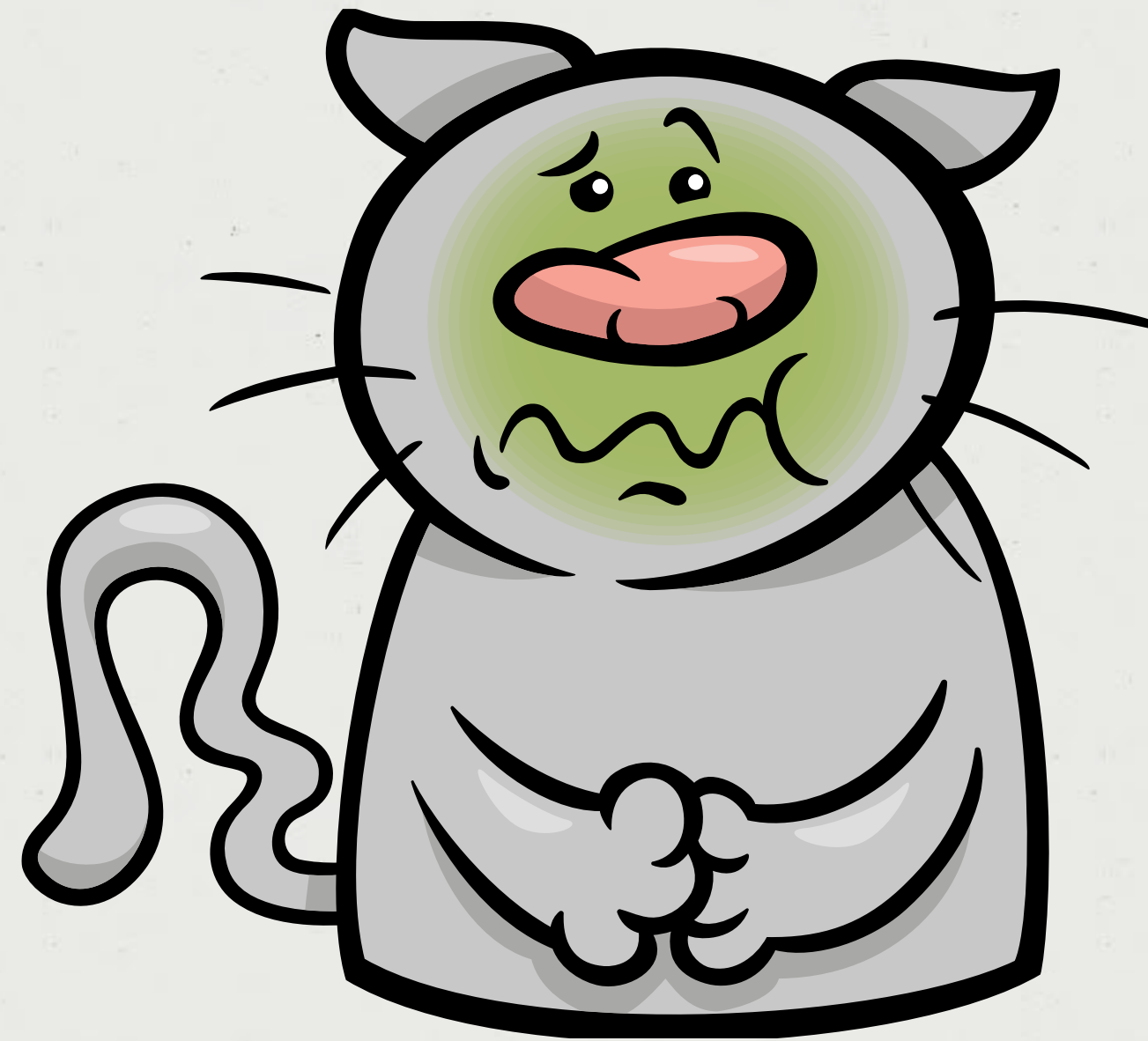
1

we are all brands now

through social media
we all have access to a potential,
instantaneous limelight

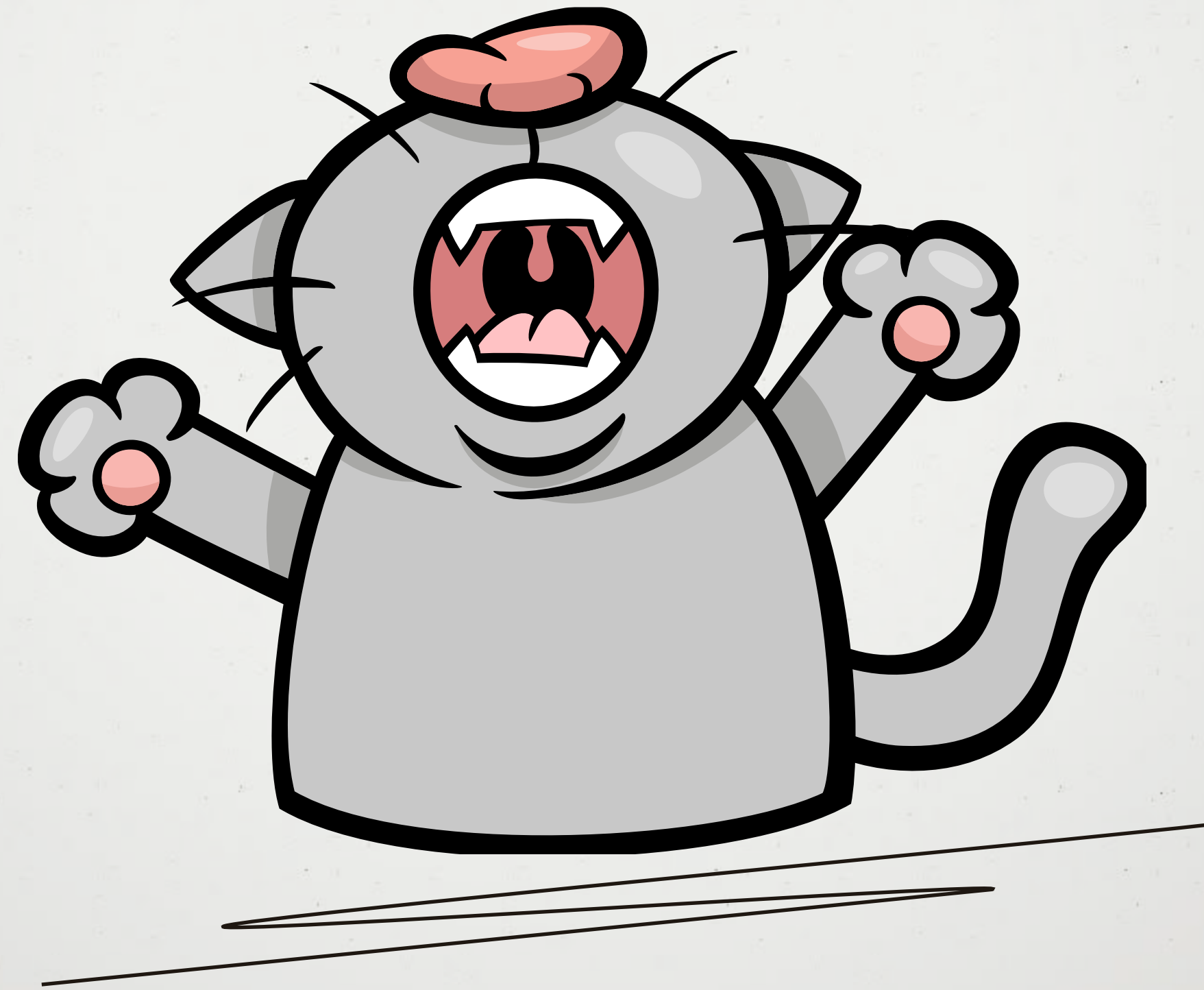


and to unruly scrutiny and judgement



now we can all potentially rise
to a new kind of popularity

INFLUENCERS!



2

there's nowhere to hide

blunders are bigger
because the world is watching
(and recording)

blunders are bigger
because the world is watching
(and recording)
And news travels in real time

branding has evolved:

ownership
origin & quality
identification
differentiation
company asset
status symbol
reputation

today your brand is your
(kept) promise to your customer

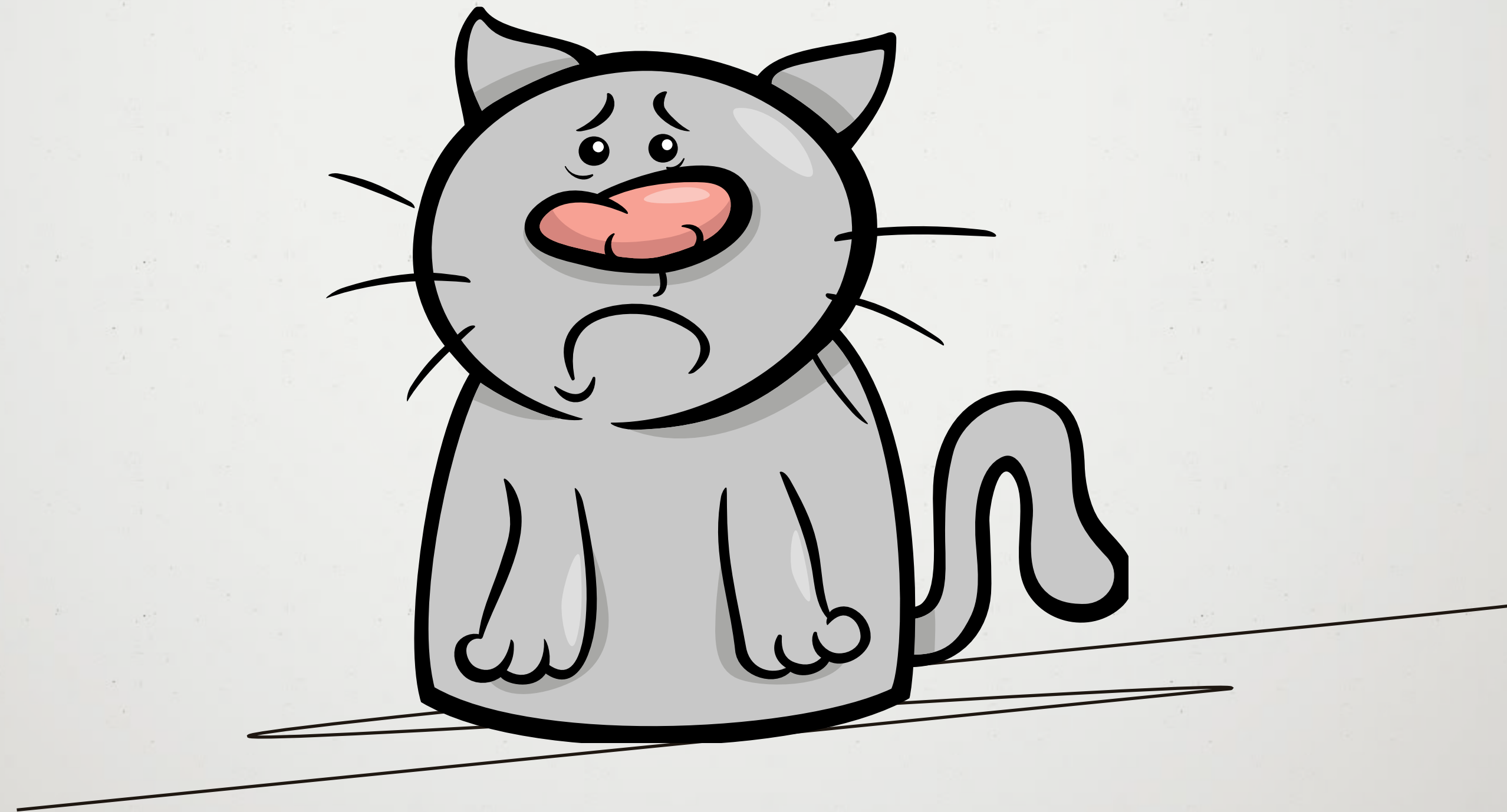
It's an exercise in trust building
and clear communication

Your brand is
what other people say about you
when you're not in the room.

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Jeff Bezos

Yeah, but...

what about us small folks?



Should we build/manage
our (personal or business) brand?

Should we build/manage
our (personal or business) brand?
And how?

My recipe for a successful brand

1

know thyself
(and your product/service)

2

know your customer
(and how you can make
his life better)

3

know your market
(and find your niche)

4

know the others
(and what makes you
different/special/better)

5

Have -or get- a clear
vision (that's where you're
heading to)

6

values: have them,
and stand by them
(be genuine, be honest)

7

be strategic, have a plan
(know what you're doing
and where you're going at
all times)

8

give your brand an
(appropriate) personality

You can create/convey your
brand's personality through:

1 – graphic design
(now we talk logo/symbol/color)
the key here is **CONSISTENCY**

2 – messages, tone of voice,
and type of language

the key here is **COHERENCE**

3 – communication

how, where, in which way, you
communicate

the key here is **COMPETENCE**

4 – dialogue & interaction
attitude with and towards
your customer
the key here is SERVICE

9

don't skimp (it's your face)

10

work hard,
stay consistent,
check often

11

be mindful

And if your brand is a
PERSONAL BRAND?

steps 1-7 apply just the same

steps 1-7 apply just the same
as do rules 9 through 11

8

you ARE your brand,
it should have YOUR
personality

opportunely curbed,
but true to your true self

NONPROFITS BRANDING

Your nonprofit is a business.

Standing out and building trust

The better you promote it,
the more you'll be able to help
those in need

1

treat it professionally

2

clearly define your values
(your mission and vision
statements)

3

identify your stakeholders
and your targets
(so you can modulate
accordingly)

4

tell your story
(be authentic and
engaging)

5

stay consistent
(build brand guidelines)

6

exploit all opportunities
(be everywhere your
audience is)

7

non-profit doesn't mean
non-income
(remember, it's a business,
just one with a better ethos)

a brand is an
organic, living, breathing being

It needs care and nurturing
to grow and prosper

give it your best,
love it, foster it, care for it

and if (when) you step on a poo



own it,
apologize,
fix it (as best as you can)

own it,
apologize,
fix it (as best as you can)
and
learn from it



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