

WordCamp Europe, Belgrade - June 16, 2018



# WORDCAMP EUROPE 2018

June 14-16, Belgrade, Serbia | #WCEU

U



**communication & visual designer,  
strategist, creative director, writer,  
student, professor, coach, mentor,  
translator, photographer, brand builder**



 thesign.it

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**Yvette Sonneveld**

# TODAY



# 1

**We will see what a brand is  
(and what isn't)**

2

**We will hear about the origin  
of the practice of branding**

3

**I will share with you my recipe to  
create and build a brand**

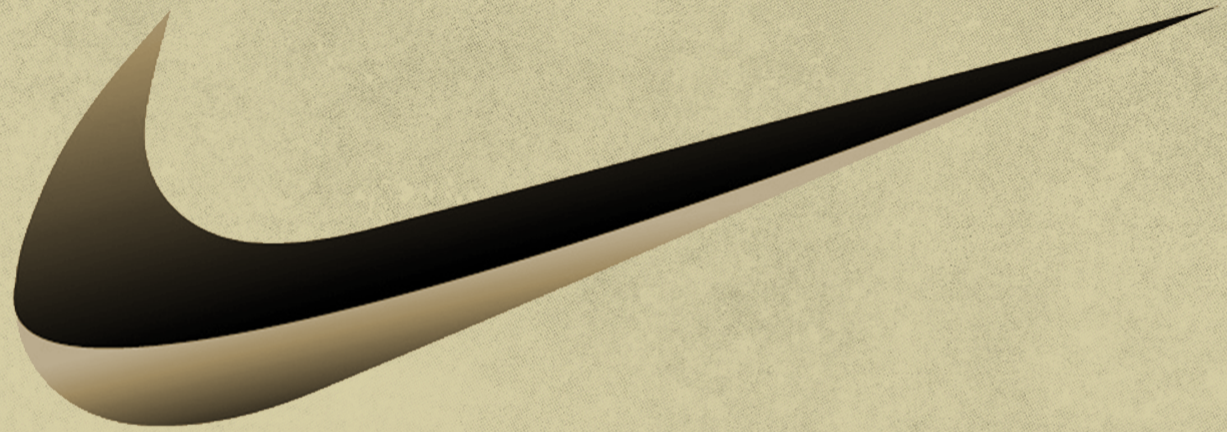
# 4

## And some tools, tips & best practices to tend to your brand

# 5

**We will put all this in practice  
and create a branding strategy  
for 6 “pretend” clients**

# Sounds good? Let's go!



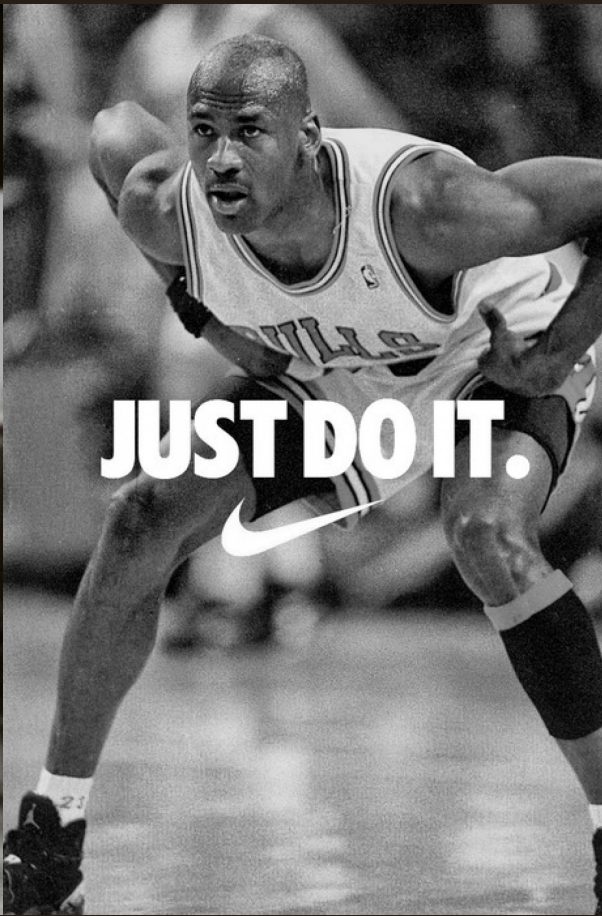
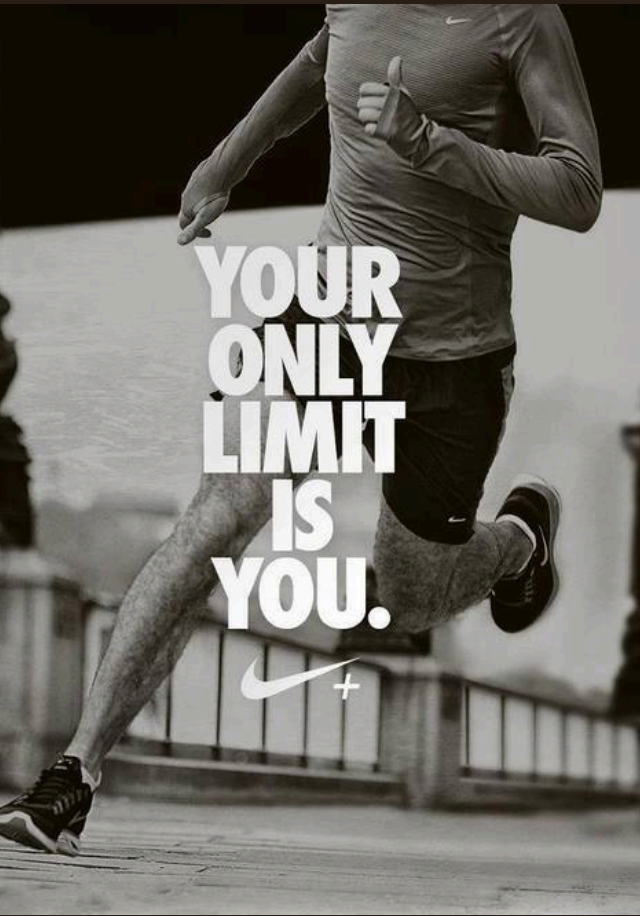
*ceci n'est pas une brand*





# BRAND ≠ LOGO

# Just do it





OUR MISSION

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

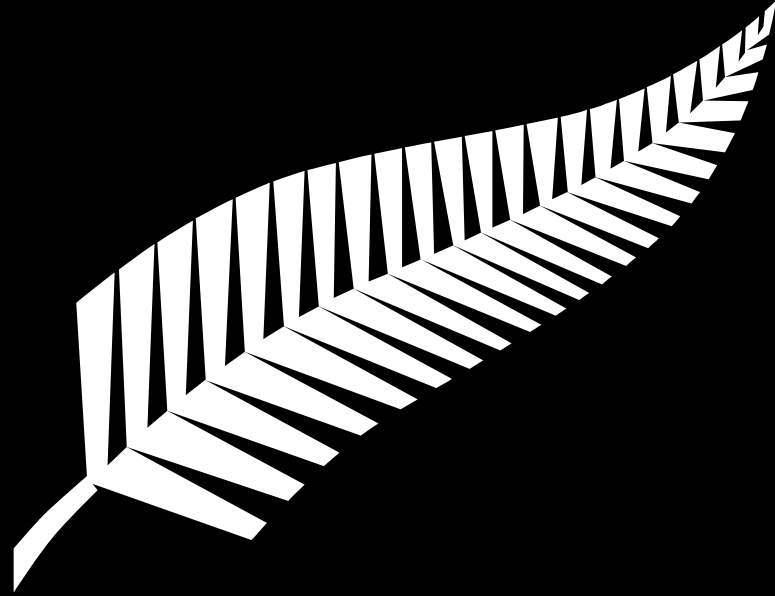
\*IF YOU HAVE A BODY, YOU ARE AN ATHLETE.





**FIND YOUR GREATNESS.**

# Another example











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  
**2-dimensional icon** of a  
multidimensional experience  
(the brand)



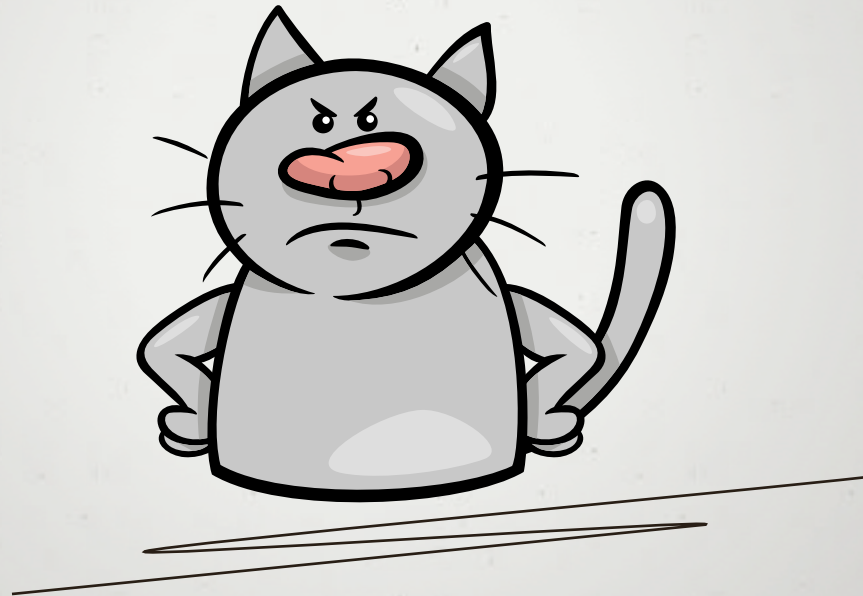
# A BRANDING HISTORY PRIMER



# **1- OWNERSHIP**

Since 50.000 B.C. (±)

# Yo! That's mine!





# Lascaux Caves of Southern France



## Ancient Egypt - 2700 BC ±

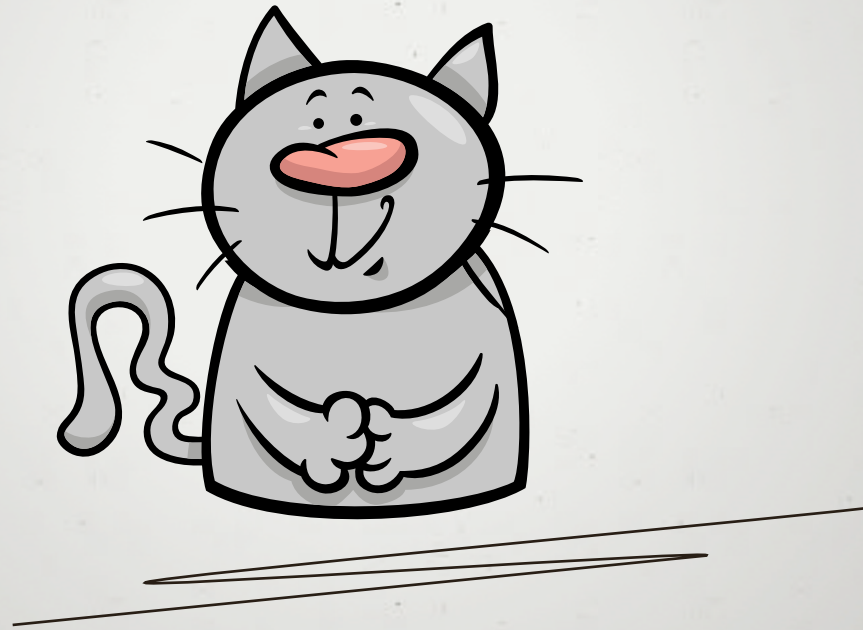


**“brandr” Old Norse for “to burn”**

# **2 - ORIGIN & QUALITY**

## Since 2/3.000 B.C. (±)

# I made that!



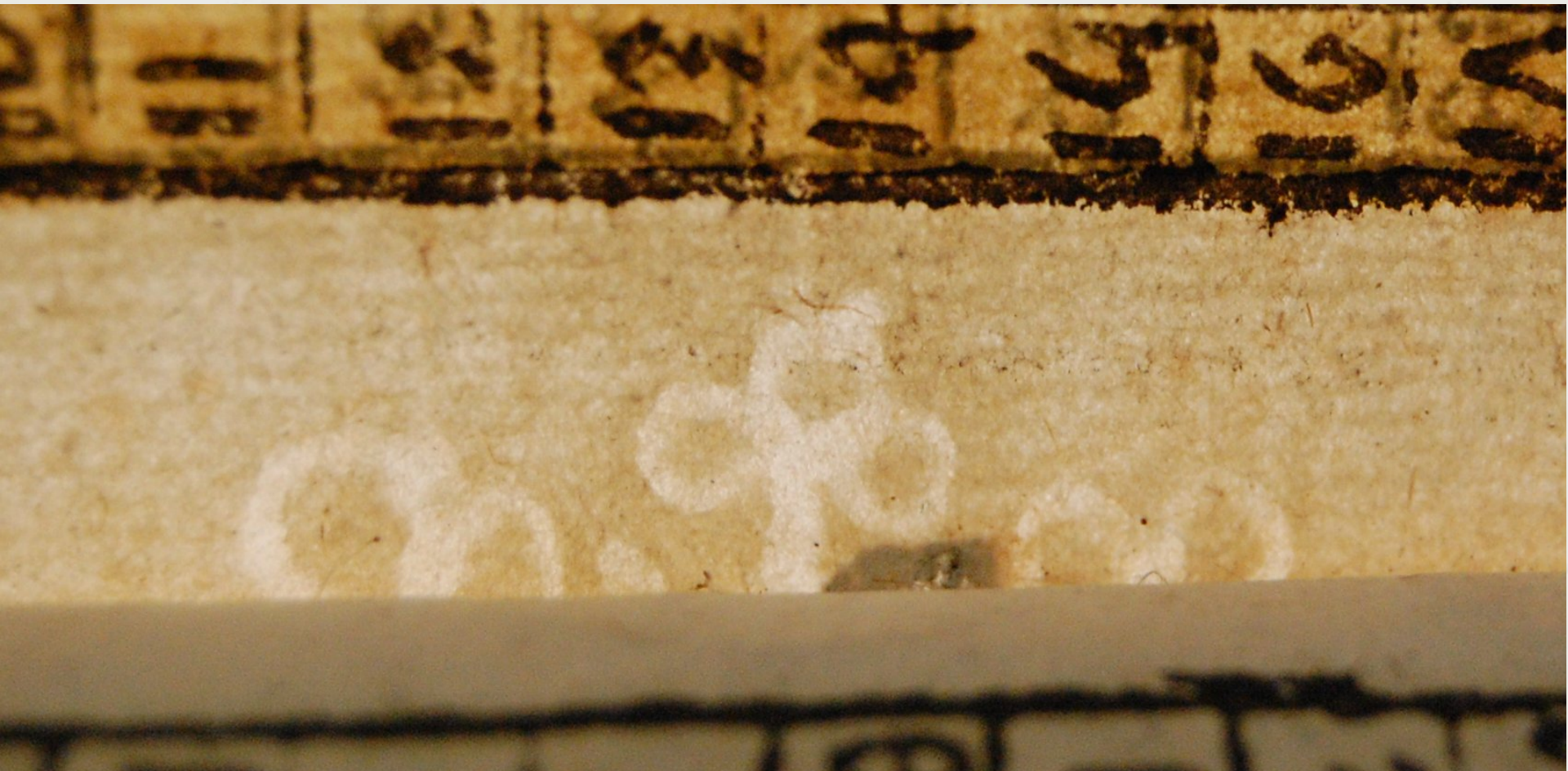


## Mesopotamia, Greece, India, etc. 2/3000 BC



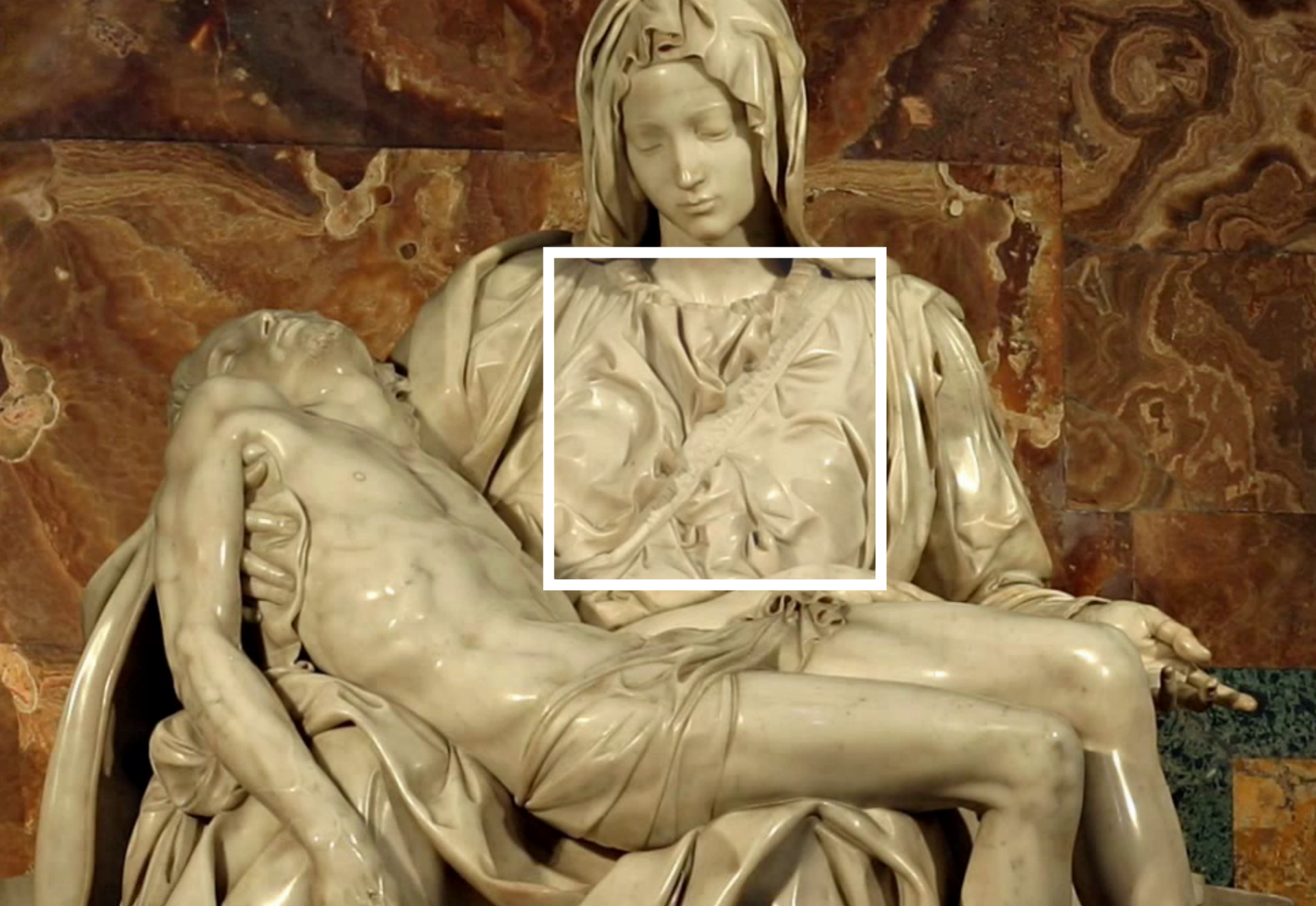


## Roman Empire 100 BC/200 AD





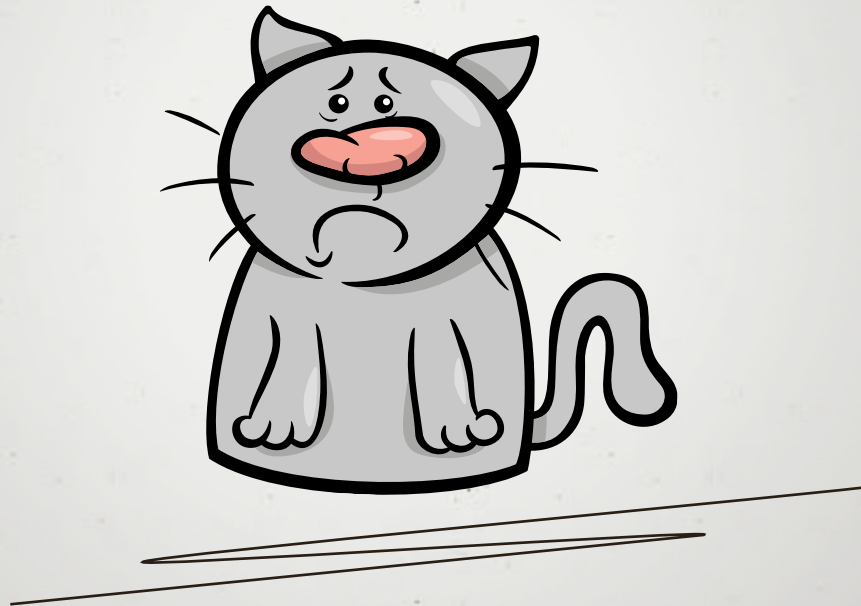




# 3 - IDENTIFICATION

## Since Mid 1800s (±)

# Which is mine, now?







Campbell's 1897



Coca Cola 1899



Nivea 1925



# 1875: Trade Marks Registration Act

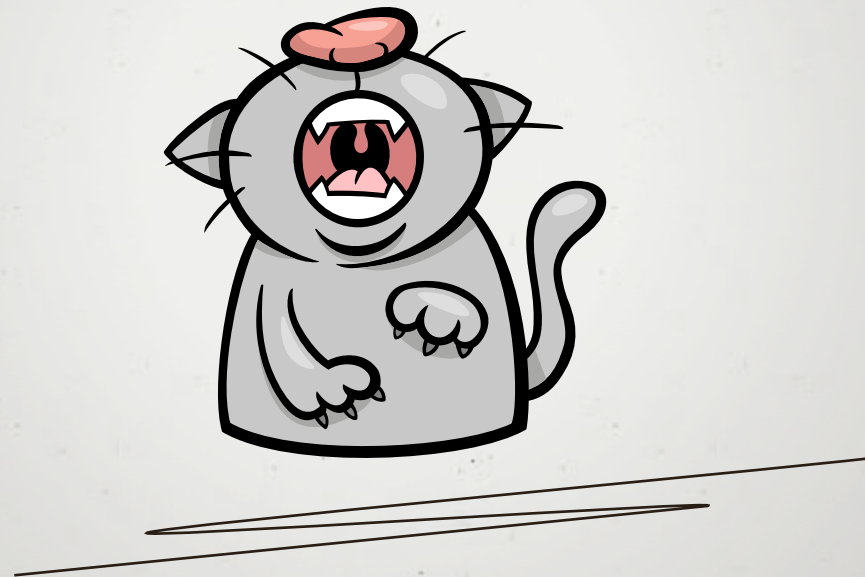


**This changed everything:  
a brand could now be owned,  
becoming a company asset**

# 4 - DIFFERENTIATION

## Since Late 1800s (±)

# Mine's better!



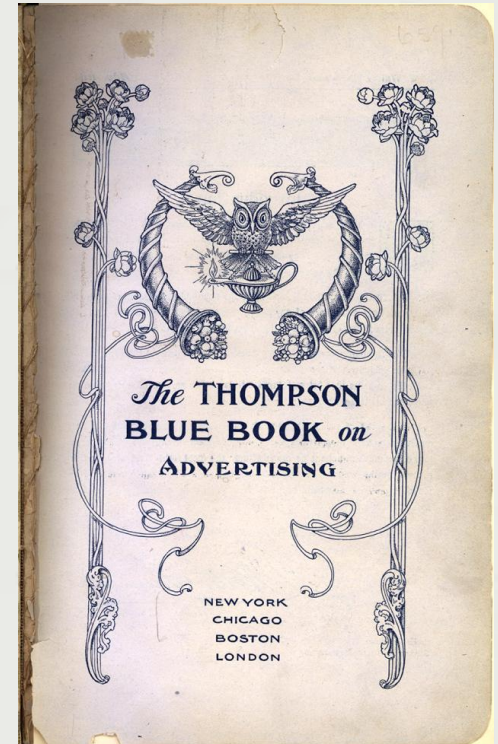
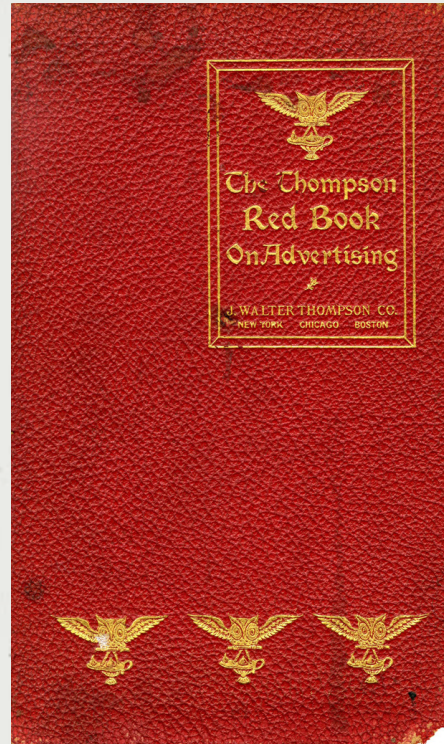
# The rising of Advertising



# James Walter Thompson

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





# 1920s-1940s: Print & Radio Advertising

THE SATURDAY EVENING POST

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 it instantly, at any time, simply by referring to your “logs.”

Select what you want to hear from the daily program—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 companion 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  
WORKRITE ARISTOCRAT

WORKRITE MANUFACTURING COMPANY  
CLEVELAND, OHIO

PHOTOPLAY MAGAZINE—ADVERTISING SECTION

87

The most brilliant light of the studio never makes color you have in your hair so true as the color of Pompeian Bloom.



“How well you look!”

Pompeian Bloom gives your cheeks a color exquisitely natural

By MADAME JEANNETTE  
Famous complexion, created by the Pompeian Laboratories, is a sensation to the woman who requires 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-

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.

Older 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, see (slightly higher in Canada). Purity and satisfaction guaranteed.

Madame Jeannette  
Specialist in Beauty  
in a Brand

Send Coupon for FREE Rouge-Tester Booklet

The Workrite Manufacturing Co.  
1121 Erie St. Cleveland, Ohio  
Please send me FREE copy of the Workrite Booklet which describes the Workrite Radio Set.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Shade of rouge wanted \_\_\_\_\_

When you write to advertisers please mention PHOTOPLAY MAGAZINE.

THE SATURDAY EVENING POST

September 22, 1931

Kodak Anastigmat f.7.7  
and the  
No. 2<sup>c</sup> 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 2<sup>c</sup> Autographic Kodak Junior is made specifically for that camera. It has a little more speed than the best Rectilinear lenses; in the other anastigmat characteristics—sharpness and covering power—it has no superior.

The No. 2<sup>c</sup> Kodak is for pictures 2 1/4 x 3 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.

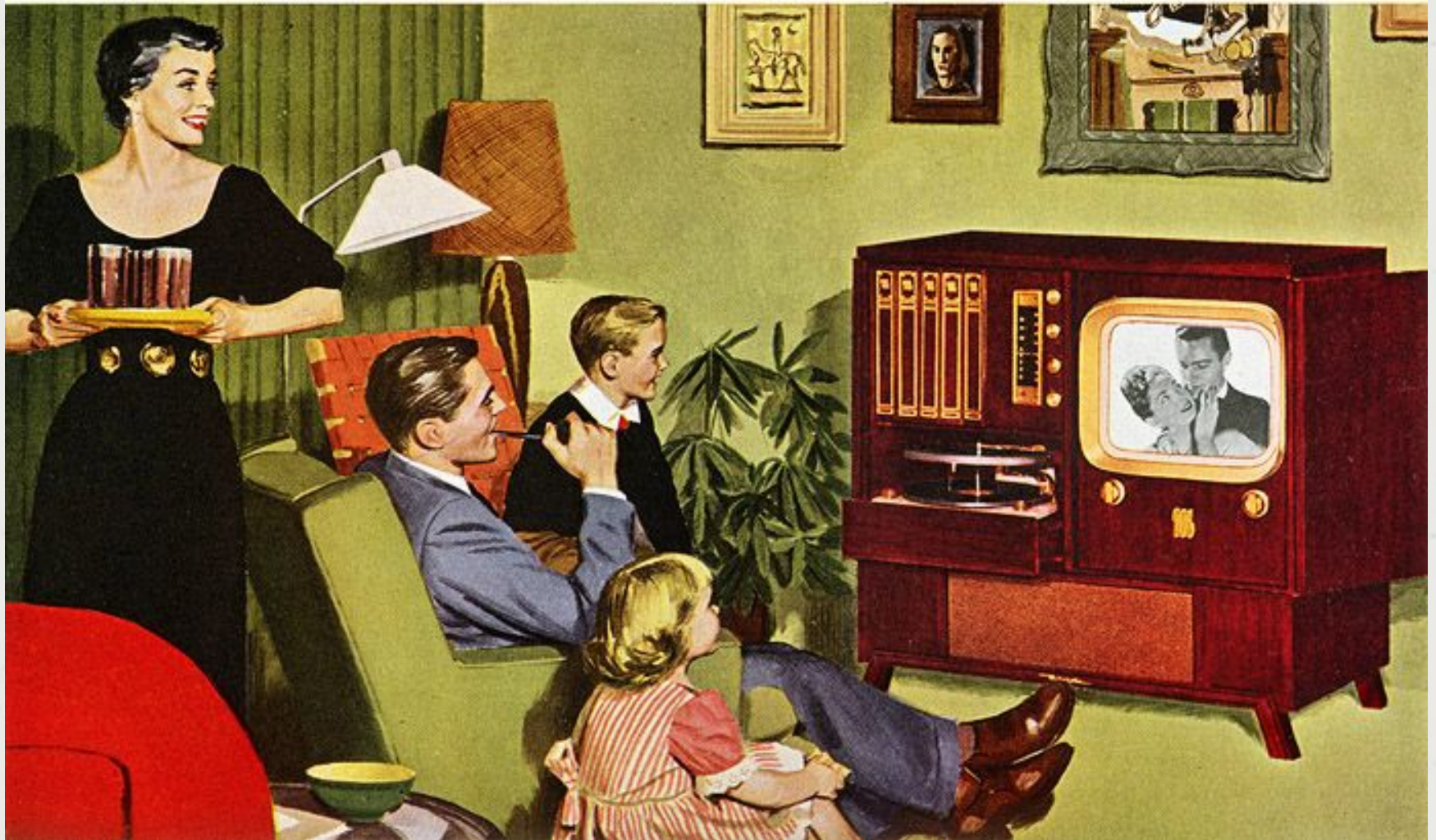
An efficient camera of quality.

At all Kodak dealers

Eastman Kodak Company, Rochester, N. Y., The Kodak City

# 1940s-1950s: Television: the game changer

# TV happiness shared by all the family!





# 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, something new Tide will get everything CLEANER than any other washing product known! Tide not only cleans clothes like these, but actually makes things soap like, too. No other washing product will wash like Tide's cleaning power!

**Actually BRIGHTENS colors!**  
Treat your pretty wash pretties and other get washables in a Tide wash... you'll see how much brighter they look after Tide has removed the dulling soap film. In Tide really safe for these colors? Yes, ma'am! With all its concentrated 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 most or any other washing product known! You'll see it's a mighty great Monday the day you hang out your first Tide wash. Your white things will dance and glow on the line. There's nothing like Tide.

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

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

**Procter & Gamble Guarantees EVERY PACKAGE OF TIDE!**  
This 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.

**New miracle suds!**  
More suds than any soap in hardest water! Kind-for hands suds that don't dry-out, just soften! Wonderful in the tub, on the clothes, and on the dishes and glassware!

m'm

## Taste the fruit!

**ROWNTREE'S FRUIT GUMS**

great 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).

# 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 vermouths in the world. Whether they champion tall drinks, whether they're sippers or ice swillers, 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. • *Bevofeld Importers, Ltd., N. Y.*



**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.**

The Volkswagen stands the test. The chrome strip on the glove compartment is blazed and must be replaced. Chances are you wouldn't have noticed it. Inspector Kurt Kriener did. There are 3,389 men at our Wolfsburg factory with only one job to inspect Volkswagens at each stage of production. 3,320 Volkswagens are produced daily; there are more inspectors

than cars! Every shock absorber is heated liquid checking won't do, every windshield is scanned. VWs have been repaired for surface scatches barely visible to the eye. Final inspection is really something! VW inspectors on each car off the line onto the parking-lots (and later test stands) hit up 137 check points, get ahead to the automatic

brake stand, and say "ho" 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! View check the lemons, you get the plans.



# EMOTIONAL SELLING PROPOSITION

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

## A NO NONSENSE LOOK AT SMART SHOPPING.

Take simple satin ribbon, braid it in beautiful colors, and you'll have a terrific neckpiece to brighten up the winter for a sensible \$2.00.

A duffel bag big enough to carry everything you need for a day in town, or a weekend in the country. It's casual, it's useful, and it only costs \$22.00.

A classic pullover you can wear from now until spring, in a soft color to go with everything you own. Make it yourself, and you can have a beautiful bit of value for \$10.00.

Yes, you can still get a good wool skirt without spending a fortune. Look hard, choose what will wear well and look great for years. It's a smart investment for \$20.00.

And, of course, No nonsense® panty hose. In three proportioned sizes. You get great fit, the cool comfort of a cotton-lined ventilated panel, and a beautifully sheer pair of panty hose. Like everything else you wear, No nonsense is good quality at a good price, and that equals value. From \$1.39.



**No nonsense fit and comfort at a No nonsense price.  
That's No nonsense panty hose.**

©1975 Hanes Specialty, Inc.



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 panty hose 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 these department and sportswear stores.

# New Admiral Color only \$249<sup>95\*</sup>

**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, bays/white or Walnut-grain finish.



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



Admiral Color 18, America's only 18" (diag.) color portable. In Walnut with decorative stand included.

# 1980s-1990s: Communication shifts 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 Bandley Drive  
 Cupertino, CA 95014

**SONY**



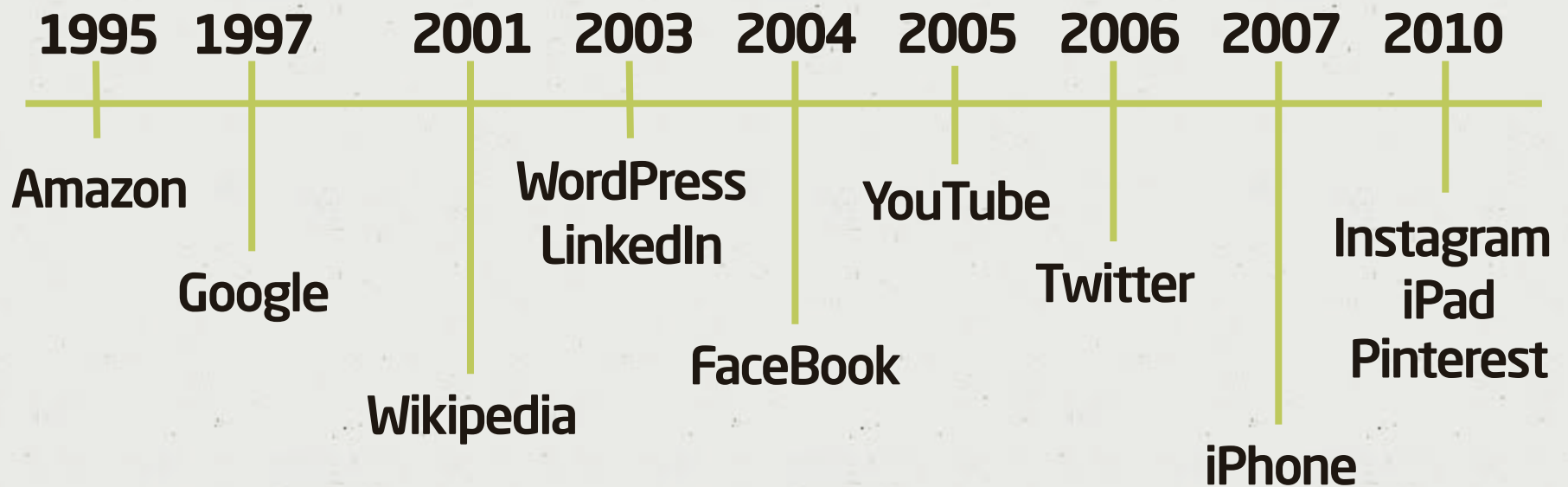
STEREO CASSETTE PLAYER  
 LECTEUR DE CASSETTE STEREO

**WALKMAN**

SONY  
 IWS  
 INTERNATIONAL WARRANTY

**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:**



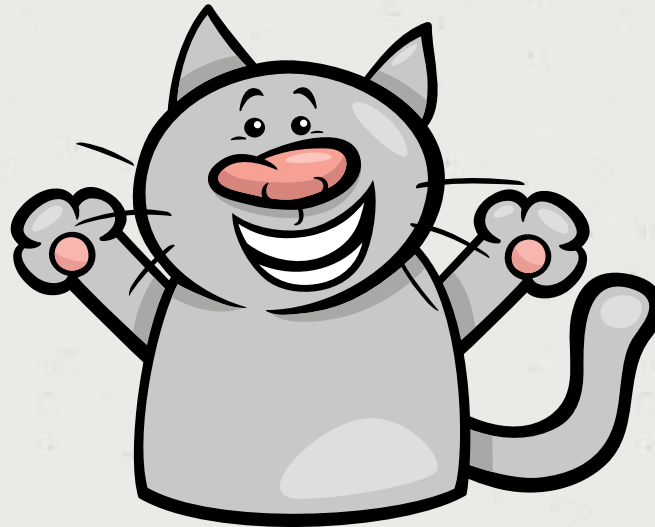
# 1

**there's nowhere to hide**

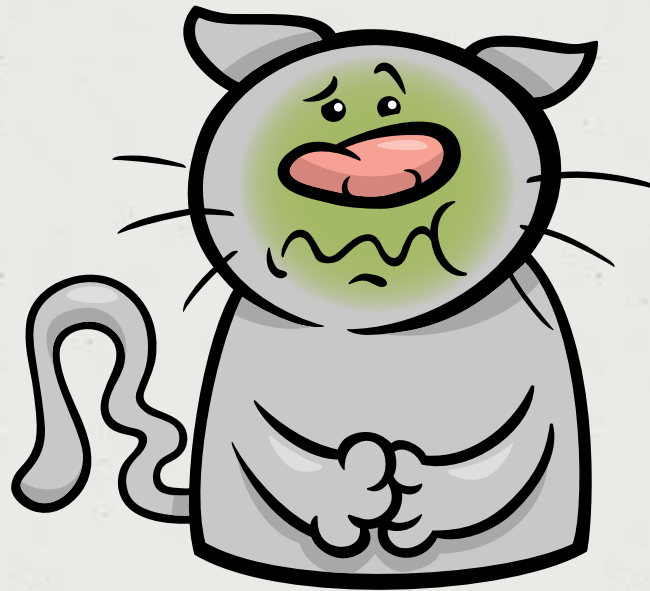
# 2

**we are all brands now**

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



# and to unruly scrutiny and judgement



**Which means  
that we need to be aware of  
our “status” as brands.**

**Which means  
that we need to be aware of  
our “status” as brands.  
And that we need to manage it**

# branding has evolved:

---

# branding has evolved: ownership



# branding has evolved:

---

ownership  
origin & quality

# branding has evolved:

ownership  
origin & quality  
identification

# branding has evolved:

ownership  
origin & quality  
identification  
differentiation

# branding has evolved:

ownership  
origin & quality  
identification  
differentiation  
company asset

# branding has evolved:

ownership  
origin & quality  
identification  
differentiation  
company asset  
status symbol

# branding has evolved:

ownership  
origin & quality  
identification  
differentiation  
company asset  
status symbol  
reputation

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

**“Your brand is  
what other people say about you  
when you’re not in the room.”  
Jeff Bezos**



# MY RECIPE

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 - tone of voice  
and type of language**  
**the key here is COHERENCE**

**3 - dialogue and attitude  
with and towards your customer  
the key here is SERVICE**

**4 - communication**  
**how, where, in which way**  
**you communicate**  
**the key here is COMPETENCE**

# COMMUNICATION IN THE 21° CENTURY

# PAID, OWNED AND EARNED



**PAID MEDIA = ADVERTISING  
TRADITIONAL, DIGITAL, ETC.**

**OWNED MEDIA = COMMUNICATION  
CHANNELS WE CONTROL  
WEBSITES, BLOGS, EMAIL, CONTENT**

**EARNED MEDIA = PUBLICITY  
CANNOT BE BOUGHT, IS ORGANIC  
AND RESULTING FROM  
OTHER ACTIVITIES**

9

**don't skimp (it's your face)**

# 10

**work hard,  
stay consistent,  
check often**

11

**be mindful**

# Now, 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, 10, and 11**

8

you **ARE** your brand,  
it should have **YOUR**  
personality





**opportunely curbed,  
but true to your true self**



# TOOLS, TIPS & BEST PRACTICES

# 1 COMMUNICATION



# BRAND BUILDING TOOLS

## PAID MEDIA - OFFLINE

ADVERTISING  
SPONSORSHIPS  
DIRECT MARKETING (PRINT)

# BRAND BUILDING TOOLS

## PAID MEDIA - ONLINE

DISPLAY/BANNER ADVERTISING  
SEARCH ADVERTISING  
SOCIAL MEDIA ADVERTISING  
DIRECT MARKETING (DIGITAL)  
INFLUENCERS MARKETING

# BRAND BUILDING TOOLS

## OWNED MEDIA - OFFLINE

RETAIL/IN-STORE DISPLAY  
VISUAL MERCHANDISING  
BROCHURES/FLYERS  
PRINT INSTITUTIONAL MATERIAL  
PROMOTIONAL MATERIAL

# BRAND BUILDING TOOLS

## OWNED MEDIA - ONLINE

OFFICIAL WEBSITE

OFFICIAL BLOG

OFFICIAL SOCIAL MEDIA PAGES

# BRAND BUILDING TOOLS

## WEB PRESENCE

You gotta have a **website**.  
You gotta have it as **nice**,  
**curated**, and **coherent** with you  
as possible. It will often be the first  
thing people see of you.

# BRAND BUILDING TOOLS

## DIGITAL PRESENCE

Does your brand need an app?  
Yes: get one. Make it awesome.  
No: don't.

# BRAND BUILDING TOOLS

## CONTENT & BLOG

You gotta provide **VALUE**

You gotta care for **SEO**.

You gotta be **coherent**: visually and  
with tone of voice

# BRAND BUILDING TOOLS

## SOCIAL MEDIA PRESENCE

Your social media presence should be **complete, mindful, appropriate, and curated.**





# BRAND BUILDING TOOLS

## SOCIAL MEDIA PRESENCE

Your social media presence should be **complete, mindful, appropriate, and curated.**



# BRAND BUILDING TOOLS

## SOCIAL MEDIA PRESENCE

Your social media presence should be **complete, mindful, appropriate, and curated.**



# BRAND BUILDING TOOLS

## EARNED MEDIA - OFFLINE

MENTIONS IN TRADE PRESS  
RATINGS/REVIEWS BY TRADE  
WORD OF MOUTH/REFERRALS

# BRAND BUILDING TOOLS

## EARNED MEDIA - ONLINE

MENTIONS IN BLOGS  
ONLINE W.O.M./REFERRALS  
MENTIONS IN SOCIAL MEDIA  
ONLINE RATINGS/REVIEWS

**ONLINE EARNED MEDIA  
NEEDS TO BE MONITORED:  
WHILE IT BUILDS YOUR BRAND,  
IT COULD EASILY GO SOUR:  
ONLINE REPUTATION IS VOLATILE**

# 2 ACTIONS

# BRAND BUILDING ACTIONS: PHYSICAL PRESENCE

TRADE SHOWS/CONFERENCES  
LOCAL MEETUPS/EVENTS  
VOLUNTEERING/MENTORING  
WORKSHOPS

# BRAND BUILDING ACTIONS: ONLINE INTERACTION

QUORA, STACK OVERFLOW, FORA  
TWITTER/FACEBOOK  
BE A MENTOR/MENTEE



# BRAND BUILDING ACTIONS: CONTENT PRODUCTION

TECHNICAL ARTICLES  
TUTORIALS  
SHARABLE VALUABLE CONTENT

# 3 TIPS

# BRAND BUILDING BEST PRACTICES:

GET YOUR STRATEGY  
STAY CONSISTENT  
BE AS PRESENT AS POSSIBLE  
MONITOR  
DARE

# BRAND BUILDING BEST PRACTICES:

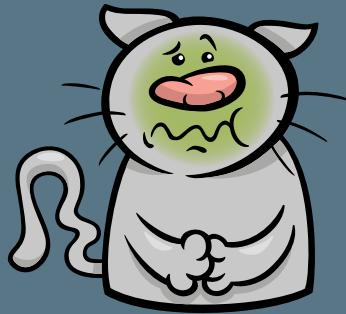
GET YOUR STRATEGY  
STAY CONSISTENT  
BE AS PRESENT AS POSSIBLE  
MONITOR  
DARE

# IN A NUTSHELL

a brand is an  
**organic, living, breathing being**  
that 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)  
and  
learn from it**

# PUTTING IT IN PRACTICE

# First, lets create 6 groups

# Welcome consulting agencies!

# Your clients

# Halona O'Sullivan, 26

## Junior Interaction designer

# Rishabh Srivastava, 33

## Freelance Senior Developer

# Lorenzo Rossini, 43

## At-home Chef



# StellarThemes

## Theme's development

# sHeroesSisters NoProfit Association

# The Brick Oven Café

## Organic Homemade Bakery



get in touch  
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