

BUILDING YOUR

BRAND

WITH CINDY HAYNES



LET'S

BOOST

YOUR BRAND

Looking for different ways to boost your brand identity? Maybe you're just starting up a new business. Perhaps you're going through a rebrand. Whatever the case might be, it's important to establish a brand that your customers can relate with. The more personable and transparent your brand, the more customer loyalty you'll build. If this is your first time building a brand, then you have nothing to fear. There are several concrete steps you can take towards building a brand identity for your business.



BRAND IMAGE

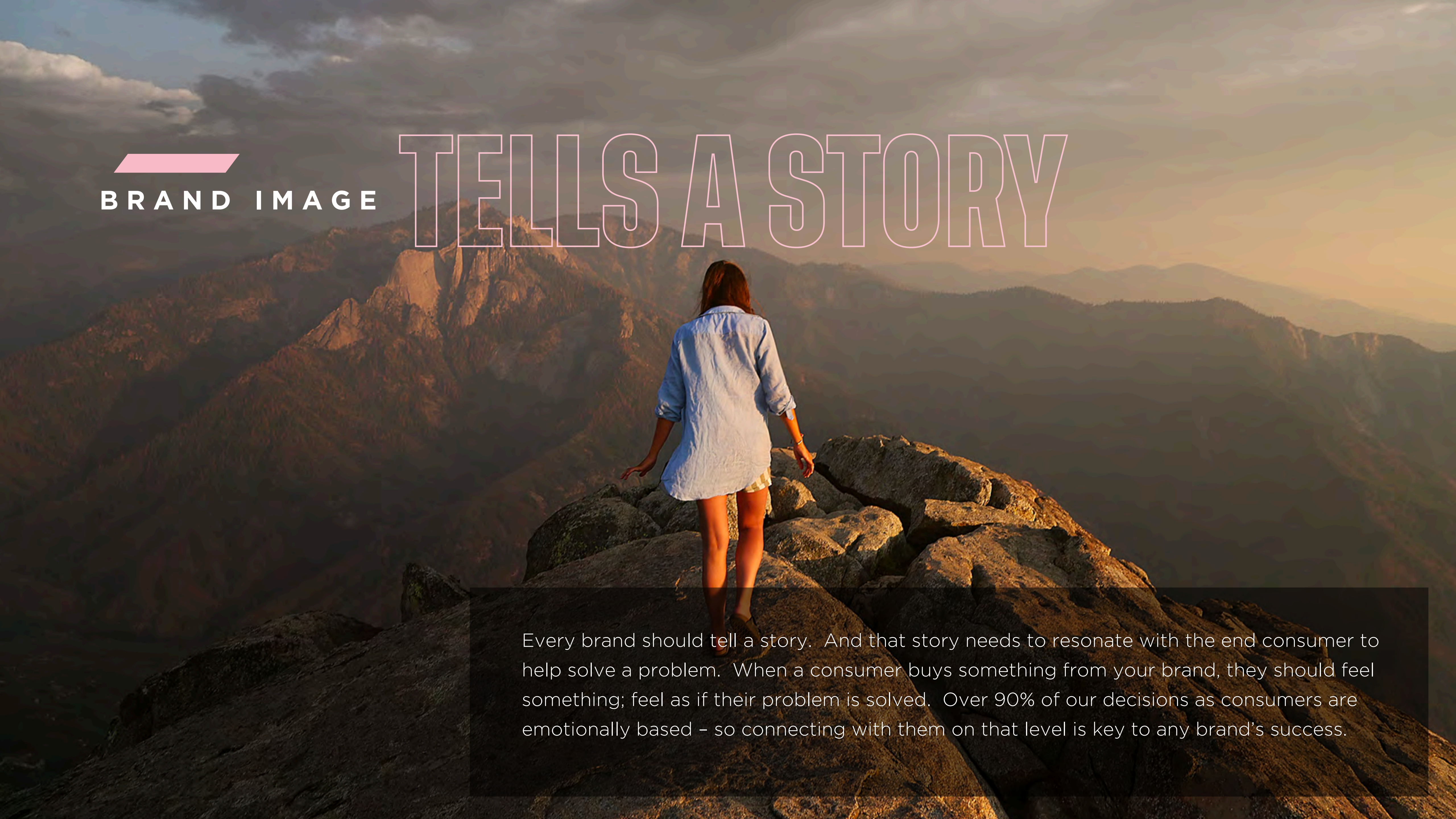
There are nearly 200 million companies/brands around the world

- That number continues to increase each and every year
- You must know how to stand out and set yourself apart from the competition while making a life-long impact on new/potential customers without alienating your current ones



BRAND IMAGE

TELLS A STORY



Every brand should tell a story. And that story needs to resonate with the end consumer to help solve a problem. When a consumer buys something from your brand, they should feel something; feel as if their problem is solved. Over 90% of our decisions as consumers are emotionally based – so connecting with them on that level is key to any brand's success.

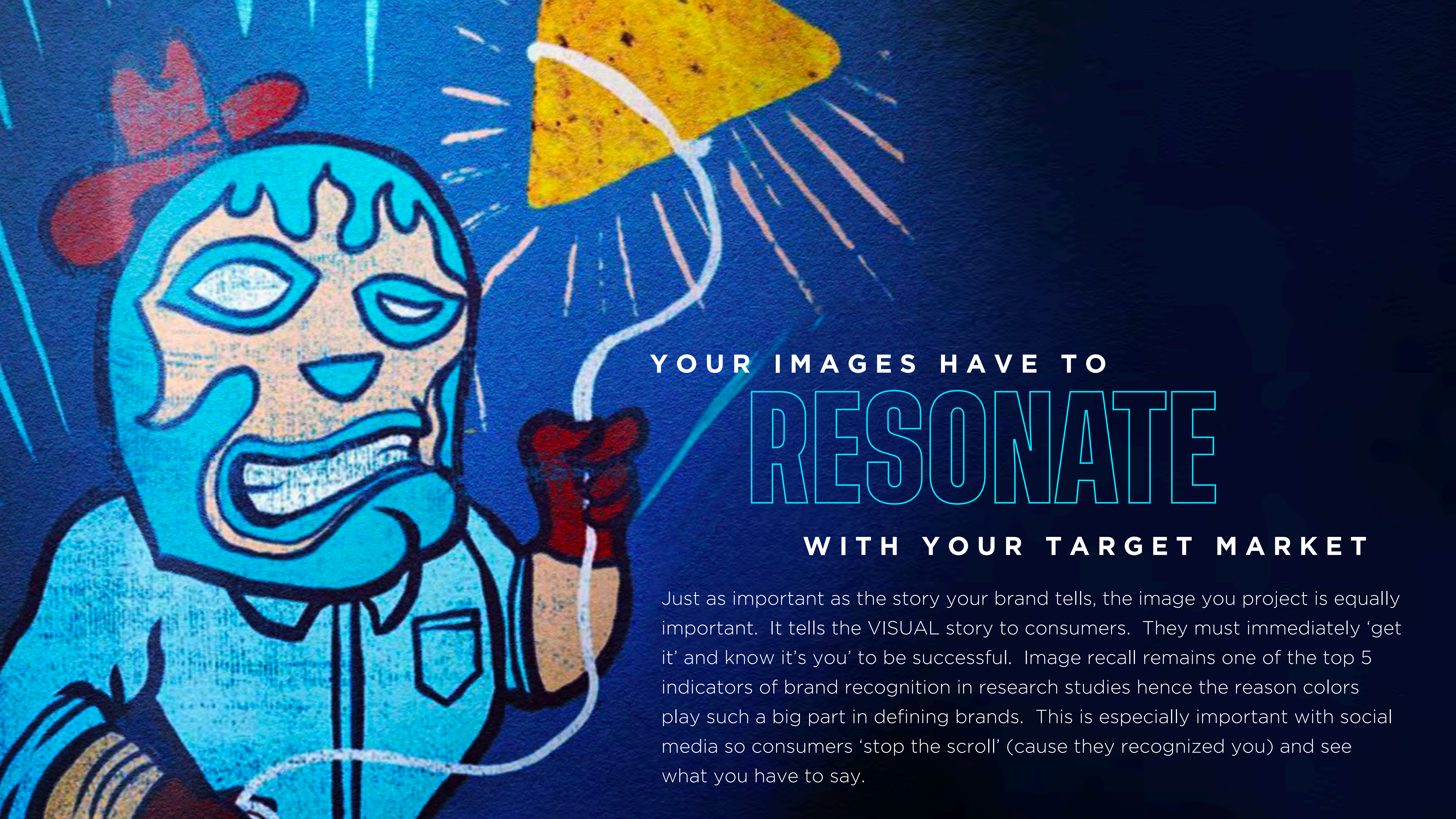


IT'S STARTS WITH

RELATIONSHIPS

And building relationships begins with trust. Your relationship with your target market will only last as long as they trust you. Give them every reason to believe in what you say and remain consistent from initial purchase, through customer service, to returns/exchanges, to digital vs. brick-and-mortar experiences, etc. and they'll continue to show their loyalty.





YOUR IMAGES HAVE TO

RESONATE

WITH YOUR TARGET MARKET

Just as important as the story your brand tells, the image you project is equally important. It tells the VISUAL story to consumers. They must immediately 'get it' and know it's you' to be successful. Image recall remains one of the top 5 indicators of brand recognition in research studies hence the reason colors play such a big part in defining brands. This is especially important with social media so consumers 'stop the scroll' (cause they recognized you) and see what you have to say.

LET IT REFLECT YOUR VALUES



This is simple. Be who you say you are. That's it.



THE TOP BRANDING

TRENDS




- 1 IT'S ALL ABOUT EXPERIENCE
- 2 THE ONLINE/OFFLINE OVERLAP
- 3 RAMP UP AR
- 4 GEN-Z & ALPHA WHO?
- 5 PICK A PURPOSE/CAUSE
- 6 GO OLD SCHOOL
- 7 CHATBOTS AND AI
- 8 BRAND DIFFERENTIATING



IT'S ALL ABOUT EXPERIENCE

Remember the old push/pull marketing theory? Its relevancy has never been as important as it is today. The focus, however, is definitely on the PULL. Brands need to pull consumers in so they can experience it firsthand. Whether simple things like demonstrations with free samples, to bigger efforts like pop-up shops and/or experiential/activation venues, immersing consumers in the brand will create far more memorable/recall moments when it's 'buy' time.

A black Eames-style chair is positioned in the foreground, slightly to the left. Resting on its seat is a white rectangular sign with the text 'THINK OUTSIDE THE BOX' in blue, sans-serif, all-caps letters. The sign is divided into three horizontal sections: 'THINK' on the top, 'OUTSIDE' in the middle, and 'THE BOX' on the bottom. The background is a soft, out-of-focus gradient of light blue and white, suggesting a bright, airy environment. The lighting is soft and even, highlighting the chair's sleek design and the sign's message.

THINK
OUTSIDE
THE BOX

THE ONLINE/OFFLINE OVERLAP

Online and offline experiences are also starting to overlap. This brand marketing trend is blurring the lines in retail too. For example, online retailers are heading into brick-and-mortar stores – you’ve probably seen BuzzFeed at Macy’s. And to the opposite, more Amazon bookstores are popping up as well. Instead of keeping still, brick-and-mortar retailers are upping their game to compete. Bridging the gap between online and offline experiences is important for all brands to keep top of mind.



RAMP UP AR

Any Pokeman Go or Wizards Unit fans out there? You might want to take a page out of that book for part of your brand marketing strategy. After all, the market for augmented reality (AR) is expected to reach \$198 Billion by 2025 worldwide. AR is another way for consumers to experience your brand. It also makes it easier for consumers to get information. With AR, they can see and experiment with products. This direct engagement can make it easier to make purchasing decisions. As a result, AR is changing the game for how consumers interact with a brand. This marketing trend brings digital experiences into the real world. Let's say you're trying to redesign your living room. Brands like IKEA and Wayfair offer apps that allow you to see how furniture looks in your home. Then, you can make a purchase straight from the app!



GEN Z & ALPHA WHO?

Gen Z is taking the world by storm. This generation, defined as anyone born after 1998, now makes up 32% of the world's population. This generation is glued to their smartphones, Amazon and Google. They are digital natives, too, so they jump between multiple platforms with ease. This generation expects brands to set sales tactics aside. Instead, they're looking for brands to act as advisors. And then watch out, because here comes Generation Alpha. This is anyone born after 2009. While they're not that old just yet, this generation impacts their Millennial parent's buying behaviors like no other generation before them.



PICK A PURPOSE/CAUSE

Nowadays, it's much harder for brands to sit on the sidelines and not get involved or try and remain neutral. Consumers are wanting brands to be involved and take a stand and represent something. Sometimes this can be a controversial position, other times not. More and more brands are jumping on the green train every year. No matter the cause, however, the expectation from consumers is that you mean what you say. So, you're not just talking....but walking as well. Remember earlier when I'm mentioned trust, this is a big one.



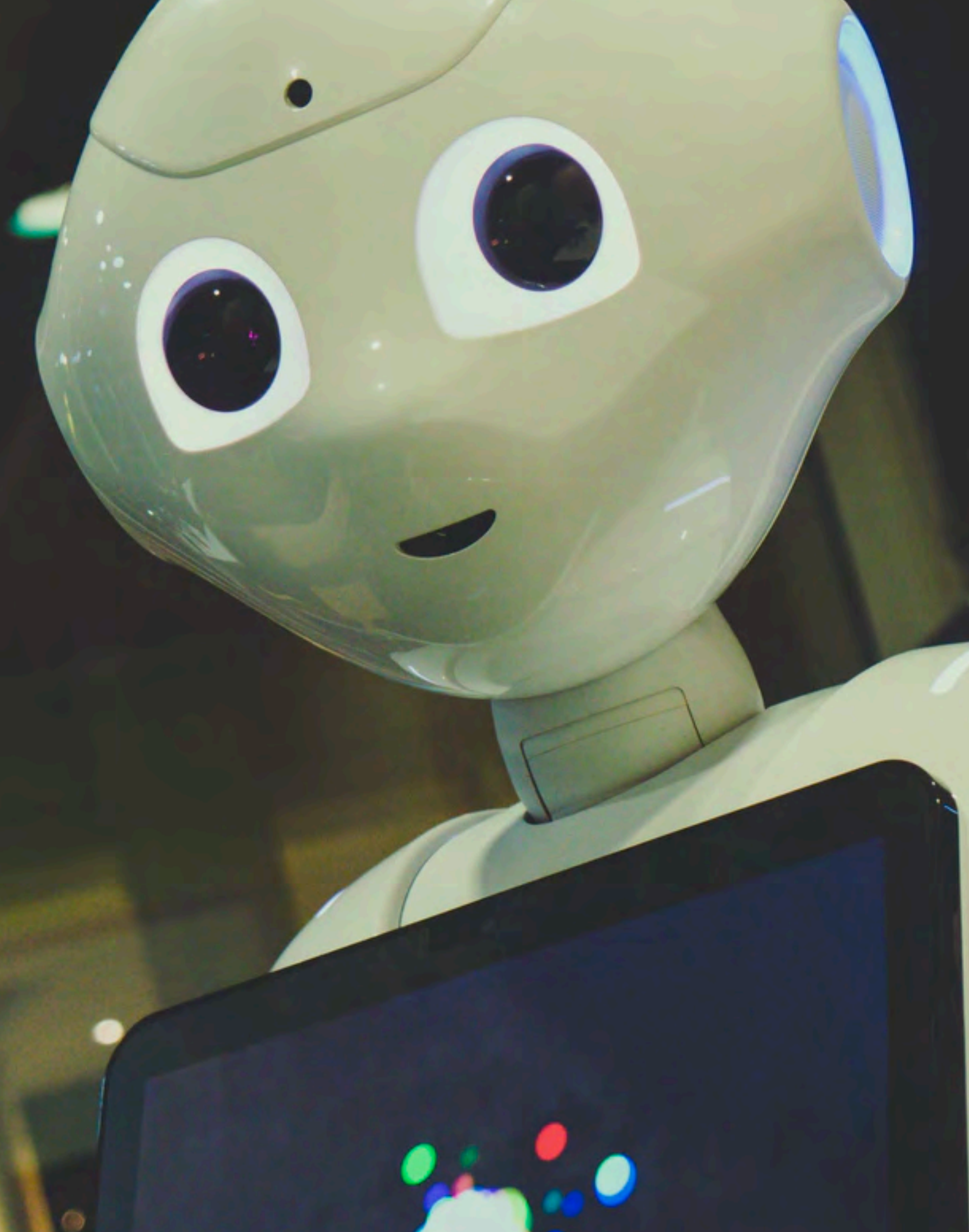
DIGITAL BRANDS DOMINATE

Digitally-native brands are dominating online too. Many are making a significant impact in the marketplace. And, because of their efforts and targeting prowess, they are competing with more prominent and established names in their industries. And new digital brands are emerging constantly. So, keep in mind this trend for target audiences that spend most of their time online.



GO OLD SCHOOL

What once was old, is new again. Younger generations are showing vested interest in the decades before they were born. As I mentioned earlier, Amazon is creating brick-and-mortar bookstores to not lose sight of this trend. And, we're seeing consumers buying more vinyl records in addition to MP4s. Although not the only marketing strategy a brand should employ, it's certainly one to watch.



CHATBOTS AND AI

Chatbots do truly help streamline the online experience. They help make it easier for consumers to find what they're looking for right there in the sales funnel – as if there was an associate standing right beside them in the aisle. And machine learning and artificial intelligence is on the surge as well. Data is king and it's being captured all around us. Who knows what's being learned about us right now in this meeting?



BRAND DIFFERENTIATING

As one of 200 million brands, your company needs to stand out. Branding is becoming one of the most reliable business tools for company growth. Instead of trying to convince consumers to buy, companies can use branding to appeal to their emotions. That gets customers to care. This can impact consumer acquisition as well as retention, creating long-term, lasting loyalty. Remember, many brands understand their own WHAT and HOW, but it's very important to know your WHY. This is the draw. And, in turn your win.



CREATIVE EXAMPLE



Valley National Bank had recently acquired US Ameri Bank and was in need of a refresh of the brand overall. A 90+ year old institution with roots in the Northeast just as deep, wanted to rebrand themselves – maintaining its long-standing relationships in their existing communities and establishing new ones in the new markets they entered. Valley came to their creative agency partner, EraserFarm, and worked collaboratively with us to create a refreshed logo and identity package that would carry through inside of an extensive marketing campaign that included a massive takeover in Times Square. Keeping in mind their iconic yellow and blue brand colors, we took off on a multi-month journey of messaging and communications that produced standout advertising and turned the heads of consumers and Wall Street alike.





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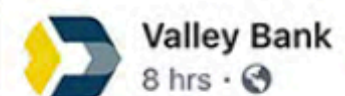
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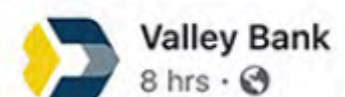
20

562 Comments 311 Shares

Like

Comment

Share





CREATIVE EXAMPLE



EraserFarm was approached by a previous client of one of the agency's partners and asked to assist him in launching a new butcher store brand. This group wanted to bring back the nostalgia of the old school butcher shop, but inject a more modern, market-like feel. They wanted to offer quality meats that made you want to skip the grocery store and head straight to their counter. They would offer service unparalleled to any other similar concept and incorporate a fun, humorous personality that would be at the core of what they stood for as a brand. We set out to establish everything on their behalf – from the name itself (Butcher's Mark) to the story and identity, to website, to photography, to store design, to private label packaging, to marketing and communication efforts for the grand opening, etc. The official first location opened in December of 2018 and they're on the hunt for new sites to eventually franchise the concept.



B BUTCHER'S MARK
— FRESH MEATS & MARINADES —

B BUTCHER'S MARK
— FRESH MEATS & MARINADES —



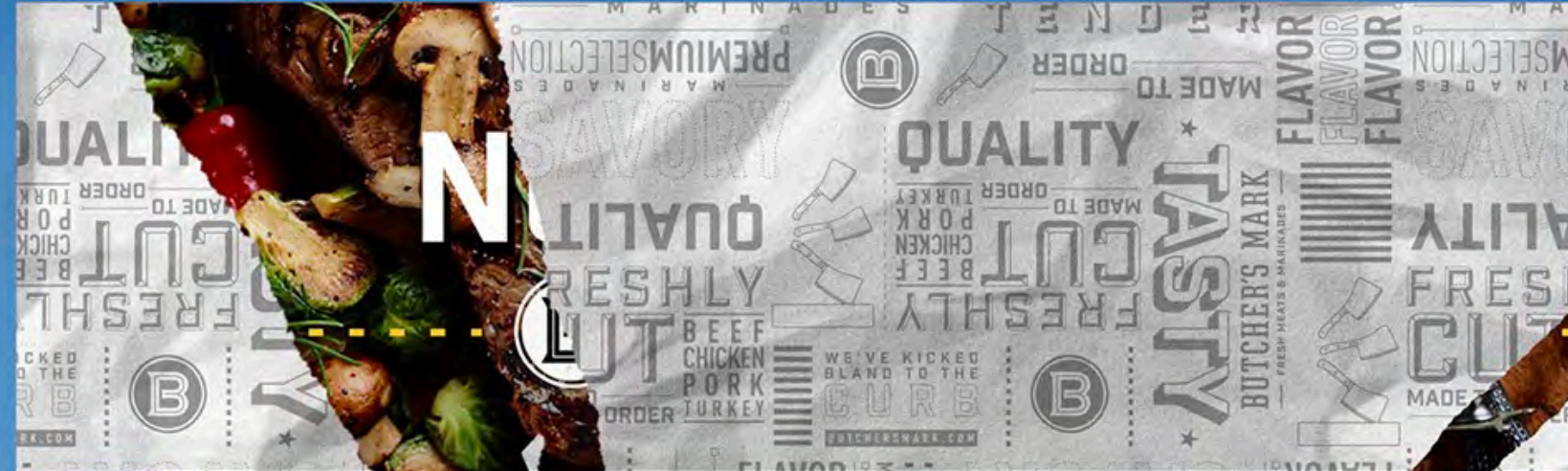
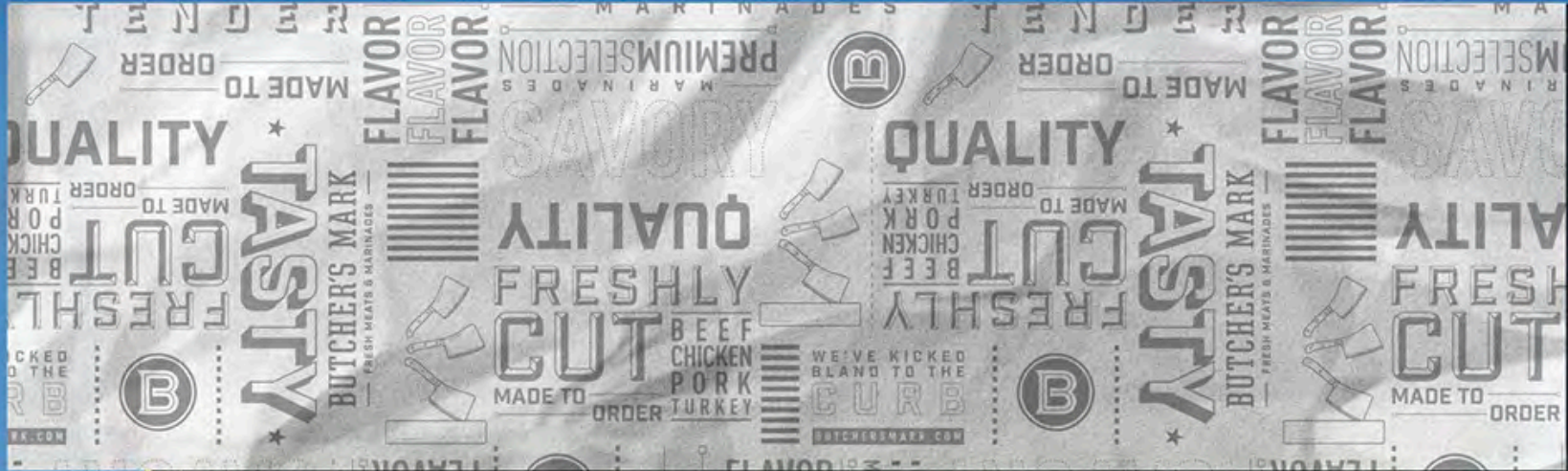
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B BUTCHER'S MARK
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THE MODERN DAY BUTCHER SHOP.



DON'T BE A
SUB-PARNIVORE.

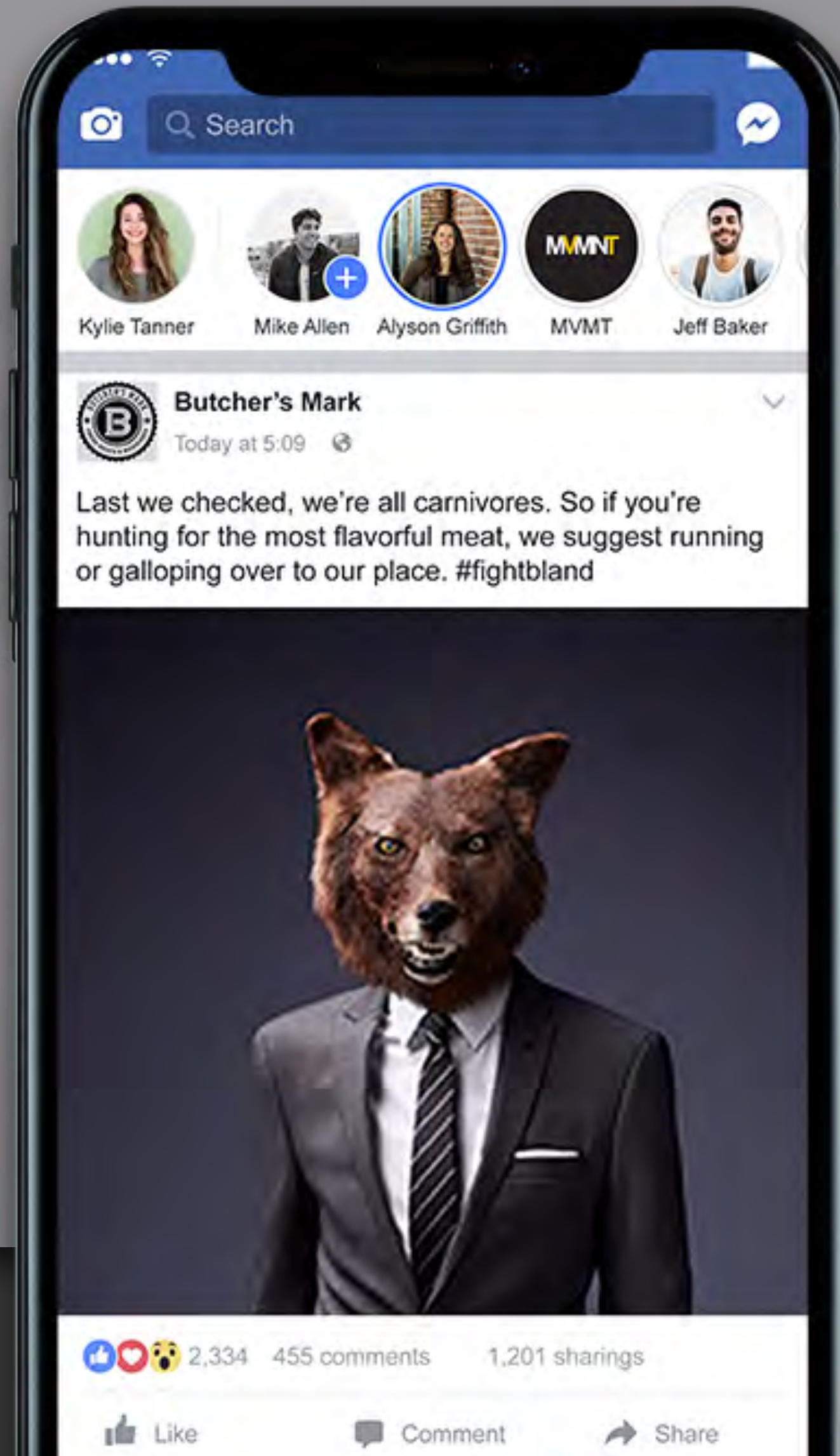
It's time to start giving our tastebuds the respect they deserve. It's time to put some of the most flavorful, premium sourced meat into yours. And as luck would have it, we know just the place. At Butcher's Mark, we make over 20 home-made marinades and use a proprietary technique to marinating that seals in every ounce of flavor. So stop in and see us. Because life's too short for bland.
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Charlie Hancy FLAVOR MASTER APPROVED



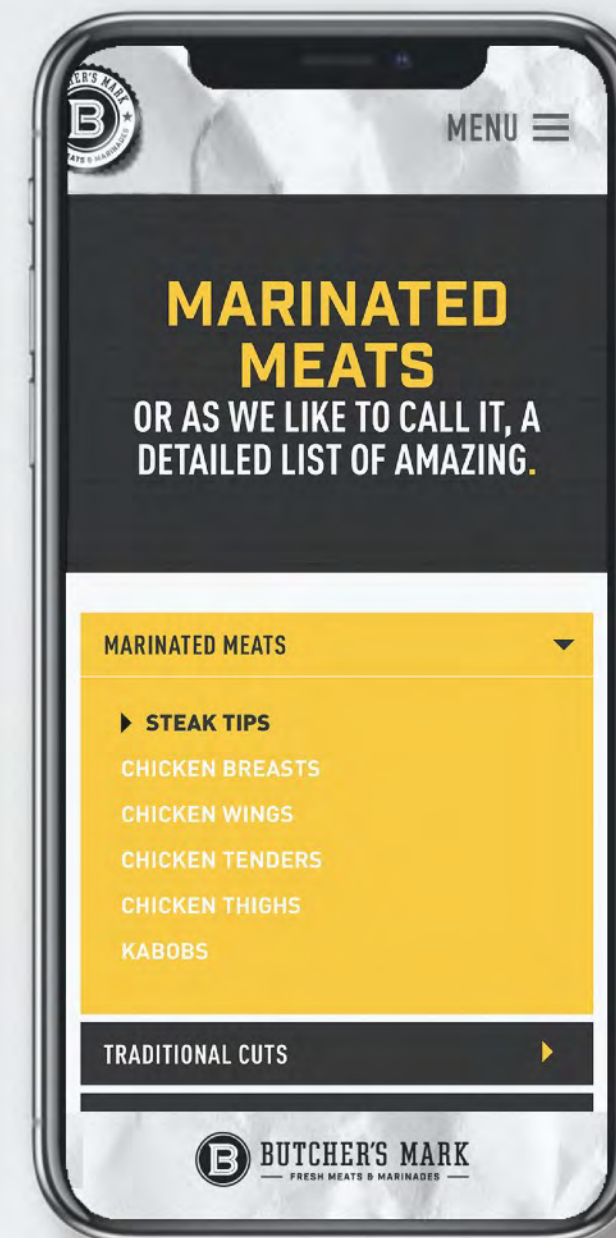
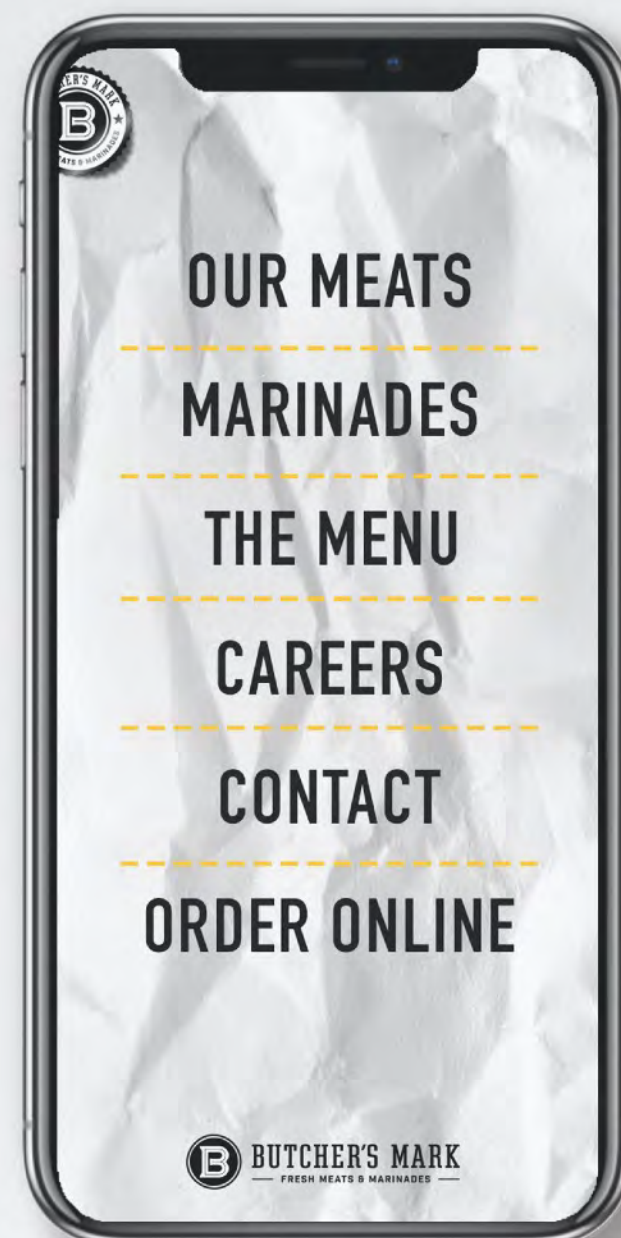















MENU 

BUTCHER'S
MARK

MENU.

[VIEW FLAVORS >>](#)

TRADITIONAL CUTS

PREMIUM SOURCED MEAT

[VIEW MENU >>](#)



MENU 

MARINADES

INDECISIVE? BOY ARE YOU IN TROUBLE

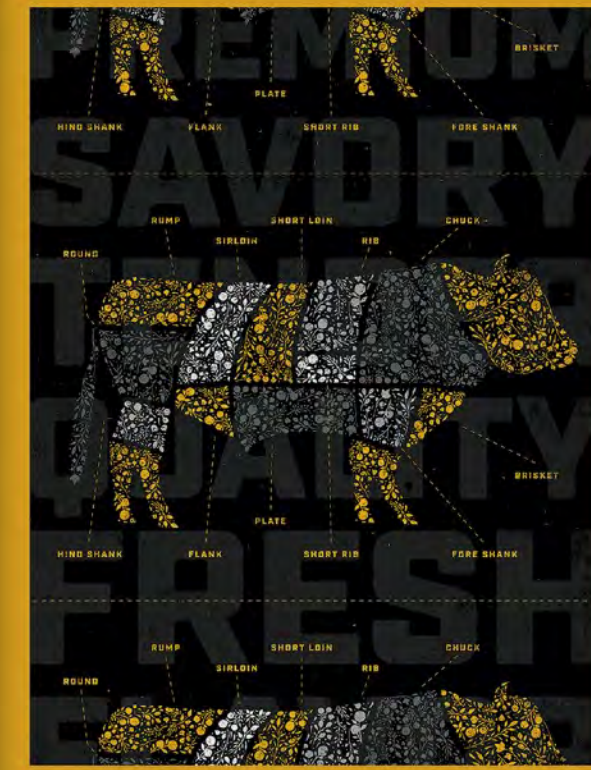
We start with our own handcrafted, secret recipes. Our Flavor Masters then use a proprietary technique that guarantees no ounce of flavor from our marinades has any chance of escaping. And unless you work here, that's all we're divulging.

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 SOMEWHAT SPICY  SPICY
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ITALIAN STEAKHOUSE



THANK YOU.

