Branding: Part 2

Value Proposition & Brand Story

Chris Cooney, 2018
The Edward R. Murrow College of Communication
Washington State University
“I believe that ‘brand’ is a stand-in, a euphemism, a shortcut for a whole bunch of expectations, worldview connections, experiences and promises that a product or service makes...”

- Seth Godin

**SOURCES**
**Image:** Fast Company
**Brand Position:** How a company is perceived in the minds of customers/target audience

**Brand Promise:** Defines what customers/target audience expects from a company

**Brand Drivers:** Describes what a company does better than anyone else and articulates how it will stand out from the competition or similar products.

**Brand Personality:** Defines what a company stands for – how it behaves, speaks (tone), thinks, acts and reacts in its outreach, promotions and business practices.

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**Brand Platform**

Put the brand platform, editorial approach and visual approach together and you achieve the following:

- Brand consistency
- Brand equity
- Brand success
Value Proposition

The unique benefit a brand and/or product consistently delivers to its customers that best fulfills a need or unmet need.
Value Proposition - format

For __________ (target customer)
who __________ (statement of the need or opportunity)
our (product/service name) is __________ (product category)
that (statement of benefit) __________.

SOURCE: Crossing the Chasm - Geoff Moore
Value Proposition - format

For creative professionals who need to produce engaging images and video, our Adobe’s Creative Cloud is the most intelligent integrated digital media toolset that enables seamless creative collaboration to achieve your shared vision across all media channels.
Brand Narrative
Brand Story Considerations

**Trust** – based on brand’s ability to consistently deliver on its promise

**Differentiation** – based on *why* the brand does what it does

**Relevance** – based on insight into what people value

**Usefulness** – what’s in it for me?

SOURCE: Advertising by Design (Chapter 4) – Robin Landa
Advertising – Strategic Approaches

The Original
The Gold Standard
The Authority
Authenticity
Adventure or Spirit
Tongue-in-Cheek

A Little Attitude
Exclusive Club
Rugged Individualism
Corporate Responsibility
Family
Rebellion and Nonconformity

SOURCE: Advertising by Design – Robin Landa
Advertising > Strategic Approaches:

The Gold Standard

IT’S MORE THAN A PRIVILEGE TO BE YOUR CHOICE FOR LIFE INSURANCE.

IT’S AN HONOR.

Thanks to our customers for honoring us with J.D. Power’s “Highest Customer Satisfaction Among Life Insurance Providers, Two Years in a Row.”

State Farm®
Advertising > Strategic Approaches:

Adventure or Spirit
Advertising > Strategic Approaches:

Exclusive Club
Advertising > Strategic Approaches:

Socially Responsible

DON’T BUY THIS JACKET

COMMON THREADS INITIATIVE

REDUCE
WE make useful gear that lasts a long time
YOU don’t buy what you don’t need

REPAIR
WE help you repair your Patagonia gear
YOU pledge to fix what’s broken

REUSE
WE help find a home for Patagonia gear
you no longer need
YOU sell or pass it on*

RECYCLE
WE will take back your Patagonia gear
that is worn out
YOU pledge to keep your stuff out of the landfill and incinerator

REIMAGINE
TOGETHER we reimagine a world where we take only what nature can replace