Branding & Marketing Workshop

Lanny Lewis
Florida State University
Entrepreneur in Residence
Teaching Faculty
Today’s Topics

• Who will buy? Describe.

• Picture your Brand.

• Name. Protect. Voice.

• Effective messaging. Best path.
Who will buy? Target Market.
• Don’t define too broad just to feel good about the potential

• Identify the particular market segments you wish to reach

  ➢ Distinct, meaningful components of the overall market that give you a set of specific characteristics to identify them

1. Definable
2. Meaningful
3. Sizable
4. Reachable

**Primary market** or “first customer” – the customer that needs the product or service most - customer in the most pain

Entrepreneurs have limited resources – so need to target the customers with **real problems** or **biggest needs** first.

They recognize their primary customer by recognizing a need, or pain in the market.
## Consumer Level:

- Age Range
- Income Range
- Gender
- Occupation
- Marital Status
- Family Size
- Ethnic Group
- Level of Education
- Home Ownership

### How Important is…

- Price
- Quality
- Brand Name
- Product Features
- Salesperson
- Sales/Specials Offers
- Advertising
- Packaging
- Convenience of Use
- Convenience of Purchase
- Location
- Store Décor
- Customer Service
- Return Policy
- Credit Availability
- Maintenance Program
- Warranty

- Area Served
  - City
  - Region
  - Nation

- Density
  - Urban
  - Suburban
  - Rural

- Nature of the Location
  - Mall
  - Strip Center
  - Business District

- Climate Conditions

### Other Products

- Reason / occasion for first purchase
- Number of times they’ll purchase
- Interval between purchases
- Amount of product/service purchased
- Motivation for continued use
- How long to make decision to purchase
- Where customer first learned about product/service
- Place where customer purchases product/service
- Where customer uses product
- Method of payment
- How customer uses product
- Special needs

### Other Information

- How do they spend their time?
- What issues are they facing in their lives?
- Who do they associate with?
- How do they relate to their employees or community?
- You have some sense of what they are interested in.
- Observe customers in places where they shop or live.
- That other products do they buy?
- What kind of cars do they drive?
- What kind of cloths do they wear?
- Do they go to movies, watch TV, or stream videos?
- Do they entertain at home? For whom?
- What other products are being used with yours?
Picture your brand? Mood Board.

A group of pictures, words, products that represent what you like, how you feel, how you want to be viewed.
convenient
TRENDY
AFFORDABLE
girly
EDGY
QUIRKY
cute
FOREVER 21®
Gather

Separate

Recycle

Repurpose
Name. Protect. Voice.
Naming

• easy to say and spell
• memorable
• extendable, has room for growth
• positive feeling
• international; doesn’t have bad meanings in other languages
• available; from trademark and domain perspective
• meaning, has relevance to your business

http://brandperiscope.com/brand_naming.html
### Types of Brand Names

<table>
<thead>
<tr>
<th>Generic</th>
<th>Descriptive</th>
<th>Suggestive</th>
<th>Arbitrary</th>
<th>Fanciful</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milk</td>
<td>All Bran Cereal</td>
<td>Greyhound</td>
<td>Shell</td>
<td>Xerox</td>
</tr>
<tr>
<td>Cars.com</td>
<td>FlatRate Moving</td>
<td>Amazon</td>
<td>Apple</td>
<td>Kodak</td>
</tr>
<tr>
<td>Hotels.com</td>
<td>Slim-fast</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Band Aid</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Descriptive Brand Names** – are brand names that relate directly to or describe the product or benefit or are derived from a founder’s name.
Examples include General Motors, British Petroleum (BP), The Body Shop, Disney.

http://nancyfriedman.typepad.com/away_with_words/2013/10/the-five-types-of-names-or-why-suggestive-beats-descriptive.html
Brand Drafting.

Allows you to gain traction with consumers with similarities from established brands / products

- Color
- Name
- Packaging type
- Flavor
- Purpose
Founded in 2006

**ROADIE 20**

$249.99

Now

$199

**SUMMIT 20**

$159.00

**yet·i**

/ˈjɛdə/  

noun

a large hairy creature resembling a human or bear, said to live in the highest part of the Himalayas.

Founded in 2011, K2 Coolers is a company spawned by the need for a cooler with a REAL VALUE that keeps your items REAL COLD. We set out to design a durable, heavy-duty, yet

With a peak elevation of 8,611 m (28,251 feet), K2 is the highest point of the Karakoram Range and the highest point in Pakistan. K2 is known as the Savage Mountain due to the extreme difficulty of ascent and the second-highest fatality rate among the eight thousands.
Protecting, trademark.

- A symbol, logo, word, sound, color, design, or other device that is used to identify a business or a product in commerce

- Logo: FedEx®

- Slogan: L’ORÉAL PARIS

- Container shape:
Protecting, trademark.

- Colors – if non-functional
Search trademark database

Although not required prior to filing an application, you are encouraged to search the USPTO's trademark database to see if any mark has already been registered or applied for that is similar to your mark and used on related products or for related services. If your search yields a mark that you think might conflict with your mark, you should then check to see if the application or registration is still "live," since any "dead" mark cannot be used to block a new application.

A complete search is one that will uncover all similar marks, not just those that are identical. In this regard, searching for trademark availability is not the same as searching to register a domain name. A domain name search focuses on "dead" or "live" marks, with no considerations given to similar names or use with related products and services. Basically, a domain address is either available or it is not. The trademark process, on the other hand, is more complex. As part of the overall examination process, the USPTO will search the database to determine whether registration must be refused because a similar mark is already registered for related products or services (i.e., even identical marks may coexist if used on goods or services not considered to be related in any way). Please note that the USPTO does not offer advisory opinions on the availability of a mark prior to filing of an actual application.

For more information about conducting a database search, please watch the news broadcast-style video titled "Searching" (video #3 in the Trademark Information Network (TINN) series).

Trademark Electronic Search System (TESS)

The Trademark Electronic Search System (TESS) is the United States Patent and Trademark Office's online search engine. TESS provides access to text and images of registered marks, and marks in pending and abandoned applications. The USPTO cannot provide guidance on how you should search, beyond the help provided within the TESS site.

Select A Search Option

- Basic Word Mark Search (New User)
- Word and/or Design Mark Search (Structured)
- Word and/or Design Mark Search (Free Form)

Additional Search Options

- Browse Dictionary (Browse Dictionary)
- Search Office Publication Date or Registration Date (Search OGD)

Please note that the USPTO cannot provide advice on how you should search, beyond the help provided within the TESS site.
This New User (Basic) search form allows for searching of the most commonly searched fields: word marks, serial or registration numbers, and combined word marks.

The Combined Word Mark is the default search field and includes the word mark and translation.

Use the $ for truncation in any field. For Combined Word Mark searches, the * is a more efficient truncation operator for left and/or right truncation statements. Use of the $ truncation operator sometimes results in a truncated hit list.

For serial number or registration number searches, enter the 8-digit serial number (e.g. 75123456) or 7-digit registration number (e.g., 1234567) and change the Results Must Contain value to Any Search Terms (OR). (Alternatively, separate the number by the Boolean OR operator.

Do NOT include the apostrophe for contractions. For example, search for the word DON'T by searching DON T. Including Boolean operators (e.g., DONT) to actually search for these Boolean or proximity operators, include quotes around the operator.
<table>
<thead>
<tr>
<th>Serial Number</th>
<th>Reg. Number</th>
<th>Word Mark</th>
<th>Check Status</th>
<th>Live/Dead</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>87310701</td>
<td>GYM BAG GRABS</td>
<td>TSDR</td>
<td>LIVE</td>
</tr>
<tr>
<td>2</td>
<td>86448656</td>
<td>GRABBAGGOODIES PRODUCTIONS</td>
<td>TSDR</td>
<td>DEAD</td>
</tr>
<tr>
<td>3</td>
<td>86265980</td>
<td>GRAB LIFE BY THE BAG</td>
<td>TSDR</td>
<td>DEAD</td>
</tr>
<tr>
<td>4</td>
<td>86144684</td>
<td>GRABIT &amp; BAGIT</td>
<td>TSDR</td>
<td>DEAD</td>
</tr>
<tr>
<td>5</td>
<td>86075902</td>
<td>4577587 THE GRAB BAG</td>
<td>TSDR</td>
<td>LIVE</td>
</tr>
<tr>
<td>6</td>
<td>85034052</td>
<td>3897053 BAG OF GRAB</td>
<td>TSDR</td>
<td>DEAD</td>
</tr>
<tr>
<td>7</td>
<td>85160170</td>
<td>4064575 BAGG &amp; GRAB</td>
<td>TSDR</td>
<td>LIVE</td>
</tr>
<tr>
<td>8</td>
<td>85739040</td>
<td>GRABBAGGIFTER.COM “TAKING GIFT GIVING SOCIAL”</td>
<td>TSDR</td>
<td>DEAD</td>
</tr>
<tr>
<td>9</td>
<td>85868951</td>
<td>4403429 GRAB BAG</td>
<td>TSDR</td>
<td>LIVE</td>
</tr>
<tr>
<td>10</td>
<td>85211389</td>
<td>GRAB AND GO BAGS</td>
<td>TSDR</td>
<td>DEAD</td>
</tr>
<tr>
<td>11</td>
<td>85111796</td>
<td>4030890 FABBY-SHABBY GRAB BAG CO. STUFF IT WITH FUN</td>
<td>TSDR</td>
<td>LIVE</td>
</tr>
<tr>
<td>12</td>
<td>78879531</td>
<td>3286160 EZ GRAB &amp; POUR BAG PATENT PENDING</td>
<td>TSDR</td>
<td>LIVE</td>
</tr>
<tr>
<td>13</td>
<td>78671589</td>
<td>GRAB BAG</td>
<td>TSDR</td>
<td>DEAD</td>
</tr>
<tr>
<td>14</td>
<td>78668703</td>
<td>GRAB 'N BAG</td>
<td>TSDR</td>
<td>DEAD</td>
</tr>
<tr>
<td>15</td>
<td>78551003</td>
<td>3125088 GRAB BAG OF PRIZES</td>
<td>TSDR</td>
<td>DEAD</td>
</tr>
<tr>
<td>16</td>
<td>78139238</td>
<td>2849326 GRAB BAG KENPO</td>
<td>TSDR</td>
<td>DEAD</td>
</tr>
<tr>
<td>17</td>
<td>78339784</td>
<td>GRAB BAG</td>
<td>TSDR</td>
<td>DEAD</td>
</tr>
<tr>
<td>18</td>
<td>78192813</td>
<td>GRABABAG</td>
<td>TSDR</td>
<td>DEAD</td>
</tr>
<tr>
<td>19</td>
<td>7817198</td>
<td>THE GRAB BAG</td>
<td>TSDR</td>
<td>DEAD</td>
</tr>
<tr>
<td>20</td>
<td>77768217</td>
<td>3757090 GRAB YOUR BAG. IT'S ON.</td>
<td>TSDR</td>
<td>DEAD</td>
</tr>
<tr>
<td>21</td>
<td>77498450</td>
<td>3664760 GRAB YOUR BAGS</td>
<td>TSDR</td>
<td>DEAD</td>
</tr>
<tr>
<td>22</td>
<td>77420115</td>
<td>3527013 YOU BAG IT WE GRAB IT</td>
<td>TSDR</td>
<td>DEAD</td>
</tr>
<tr>
<td>23</td>
<td>77208348</td>
<td>3384631 THE ORIGINAL POT-TEE PRIZE GRAB BAG</td>
<td>TSDR</td>
<td>DEAD</td>
</tr>
<tr>
<td>24</td>
<td>77391062</td>
<td>GRAB-A-BAG</td>
<td>TSDR</td>
<td>DEAD</td>
</tr>
<tr>
<td>25</td>
<td>76190328</td>
<td>SMARTIE GRAB BAG</td>
<td>TSDR</td>
<td>DEAD</td>
</tr>
<tr>
<td>26</td>
<td>76126561</td>
<td>2619786 GRAB THE BAG</td>
<td>TSDR</td>
<td>LIVE</td>
</tr>
<tr>
<td>27</td>
<td>75699875</td>
<td>2483211 GRAB BAGS</td>
<td>TSDR</td>
<td>LIVE</td>
</tr>
<tr>
<td>28</td>
<td>75769060</td>
<td>2381210 GRAB BAGS</td>
<td>TSDR</td>
<td>LIVE</td>
</tr>
</tbody>
</table>

Selected just for you:

- **grabbag.us**
  - Price: $19.99
  - Discounted: $1.00
  - Add to Cart

- **grabbag.net**
  - Price: $17.99
  - Discounted: $11.99
  - Add to Cart

- **grabbag.xyz**
  - Price: $14.99
  - Discounted: $0.99
  - Add to Cart
Effective messaging. Best Path.
Marketing – bundle of intangible benefits a company is providing to its customers, reflect the company’s core values
Branding Statement

Blueprint Creative uses this format:

- **Core User**: a group of like-minded people who have a special allegiance to your brand (existing), or are most likely to (new)
- **Reference Point**: the framework where your brand will reside.
- **Brand Promise**: The primary feature or benefit with the strongest, most persuasive appeal to the Core User.

Examples of positioning statements written in this format:

*To family-oriented adult car owners concerned with safety, *Michelin* tires are the premium tires that can provide greater peace of mind.*

*To adults suffering from a variety of cold and/or flue symptoms, *NyQuil* is the original soothing night-time cold medicine that effectively relieves symptoms so you can sleep through the night.*
## Messaging tactics

<table>
<thead>
<tr>
<th>Factors to Consider</th>
<th>Use Advertising (Pull)</th>
<th>Use Promotion (Push)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Loyalty</td>
<td>High loyalty</td>
<td>Low loyalty</td>
</tr>
<tr>
<td>Need for information</td>
<td>High need</td>
<td>Low need</td>
</tr>
<tr>
<td>Product life cycle stage</td>
<td>Growing or Mature</td>
<td>New or Declining</td>
</tr>
<tr>
<td>Market share</td>
<td>High market share</td>
<td>Low market share</td>
</tr>
<tr>
<td>Purchasing pattern</td>
<td>Predictable</td>
<td>Unpredictable</td>
</tr>
<tr>
<td>Price sensitivity</td>
<td>Not effective</td>
<td>Effective</td>
</tr>
<tr>
<td>Differentiation</td>
<td>Strong</td>
<td>Little</td>
</tr>
</tbody>
</table>
# Marketing plan

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Input Dollars Spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Segment</td>
<td>January</td>
</tr>
<tr>
<td>Broadcast</td>
<td>TV</td>
</tr>
<tr>
<td></td>
<td>Radio</td>
</tr>
<tr>
<td></td>
<td>YouTube</td>
</tr>
<tr>
<td>Print</td>
<td>Direct Mail</td>
</tr>
<tr>
<td></td>
<td>Coupon</td>
</tr>
<tr>
<td>Physical</td>
<td>Billboard</td>
</tr>
<tr>
<td></td>
<td>Signage</td>
</tr>
<tr>
<td></td>
<td>Bus Wrap</td>
</tr>
<tr>
<td></td>
<td>Bumper Sticker</td>
</tr>
<tr>
<td>Digital</td>
<td>Web Ad</td>
</tr>
<tr>
<td></td>
<td>Email Blast</td>
</tr>
<tr>
<td></td>
<td>Facebook</td>
</tr>
<tr>
<td></td>
<td>Instagram</td>
</tr>
<tr>
<td>Event</td>
<td>Launch Party</td>
</tr>
<tr>
<td></td>
<td>Sponsorship</td>
</tr>
<tr>
<td>Sampling</td>
<td>Give Away</td>
</tr>
<tr>
<td></td>
<td>subtotal</td>
</tr>
</tbody>
</table>
Questions