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

### 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 clothes 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?

### 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

### Special needs
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
FOREVER 21
TRENDY
girly
AFFORDABLE
EDGY
QUIRKY
cute
FOREVER 21®
lovely
Gather

Recycle

Separate

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>
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| Less efforts, $ to explain brand | More efforts, $$$ to explain brand |

### 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
ˈyɛdə/
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

- Slogan:

- 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 status 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 may focus on exact or "dead on" hits, with no consideration 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 its 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 clearance search, please watch the newly broadcast-style video titled "Searching" (video #3 in the Trademark Information Network (TMIN) series).

Depending on what trademark material you are looking for, there are a number of different areas to perform a Search:

Trademark Electronic Search System (TESS)

Use Trademark Electronic Search System (TESS) to conduct a free online search of the USPTO database. TESS provides access to text and images of registered marks, and marks in pending and abandoned applications. The USPTO cannot provide guidance as to 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 words. The **Combined Word Mark** is the default search field and includes both 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 or translation 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) without spaces 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., AND, OR, NOT) is useful if searching for concepts. To actually search for these Boolean or proximity operators, include quotes around the operator.
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Selected just for you:

Extensions

- All extensions
  - .com
  - .us
  - .net
  - .xyz

grabbag.us
Restrictions apply
$19.99 $1.00 Add to Cart
when you register for 2 years or more. 1st year price $1.00. Additional years $19.99

grabbag.net
$17.99 $11.99 Add to Cart

grabbag.xyz
$14.99 $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>
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<tbody>
<tr>
<td>Brand Loyalty</td>
<td>High loyalty</td>
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<td>Need for information</td>
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<td>Low need</td>
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<td>Product life cycle stage</td>
<td>Growing or Mature</td>
<td>New or Declining</td>
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# Marketing plan

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subtotal
Questions