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THE **ART** OF
COMMERCE

Brands to Beat:
Brand Building in an Omni Channel World

Introduction

Definition of Branding:

Everything that *differentiates* your company in the hearts of your customers.

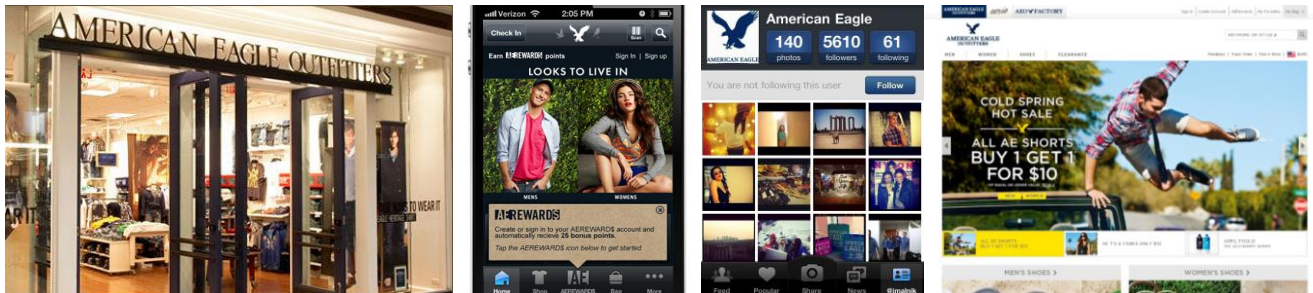
Definition of Omni Channel:

A **seamless approach** to customer experience through **multi-channel retailing**.

We can't control our customers' actions — we can only **influence** them.

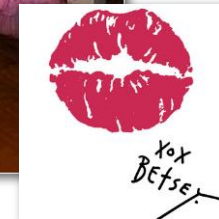
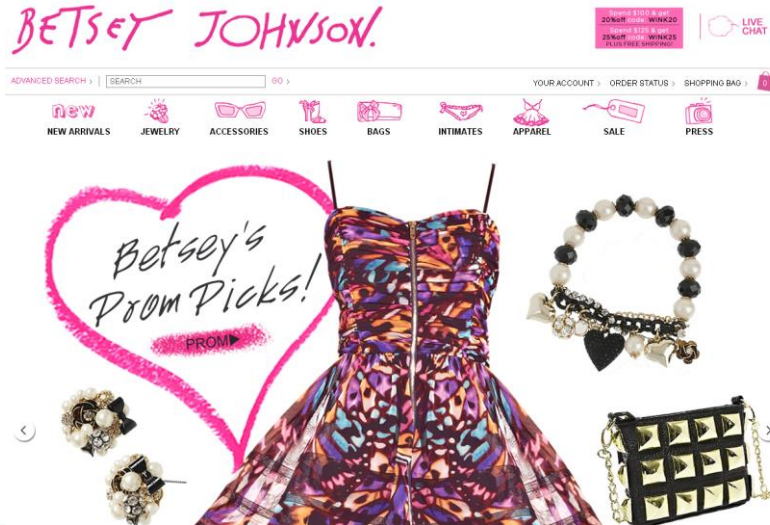
Customers don't care about “channels”— they care how your brand **touches** their life.

Leverage **brand influence** at every single **customer touchpoint**.



This is about long-term success built on relationships with the *right customers*.

FACT: Everyone *won't* love your brand. Appeal to those that *will*.









Define What's Different

In the omni-channel
superhighway... lack of
distinction makes your brand
roadkill!



Define What's Different

1) Stand out from the traffic.

Your brand must look and feel different from others.

2) Give 'em a ride to remember.

Your brand has to meet and exceed your customers' needs.

3) Arm the alarm.

Make it nearly impossible for competitors to copy your brand.



Define What's Different

What are the key attributes of your brand?

What are you into and what are you NOT into?

Look *beyond* quality and service.



Define What's Different

How do your key attributes align with your customers?

- Answer the customers' #1 question: "What's this got to do with **me**?"
- Make it **simple** to understand.



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IN THE SPOTLIGHT





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Route 66,000: Driving BRAND EQUITY

There are a ton of options – for you AND your customer.

1) Don't switch lanes too quickly.

Protect the channel that brought your initial success.

2) Keep your road map close by.

Where is this going to take you and when are you going to get there?



Route 66,000: Driving BRAND EQUITY

When considering a channel, ask questions like:

“What is the **reason** for embracing this channel?”

“Will it **protect** and **enhance** our brand?”

“Will it allow our brand to translate **key attributes**?”

The Demise of the BORDERS Brand

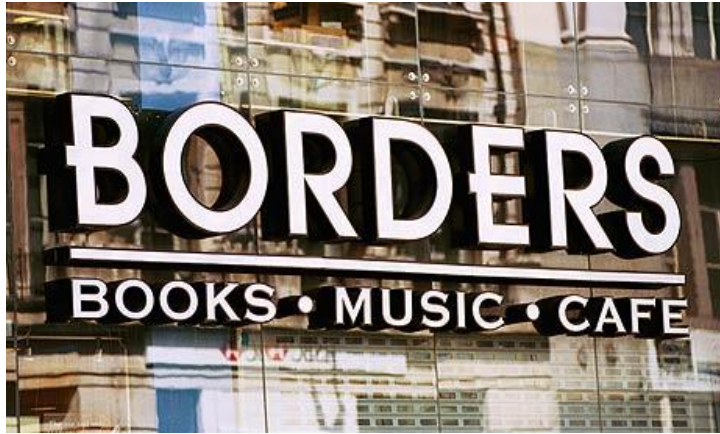
Borders kept opening up a large number of big stores with 15-20 year leases.

This is what customers associated with the 40-year-old Borders brand:

- You have a lot of CDs and DVDs—where's your **digital** stuff?
- I'd rather have Starbucks rather than "Seattle's Best."
- **Gross!** Dirty bathrooms!
- These prices are *outrageously high!*



The Demise of the BORDERS Brand



Borders hired four CEOs who lacked book-selling experience.

They hired people who **didn't care** about books.

The Demise of the BORDERS Brand

Here's the timeline:

In 2001-2008, partnered with **AMAZON.com** - allowing them to run its ecommerce side.

- Hurt e-book development
- Destroyed online presence
- Relied on CDs and DVDs against iTunes and Netflix



The Demise of the BORDERS Brand

- 2008 – launched its own ecommerce site
- 2010 – launched the “Kobo” e-book reader
- 2011 – filed for bankruptcy

Too little, too late - The Borders brand totally failed to adapt to new channels.



Burberry: a 157-year-old brand strategy

Founded in 1856, Burberry has a five-pronged approach to brand strategy:

1) Leveraging the Franchise

- **Burberry.com** site (Burberry World) – multimedia experience
- Huge presence on Facebook, Twitter, YouTube
- Developed *own social media site*, **www.artofthetrench.com**, which inspires customers to share experiences with their trench coat



Art of the Trench website

Burberry: a 157-year-old brand strategy

2) Intensifying Non-Apparel Development

- Focus branding on under-penetrated categories



£689M 2011/12 +22%



Growth of Burberry's non-apparel revenue

3) Accelerating Retail-Led Growth Excellence

- Shifted from wholesale to retail

Burberry: a 157-year-old brand strategy

4) Investing in Under-Penetrated Markets

- Extended presence in high-growth markets like India, San Paulo and Dubai
- Acquired 50 stores in 30 cities in **China** – the fastest growing luxury market
- 10 stores opened since then, including the flagship Beijing store



Burberry Beijing
flagship store

Burberry: a 157-year-old brand strategy

5) Pursuing Operational Excellence

- Deep focus on enhancing administrative effectiveness

What else are they doing right?

- Brought in younger talent
- Embraced a visual makeover
- Broke tradition



1926



1953,
1991



2013

Keepin' It Real: Why Authenticity Matters

Authenticity is the premium fuel to your omni-channel strategy needs.

What **adjectives** do you want your customers to use about your brand?

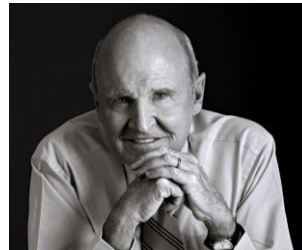
YOU have to be those things!



Richard Branson,
Virgin



Steve Jobs,
Apple



Jack Welch,
GE

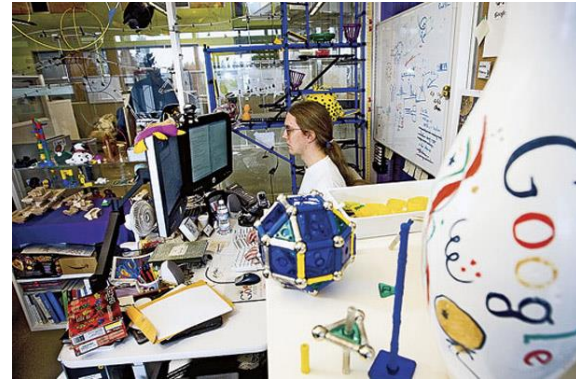


Betsey Johnson

Keepin' It Real: Why Authenticity Matters

This has to apply to the entire **company culture**, not just your marketing execs.

Love the stuff your customers love.



Keepin' It Real: Why Authenticity Matters

Your **branded website** is the main place to tell **your story**.

“Authenticity is big, and you can't buy it. You have to **EARN** it!”

- Shaheen Sadeghi
Former President, Quiksilver



—

the
DESIGNER
JOHN MOORE



Our head designer John Moore has spent, and still spends, a lot of time in Malibu. He has many fond memories in the mid-90s of hanging and surfing at the Palapa – his Malibu ‘happy place.’



JOHN'S MALIBU

"Digging into my archives to find images & memories of Malibu, I found more than 500 polaroids from about '95 and the following images were pulled directly from the archives."

—

Tag **#BACKYARDCHARM** to win a weekend in Malibu! [Learn More >>](#)

f t p

Quiksilver Designer John Moore

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Keepin' It Real: Why Authenticity Matters

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BLURGH!
THE THINKGEEK BLOG... GROK IT!

Mar 29 2013 THE THINKGEEK PAXPERIENCE LILY

Timmy Link meets Tiny Link at PAX East!

PAX East has come and gone, and we couldn't be happier than a cat in a cardboard box.

About the Blurgh
ThinkGeek spews random stuff! Got questions, comments or suggestions?
Drop us a line at blog@thinkgeek.com

Old Stuff

- March 2013 (10)
- February 2013 (11)
- January 2013 (10)
- December 2012 (6)
- November 2012 (8)
- October 2012 (5)
- September 2012 (4)
- August 2012 (13)
- July 2012 (15)



The talent of Super Art Fight!

Are you ready for a fight? A **SUPER ART FIGHT!**!

Mark your calendars, folks! ThinkGeek & **Super Art Fight** are taking over **Jammin Java** on **May the Fourth!** (What better way to celebrate the Force than on the Fourth with us, right? RIGHT?)

If you're not familiar with this live event, **Super Art Fight** is the self-proclaimed "**Greatest Live Art Competition in the Known Universe**." Artists are put against each other on stage to draw topics given to them on the spot, add a generous mix of story-telling, commentary, and banter, and it's not something you want to miss! (We mean, c'mon, they've got something called the **WHEEL OF DEATH!**) Come witness these artists duke it out, along with the chance to win ThinkGeek goodies & hang with Timmy!

SUPER ART FIGHT

So here's how this fight's going down:

- The event will take place at **Jammin Java** ([map](#)) on **Saturday, May the Fourth** from **5pm to 7:30pm**. Doors open at 4:30pm.
- Tickets go on sale the afternoon of Wednesday, April 3.** **Nab them before they sell out!**

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Keepin' It Real: Why Authenticity Matters

Make recommendations.
(Customers take advice from brands they trust)



“Meet Gayle” email newsletter from J.Crew

MEET GAYLE

Hello,

I'm the women's fashion director and head stylist here at J.Crew. What does that mean exactly? I get to play with all the clothes and accessories to figure out what looks best with what. People always ask how we put it all together. So starting with this email, I'll be giving you a little insight. Sometimes a how-to. Sometimes a beauty tip. Always a helpful hint. Or just whatever is on my mind.

HERE'S WHAT'S ON MY MIND AS SPRING APPROACHES...COLOR!


Gayle Spannaus
FASHION DIRECTOR



1. HOW TO WEAR COLOR: bright pants two ways

“Pair two hues within the same family, like reds and pinks. Then add a vibrant accessory in a complementary color (like this bright blue Edie bag) and ground it with a neutral shoe.”

OR

“If you're not feeling that brave...Choose one show-stopping piece, like these yellow pants, then pair them with something neutral on top.”

Featuring our high-waisted pant in neon rose and bright sun

These are two of the Looks We Love. See them all >



2. TRY A HOT PINK LIP

“Never going to stray from your head-to-toe black, navy or grey wardrobe? Fair enough. I used NARS in Schiap (named after Elsa Schiaparelli, the Italian designer famous for her bright pinks) for a lot of our March looks. It's this really vivid and flattering pink that brightens up the whole face.”

Summary

- Leverage brand influence at every customer **touchpoint**.
- Make your brand's **differences** align with the **needs** of your customer.
- Protect your **original channels** and consider **new ones** carefully.
- Customers respond to **authenticity** that resonates throughout your culture.

Be the Brand to Beat!

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