



Branding & Partner Co-Branding Building Blocks: Separating the Strategy from the Tactics

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The purpose of the slides that follow are to present thoughts associated with building a brand and the belief that only after the core values, relevancy, and emotional elements are determined can transactional and tactical efforts occur

Brand: my definition

- The contract that exists between you and your constituents
- A human relationship that has both rational and emotional components
- A blueprint that informs all internal decisions and external behavior
- Lived daily, sustained over the long-term

Elements of a Brand

- Positioning
- Brand voice
- Logo, visual vocabulary, color palette
- Theme line, name development
- Consistent application across all communications vehicles – collateral, presentation templates, web, advertising, direct, social, mobile

Beliefs

- Successful marketing is a combination of smart thinking and creative magic
- Real brands have a ‘soul’ – driven from the inside-out, not outside-in
- Being culturally relevant to the market is essential
- A fully integrated brand experience drives impact and growth
- Measured results and accountability – the work can always be improved upon

All of this builds to a core belief...

branding and selling are not different

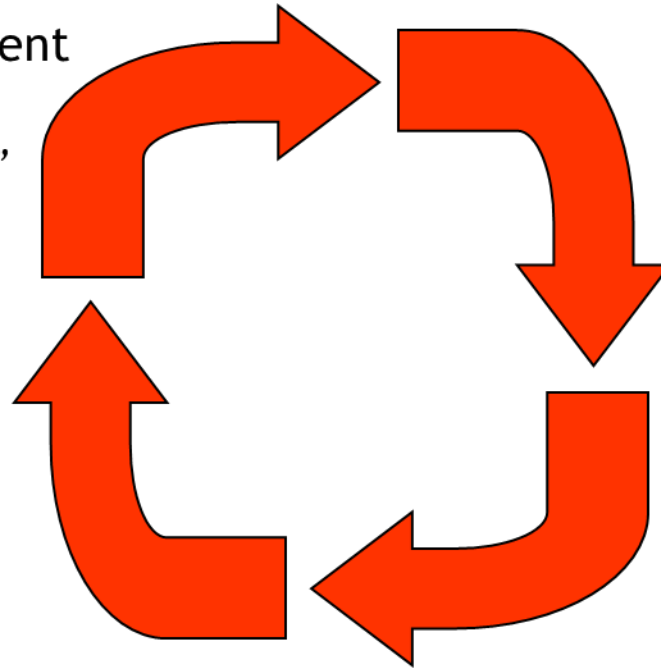
360° Marketing Audit

1. Research & Development

“How are we distinctive, believable, and relevant?”

5. Implementation Plan and Tracking

Less should be more via a targeted, integrated, and track-able contact plan



2. Positioning & Tenet Development

Be credible, defensible, and consistent (don't have to be unique)

3. Brand Development

Simplicity, consistency, and sustainability at every point of contact

4. Communications System Architecture

Organizing principles for all offline and online communications

Communications Program Building Blocks

Design/Content Principles

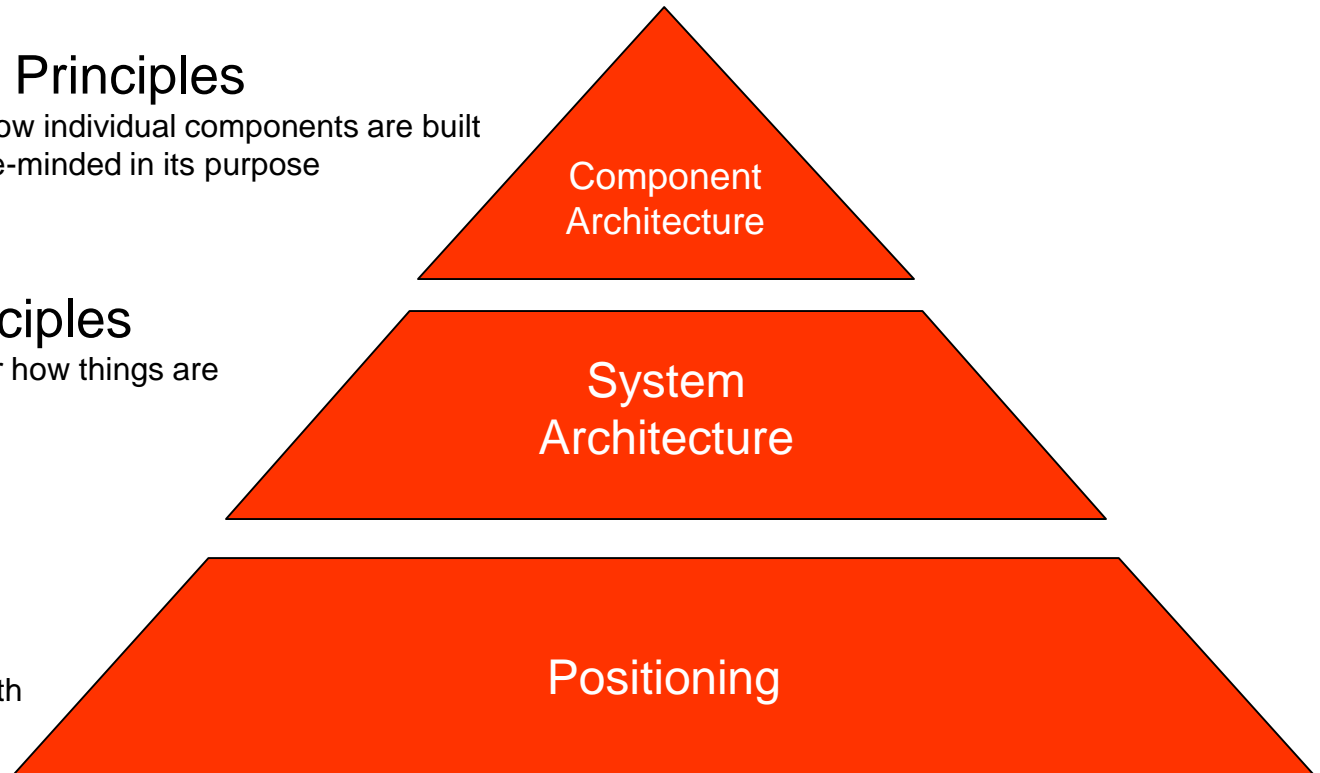
- Presents roadmap for how individual components are built
- Keeps each piece single-minded in its purpose
 - Consistent
 - Memorable

Organizing Principles

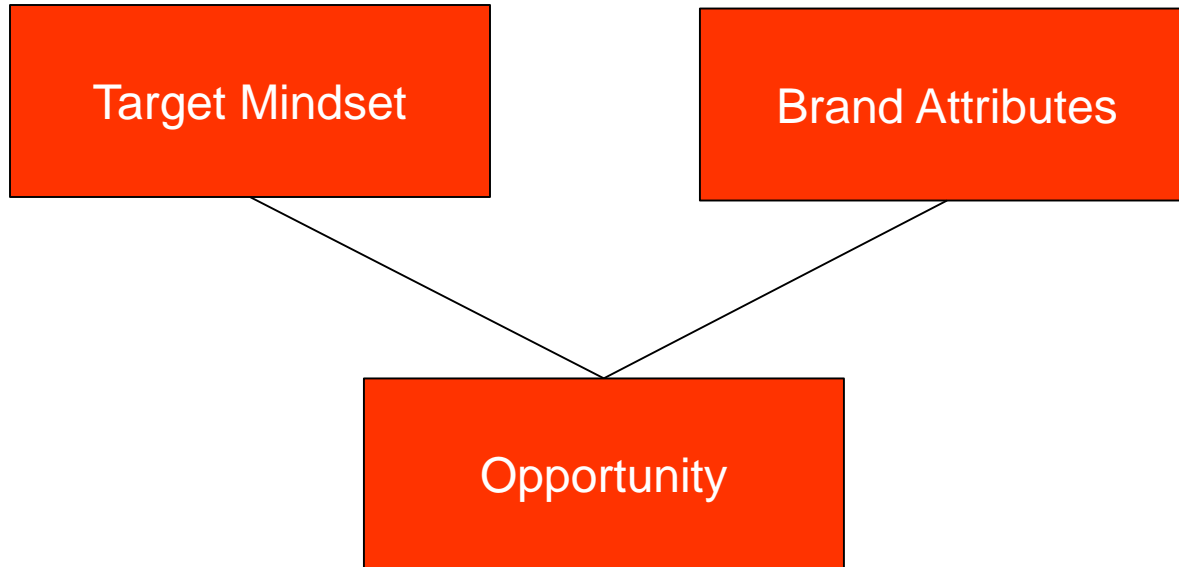
- To provide a roadmap for how things are built and used
 - Complete
 - Cohesive
 - Consistent

Foundation

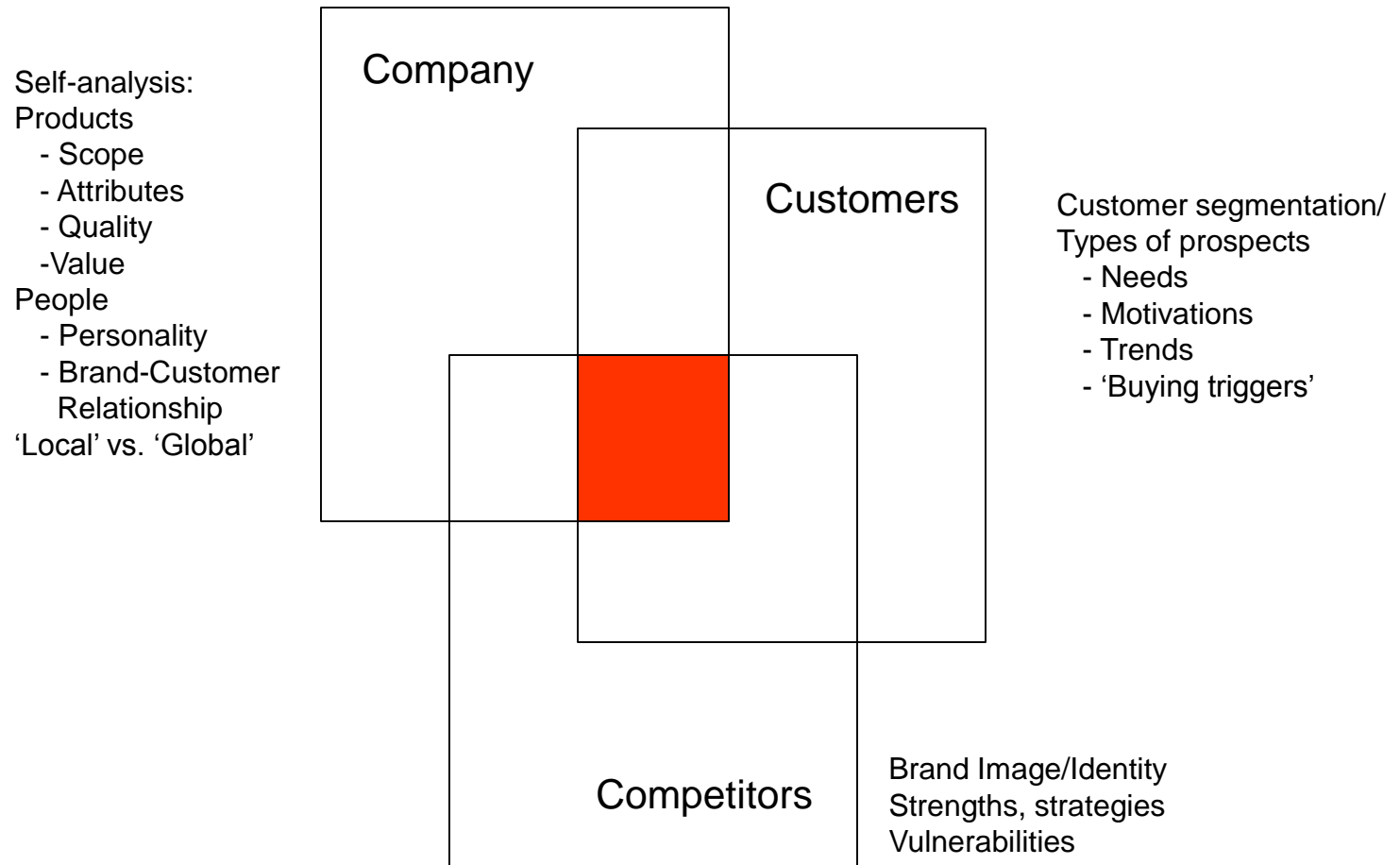
- To stand for something in the marketplace that is both credible and defensible
 - Guidepost
 - Consistency
 - Mindshare



Simplify



Discovery: Creating Knowledge – The 3C's



Amplify

Integrated effort to most effectively and efficiently leverage marketing budget
- Multiplier Effect

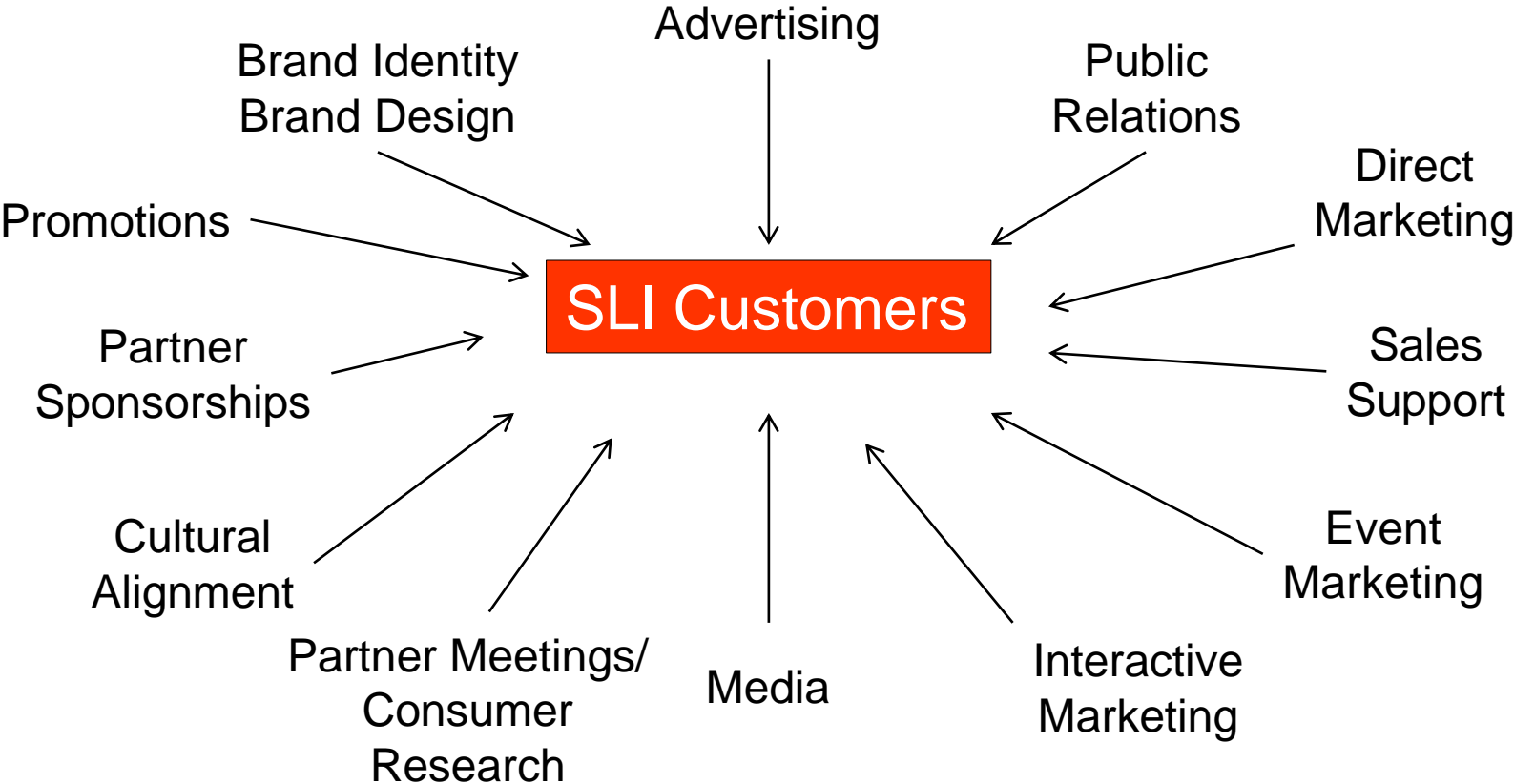


Opportunity



- Do all of this to establish a 'Value Proposition' based on:
 - Rational/Functional benefits
 - Emotional benefits
 - Self-expressive benefits

Surround the Customer With One Brand



From Strategy to Tactics

- Understanding the brand, the role of marketing and its eco-system is mandatory and from which everything else hangs
- Insight into the prospect and customer universe via data and analytics drives tactics
- If the regional sports affinity and associated emotional connection are the differentiators, then visually the cards and collateral material should lead with the iconic team/sports images
 - Team/sports logo should be incorporating in all advertising and communications
 - Partner logos are secondary, however, need to be incorporated in card and certain collateral elements to reinforce relationship and help market the breadth of associations from which consumers can benefit
 - Multi-branded cards are fairly commonplace in today's affinity card environment (i.e., American Express and partners)

Preliminary Card Design



- Fenway Park and team logo for emotional connection and unique card differentiation
- Stop&Shop branding to reinforce partnership and rational benefits and opportunities