

ink re|Th

re|Think retail branding

it's all about moving beyond product|service|store branding

a
workbook

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rethink

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EIGHT-STEP PROCESS

The Art and Science of Retail Branding

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The eight-step process is both an art and science. Both creative and research driven. The process is not about one right or wrong approach; rather, it is about presenting our best approach from hundreds of projects over many years and many different categories of business. What you and your team get out of the eight steps depends entirely on what you put into it. Your time, collective expertise, experience, and creativity. Your base of information, data, and knowledge. Your Branding insights and comments.

INTRODUCTION

The New Era of re|Think Retail Branding

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It's all about moving beyond product/service/store branding to experience branding. Learning and growing from world-class examples using a series of How To's to reach your goals. A set of criteria to determine when you're there. An example of the ultimate testimonial and a set of benchmarking guardrails to guide you. This phase gives you a sense of the process to help you and your team gain a greater understanding of the information, skills, and resources you need to build a world-class brand.

STEP 1

Start with the Facts

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Where you've been; where you are now; where you are going—your Brand vision. Begin your Brand process by looking back on your brand history. Then, on to where you are now benchmarked against the marketplace and best-in-class. Your Brand equity. Your current image/perceptions with customer and prospects and then on to where you're going; your Brand vision; the lofty, enduring view of what you aspire to be. Aspirational in scope but founded in reality.

STEP 2

Establish Your Brand Needs; Your Priorities

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This helps you to establish where you are going to focus your resources. Refresh, revitalize, or totally reinvent. It includes a review of your name and graphics/symbols. Most Brands do not have unlimited resources and therefore it is critical to determine what your needs and your priorities are for your time, money, and expertise. Is it your product mix, store look, multi-channel and Web, marketing, or IT? You need to know before you go.

STEP 3

Segmentation, Differentiation, Positioning

46

The three keys to success. Where do you want to compete? What customers, competitors, markets, channels, and so on? And then to not just compete but to win. The tangible and intangible benefits you are going to provide to your target customer and then how are you going to position your Brand in the marketplace versus your core competitor. If you cannot own or be the leader, establish a new category. A category of one.

STEP 4

Brandstorming

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Designing the Brand of the future. You and your team are now ready to create your world-class Brand of the future. The process is called Brandstorming. Start with the basics of that category. Then, go on to how you are going to enhance beyond the basics and then how to exceed expectations and provide benefits not yet perceived. This step is all about developing and detailing your customer's total shopping, buying, and product end-use experience.

STEP 5

Identifying Your Brand's Added Value

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All wristwatches provide the same basic functions: they tell the time. So, why does the Cartier customer feel so much better about his/her Brand experience than the Timex customer? Because Cartier provides its owner with "added value;" symbol of success, a great investment, a time piece forever. Added value can be both rational and emotional. The key point: no added value, no Brand.

STEP 6

Dimensionalizing Your Brand

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In this step, you are ready to bring your Brand to life—visually, verbally, and attitudinally. To help make it “real,” what you are trying to do is to create a distinct personality. To think of your Brand as if it were a person. Using words/visuals to describe your Brand’s distinctive personality. You also need to identify your Brand’s character. The internal value and belief of your Brand. Personality can change, character never changes.

STEP 7

Your Brand Essence

94

Brand essence is the key work or idea that you want to own in your customer’s mind. Simple, easy to understand that is wanted and valued by your customers. Nordstrom owns service, Volvo safety, Disney family entertainment. Whole branding is about narrowing—it’s a process saying, “No” to the wide range of positioning choice open to you and concentrating 100% of your energy and efforts in dominating your segment of choice.

STEP 8

Brand Pyramid, Brand Identity

104

You will conclude the eight steps by reviewing each step and creating a clearly defined, simply stated position in each step. The results of the eight steps give you your unique identity and shows how you and your team create value for your customer and wealth for your stakeholders. The core competencies of the cooperation and the soul of the Brand—it’s DNA. The Brand Pyramid becomes the base for all communications; it is the context for all decision-making and programs in support of Brand building.

THE FUTURE

The Future of Whole-being Branding

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If retailer Brands are going to survive, grow, and prosper, they must move from a focus on providing rational benefits (price, selection, convenience, quality, and service) to a balance of rational and emotional benefits that satisfy a more lofty set of customer and aspirational ideals. When Brands reflect these ideas, the customer will move up the ladder from their materialistic needs to wants driven by their self-identity and self-actualization. Helping the customer lead a better life enriching their personal and family experiences.

INTRODUCTION

It's all about beyond product/ store branding.

THE NEW ERA OF WHOLE-BEING RETAIL BRANDING. It's all about moving beyond product/service/store branding.

- Moving from customer loyalty to advocacy and commitment
- Moving from trademarks, logos, to trust-marks/love-marks
- Shifting from relationships to intimacy and customers for life
- It's about archetypes, icons, and cult brands that connect at the highest level of our hierarchy of needs
- It's about enhancing people's lives in a way they cannot live without!

EXAMPLES:

IKEA
Harley-Davidson
Manchester United
Nike

Starbucks
Guinness
Armani
CAA
Sunday New York Times

Coke
Camper
Google
iPod
Crayola
McDonald's
Vester

Patagonia
Ralph Lauren
Disney
Virgin
Target
American Girl
REI

HOW TO'S

1. Move from providing rational benefits to a better balance of rational and emotional benefits that satisfy a more lofty view of the customer's aspirational needs/wants.
2. Move from marketing and advertising hype to a base of substance, trust, integrity, and consistency.
3. Shift from an internal focus to a focus on all stakeholders—owners, investors, management, staff, suppliers, and most of all, customers.

moving service/

4. Connect to stakeholders' dreams, aspirations, and motivations to help provide a more fruitful, rewarding, and better life.

HOW DO YOU KNOW WHEN YOU'RE THERE?

- When your brand is woven into the daily lives of your customer
- When there is great anxiety if you are not available
- When you are a help getting through life's daily challenges
- When you are there in the best and worst of times
- When you are like a good friend
- When there is a deep connection, real intimacy

IKEA – LOVE-MARK/TRUST-MARK

Why?

- IKEA helps make me a 'savvy' customer; I appreciate good value for my money.

- IKEA provides me with products and services that help me create a better life for my family.
- IKEA doesn't just sell me products, it provides solutions to my everyday needs/wants.
- IKEA gives me ideas that inspire me.
- IKEA engages me in doing some of the shopping/buying work myself and saves me money doing it.

TESTIMONIAL – TRUST-BRANDS/LOVE-BRANDS

- I would go out of my way to buy/use/experience the brand.
- I would really miss this brand.
- I would recommend this brand to my family and friends.
- It is more than a store; it is an important part of my life.
- It is special to me; I trust it; I love it!



Shifting from
to intimacy
for life.

A photograph of white laundry hanging on a clothesline. The laundry is held up by several dark clothespins. The background is a blurred outdoor setting with a building structure. The text "relationships and customers" is overlaid in a light blue, lowercase, sans-serif font.

relationships
and customers

The Eight-step Whole-being Branding Process



Those of you who have read and used our books, *STOP Talking START Doing Retail Branding and Whole-being Retail Branding*, will recognize a great deal of what I am going to cover in this new book. However, you will also be exposed to new thinking on the process and how to's of retail branding.

If you are new to the topic, this book will get you up-to-speed on the newest and most effective ways to go about developing and detailing a retail brand.

You can learn from the benchmarking that has been successful for a wide variety of organizations, which have dedicated themselves to the challenge of building and maintaining a world-class trust/love-mark brand: companies such as Hallmark, IKEA, Harley-Davidson, Home Depot, Diesel, Starbucks, and so many more.

BENCHMARKING GUARDRAILS

The process is an art and a science, both creative and research-driven. It is not about a right approach or wrong approach; it is about presenting the best approaches from hundreds of brand projects over many different categories of business.

- ▶▶ Involve senior management as the branding process starts at the top—or it doesn't start at all! A senior manager must buy in and lead the process. The management "inner circle" must be motivated and actively participate.
- ▶▶ Solicit a wide range of support. The Whole-being Branding team must represent all the major functions and skills of the organization.
- ▶▶ Retain an outside brand specialist to guide the process objectively and gain team consensus.
- ▶▶ Develop a schedule that works for the team and the organization. Launch it off-site and then maintain it with regular

➤➤ What you and out of the process depends what you put

follow-up sessions. (Note: most branding projects can be completed within a 90-day period.)

- Establish a work plan and keep it up to date as the team goes through the eight-step process.
- Keep the organization's board and president up to date and involved in the "loop" of learning, providing input and feedback on a regular basis.
- Record the eight-step process in writing, and document it in both words and pictures in your final brand pyramid.

What you and your team get out of the eight-step process depends entirely on what you put into it including:

- your time;
- your collective expertise, experiences, and creativity;

your team get eight-step entirely on into it.

- the right mix of outside consultants and inside experts;
- your data, information, and knowledge; and,
- your branding insights.

The success of your Whole-being Branding process will ultimately depend on translating your thinking into branding, marketing, and communications programs that work.

This section takes you through the process of developing the strategic, creative, and how-to details with which you will build your branding program. In the process, you will gain an in-depth understanding of the information, skills, resources you need to build your world-class brand, and the guardrails to keep you on track and focused throughout the process.