Brand Management module – Lecture 1 notes

Hello and welcome to Brand Management with the London School of Business Administration. We are now going to be looking at the introduction. So let's get started with Brand Management. This module is covering introduction to brand management, strategic brand positioning and differentiation, building brand equity and how to do that, brand identity and architecture, brand communication and storytelling, brand experience and touch points, managing brand crises and reputation, brand analytics, metrics, and future trends. By the end of this module, you will be able to understand brand equity and strategy, create and refine brand positioning strategies, develop skills in designing cohesive brand identities, craft compelling brand narratives, and develop brand management strategies to protect brand reputation. This lecture covers the introduction to brand management. We're going to be looking at the importance of brand management, evolution of branding, the role of brands in marketing.

We're going to look at several examples, overview of brand equity models and the four-step brand building process. So let's get started. Brand management is important for a number of reasons. Firstly, for differentiation. I'm just going to bring up my highlighter here. Differentiation is really important because in a crowded marketplace with lots of competitors offering maybe similar services or products, a strong brand helps a company stand out. It allows consumers to also distinguish the offering of one company from another. So the offering of your company or the organization that you work with, in comparison to the competitors, and therefore helps you create to create a unique positioning in the minds of the customer. Remember, we've been looking at positioning and perceptual maps, building that level of trust, credibility, and reputation, and all of those areas come from managing effectively managing a brand.

We also have the trust and credibility that I just touched on there. A well-managed brand conveys trust and credibility to consumers. We're going to look at a number of examples in this introductory live lecture. But we're also going to be looking at this across this entire module of how to build that trust and credibility with the brand. The trust and credibility does also get built when people begin to recognize and trust the brand. They are therefore more likely to choose it over an unfamiliar or less familiar, less reputable alternative. Trust is especially crucial for high involvement purchases and long-term customer relationships. Remember we looked at this in the previous modules of this course and this program, and building those long-term customer relationships are crucial for a long-standing success of an organization.

We also have customer loyalty. When we have an effective brand management strategy, we will build customer loyalty through the trust and credibility, and having that level of differentiation. When a customer, for example, has a positive experience with a brand and consistently receives what they expect, they are more likely to become a repeatable customer. So when we have an effective brand management strategy, we will build customer loyalty through the trust and credibility and having that level of differentiation between buyer and advocate for the brand. Loyal customers can also help with word-of-mouth marketing and then it begins to spread the reach and grow the customer base even more. It can also enable an organization to charge a premium price. A strong brand will often command those premium prices.

Customers will also be more willing to pay a higher price for products or services associated with that brand. So when we have an effective brand management strategy, we will build customer loyalty. We also have the emotional connection. Brands have the power to create that emotional connection with consumers and a well-managed brand can evoke positive emotions, making customers feel a sense of belonging, nostalgia or aspiration. Remember Maslow's hierarchy of needs that come into play here. The emotional connections can be a potent driver of brand loyalty and therefore driving customer loyalty as well. We also have competitive advantage. A strong brand image can be a sustainable competitive advantage. Competitors may find it challenging to replicate the emotional bonds, the customer loyalty and the trust that a well-managed brand has developed.

So when we have a strong brand image we can adapt it to the industry's standards and into our own brand community. Now we will look at strong brand image to show how strong it can be. The long-term value when we are managing a brand. Brands can have significant long-term value. We will look at brand equity a little bit later in this lecture. When a brand is well-managed, it can become an intangible asset that contributes to the overall value of a company. A strong brand image can also attract investors and partnerships. So, from all of this here we will look at how the here what we can understand is that the importance of branding is that it's essential for creating a strong, enduring and valuable business identity. You know, it will encompass the entire customer experience.

It's not just about the logo, it is about delivering on expectations of consumers and also to make sure that the way in which the organization is being perceived in the marketplace you know, is true to form. It is the reality of what the brand can also deliver in terms of the product and the service and the experience that the brand is providing its customer base as well. Successful brand management can lead to increased sales, customer loyalty, and sustained business growth. So it's a really

important area of marketing to keep that business, to ensure it's sustainable but also to keep the longevity of an organization. So those are the benefits when we're effectively managing a brand. And the reason why brands matter so much in competitive markets is because it leads to that differentiator.

It ensures that the brand stands out amongst the competitors and that, in turn, helps to gain awareness and engage, attract, and convert future and existing customers. The brand, as I just mentioned, is a very important part of the brand. It's a very important part of the organization. It's a strategic asset for companies, and when a company is being bought or it's merging with another one, the equity, the price, the value that the brand brings to the organization will also be listed as an asset for the company. So we're going to take a look at a little bit later on in this lecture, brand equity and how we can calculate the equity of the brand, the value that it's bringing to the organization in terms of monetary value.

And the impact that that can have on business performance as well. But this is where it's really important in the role that it plays for marketing, not only engaging and attracting the customer base and the target audience, but also in delivering value to the business's bottom line in terms of being an asset. So you may be thinking, what is a brand? A brand, when you think about it, you might think about a logo. You might think about a brand, you might think about a brand, you might think about a logo, a strap line, but actually there's a lot of other areas that are included in a brand. Let's take a look. So this here on the screen is everything that's included in a brand.

So we've got the design, which is the logo, the color, the font that's used, the wording that's also used as well. That goes into something called brand equity and it starts to combine into brand equity, which gives the brand a variety of options. So we're going to talk about brand equity, which gives the brand a variety of options. So we're going to talk about value, which we're also going to further explore. You have the strategy. So the mission and the vision should inform the brand. You have the logo, which is what we typically think of for the brand, but we can already see there's lots of other areas. How we market the organization, how we promote it in our marketing campaigns is part of our brand.

That experience, the feeling that the brand gives when the organizational name is mentioned and the brand is mentioned is all part of the branding. We've got the advertising, which plays into the marketing as well. That's the evidence of the brand. We've got the identity. So this can also be part of the culture, the values, the purpose

of the organization, and ultimately the trusting and reputation of the organization, all these parameters. Now, the purpose of the brand is to stand out amongst the competitors so that customers can recognize what your organization does, who it is, and be able to see or be able to hear about someone talking about your product or service and know that it's that brand. And that should instill the trust. The brand itself is what we hope will drive the trust.

The trust aspect, because that then starts to help to build those relationships with customers in the target audience. So we can see that a logo by itself is not branding. And the logo, the way to think about the logo is that it's a symbol or another design that's adopted by the organization to identify its products, its uniform, its vehicles, its services. It's not just a mark. It's like a symbol. It's the piece of the brand. And that's really important because especially for a new startup or a small business, it's only one piece. The branding has many different roles that come together and form an overall perceived look for a product or service. So that's really, really important for a startup organization to ensure that the look, in terms of the branding, connects with the audience.

Because ultimately, when we are promoting the organization through marketing, we want to have a distinctive design. And that is the branding. The branding becomes a part of every single element of the organization. It starts with the logo, continues with consistency, you know, the Facebook cover photo, for example, lettering on the door, company t-shirts and uniforms. How we're using imagery, how we talk about the brand, the copy on the website, all of that is part of the branding. And so that's really, really important because branding is the perceptions of your audience. It's the personality of the startup. It's the foundation for your marketing. Branding should be a reflection of the organizational values and what your business stands for, believes in, and why you exist, which is where it ties into the brand.

It's the mission and vision. So if we have a look here, this is an example of an organization's brand's guidelines. Now the brand's guidelines help inform the rest of the organization and external partners and suppliers, how to represent the brand. So we have the logo and we have what it looks like when you might have a shortened version of the logo. Let's say there isn't a lot of space. Or for particular events, or when it's on a mobile device, for example, there might be a smaller version of the logo that's used. We've got the primary core colors of the organization, and these are very specific for the branding. And then we've got the secondary ones. Now this is important to ensure that level of consistency across all of your marketing channels to have very, very clear and definitive brand guidelines.

Then we also have the typeface here and how it should be used. Now the next layer onto this is that you could detail the personality, how you want to sound, how you don't want to sound, the words that may be used, the words that shouldn't be used when talking and representing the brand. And those elements can also feature into a brand guidelines. Now, when working with organizations, particularly startups, if the brand guidelines are not clear, and they're not simple, like this one here, let's say they're overly complicated. There's hundreds of primary colors, there's hundreds of secondary colors, there's no clear typeface. Then it means that there's a lack of consistency. That's what it typically results in. There's a lack of consistency in the marketing, how the organization is spoken about, and that creates confusion with a target audience.

Because you might be using. If you're using particular colors at, let's say, on your website, and then you're using a different range of colors and look completely different on your social media, then the audience aren't necessarily going to connect with it's the same company. And that filters through into the organization. That means that different people in your organization will be talking about and representing your brand in different ways. So getting very, very clear and simple brand guidelines like this one here. Absolutely crucial to driving the awareness and interest of the target audience, especially for startups, for all organizations, but especially for new startups. So this is a really, really crucial and important area. Myself and my agency have worked with startups that have had very complicated, very confusing brand guidelines.

And as a result, it took them a very long time to engage their target audience. They. They were being missing interpreted. People didn't really know what they did because that level of inconsistency in how you look and how you feel and the personality of your brand means that people don't really know who you are and what you do and what you stand for. So having that real clarity in your brand guidelines is very, very important. And just to give you another example here, these are the brand guidelines of my agency. And these are for. For internal use and for external use. So if I'm presenting at an event, for example, and our logo is going to be, it's going to be included, or we're talking to a client or where we're included in a pitch, then this is how our brand let's talk strategy should be presented.

So we have our clear logo with the clear dimensions, which is important, especially if your, your logo is going to be printed, maybe, um, you know, on a. A poster and event or something like that. It's important that you factor in those different scenarios of how your brand could, could be used. And then we've got our smaller logo here as well. So we've got the two variations similar to the previous example. We then have

our primary colors with all of the hex codes. So it's, you shouldn't, there should be very little room for error of using the wrong color and the same with the secondary Colors here as well. And then we have our fonts. So we have Railway as our fonts, which is a, a purchase font.

And this again is really important because that's what's representing your brand. Now, when we're thinking about the brand guidelines, we do not want them to be complicated because complication can lead to confusion and that can lead to inconsistency. And that's the biggest pitfall I've seen. From startups who are, are struggling with traction, it is the inconsistency of representing their brand and the organization. So, really nailing this and being very, very clear and making the decisions on yes, we're going to use this font. It's a digital, a Google font, which is really important. So it can be displayed digitally and be, and it looks good on print; really being very clear on, okay, these are our primary and these are our secondary colors and being. And sticking to those as well.

It's really, really vital for everybody. Okay. So how do we build a brand with limited resources? We're in a startup. We have a limited resources. How do we do this? Now what's important here is that we should factor and think about how we can maximize the resources that we have. And one way of doing that is having the mindset of resourcefulness. So embracing those constraints that you might have identified in the swap. For example. And the SWOT, AI, and really trying to have the mindset of fostering creativity. So having, you know, a alternative way or means of doing something with those limited resources, it might be that, for example, you don't have massive amounts of money for advertising, but your competitors do.

And that could mean that you look for alternative methods of marketing, maybe using social networks and creating a community to build that same level of awareness and connection, but with less funding. You also want to focus on the strengths. It's better to work with what you have than to complain about what you do not have. So really focusing on, okay, in your SWOT, this is what we're really, really good at. These are our strengths. How can we embrace those? How can we use those strengths to combat any constraints that we might also find? Also, leveraging those immediate opportunities, building local networks within the local community is really important, especially for startups. It might be that you go and connect with the local chambers of commerce, for example, or you partner with some other startup organizations or similar organizations in the local area.

But also utilize available technology. Thinking about how you can use things like Google Workspace for teamwork, when you then don't have to have significant investment in other technology, Canva for using design. If you don't have the resources for designers, you know, really thinking outside the box. We've also now got lots of AI tools that we can use, like ChatGPT, Gemini, BARD, and so on. Those can really help fill those resourcing gaps. Always think about having flexibility as well. Being dynamic, adapting, and reiterating. Maybe an initial marketing campaign, and the same with the product or the service as well that's being promoted. Taking in feedback and being able to adapt is really important, especially in the early stages of that startup to get that product-market fit.

Start small, learn from those mistakes that you've made, and then you can scale the business. If you make mistakes, but you don't learn from them and you try to scale, those mistakes are only going to get bigger and bigger. Bigger and bigger, and get amplified so really learn from those failures. There's going to be mistakes made in the very early stages, that's normal. The best approach is to be have that positive attitude and learn from those failures, so that you can further improve the business. So there is a value to the brand, which is why we're focusing on it in this lecture. And you might think, okay, why do some customers pay higher prices for brand named items over non-branded goods?

And this is where brand equity comes in, which is in the very, very centre of that diagram on the screen there, right here. And brand equity is a measure of the perceived worth of a brand name product. Nurturing the brand equity could help increase your profit margins for a start-up or a business. You might think, okay, why do some customers pay higher prices for a start-up, but also for an established organization? So brand equity is the additional value that a recognized brand name adds to the product offering or the service offering, in other words it's like the commercial value of the brand. The brand equity is linked to the brand recognition part of the consumer perception comes into there, and being able to demonstrate the value of that brand as well, through hopefully Positive effects if there are negative effects to the brand, let's say we get lots of negative feedback about the brand or about the product or service that starts to devalue the brand equity and that starts to reduce the resulting value.

But if we have lots of positive effects and lots of positive experiences and reputation, that will include increase the value of the brands and therefore increase the brand equity. Now this is important for startups because if we're able to demonstrate that we can deliver on the brand equity and we're growing brand equity, then this starts to add value to the bottom line of the organization. It means that there's an asset there

that can also be either invested in or sold in the future, and it actually the brand equity is going to be decoded can be detailed on the financial reports and the profit and loss reports as well as an asset particularly when it when it's been valued now when we think about brand perception and consumer perception as well the customers believe of products or service represents it's not what the be owning company of the brand says it does. Now this can be really quite a tricky thing for us marketing fully understand what that company consumer perception is. This is where things like sentiment analysis being able to understand the feedback from our customers, receiving that feedback from customers, being able to conduct surveys, understanding net promoter score, you know how many customers are going to promote our organization, our product, and our experience; but also the service, then that starts to give us insight into that perception. The brand recognition is how recognizable the product or service is and the brand is to the target audience now if they see the product do they instantly know that it's of that brand because that then drives a higher brand equity. And that leads into brand awareness of being aware of what the brand stands for, the unique selling point can provide a level of familiarity and transparency that can impact a customer's perception of a branded product and therefore increase that brand equity.

So, our focus really has to be on the consumer and and getting that right solution for them with the product or service, but also in driving positive effects because we want to have a positive brand equity, we don't want to have a negative brand equity. So, let's take a look at two examples. So, the first example probably unsurprisingly is the Coca-Cola brand; it's worth An estimated 271 billion in sales in pretty much every country in the world, the organization Coca-Cola is constantly adapting to suit its customers' lives with past products, offering label personalization, creating Christmas outfits. You know all of all of those campaigns are continuing to grow and to grow and to grow and to grow and to grow and to grow and to grow, to drive brand equity for the organization.

Great brand equity means that a company can add to its product range within the brand, safer the knowledge that customers will trust the brand enough to try those new products, and Coca-Cola really has got that level. Of brand equity, Coca-Cola are able to do this through that product expansion and today they own over 20 brands. So, this is where-if you can get the right customer perception and recognition, build those real positive experiences, develop that brand equity, and have a solid brand equity then it allows you to further evolve your product line; it allows you to really stand out in the marketplace. Coca-Cola is recognized worldwide, and if you see a Coca-Cola product, you're more likely to trust the brand, so you're going to try it, whether it's new or an existing product.

You might also request it, like if you're going to Try it, and you're going to let's say you're in a restaurant and you are requesting 'can I have a Coca-Cola please' and that is the strength of the brand it's very similar to like Google or just Google it we're talking about go and search something but we're using the brand as a way of doing that because it's so heavily recognized for what it does. As an opposite example, when we are thinking about changing our brand that is the strength of the brand and that is the strength of the brand it's not an easy thing to do. We have this example here with Weight Watchers but actually you can also think about this in the context of Twitter too.

X everybody still calls it Twitter, and when they talk about X, they say formally Twitter. So, when we are rebranding or we're trying to change the brand, it can be a very, very difficult thing to do, and the organizations can face some negative feedback and and negativity towards that brand change which then can result in negative brand equity, and it's actually you know not adding value to the organization, it's taking value away. In 2008, the dieting/ dieting company which was then called Weight Watchers rebranded to try to focus on general wellness and self-care; they dropped the word weight from their name and added the tagline Wellness that works. While Weight Watchers was reacting to the changing times, a backlash against their changes caused negative customer experiences and it really took a toll on their share price, which was the result of negative brand equity.

So to combat that and to restore their lost brand awareness and recognition, Weight Watchers soon changed its approach and became Weight Watches Reimagined. So they had to do a partial rebrand, not a full rebrand, because the full rebrand would be too drastic in my opinion. I would have left the brand as it was and just refreshed the colour palette because 'Weight Watch' is such a very strong. Recognizable brand and I've refreshed it that way rather than trying to do quite a drastic re-change of the wording and the phrasing so it goes to show that sometimes the you might have the good intentions of reacting and changing and adapting to changing customer needs, like Wait

Watch here I'm talking about plastic watches in order to morning stocking or wellness and they have a big focus on mental health um options now as well it's not just about weight, well, about weight, so they are trying to broaden their reach, they're trying to broaden their product and service offering, but and that's a good response to changes. to consumer behavior but sometimes we might be going a little bit too far in our rebrand when we already have a very strong recognizable brand so that can then cause negativity and and in the case here of Weight Watchers it causes negative brand equity so be cautious here with any rebranding Keller's brand equity

model is a way that we can then measure the brand equity so let's take a look the examples here as well of how we measure it so across the side. Here we've got experience attitudes and behaviours and experience plus attitudes equals behavior so we can see that we want to go up the triangle we have rational On the left, and we have emotional on the right now, at the very, very bottom here in terms of the experience. We've got brand salience, and when we look at the brand measures for this, this is our identity; are your target customers aware of your brand? Do they know who you are? Our brand objectives could be to be have that broad brand awareness, to have an awareness with our target audience, and maybe expand that reach further. So here, we're looking at the identity because we want to know: Are we going to drive more experiences when we then look at start going to attitudes? We've got brand performance being rational, and brand imagery.

Being emotional and when we look at this in terms of measures, it's the meaning is your brand unique and customer-focused for us to be able to drive the brand imagery, you know are we using that enough that it's it's unique enough to stand out and be recognized as our organization, our brand? And is it customer-focused for our brand objectives? We're looking at points of parity but also the difference to our organized to our competitors-our USP, our unique selling point. Are we standing out or actually do we just look the same as all of our competitors when we start moving in to behaviors we've got consumer judgments which Can be in the form of feedback sentiment analysis, how people talk about the brand and organization, and the consumer feelings, and this ties into response-does your brand deliver good value for money?

Here we'd want to know whether or not we have accessible reactions, whether we're proactive; you know, are we driving positive sentiment or negative sentiment, and we'd want to understand that because that drives into the brand equity at the very top. Here we've got a brand renaissance when we look at relationships-does your brand connect with people via emotions? Do we have active loyalty? Is it intense? Do we have A strong retention, you know. Are we building relationships with our brand or is it just a means to an end? Our product just fulfills a purpose. We're the only one that does it. It's got nothing to do with the brand and this is what we want to understand because this enables us to be able to measure with the experience, plus the attitudes, what the behaviors look like and that then starts to deliver and explain to us our brand equity and the value that it provides.

So, what I would like you to do with your organization or an organization of your choice, I'd like you to answer these questions: she has its four questions on the screen in each. Area, in each category. So I'd like you to answer: Are your target

customers aware of your brand and if they are how do we know that? Is your brand unique and customer-focused and you can compare that to your competitors? Does your brand deliver good value for money or is it actually seen as quite expensive or are customers willing to pay more because they feel that the experience is valuable enough? And does your brand connect with people via emotions? Is it delivering and starting to create that sense of emotional relationship or is it just yeah okay there's lots of other brands available and there's lots of other alternatives and we don't really have any loyalty.

So think about this for your organisation or an organisation of your choice and answer those four questions. To start to identify where there may be some areas of opportunity to further develop but also what the brand equity is starting to look like for your organisation or the organisation of your choice. Olli and I would like to share in this video today our take on what we call at Project A, Brand Intelligence. We'll help you conceive an overarching model for brand intelligence that combines brand tracking and marketing tracking, and enables you to estimate the financial impact of your brand. If you want to learn more about Brand Intelligence, please visit www. brandintelligence. com. So let's get right into it. As a part of brand intelligence, we want to know to what extent consumer behavior is influenced by the knowledge people have about the brand.

So, the added value with which a brand, or rather its image and those a product is, what we refer to as brand equity. And the overarching goal of brand intelligence is to bring all these perspectives together. To measure brand equity, its drivers, its impact on conversion, and eventually the financial value of the brand. And how we do this at Project A, we'd like to show you now in our four-step approach. The first thing that needs to be in place is proper data collection, or commonly referred to as tracking. Once you've actually have identified but are also able to capture all the interactions that your users do with your digital products, you can then move on to a bit more fancy and more elaborate analyses, one of them being, for example, attribution.

Now, that is a well-established concept where you basically try to give appropriate credit to different marketing activities based on the conversions or purchases that they generate. Having this in place is sort of a fundamental step towards brand intelligence, but it needs to be complemented with a second kind of analysis. The second step is a continuous brand tracking that measures brand equity through key brand metrics such as recall, recognition, image as well as for variability over time. To have a reliable brand tracking in place is crucial in order to understand the relationship between marketing and communication measures on one hand and

brand equity on the other hand. And in order to understand all these relationships, we have to run deep deeper analyses with a bunch of factors.

So let’s talk about marketing mix modelling, which is a well-established approach in our industry that brings together on the one side marketing or more specifically performance marketing, but then also more upper-funnel activities which are more brand related. It's usually based on historical performance and thus can only be deployed by companies that actually have a bit more of a history and can really leverage their data to understand what kind of marketing activities bring what kind of incremental effect and understand to what extent they're affecting the baseline or to what extent they are really affecting your sales but also your brand. As soon as the differentiating effect of brand strengths and brand knowledge on consumers' responses to the marketing of a brand is measured, customers' responses to the marketing of a brand is measured, we can then calculate the financial value of the brand as the net present value of expected future brand earnings.

To run and to combine all these analyses will be anything else but easy, of course. And most probably, we will never fully understand all cause and effect relationships. Nevertheless, it's definitely worth trying, since we do have to aim for a realistic understanding of our entire funnel. Bringing on the one side more understanding to the value of our brand, but also increasing our ability to effectively allocate marketing budget will ultimately be the key differentiator in every market. So, let's sum it up. In order to eventually calculate the value of your brand, you first have to measure your brand's equity. So, the differentiating effect brand knowledge has on consumer responses to the marketing of this brand. And, in order to do so, you need to have a holistic marketing mix model of the entire; Zimon and I believe that the topic of brand intelligence will only increase in relevance moving forward.

And that's because we face diminishing returns in performance marketing, less arbitrage opportunities for marketers. Thus, expertise in brand intelligence will be a key differentiator moving forward for most businesses. So, how are you tackling the topic of brand intelligence in your organization? Do you have a holistic understanding of the marketing funnel? Do you measure your brand's value? And your brand's equity? Please voice in the comments and also tell us if you want to see more about one of the topics we touched on today's video. And, see you next time.

A fascinating brand, especially considering the strength of the brand and the longevity of the brand, Lego is known for its signature toys, you know, block toys, theme parks, and a host of other experiences. And we can see that now, you know,

the brand really is commanding over the toy market. It's very highly recognizable. You go into a Lego store, I was in one recently in Barcelona, and it's filled with people, it's full. People go in there, and they're buying things for their children, for their grandchildren, for themselves. You know, it's a toy maker that is able to really captivate their market, but across a huge generation. You know, from being a small child all the way up to being a grandparent.

And it's really fascinating when you see people in a Lego store, store because they're incredibly excited and you have all of the different themed displays based on on the city that the store is in it's just it's really incredible to see um it actually started in 1932 and the original the founder had a carpentry business and due to the crash to the great depression in in denmark decided to sell wooden toys and the idea in that starting point that was mainly to create cheap wooden items once the business started to pick up they had a very very clear path ahead when they started to then focus on wooden toys and the quality piece started to come in and we can see the evolution of the organization through the logo.

Here we're going to look at the logo then we're going to have a look at the strong brand identity and then we're going to look at the organization's values and how they live through those as well but we can see how you know there's been evolution here in the 1930s and the the lego name in 1934 in it is a danish term and it's called legot and it means play well and that continues to be the philosophy of the brand today is to play well to have fun um you know they want to be known for for The fun experiences so, while they're keeping those core brand values, the identity of the brand and the products have changed over time; they've evolved to resonate with each generation, and it has worked incredibly well for the organization.

So, if we look at the first ever logo here that was introduced in 1934 um, and this was when the brand name was officially registered. It's a classic vintage font resonating with the 1930s style; and since the brand name accurately captures the brand's philosophies, the choice of the word mark logo works really well. This is also at a time when the brand was slowly establishing its presence in the market and therefore a clear depiction of the brand name helped firmly imprint the name in the minds of its target customers. It had to be really clear on the brand name. Over the years the brand's logo underwent a lot of updates, but we can see there's one common thing amongst all of these logos, and maybe you can see what that is-it's that they're always using the word.

It's called a word mark. They are always using the company brand name Lego. In every single one, you can see Lego, Lego, Lego, Lego, and that keeps the brand name. It keeps the brand name. It keeps the brand name. It keeps the brand name. It keeps the brand name. It keeps the brand name. It keeps the brand name. It keeps the brand's logo. It keeps the brand name. It keeps the brand's logo. It keeps the brand's logo. It keeps the strong brand name resonating and being recognized. It's incorporating the playful font in the 1988. Let's see where we are from here and you can see it starts around about here in 1954. So you can see the evolution here it starts to get more playful, more colorful.

You start to see the font changing, and the fun font coming in. We start to see more of the red resonating and you can see then it starts to become very recognizable. It becomes cleaner, so you can see. Here we've got LEGO Systems coming in. We've got lots of colors there. And then it becomes very, very clean from 1973 and to now from 1998 to now it's very clear just LEGO. It's got the clear black red background. The logo really stands out. It looks fun and engaging. And in a very crowded toy market where all the logos tend to look quite similar, LEGO really really stands out when you observe the LEGO branding approach, you'll also notice that in addition to the visible striking brand identity they also have a strong differentiation in terms of their strategies um at play as well and this is how The brand has maintained its strong position within a market field of technology-advanced toys and ever-evolving brands.

They have always stayed consistent to quality, building a strong community and focusing on the experience. So we're going to take a look at a little bit more at that and they've done all of this and kept this consistency with very, very, very clear brand guidelines. My husband actually worked for LEGO and he he designed and created the the toy the toy alarm clocks um like the the Disney license thing and he he designed and manufactured those. And the one thing that he always said when He was working with LEGO, was that they were very very strict on how the brand was represented, the colors that were being used, its placement, everything had to be signed off even if it was through a licensing agreement, and that's how they've retained consistency, and consistency means that everybody recognizes who you are because you're consistent everywhere.

LEGO, LEGO are really take that seriously and and to heart, and everything that they do. So here we can see this is the the brand identity, these are the brand guidelines for LEGO, and what we can see here are the logos, the dimensions that we have here as well, how it can Be used and how not to use it, and then we have the color palette as well now four key colors, that's it, and that keeps it really clean.

This is when representing the logo there's a couple of secondary colors when using it when going beyond the logo but these are the core ones. So we've got all of the codes in here so you cannot misinterpret. Lego red. There's also going to be additional pages with the font type how we talk, you know, as an organization as well.

But just to show the the detail and the specifics of just the logo alone are very, very clear and they're very stringent. So that's how you retain that consistency. That Lego has, and it means you really stand out in the marketplace because every representation of your brand is exactly the same, and that's really, really crucial especially when you want to stand out in a very competitive toy market. And when we look at this in terms of the mission and vision and purpose of the organization, you can see that Lego lives through this, and everything that they do. You know their belief here: children are our role models; there is to inspire and develop the builders of tomorrow. Their vision: a global workforce for learning through play. Their idea system in play.

Their values: imagination, fun, creativity. Caring, learning, and quality are values that I can honestly say having gone to quite a few different LEGO stores in particular, and also being a parent, my son absolutely loves playing with LEGOs and purchasing on their website and so on. They really, really do live up to these values not just in in their product but in their store; it's fun-you can go and you can just play with the toys, you don't have to buy anything if you didn't want to. Um, on their website, they have games; they have on their app, there's an opportunity to have the fun, creativity element. You can make your own mini-figure for example, and all of it is built on quality.

Now, the quality piece has been has been an area where lego have been very very honest they have tried to make their lego bricks more sustainably friendly they do use a lot of plastic in their lego bricks and they try to change the material to a more environmentally friendly recyclable material so they're trying to make it more sustainable and they're trying to make it plastic but they admitted after two years of testing that it would actually create more admissions by using that particular material so they've gone back to the drawing board on trying to see how they can change that would also mean that the quality would have deteriorated much quicker which then would have meant people would be more likely to throw away their Lego bricks.

What they have also started to do as an initiative to help combat that element is encourage in the UK, parts of Europe and the US to trade in your Lego bricks and to

swap them with someone else or to to give them back to Lego who will then reimburse them, clean them and redistribute them to people who are who are in need of toys and who might not be able to afford Lego toys so that they don't end up in landfill so that they get re-homed so they really are creative for the people who are in need of toys and who might not be able to afford. lego toys they are caring they are imaginative in their whole ethos of the organization their promises is to play well succeed and grow together in terms of people have a positive impact on the planet and be mutual value creation for a partner which is not all about lego and their profits but it's about having that sustainable relationship with their partners their spirit.

Only the best is good enough and i just know from experience of my husband working with lego that their quality control and making sure that the the the toy and the product is the best it can be is that absolute really is in their spirit and everything That they do so, a great example of an organization that really lives through its brand. It's evolved its brand to changing market circumstances but also to changing customer needs, and you can see through its mission and vision how its brand actually demonstrates the fun, the creativity, the learning, the quality elements, and how they do that across the seven P's as well, which is important for us to keep in our minds.

So, do check out LEGO if you're not familiar with them, have a look on their website; they have a lot of information about their brand this was actually from their website and read about their history it's. A really fascinating company who's really, really demonstrated a strong brand identity in a very crowded market that they've been able to do so over a very long period of time. So, we want to think about and something that Lego's done particularly well is to think about the brand personality and the unique value proposition (UVP). What do we do differently from our competitors? And what is our personality if we were to think about this in terms of a persona of our brand? What would it sound like? What experience do we want it to give?

We've got some examples here on the screen. So, if we we want to be sincere then we need to demonstrate Honesty, positivity, being wholesome and down-to-earth, and this is where our values come in because our values will also help dictate and and pinpoint what personality we are going to be best aligned to delivering those values. Do we want to demonstrate excitement in our personality and be lively, exciting, imaginative, and daring? We'd have to think about our copy for this if our copy is really corporate and isn't so friendly then we're not going to come across as being exciting and lively and imaginative, so everything needs to feed off the brand personality. We've got competence being reliable, hard-working, successful.

Intelligent, again this starts to feed into something called the tone of voice which is how our organization sounds, how the the words that are used when it's written, you know, this will start to demonstrate the personality, do we want to be sophisticated in our personality demonstrating luxurious, glamorous, high-end and charming elements in our brand or do we want to have a ruggedness, tough, outdoorsy, unconventional and adventurous? Think about what the personality is for your organization and organization of your choice or what it should be based on the values of the organization because you might be surprised That maybe there's a slight disconnect, and if we look at this with the unique value proposition, and seeing where that comes in.

We might be surprised that maybe there's a slight disconnect, and if we look at this with the unique value proposition, and seeing where that comes in. We have what your customer needs and cares about, and that's determined by understanding the target market and the personas that we are looking at in the previous lecture; what you do really well, what the organization does particularly well, what the strengths are, what your competition does really well, but your organization might not, not do very. Well, but your competition do and then you've got your unique value position, the value proposition in the center, hair. What your customer needs and cares about what you do really well, and that's what that solution piece comes in here, being able to fulfill those needs and what the customer's care about is your unique value proposition.

You can have a unique value proposition in a statement and that clearly tells your potential customers how they will benefit from your offering, higher products or service will address their needs and solve their problems, what makes you offering different, different from the competition. And it could be placed on the homepage, for example, on the website, it could be in a brochure, it could be in your email campaigns. It's really important to be very, very clear on that. And for us to be clear on that, we need to know what our brand is going to be, what our personality is, what our values are, but also what our customers need. And that's where the importance of understanding the audience is really, really, really crucial.

Because we could have a unique value proposition, but it's not catered to our customer, it's catered to a different audience. And that's where sometimes you might see that an organization has a really strong brand, particularly for startups, they have a very strong brand identity, they've got clear values, they've got an established product, they've got a unique value proposition, but they're targeting the wrong audience. And I've seen that happen quite a quite a few times. And I think that's

really important. And I think that's really important. A few times with startup organizations that struggle to get much traction. And that's because they're focusing on the wrong target market. So it's important that we really define that element because it drives into the UVP.

When we're able to determine our unique value proposition and our brand identity, we're able to position ourselves for competitive advantage. We'll already be doing this because we've already looked at who our competitors are, we've seen the differences, we've looked at who our competitors are, we've seen the differences, we've looked at poor to to fight forces compete, we've understood our target market with personas. And we've defined our brand as a result of those elements. And then it enables us to make sure that we are positioning ourselves for competitive advantage. MailChimp as an organization have repositioned themselves quite a few times, actually. They're really interesting company because they started out as a web agency with two original founders. They then scaled up to a lot of new customers, they've gotten better, they've gotten scaled their business.

They saw that there was an opportunity with email. They created the email software Mailchimp, which is what Mailchimp is very famously known for. And then they've evolved as marketers' needs have evolved into an all-in-one marketing platform that is targeted for small businesses, which you can see here on the screen. Mailchimp says we empower millions of customers around the world to start and grow their businesses with our smart marketing technology, award-winning support and inspiring content. And this is where their repositioning is coming in for competitive advantage, moving into no longer just the email marketing space, but to the all-in-one marketing platform. They were recently purchased a couple of years ago by Intuit and that then allows and enables the Mailchimp platform, which also has SMS within their social media integrations.

But now it can really easily integrate into the accounting platform and QuickBooks and all of the other software of Intuit. So it can become that all-in-one solution for marketers. And they have that strong brand identity. The challenge though, with that, when you're trying to reposition yourself for competitive advantage in a slightly different way, is that you're not going to be able to do that. You're not going to be able to do it. It's going to be a different market here with being in the all-in-one space. But for small businesses, which there is a lack of all-in-one marketing platforms for small businesses, but the challenges for Mailchimp to reposition is that their brand is very strongly recognised with email marketing. It's not seen as an all-in-one marketing platform solution.

So they have a level of repositioning to do, but they have a very strong brand recognition so it allows them already to stand very strongly in a very competitive marketplace, but their competitive advantage is in email, it's not in the all-in-one marketing platform solution. So they're also in an interesting organization to keep an eye on because they are moving into this space actively moving into the space that advertising lots of different events lots of different websites and so on, and being more involved in the marketing industry and not just email marketing. So keep an eye on them because they're they're repositioning themselves to gain that competitive advantage. So how do we do this, especially when we think about organizations like MailChimp who are trying to reposition themselves but also Lego who are trying to remain relevant in a very crowded marketplace?

How do we use our brand to tell a story and especially drive that emotional element? We think back to the trial-and-error pandemic and really think about that and what kind of from earlier of Keller's brand equity model. You know, how do we drive that emotional aspect which will deliver a higher brand equity. We're gonna watch a video now that talks about and gives examples of brand storytelling, and how to construct a story about your brand and organization to deliver that emotional response. There are billions of people stores businesses and brands out there, but take a look at companies like Patagonia Ben & Jerry's Nike coca-cola-they've all created a mass brand following, but what really set them apart from all the other competition out there their story.

They all have a captivating story that people can relate to, and they bring their story to life with compelling visuals. Hey I'm Leah and we want to help you bring your Brand to Life with a Story before we get to the good stuff though please like and subscribe, it helps us create the content you want to see and we'll see you in the next video. How to build your brand stories help us experience emotion, and research has shown that we buy on emotion. The addition of emotion and a creative spin can help create a bond between your customer and your brand, this connection is why it's so important to craft a solid story that will bring your brand to life.

Your brand story is so much more than just a paragraph in your about us section, it needs to be moved into every piece of content, promotion email and conversation. With and it needs to be powerful and meaningful to both your business and your audience for it to truly be effective. So how do you create this story? First and foremost, get to know your audience. Talk to them and show your value. What makes you different from your competitors and what's in it for your customers? You can't tell a story if you don't know who you're talking to. Understand your target audience from a real human level. The key here is to understand their motivations,

dreams, needs, and wants. Once you understand your audience, provide a solution for them in a genuine way to not only get their attention, but to retain it.

Next, know yourself and be authentic. What are your brand's core values? What do you believe in as a company? Your core values are the foundation and pillars of your brand. They'll help you shape everything related to your brand from logos and content to customer relations. To shape these, think perception, position, and personality. That is, how do people view your brand? How would your audience categorize your brand? For example, are you a low-cost or luxury option? Then think about what your voice sounds like or what tone you want your brand to have. This is like your personality. If your brand were a person, how would you describe them? Young and fun? Wise and professional? Wild and bold? Have a clear vision about who you are as a company and remain consistent.

Ben & Jerry's ice cream is a great example. We can easily see that their tone is very casual and their colors and names are wild and fun. Nike is very aspirational. They make even people just going for a jog seem like amazing athletes. Evoke emotions. Make meaningful, human connection to separate your brand from the competition. Use what you know about your target audience to appeal to their emotions. The more you speak to their emotions, the more likely people will see you as more than just another brand. For example, I could sell you a sweatshirt by telling you it will keep you warm or I could tell you that people will see you wearing it and think you're cool. That's what Nike is all about. Now, which of those is going to sell better?

Be the expert and inspire. Once you know yourself and your audience, you can find that sweet spot of what your audience craves and the unique value you can deliver. Your storytelling should aim to inspire consumers to do something more than just engage with your brand. Will your story help them make meaningful changes, do good in the world, embrace who they are? And lastly, stick to your values and convey them consistently. Without your story, brand messaging and content can be very difficult. It can be generic or inconsistent. Use your story to become a part of your customer's life, not the other way around. Back to Ben & Jerry's, they're a delicious example of a company really sticking to their values and being loud about what they believe is right.

Keep in mind too that a story is all about visualization. Invest in your design basics. Logo, storefront, colors, and font. These are all crucial elements to your brand's story, so if design isn't your strong point, we highly recommend finding someone who can help you. If you want to learn more about how you can build a great brand,

check out the video linked below for our must-know beginner's guide with our in-house brand expert. Now share with us, what are some of your values? What steps have you taken to create your story? Let us know in the comments and like and subscribe if this video inspired you a bit to reflect on your brand's core beliefs.

Great examples there on brand storytelling, which is also a really important aspect in gaining connections, driving awareness, but also building that emotional element with the customer, which then in turn delivers a stronger brand equity. There's also Simon Sinek's Golden Circle and this is something that I want you to think about for your organization or an organization of your choice. It's the three elements of the Golden Circle: we have the 'why' in the center, so why do you do what you do? What is the purpose? And this starts with tying back to the mission and the vision and the value. You think back to that Lego example, clear purpose or learning through play, and how all of that is steering their organization.

So, how do you do what you do, and think about how you do it in terms of what makes it different to your competitors as well tying this back to the uvp the unique value proposition how does your organization do what it does and does it differently to the competitors and what is it that you do as an organization this can be quite a tricky one to really nail it down but think back to that lego example think back to that lego example and think about how you do it in terms of what makes it different to your competitors and what is it that you do and think about how you do it in terms of what makes it coca-cola what do you do so answer these three questions using the golden circle from simon cynic and focus This is on your organization or an organization of your choice, I strongly recommend reading Simon's book 'Start with Why' which is also on the screen here as well.

It does talk a lot about leadership, how they inspire everyone to take action but it gives you a really great perspective especially with the golden circle of defining the why, the how and the what of the organization because that drives into the brand and the brand should be delivering on the why, the how and the what. Now we've looked at a few examples already and we're going to look at another example here of Jaguar and how they have started to rebrand themselves, both With the actual brand itself but also their product offering as well, and how they've started to rebrand themselves both with the actual brand itself but also their product offering well for full electric vehicles.

So in this next video we're going to explore Jaguar's rebrand with Orin John, and we're going to look at whether or not it is a positive in their approach of how they've

conducted their rebrand, or actually if it's going to alienate themselves from their existing market and not attract a new target market. I want you to think about whilst, whilst you're listening to Orin talk through their approach, their history. And how they're going to handle what rebrands have become so we've had a couple of conversations today about their history, their legacy, and also what their their new rebrand looks like. I want you to think about should they have incorporated more of the brand's heritage in the rebrand. So, have a think about that all the way through this video.

And we're also going to be answering two questions as well following the video. We need to get to the bottom of what is going on because big brand marketing, big brand branding has gotten bad. It is either feast or famine. In this video, we're going to talk about the new rebrand from the reality. here allergic happiness brand returns the first mems is looking or not f terrain and ف rebrand of jajuar or jaguar however you prefer to pronounce it key cultural topics like is jaguar brat breakdown by contrast brands that are evolving in a good way look at the attention getting industrial complex of 2024 2025 talk about the strategies brands should be considering

when they're going into approaching a new look and feel and talk about the contrast of nostalgia and the future that we're trapped in when we have these type of conversations ever been interested in marketing and rebrands are passionate about cars and The future and looks of where they're going or just want to understand why marketing in general has often gotten so bad. We're going to hit all that inside this video, but first, this is the scenario that we're in. This is the video released by Jaguar, 'Create', Exuberant, Live, Vivid, Delete, Ordinary, Break Molds, Copy, Nothing. I am never going to get that 30 seconds of my life back, so this accompanies this logo change of Jaguar, it's much more simple, streamlined interface.

As our friends at Outlander point out, this is a common theme of brands that have continued to evolve over time because they think that's what consumers want. or makes it easier to do their logo applications etc but this video and approach by jaguar has the internet in an up and over a few things one is the complete tone deaf nature of this ad right this is a perfect example of when you go to an ad agency and ask what does gen z want it's all these unique personas it's unknown you know this entire ad could be ai and i'd be like all right i believe it yeah unique looks bright personalities whatever this is what a lot of agencies and executives think that people want they want blending they want fusion they want a lot of different things they want a lot of different things they want a lot Of different things they want a lot of different things they want a lot of different bright colors and fruit.

When I have my worst marketing video, I talked about how Coca-Cola Spiced have like giant fruits in their attempt to attract Gen Z, but they are operating in a parallel universe from reality. This is a set of agencies who are now seven months late to the Brat trend. Who are asking, can we make Jaguar Brat? Here's what this zeitgeist looks like: this is someone saying, 'Hey, people don't like Tesla because Elon Musk; Tesla is the vehicle of conservatives. Let's become the anti-Tesla. Let's be as flamboyant as we can and with that Moving into a marketing sphere that actually markets to no one because the people who are actually marketing to no one, because the people in that zone appreciate well-done and sophisticated things as much as the people that don't, and so you end up in an attention grab that only gets attention because of the negativity presented upon.

But then they followed up with the vehicle they were unveiling this on the 2nd of December. And then this has been the look and feel that they've seen driving around in camo. This is where this conversation gets interesting, I like everyone on the internet thinks that that ad was absolutely terrible. We'll get to the rebrand and the core of it in a second, and I actually like some of that. I am very intrigued by the look and feel of this; I'm also very intrigued by the look and feel of this photo. And I do feel like even though I'm not a big fan of the look and feel of this photo, even if this is one of the worst videos ever, if a hype's of this much attention if there is a sick vehicle at the end of it that people go, 'That is outrageous' or that is something I want to drive then the attention and eyeballs that come from all this negativity on the internet will actually have served them well in having people really looking at what is going to. Come from this release was, that their intention probably wasn't; if it was, they're certainly playing some 4D chess that we were not expecting. But now everything hinges on this December 2nd release of this vehicle, and I do predict that we're going to see a lot of people doing purposely bad ads having seen this happen with Jaguar to then follow up and say 'haha guess what?

That was a troll' and then release a new campaign or a different look and feel because they're seeing how the attention industrial complex shifts to bash on this Jaguar item so much, so that it creates a moment of brand recognition unlike what this brand has had in I'd. Don't know decades, and then I was dming with someone who's asking me if I was going to have an opinion about this. Who was saying that they they saw a reading where Jaguar was saying they only expect 15 of their existing customer base to come with them on this new journey so they are doing a radical repositioning. And look, this is obviously a good thing. Jaguar is nothing like what it used to be; it's not a car.

People are frequently considering buying the best thing they had going forward is I believe that they were Waymo cars release was tech adjacent. I think they lost that contract like Hyundai or somebody. They need this redo. They need this refresh, a drastic change is likely a good one. I'll talk about some of those angles coming up in the video, taking a future-forward approach versus a nostalgic approach, and now they certainly have all eyes upon them for what's going to happen. But before I get into this, an example of a good version of this that's happening with Porsche. We're going to talk about why bad stuff like this happened: why are agencies and big brands so bad right now? Why does stuff like that terrible North Face campaign that we saw with like the AI manifesto happen to such a legendary brand?

And it's because of the death of marketing. Middle class, so there's all these people right now that should be director and VP of marketing, people between the ages of 30 and 40, who have quickly realized if you have a great skill set in marketing, you can do good-paid marketing; you are a marketing leader, you are a solid content creator, influencer manager. You can make far more money by being an entrepreneur or being a co-founder or being a creator than you can at those typical jobs, which leaves this gap for all those people that would normally be mentoring the younger generation of marketers, that layer is now gone and this is a very real thing because if you are one of those People that have that skill set, whether it's a paid marketing skill set or a content creation skill set, you are worth an absolute ton of money, significantly more than many times anyone else in the company.

But those people have gone entrepreneurial, and then the people that are left, there's plenty of them who still say, 'Hey, I want to work for whatever reason they now get their choice because of all these people exiting, of all the cool brands right? Would you rather work for Road or Hexclad or Ald, or brands doing really cool and exciting stuff, and put your toolkit to use there? Would you rather be at some state-of-the-art brand or Would you rather be at some state-of-the-art agency and would you rather be at a small agency doing cool work, or a medium-sized agency? Or be going to the sashimi of the world where you're not going to be doing that kind of work and you're going to be trapped in the system?

Or even working in the Jaguar if no one's going to listen to you, you're not. You're going to these places where you can still get compensated really well and do interesting work. And this is a significant departure from where marketing people lived in the past. Because of this gap, you have a lot of Gen Z people who know they know better; they say 'I know what's Going on, in the culture, hey, I know how to do content, I know whatever, but they have not done the experience or the management expertise and don't have the coaching to be able to communicate that to the C-suite.

And there's this general sense of entitlement that happens in every younger generation where people think, oh, they think they can just jump these jobs without having to work.

You have the C-level people who can't understand the Gen Z people don't know how to justify the actions that are happening, don't really know what's going on on the ground are completely disconnected from the TikTokification of the world. We have now who can't make solid decisions, which happens again agency level and brand level, which leads to a dearth of good decisions and a feast or famine mentality. Your brand either gets it or it does not get it, and Jaguar doesn't get it. Does that mean that they may not be successful? No, never know. And in a lot of cases, product heals all wounds. Let's look at an example of what good car marketing looks like. So I found it interesting that at the same time we debuted this Jaguar scenario, Porsche and Audi are doing a marketing effort for a collaboration.

This is obviously a this is marketing right there! They're selling. Multi-thousand dollar bags and jackets by applying the Porsche lifestyle to it, but they're creating beautiful-looking vehicles. The true nature of luxury both in the product development itself and the adjacent product development of what Ald is selling in the presentation of the product, in the styles that they devote this was the video that they were debuting while we're seeing the other Jaguar video where they're playing into the exact opposite-we got an old dude corralling his sheep while we roll through them the mountaintops in Ireland or wherever we're at. They brought the yaks out and they are telling a much More nostalgic, familiar story that's synonymous with performance and synonymous with what people are interested in and how people spend money, especially inside this core demographic.

Now Jaguar may have said, 'Hey, we actually can't compete with this. There's no way we're gonna be able to.' I think they're necessarily correct, but that could be an angle that you take as you ascertain this, and luckily my man doesn't hit the sheep here; they're able to break safe just a couple of gentlemen having a moment the sheep part ways, they continue. But this is very much the moment that's happening right now: we are in the nostalgic Era and there's so many brands that are looking future forward when they should be looking backwards, and I think there's only two ways you can really approach nostalgia or deep future. This is living in the nostalgia era, and that's fine; we are.

I had some serious thoughts about Kith and Nike and their approach to the Olympics, I talked about in my worst marketing video where everyone's, you know,

trying to kind of do some current things, and Kith was literally just like, 'You know what's hot right now? Just rerun the exact you know 80s and 90s shirts and designs people were wearing that's what people like because That's what people are into right now, there's a whole world around connection and nostalgia that hasn't gone away, is still on trend and still works. And if you're a brand with a rich history like you have, the choice to do something forward or do something nostalgic, and if you go forward, I will talk about what that means, but it's far easier and what I think they should do is go back.

So we look at these ad examples here of what Jaguar presentation used to look like; I think if you even take some of the look and feel of some of the vehicles and we're going to present it like that, and saying 'hey, we are actually going to make our line Look like our line and lean into true, you know British heritage; they really focus on the emblems and the history. They are going to be; they could do something that was particularly relevant. And when you look at this new demographic, I actually think if you look at these new designs, actually this isn't bad; it's sleek, it's interesting. The monogram again, while I may prefer this original look that we had and I think obviously that is tells a much more rich and interesting story.

There's something to be played here where they are doing a streamlined approach that when paired with the right look and vehicle could be interesting. So I'm not discounting the potential of this rebrand just because that video is bad, that's truly what's bad. This may be a little bit more bland, but it's not horrible. And the essence of what a brand like this should be doing if they don't know how to look forward, because that campaign, they do not know how to look forward. This is literally operating operating in a parallel universe where I think they're gonna be able to sell a million units of vehicles, millions of units, because there's an anti-Elon Musk crowd and Gen Z loves this particular look and feel, and they're gonna capture a new generation and embrace the brat zeitgeist.

And all the i you can just imagine the worst deck that you've ever seen, and then that is what was portrayed inside the video app. But what they have at their fingertips is running this exact same ad, capture a jaguar run all this put cats out there, put these same shots do it all in the same vintage style, run these car looks and feel backs domesticated not declawed, just run it, run the same ad, looks and feels. Run it on social media, run the same ad, looks and feels. Make them all as video, just do it, and by running that selection of things they could basically re-own their core audience, make them reconsider it tap. Into a youth that is actually significantly more nostalgic than any generation prior, yearning for a time before smartphones and

before this you know crazy internet brain rot that we're in and it is at their fingertips to execute; and any brand that has this history-this brand goes back to 1922.

Any brand with a 30, 50, or 100-year history should be doing this. It's a winning strategy that is almost impossible to mess up if you do it with some intention. That's not what I'm saying. It's not what I'm saying. It's not what we saw. We saw a mediocre future. I think the future-if you don't want to go into the past, which I can understand why many brands don't because it traps you there for some period of time and then you have to go to the future at some point. But you can't get caught in what I'm going to call middle future. This idea that celebrating people's all looks and feels and bright colors and this changing nature of the world we're in is is what people want because that's not it.

If you're going to go into the future, I feel like you need to go into the far future. I'm pulling up in the Hellion Emil website as an example of far future here in this universe section of their website where they basically can see every campaign and collaboration they've ever Done, but this is a brand that very much lives in a future period who's taken the idea of form of portrayal and made like a future universe that you can be a part of today and I feel like brands embody things like this; this brand does Rick Owens does the amorphous metal this quasi-cyber look if you want to paint a vision of the future.

It needs to be an interesting and futuristic one it needs to be technical that is the future that people are really buying into more post-archive faction more like what we're seeing with hellion Emil when you create vehicles and identities for the future that are more based around this and that's Not saying has to be black, silver, and white, but it has to be thinking of a future that people view as interesting and aspirational, not as a future that seems like fun and collaborative and would appeal to Gen Z. So two very different things I think people should be considering as they go through exercise are we trapped in middle future or are we going deep future? And if you have nostalgia, we could just lean into that now anyway.

December 2nd, we're going to find out what this actually looks like is the vehicle worth everything we saw with this campaign? It can surpass it, or is this going to be another amazing brand gradually slides? Down to nothing, a really interesting video there from Orin, in terms of breaking down the brand of Jaguar, what it was and what it stood for, and where it's trying to go to in the audience that it's trying to attract and why it's taken a quite different unique approach in its rebranding. So two questions for you to answer in the video Orin critiques Jaguar's rebranding efforts, particularly

its recent advertisement campaign which was in November 2024; what is the primary marketing flaw that Orin identifies in Jaguar's new ad and how does this reflect a broader trend in contemporary marketing targeting Gen Z in particular?

So have a think about answering that first question there the second question to answer is that contrast Jaguar's rebranding with Porsche’s marketing strategy how does Porsche successfully utilize nostalgia in its brand messaging and why is this approach deemed more effective than jaguar's attempt to lean into middle future concepts when you're conducting your answer for that second question explain the potential benefits and risks of nostalgia in branding so you've got those two questions there pause this lecture and then going to reveal some thoughts for the answers to these two questions so take Your time revisit the video if you need to and then come back to look at and explore the answers with me, okay. So let's have a look at the answers to those two questions so the first question in the video Orin critiques Jaguar's rebranding efforts, particularly in its recent advertisement campaign which took place in November 2024.

What is the primary marketing flaw that Orin identifies in Jaguar's new ad and how does this reflect a broader trend in contemporary marketing targeting Gen Z? So there was a number of critiques there's also some positives in the video as well um but in particular, Orin criticized Jaguar's ad. For being tone deaf, claiming that it is misguided attempt to appeal to Gen Z through bright colors, unique personas, and a futuristic aesthetic; the ad is seen as as part of a broad marketing trend where agencies are misinterpreting Gen Z's desires, focusing on those who are extremely image-obsessed but have their own. Necessarily, tend to be positively engaging the audience and can actually alienate the target audience rather than draw them in. And with Jaguar time will really tell because, actually, the new all-electric vehicle range that they're going to be releasing won't come onto the market and be available to buy until 2026. Okay, so the second question here are in contrast Jaguar's rebranding with Porsche's marketing strategy: how does Porsche successfully utilize nostalgia in its brand messaging? And why is this approach deemed more effective than Jaguar's attempt to lean into middle-future concepts? I also asked you in your answer to explain the potential benefits and risks of nostalgia in brand messaging. So, Porsche's marketing effectively uses nostalgia by focusing on timeless, sophisticated themes like performance and luxury, aligning with its rich history, while presenting a coherent aspirational lifestyle.

If we think about that in terms of Maslow's Hierarchy of Needs, the very top self-actualization is where you're in that aspirational lifestyle and that's very much the area that Porsche's marketing is focused on. And that's where you're in that

aspirational playing field. Orin argued that this nostalgic approach resonates with customers who value heritage and tradition, while Jaguar's attempt to embrace Middle Future concepts featuring bright, fragmented aesthetics aimed at Gen Z fails to create a meaningful collection connection. Nostalgia and branding can create a sense of familiarity and emotional. attachment making it a very powerful tool particularly for legacy brands like Porsche because they're not just a brand they have a heritage to build upon. To use and incorporate a brand new car brand won't have that heritage so it's a differentiator for the brand to be able to use that however the risk in using nostalgia lies in becoming overly reliant on the past potentially alienating younger audiences or failing to innovate balancing nostalgia with forward-thinking innovation is essential for brands to stay relevant and to be able to use nostalgia in the right way and to be able to use it in the right way while Appealing to both legacy and newer generations, and that's really is the challenge there; that Jaguar have it's a very fine balance from my own personal opinion. I actually think Jaguar should have used more nostalgia, but should have used it in a way that they're demonstrating the future of their story, the future history of where they've where they've come from, that journey to get to where they are now and what they're going to do in the future, and what the future looks like.

Which with Jaguar not just trying to stop any past discussions about their history but actually reflecting on that and using that to inform. their future and futuristic designs of the branding but also their product offering and that then would have tied the two together and also would have brought their existing customer base with them and hopefully engaged the newer generation of customers and that would have brought their existing customer base with them and hopefully engaged the newer generation of customers and that would have brought their existing customer base with them as well that feel like they're being part of something and this brings us to the end of this lecture we have looked at the introduction to brand management we've looked at The importance of brand management; evolution of branding with a number of examples. The role of brands in marketing; overview of brand equity and the four-step brand building process.