

THE FAILURE OF A BRAND

6 SCENTS OF A BRAND

Coolidge 101



WHAT MAKES A BRAND FAIL?

More than a logo.

If all branding is, is a contest between graphic designers as to who can make the best logo - then 90% of us are out of luck. Branding is how something makes you feel. It is a holistic experience with a company or a product, influenced by words, taste, graphics, images, smells, and your interactions with 'brand ambassadors/representatives.'





WHY DO WE CARE?

BECAUSE IF YOU DON'T UNDERSTAND THE ISSUES, YOU'LL NEVER SOLVE THE PROBLEM.

What is the message you want others to share?

Steven Covey said it right when he said 'begin with the end in mind.' As the digital face of a brand, you need to keep this in mind at all times.



7

The number of times people need to 'hear' your message before acting on it.

WAYS TO ENGAGE

Hearing a brand.

words, taste, graphics, images, smells, and people



THE GOAL IS TO BE THE RIGHT

FIT

AND IGNORE THE MISFITS.



COOLIDGE

THE DETAILS

The things that matter.

- *words*
- *taste*
- *graphics*
- *images*
- *smells*
- *employees/ sales people*



WHAT YOU SHOULD CONSIDER

WORDS

Words reflect personality.
Sophisticated or folksy.
Technical or conversational.

GRAPHICS

Stock or custom.
Minimal or realism.
Color or BW.

IMAGES

Dark vs. light.
Color or BW.
Stock or custom.

TASTE

As advertised,
or convinced by copy?

SMELL

Soothing or invigorating.

PEOPLE

Educational or inspirational.



THE POINT?

AUTHENTIC.

Don't make people think you are walking into a nice restaurant, if it's a dive.

Don't show off a conference room that doesn't exist.

Don't write words you never say.



BRAND IS MORE THAN JUST A LOGO.

It is an experience.



YOUR TURN.

HOMEWORK

READY.... GO!

Evaluate 3 good brands.

Evaluate 3 bad brands.

Write 300 words on each, critiquing your experience with them. Submit via email - no spelling errors!



NEXT TIME.

CONSISTENCY.

THE SECRET SAUCE.

