



FOUNDER'S STUDIO

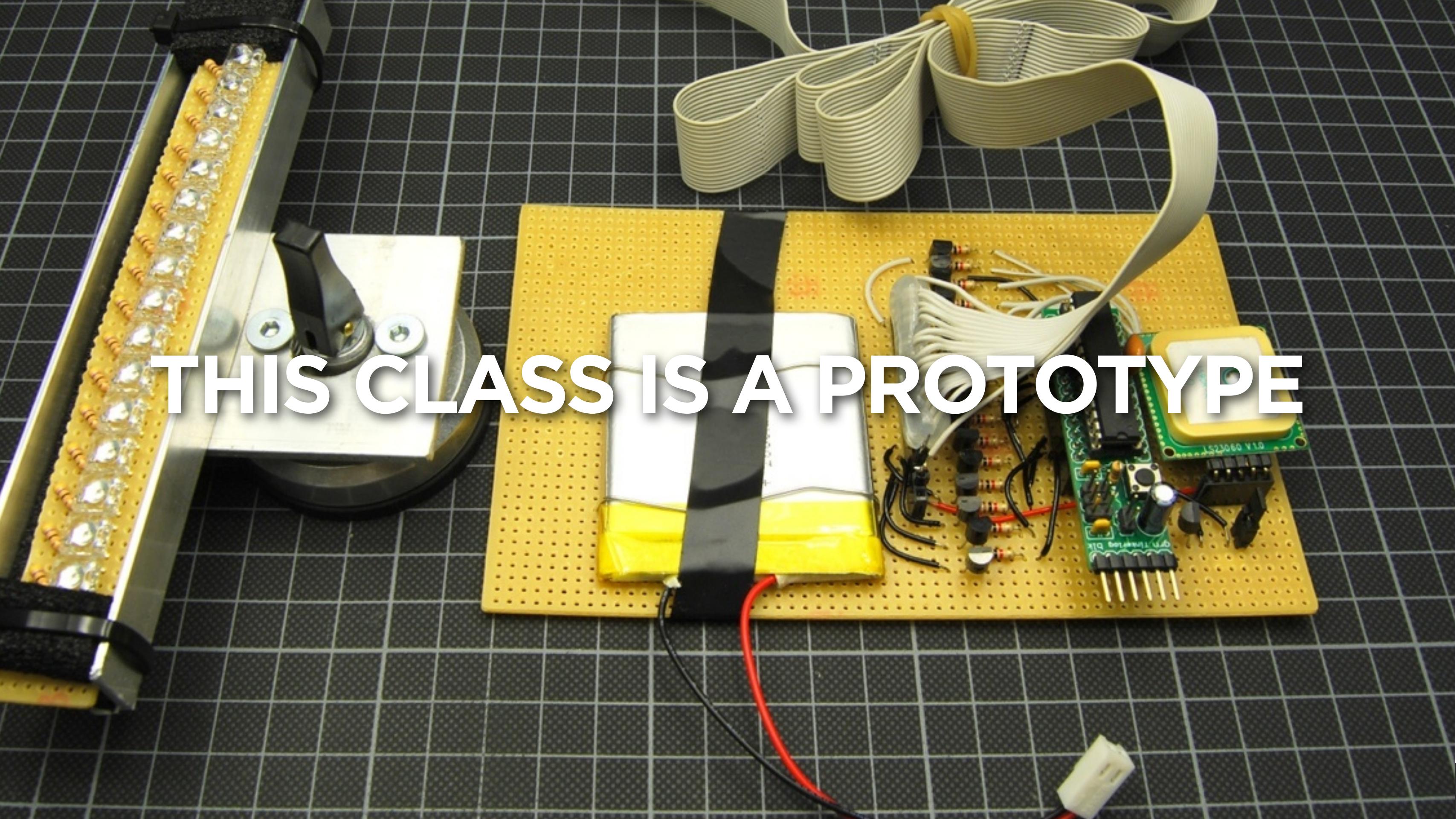
GUERRILLA BRANDING FOR ENTREPRENEURS

17 OCTOBER 2012

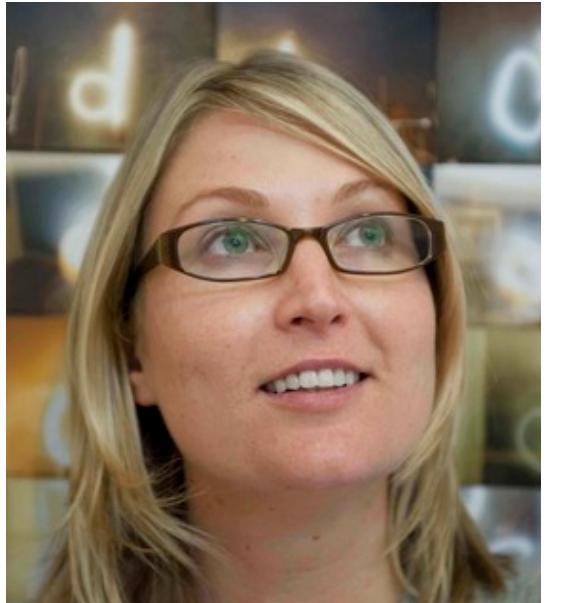
Guthrie Dolin
[@gee3](https://twitter.com/@gee3)

Caroline O'Connor
[@dtcaroline](https://twitter.com/dtcaroline)

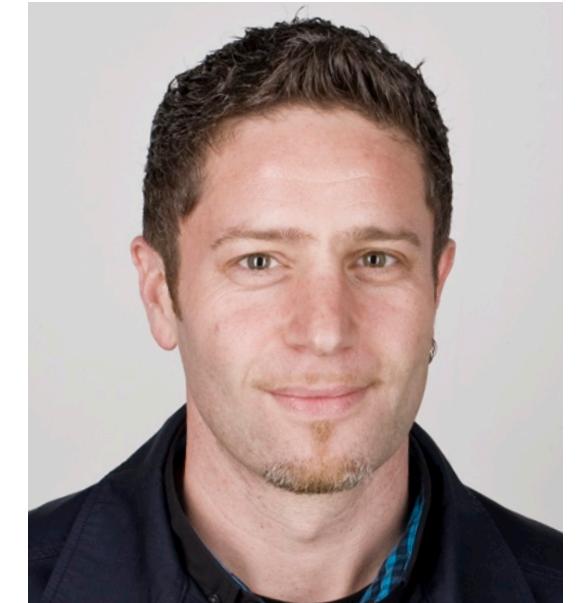
HELLO. NICE TO MEET YOU.



THIS CLASS IS A PROTOTYPE



INSTRUCTOR / CONSUMER A
Caroline O'Connor



INSTRUCTOR / CONSUMER B
Guthrie Dolin



ESTEEMED GUEST — DAY 1

Rana Cho

DMBA: Brand Strategy
California College of the Arts



ESTEEMED GUEST — DAY 2

Dr. Daniel Coffeen

Brand Strategist, Writer, Namer
Joyful Complexity, Inc.

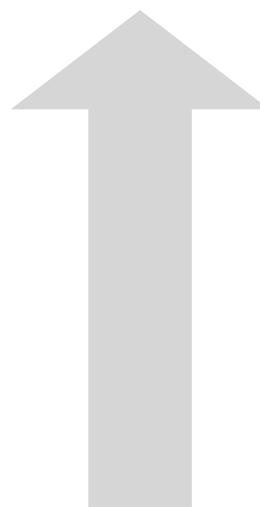


ESTEEMED GUEST — DAY 3

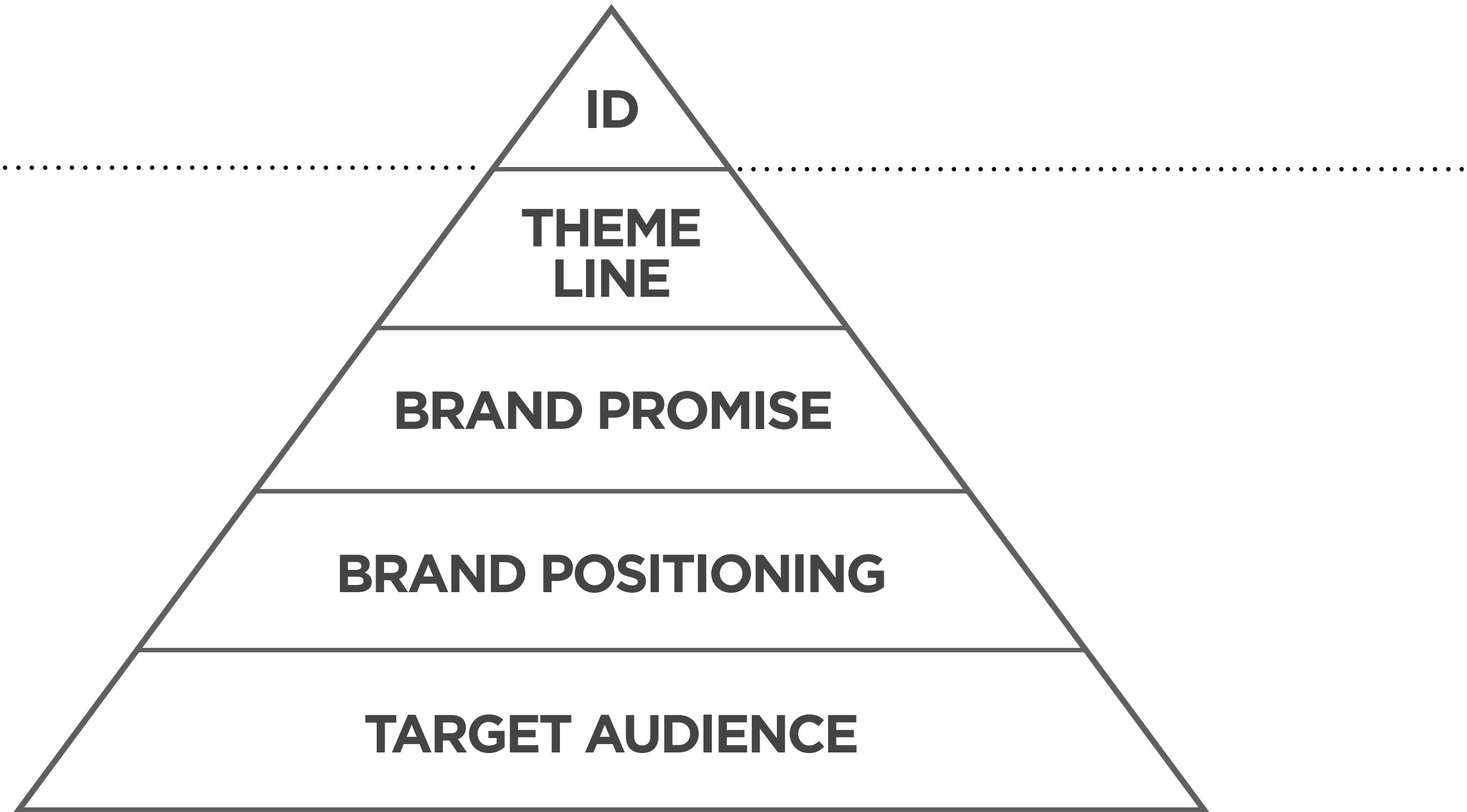
Jake Knapp

Design Partner
Google Ventures

EXTERNAL



INTERNAL







Ceci n'est pas une brand.

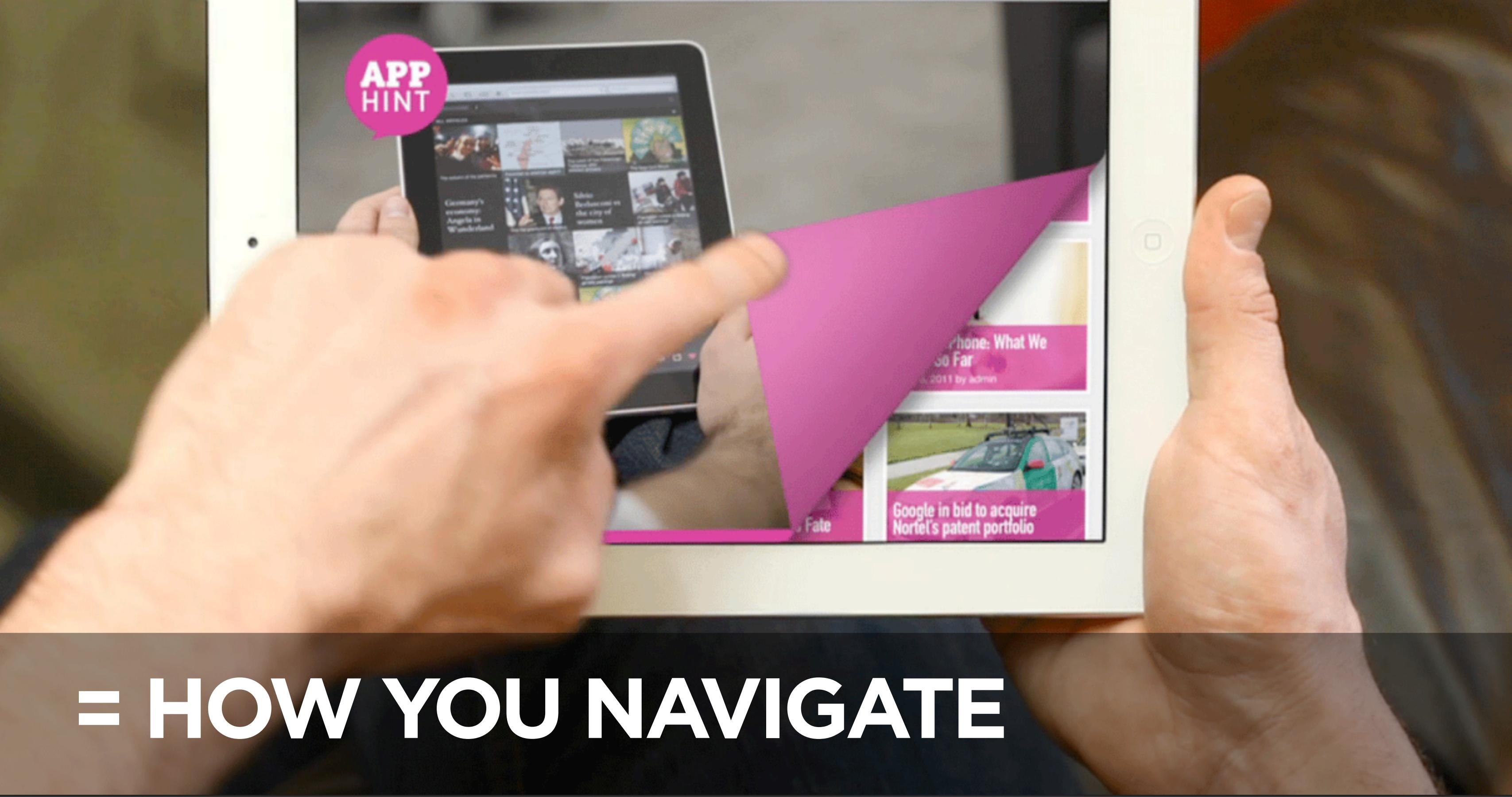
HOW WE DEFINE “BRAND”

We define brand as the perception people have about a company derived from the sum of their interactions and experiences as well as what they've heard from others.

HOW WE DEFINE “BRANDING”

Branding is the practice of designing and developing those interactions and experiences that help people formulate their perception.

BRAND =



= HOW YOU NAVIGATE



= HOW YOU MOTIVATE



= THE POV YOUR CODE PROVIDES

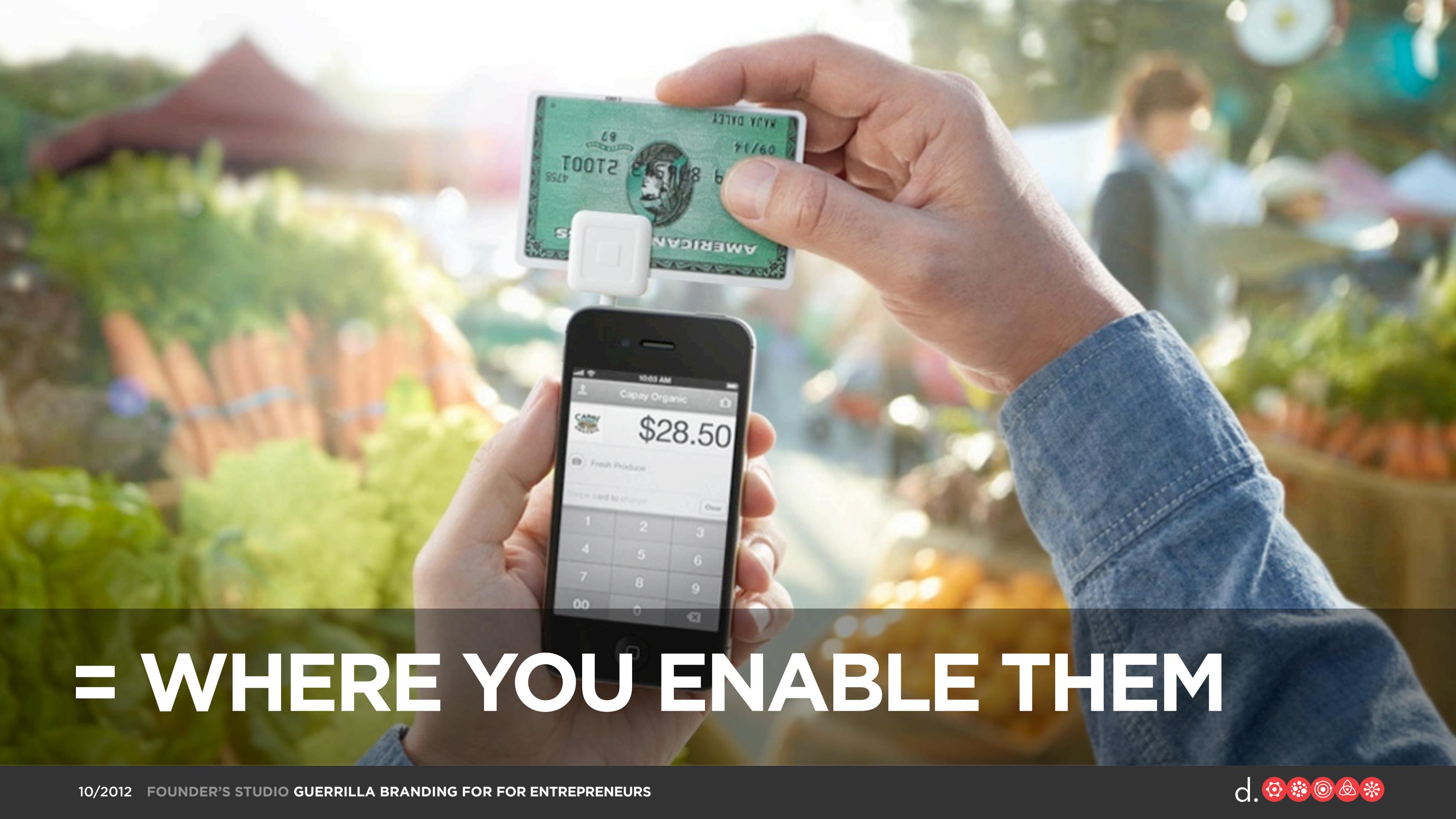
Image © Google Earth. All rights reserved.
Gray Buildings © 2008 Sanborn
© 2012 Google



THE STORY YOUR CODE TELLS



= THE SERVICES YOU ENABLE



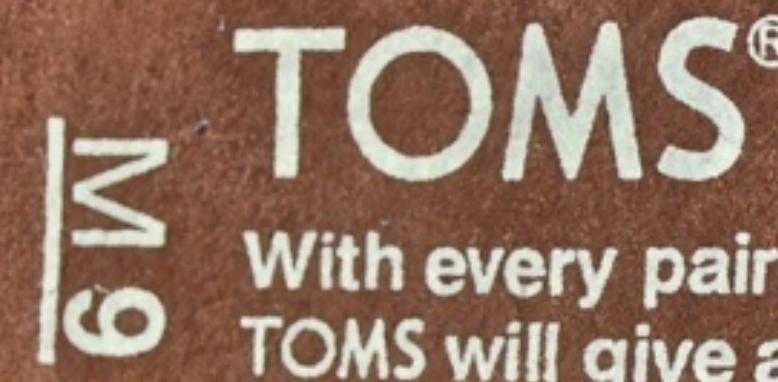
= WHERE YOU ENABLE THEM



= THE DESIGN OF THE JOURNEY



= THE PROCESS OF DISCOVERY



With every pair you purchase,
TOMS will give a pair of new shoes
to a child in need. One for One.™

= THE VALUES YOU SHARE

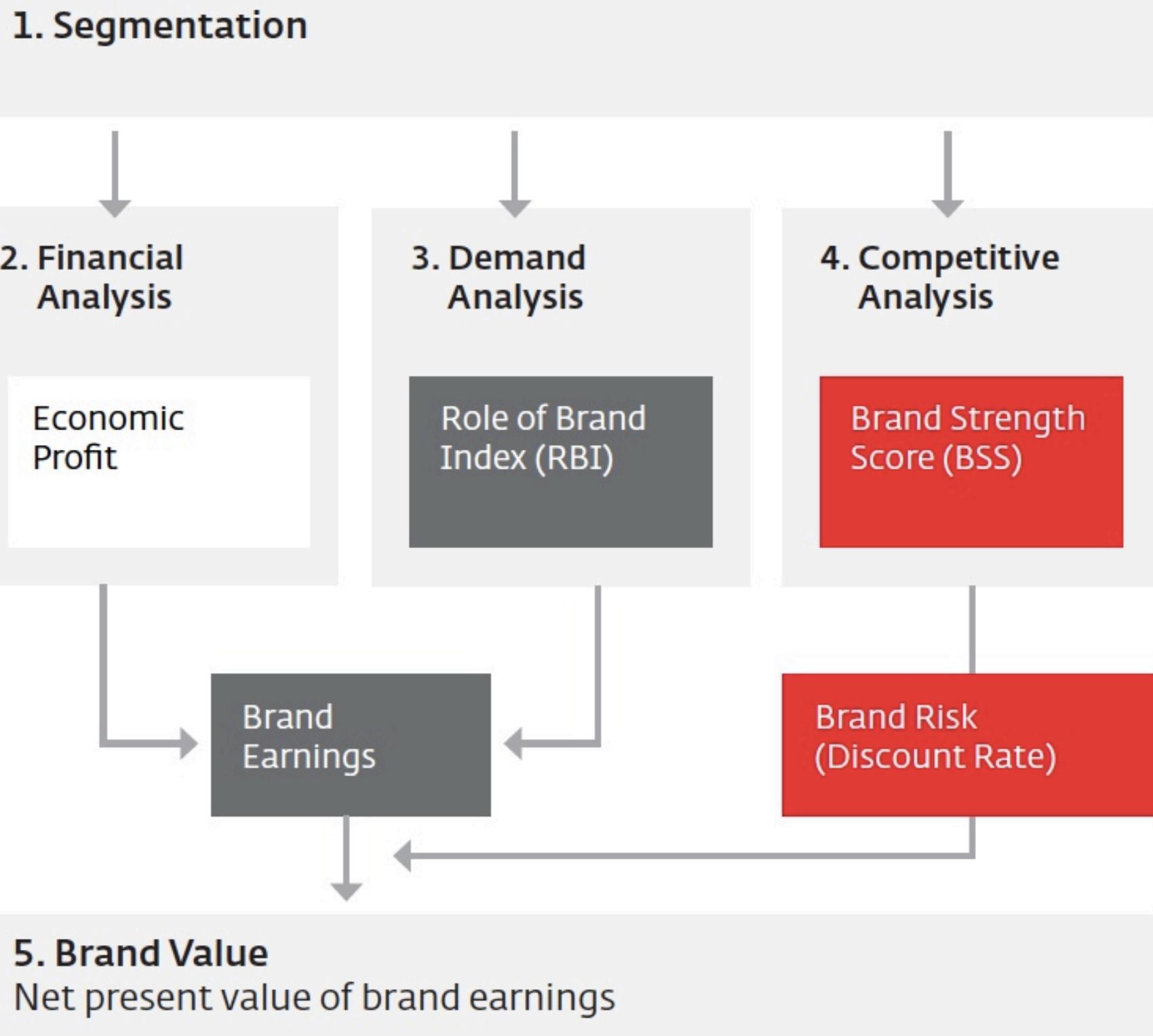
A close-up, slightly blurred photograph of a conveyor belt system. Several white cardboard boxes are being transported on metal rollers. Each box prominently features the "Zappos.com" logo in black and blue, with the tagline "POWERED by SERVICE™" printed below it in a smaller, purple font.

= THE VALUE YOU DELIVER

BRAND AS AN ASSET

BRAND VALUATION METHODOLOGY

There are three key components in all of our valuations: an analysis of the financial performance of the branded products or services, of the role the brand plays in the purchase decision, and of the competitive strength of the brand. These are preceded by a decision on segmentation and at the end of the process are brought together to enable the financial value of the brand to be calculated.



1 Coca-Cola +8% \$77,839 \$m	2 Apple +129% \$76,568 \$m	3 IBM +8% \$75,532 \$m	4 Google +26% \$69,726 \$m	5 Microsoft -2% \$57,853 \$m	6 GE +2% \$43,682 \$m	7 McDonald's +13% \$40,062 \$m	8 Intel +12% \$39,385 \$m
9 SAMSUNG +40% \$32,893 \$m	10 TOYOTA +9% \$30,280 \$m	11 Mercedes-Benz +10% \$30,097 \$m	12 BMW +18% \$29,052 \$m	13 Disney -5% \$27,438 \$m	14 CISCO +7% \$27,197 \$m	15 HP -8% \$26,087 \$m	
16 Gillette +4% \$24,898 \$m	17 LOUIS VUITTON +2% \$23,577 \$m	18 ORACLE +28% \$22,126 \$m	19 NOKIA -16% \$21,009 \$m	20 amazon +46% \$18,625 \$m	21 HONDA -11% \$17,280 \$m	22 Pepsi +14% \$16,594 \$m	
23 H&M +1% \$16,571 \$m	24 AMERICAN EXPRESS +8% \$15,702 \$m	25 SAP +8% \$15,641 \$m	26 Nike +4% \$15,126 \$m	27 UPS +4% \$13,088 \$m	28 IKEA +8% \$12,808 \$m		
29	30	31	32	33	34	35	36

Measuring Brand Equity

Corporate measure	Customer measure	Marketshare measure	Additional measures
Sales (over time, per point-of-purchase, compared to competitors, internal margins, new and repeat)	Feedback and Recall (quantitative, qualitative, competitive and perceived value)	Loyalty (amount per interaction/purchase, “recency” or interval between interaction/purchase, referral and steal of market share)	Impact (cultural, etc.), traffic and industry awards

PLUM

Baby gear made simple.



PLUM
Clothes they'll never outgrow.

[Home](#) [Order](#) [About Us](#) [FAQs](#)

How it works

Get boutique baby clothes in the sizes you need. Send them back when they get too small. Think of us as Netflix for baby clothes.

Plans start at \$16/month.

[Subscribe](#)



See Plum in action.
Watch our latest video.



Our brands:



Egg Baby



Kate Quinn Organics



Petit Bateau



Tea Collection

BRAND AS BARRIER



Apple Store



apple tv



Microsoft

XBOX 360™



zune™

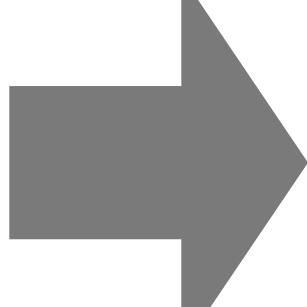


fabulis

Fab.

The screenshot shows the fabulis website's event page for "I *fab* SF". At the top, there's a navigation bar with "we are" and "fabulis" followed by decorative icons. Below it is a "What's happening Worldwide" section with a date range from "Soon" to "Sep". The main event listing for "I *fab* SF" includes a purple logo with "I *fab* SF", the location "Blackbird, 2124 Market Street, San Francisco", and the date "From Thursday, Apr 22, 2010, 05.00 pm to 07.00 pm". It shows 73 attendees and a list of 67 participants. Below this is a "Wear" section with a poll:

Wear	Spandex! (11%)	Swim trucks
Bring	Jeans and a T-shirt (33%)	A high fashion look
Arrive	A high fashion look (33%)	Eyeliner
Expect	Sequins (22%)	As little as possible



The screenshot shows the Fab. website's homepage. At the top, there's a navigation bar with "Fab.", "Sales", "Shops", "Feed", "Calendar", "Inspiration", "Invite", "Mobile", and "Invitaires". Below it is a "Featured Shops" section with cards for "Weekly Shop", "Pop-up Shop", "Home", "Weekly Shop", and "Bed & Bath". The main content area is titled "New Sales" and features four large thumbnail images: "Vintage Renewal Radically Restyled Vintage Chairs", "KI Arens DEVO Is Design", "Native Union Pop Goes the Phone", and "SWIFT Watches Colorful Quality Time". Each thumbnail has a red circular badge with a white number indicating activity.

YOUR PROJECT

SPOTIFY FOR RECIPES

Our product offers a new way to search, collect and share recipes all through a social lens. The service offers a vast library of recipes (many with photos and/or how-to videos) from the top recipe sites and a massive community of users — surfacing truly personal suggestions based on you and your friend's personal preferences.

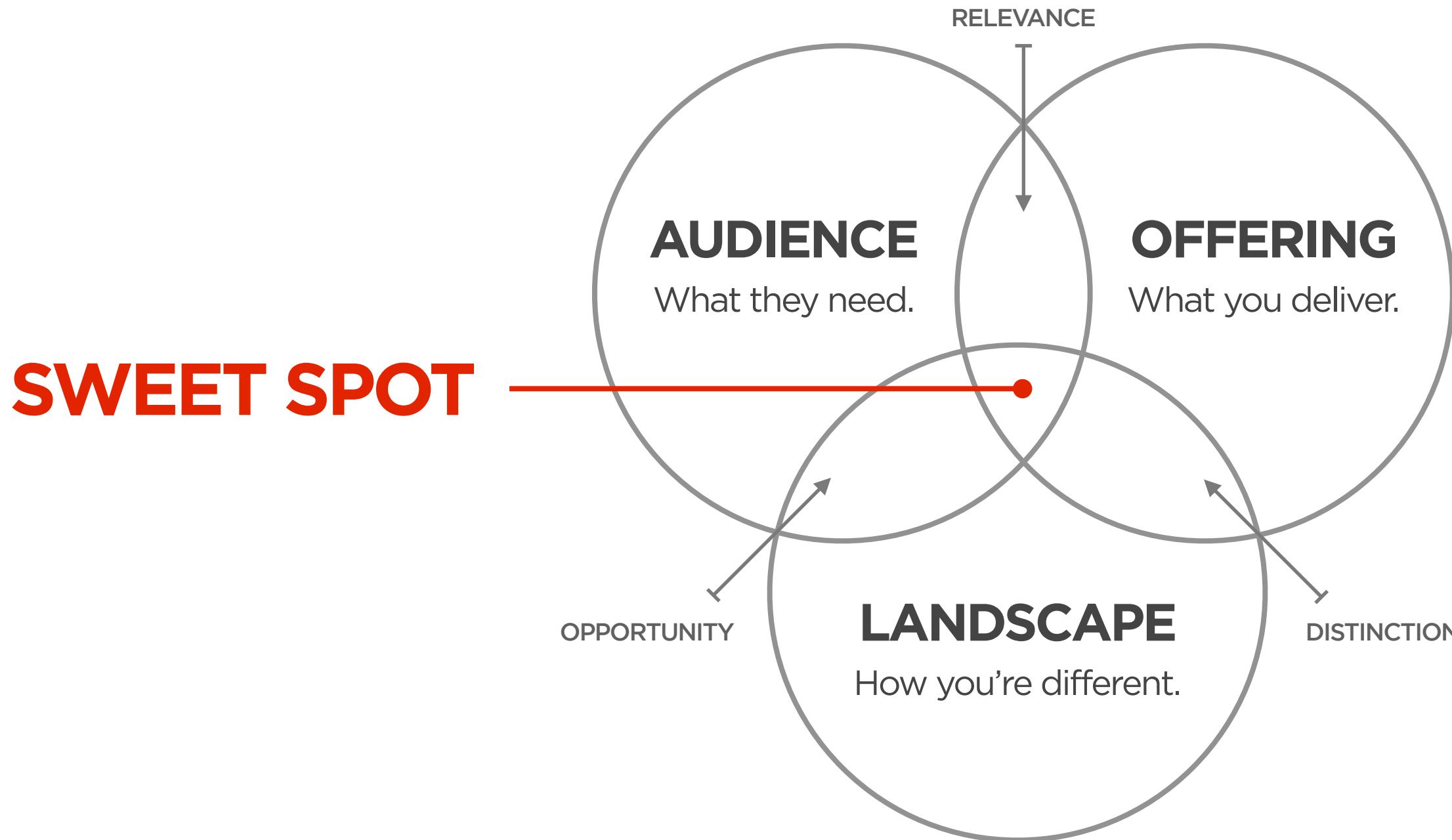


YOU'RE FOUNDER AND CEO

And, the product-market fit is on you.



And, the product-market fit is on you.

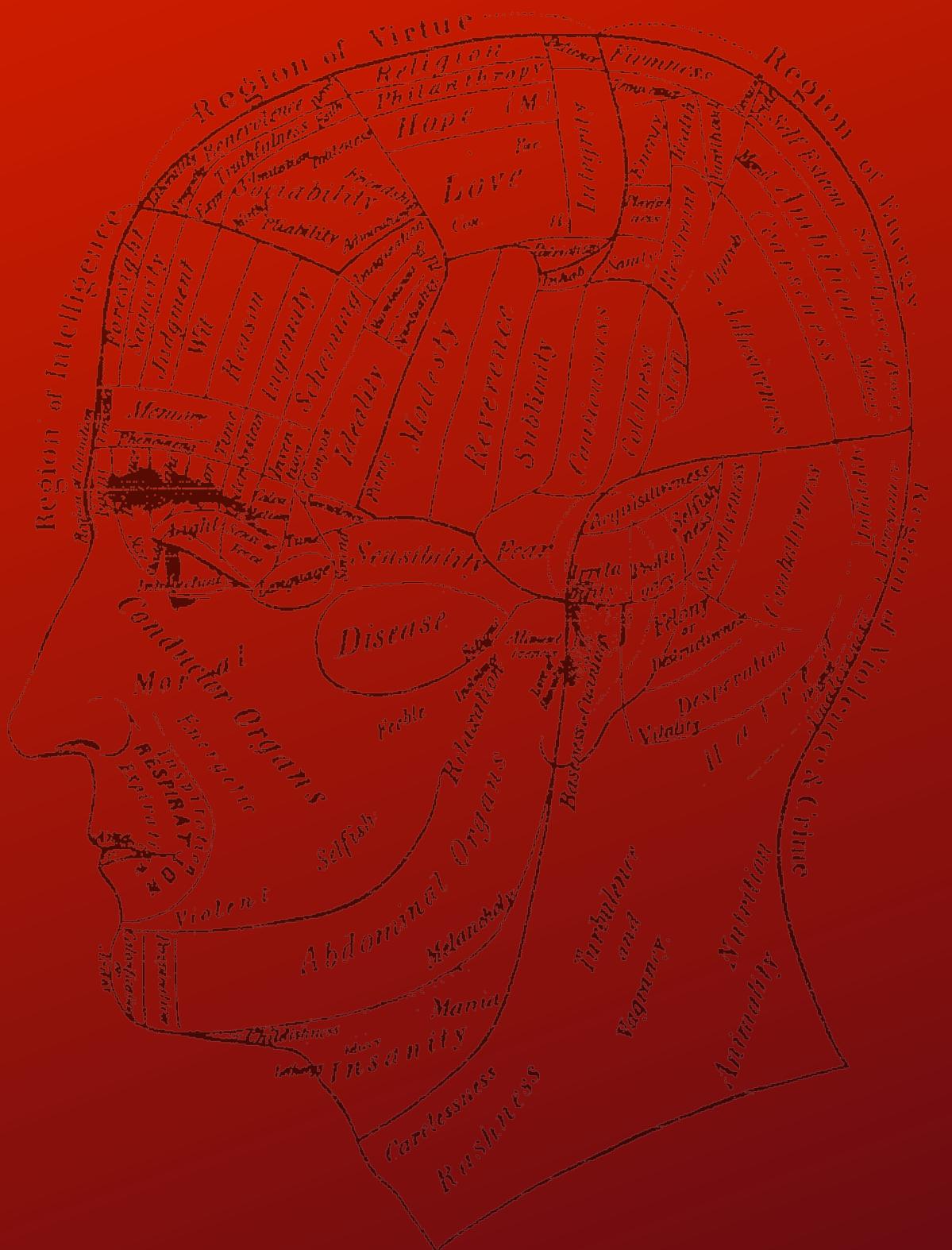


SESSION

1

Know your audience.

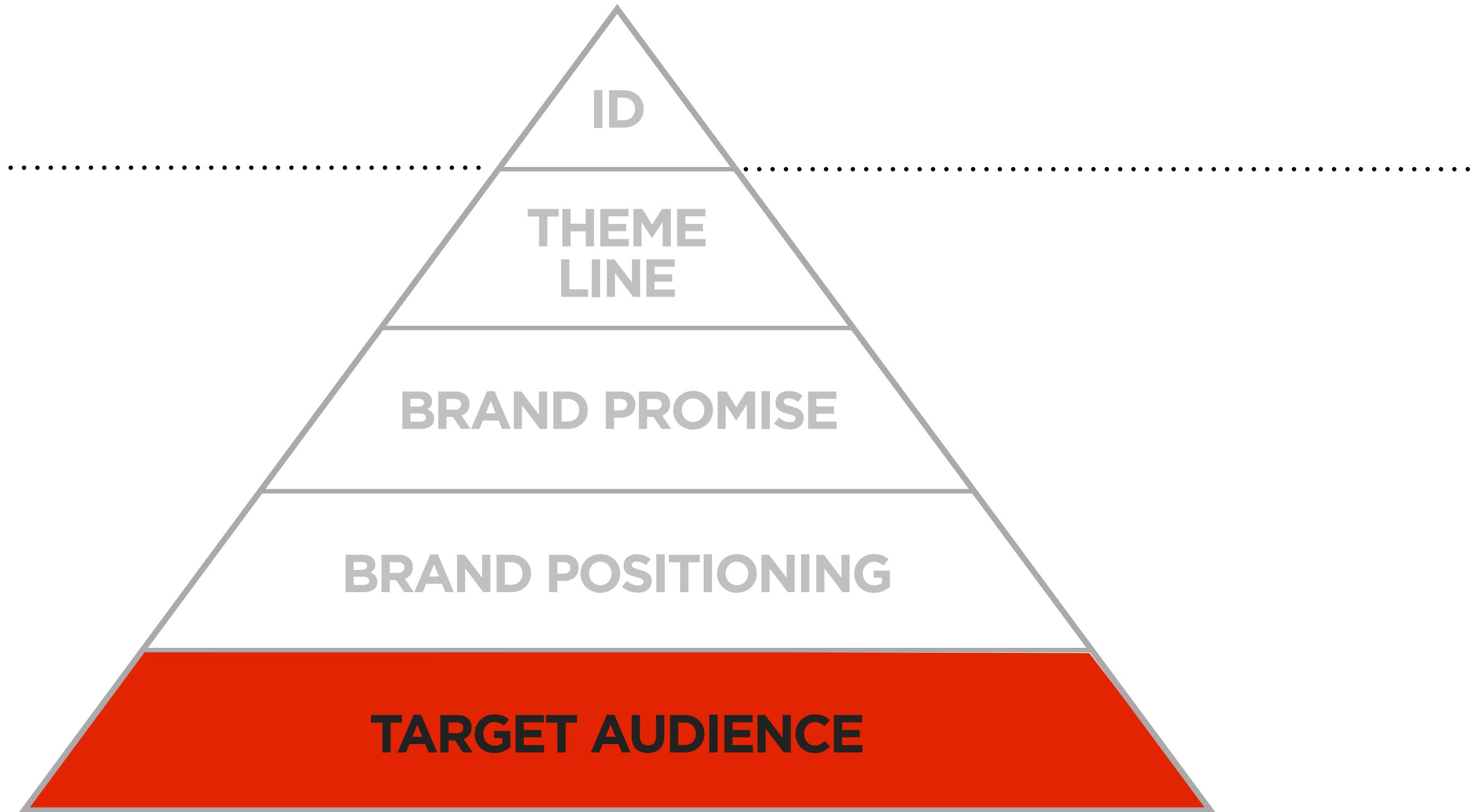
WHO ARE YOU DESIGNING FOR?



EXTERNAL



INTERNAL



IT STARTS WITH EMPATHY

You need to know
your customers so
well that you feel
like you can walk in
their shoes.



A close-up of a lion's face with a large, curly brown mustache. The lion has a slightly open mouth and is looking upwards. It is wearing a green fur-trimmed coat. A hand is visible on the right side, holding a sword hilt. The sword has a decorative gold hilt with a small American flag attached to it. The blade is dark and features a blue and gold emblem with the word "COURAGE" in the center.

Just have a little courage.

A photograph showing a young man in a red vest and glasses sitting on the floor, watching an elderly man with a beard work on a pottery wheel. The elderly man is wearing an orange shirt and a white cloth around his waist. He is shaping a large, light-colored clay vessel. The setting appears to be a traditional pottery workshop.

And, be a cultural tourist.

A CAUTIONARY TALE



“

As big a
deal as
the PC.

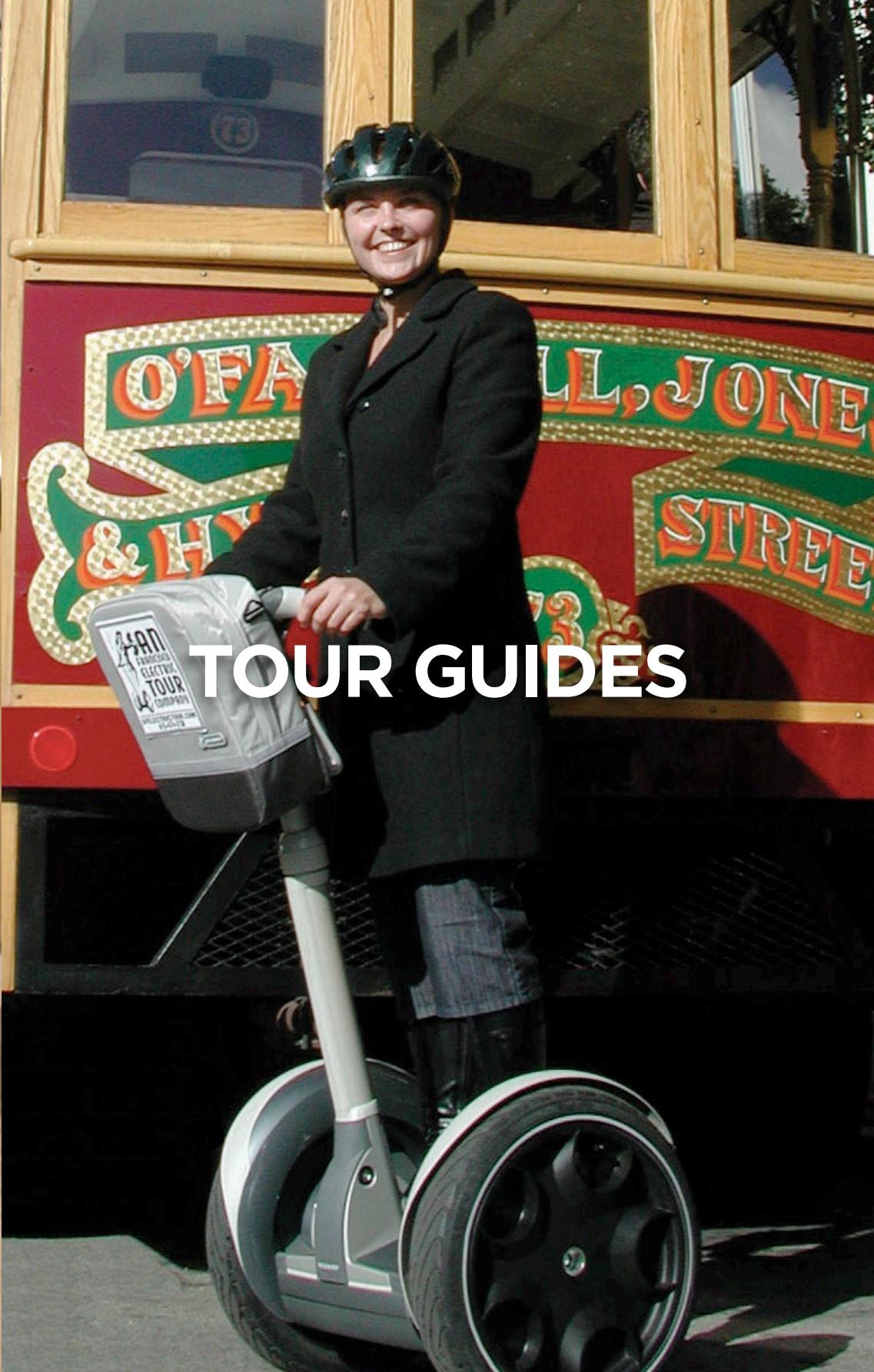
STEVE JOBS



“

More
important than
the Internet

JOHN DOERR



THAT'S A NICE SEGWAY

ONLINE RESEARCH

“NETNOGRAPHY”

The branch of ethnography that analyses the behavior of individuals on the Internet to provide useful insights. As a method, it can be fast, simple, and inexpensive as well as more naturalistic and unobtrusive than other ethnographic techniques.

PINTEREST BOARDS

Pinterest

Food Food Food

Patrice Rolovich Dumont

Food, food, food.

Katelyn Thornton

Follow

Food Food Food

Mary Anderson

Food Food Food

Crafty Clementine

Follow

DISCUSSION FORUMS

CHOW

THE BLOG VIDEOS ▾ RECIPES ▾ CHOWHOUND DISCUSSION

CHOWHOUND DISCUSSIONS

Welcome to Chowhound, CHOW's community of passionate eaters who share opinions about restaurants, cooking, and other food-related topics. Before you start a new discussion, welcome to CHOW! Before you start a new discussion, welcome to CHOW! Before you start a new discussion, welcome to CHOW! Before you start a new discussion, welcome to CHOW!

Looking for "Choose a Board"? That module is no longer on this page—you can now choose from popular and saved boards in the drop-down menu in the navigation bar or in the sidebar on every page (see "Chowhound Discussions," above). To view all boards at once, click the "ALL BOARDS" link in the sidebar on the "CHOWHOUND DISCUSSIONS" page.

LATEST CHOWHOUND POSTS

TOPIC	REPLIES / LAST REPLIED
Home Cooking Dish of the Month October 2012 - Nominations	184 HIIJJ less than 1 min
GUACAMOLE SHOWDOWN	62 splat 1 min
250,000 for a kitchen remodel sound OK ?	22 HIIJJ 2 min
Shangri-la downtown – anything else other than Momofuku open?	3 picce 3 min
What's for Dinner #165 - still touching Fall edition	183 sunfl 4 min
Help, being forced to go to Olive Garden.	3 GH10 5 min
"Measured pour" cocktails [moved from Los Angeles board]	59 Serv 5 min

NICHE COMMUNITIES

circle of moms

motherhood, shared & simplified

HOME MY COMMUNITIES THE ROUNDUP BLOGGER CENT

Don't miss out! Bloggers Sound Off Baby Name Trends Easy Crockpot P

Recipe Swap

Come share your favorite recipes with the rest of us ideas in the kitchen!

429,254 members | Privacy: Open | Category: Fitness,

Join Circle of Moms

Recent Activity

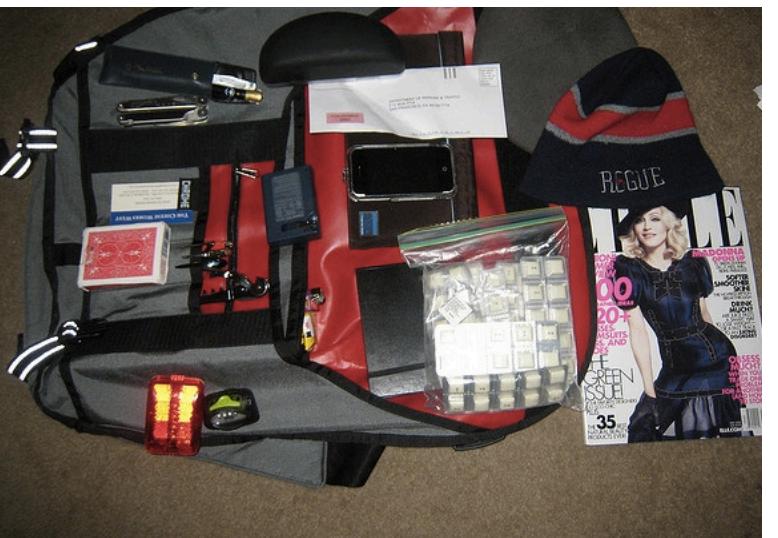
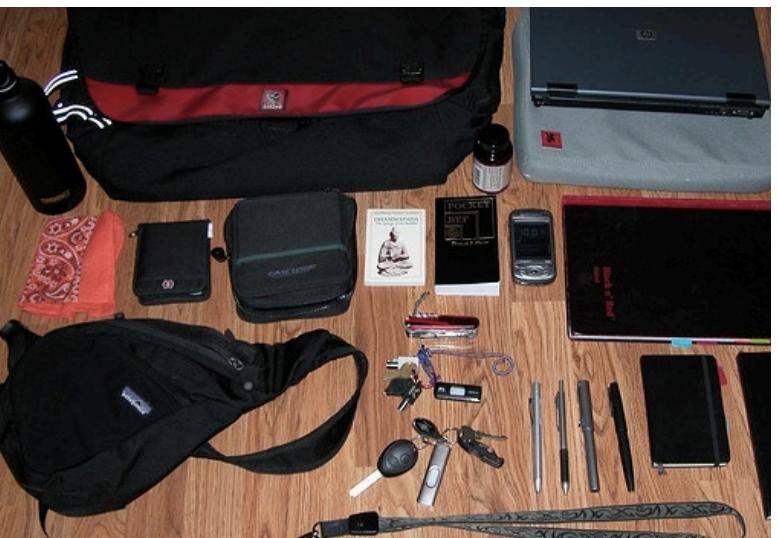
Page: 1 2 3 4 5 6 ... 516 Next Showing 1 - 20 of 10,312

Please Welcome...
Started by Community on 04/15/2010

Need recipe for Velveeta Cheese Pie
Started by Debbie on 02/24/2009



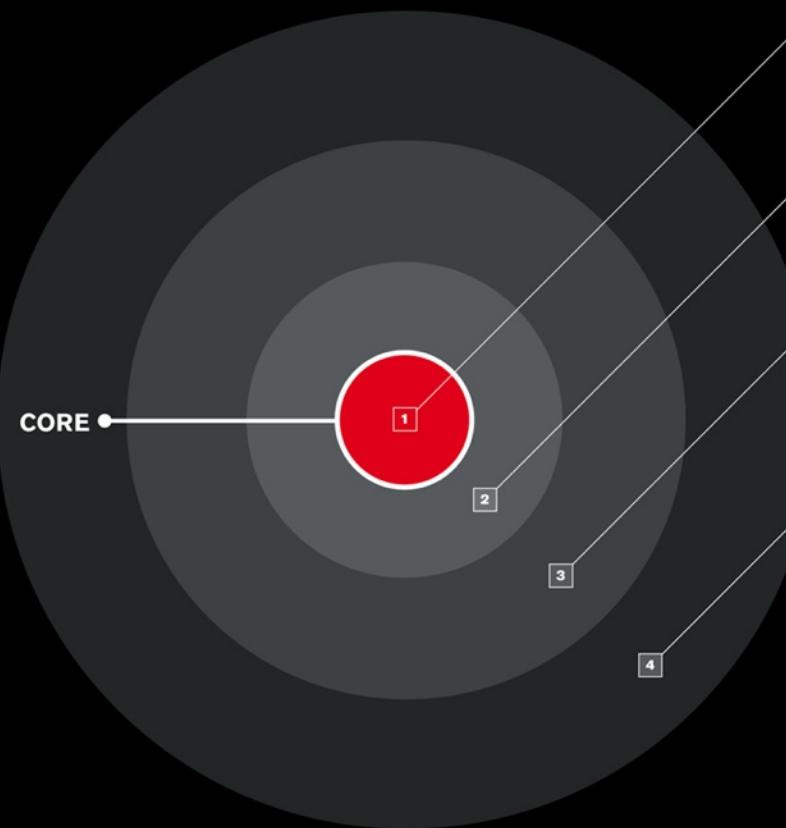
flickr





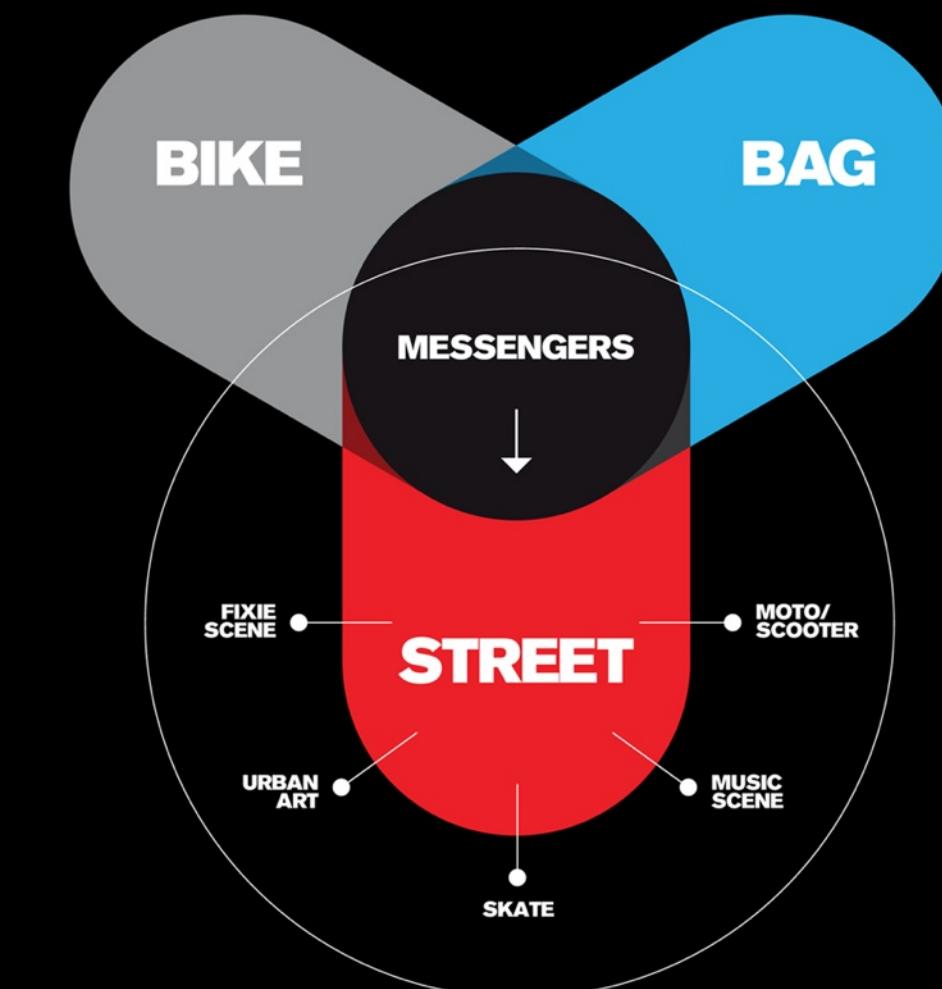
CORE AUDIENCE

Build for the core and others will aspire to that authenticity.



CORE AUDIENCE

Build for the core and others will aspire to that authenticity.



CHROME BRAND GUIDELINES

Version 1



CHROME COMPOSITION EXAMPLE 01
The mood is established with a dominant red, half-tone image.
Note: To be used more as a guide than a literal depiction of an ad, hang-tag or collateral.

BUILT TO LIVE HERE

CHROME | BRAND GUIDELINES V1.0 | 02.05.09 | 14

PRIMARY RESEARCH



Start with the usual suspects.

Where to find them:

Observation locations

Public Places

The mall, the cafe, on transit, etc.

Related Places

Where your competition is and/or
where you want to/could be

Interview recruiting

Your Own Network

Facebook, Linkedin, Twitter,
Pinterest, email, etc.

Craigslist

<http://sfbay.craigslist.org>

OBSERVATION

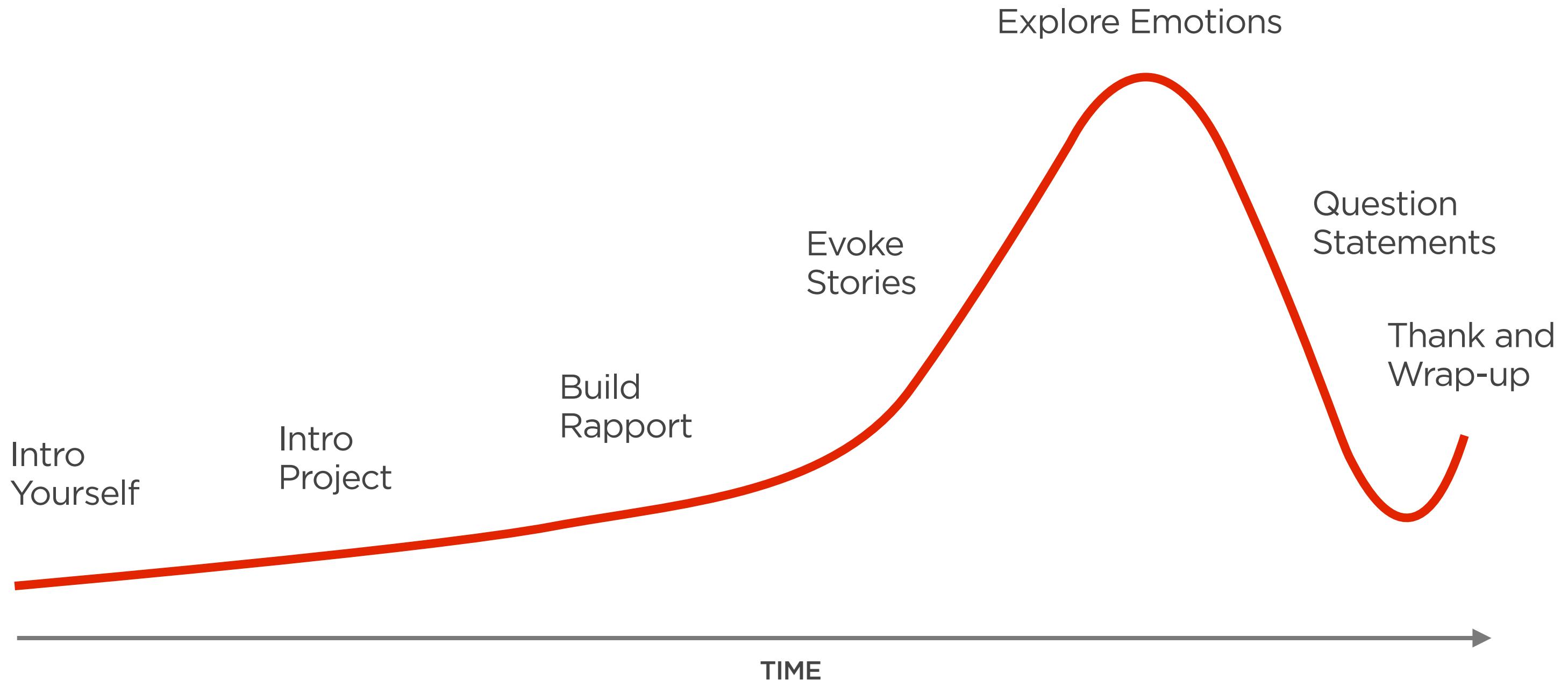


PLAY



INTERVIEWS

Anatomy of an Interview



What do they aspire to?

What are their hopes and dreams?

What else in your space do they love and why?

When interviewing:

DO

Use open-ended questions,
seeks stories, and always
ask them “why”?

DON'T

Begin your question with
“usually” or ask them to
create your brand for you.



PREPARATION

Sample interview questions:

Tell me about the last time you cooked for someone?

How far in advance did you plan something?

Have you ever shared a recipe with someone? When was the last time? Why? Where? How?

Do you have favorite family recipes? Where did they come from? How are they passed down? Where do you keep them? When do you make them? Why?

What's the worst experience you've ever had making food for someone? Why?

When was the last time you cooked? Who did you cook for? What did you make? Why?

What was the last time you threw a party that involved food? How did you decide what to make? Where did you find the recipes? Why?

Where do you find inspiration for cooking? Why?

What's your favorite restaurant? Why?

Where do you shop for kitchen gear? Why?

What's your most trusted source for recipes?

What's your favorite cooking gadget or item in the kitchen? Why?

WHY? WHY? WHY?

YOUR TURN

SHARE OUT

LET'S DO THIS!

