

WHY WE NEED BRANDING?

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What is the Brand ?

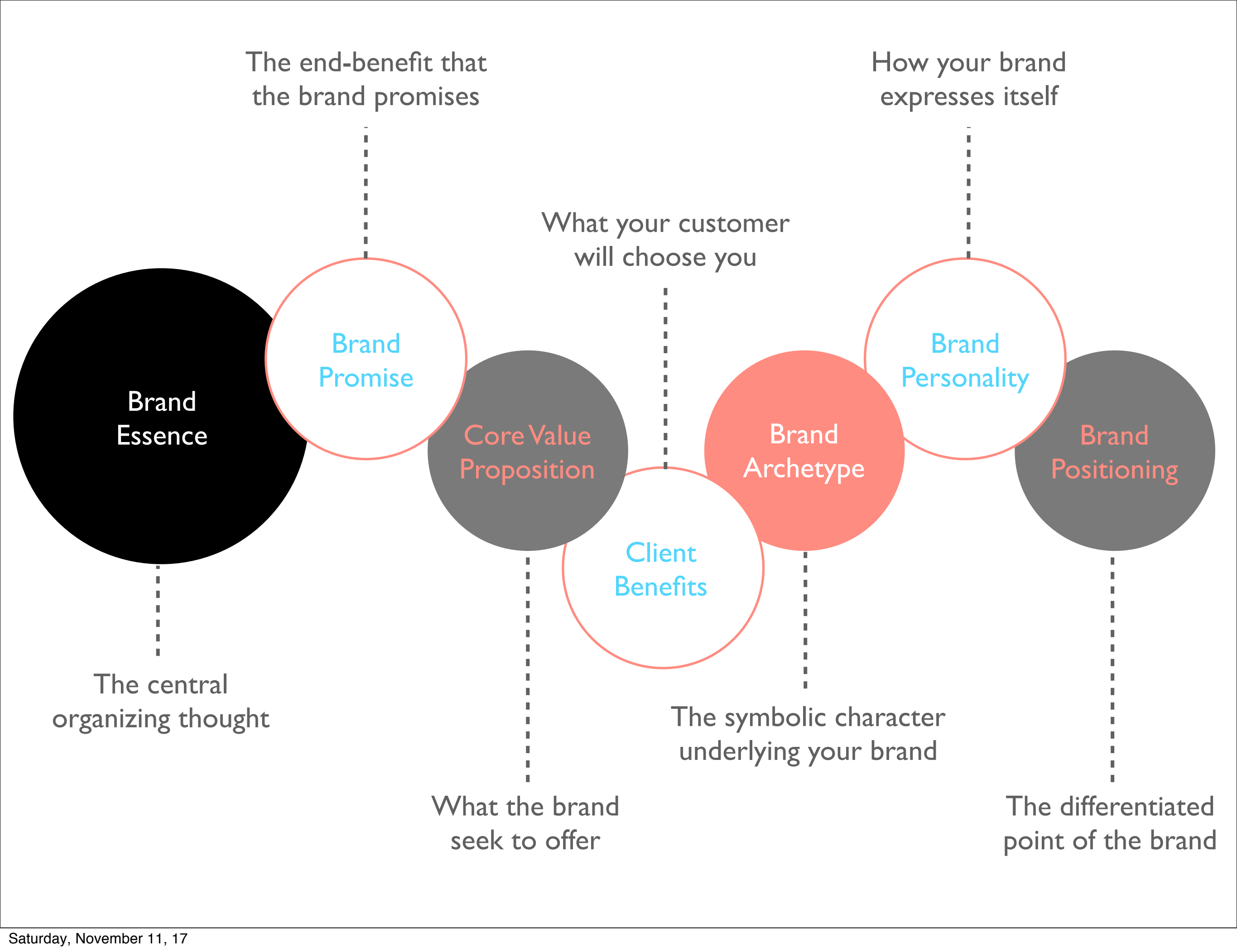
Brand Personality

Brand Awareness

Brand Experience

Brand Loyalty

THE BRAND MODEL





Brand
Essence

The central
organizing thought

It is what you stand for.
It is brand DNA.
It is the essential value of your brand.
It is the ultimate role of your brand that
plays in the world.

The most powerful brand essences are rooted in a fundamental consumer need.

-

Logos may come and go, packaging may change but the brand essence remains.



Innovation And Inspiration



Freedom



Rewarding Everyday Moments



Belonging

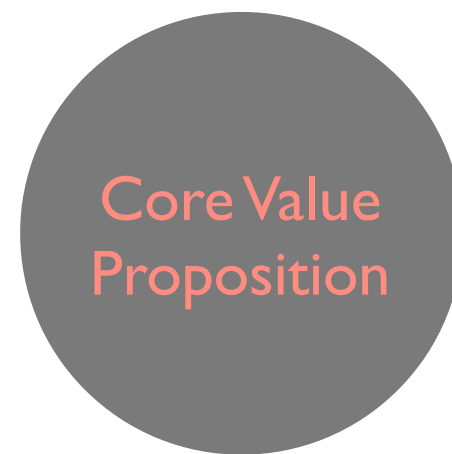


Safe



The end-benefit that
the brand promises

- a promise of specific benefits and value
- a promise that is meaningful and relevant to the user
- a promise that is different from your competition



What the brand
seek to offer

a believable collection of
the most persuasive reasons
people should notice you and
take the action you're asking for

**You don't have to be the
best in every way.
Sure, it's great if you are.
But realistically,
it's difficult enough to be
the best in one way.**

CAN YOU PROVE THAT?

**As long as you don't prove
your claims, people are unlikely
to really believe them and **your
value proposition becomes useless.****



Client
Benefits

What your customer
will choose you

The real or perceived value that a customer experiences or believes he/she is receiving through interaction with a company.

Benefits may include 3 aspects

Functional | Emotional | Self-expression

- **Achievement** of a desired outcome or
- **Fulfillment** of a need through a purchase;
- A feeling of **confidence** following purchase;
- **Satisfaction** with post-purchase service.



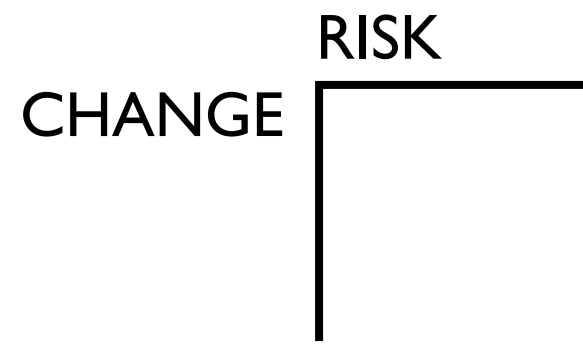
The symbolic character
underlying your brand

ARCHETYPES

By Carl Jung

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ARCHETYPES

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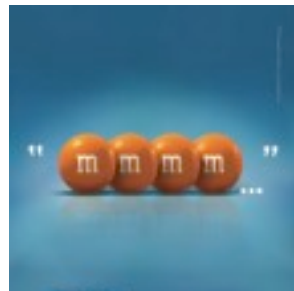
CHANGE
RISK



THE OUTLAW :
REBELLION,
NON-CONVENTIONALITY



THE MAGICIAN :
TRANSFORMATIONAL,
POWER



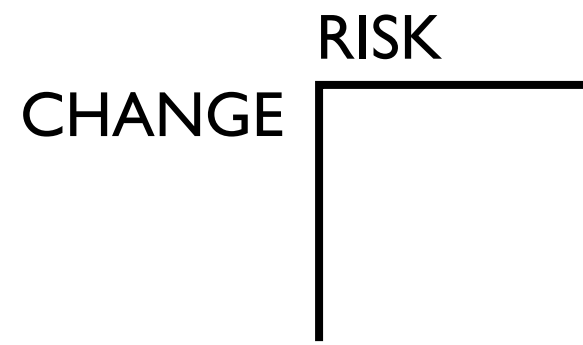
THE JESTER :
FUN, TRUTH,
PLAYFULNESS

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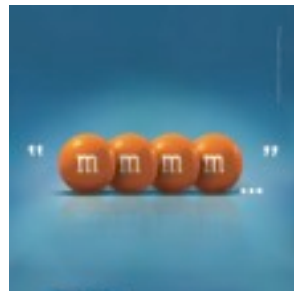
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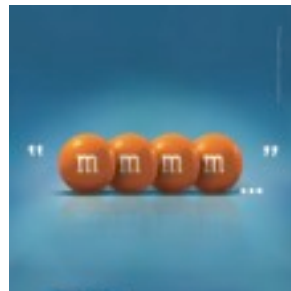
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DISCOVERY

KNOWLEDGE

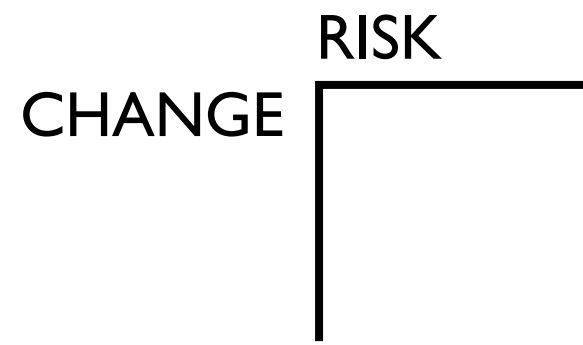
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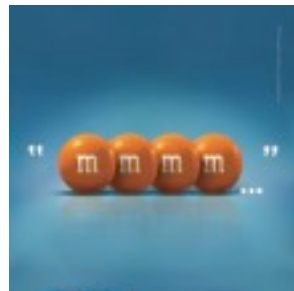
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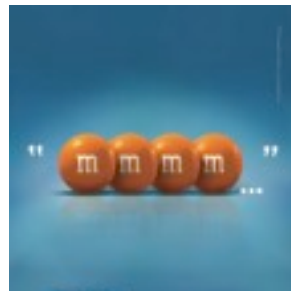
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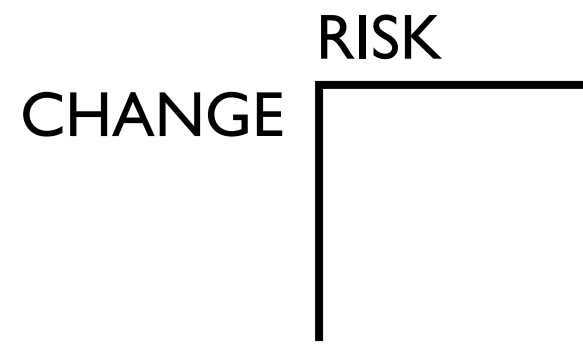






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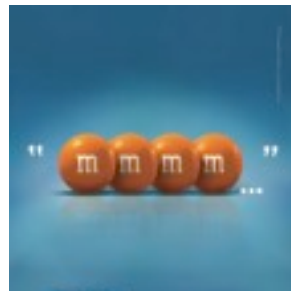
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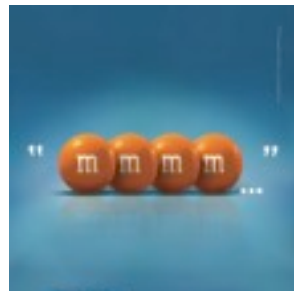
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"Childlike-endearament is the main source of inspiration for Kloset's creations."



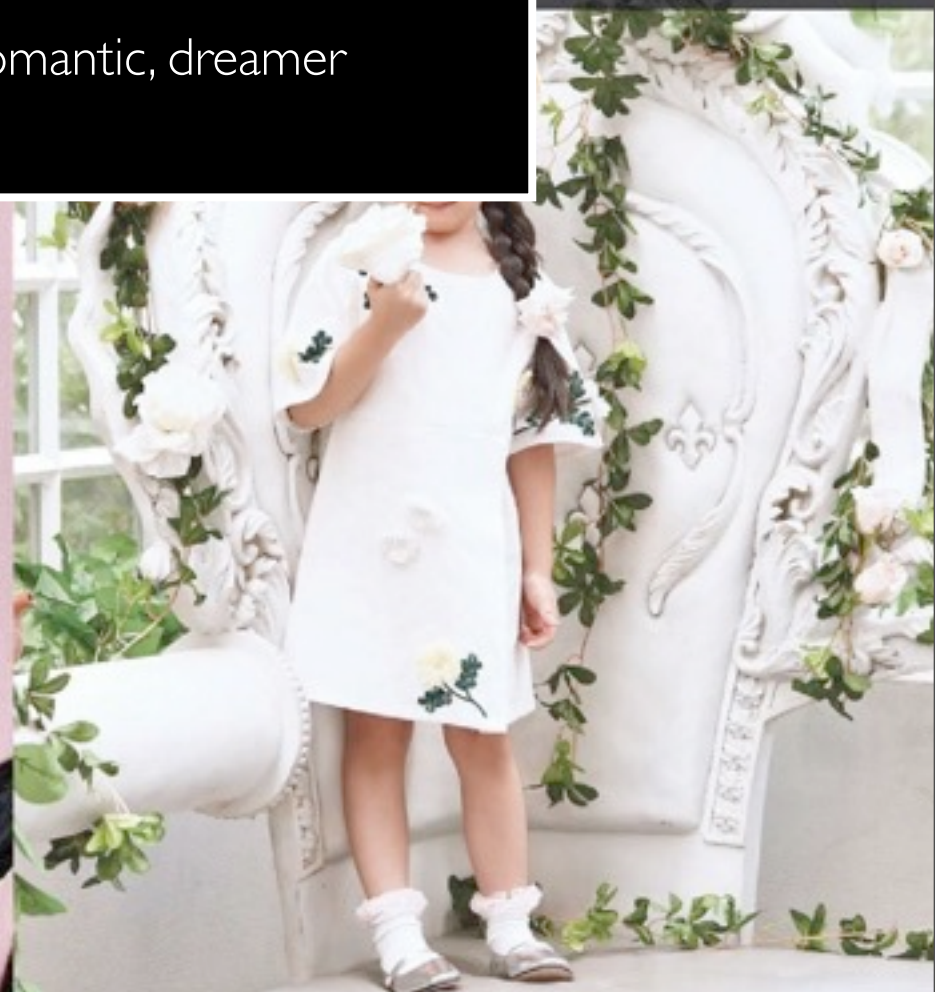


"Childlike

THE INNOCENT

creations."

Also known as: utopian, traditionalist, naive, mystic, saint, romantic, dreamer

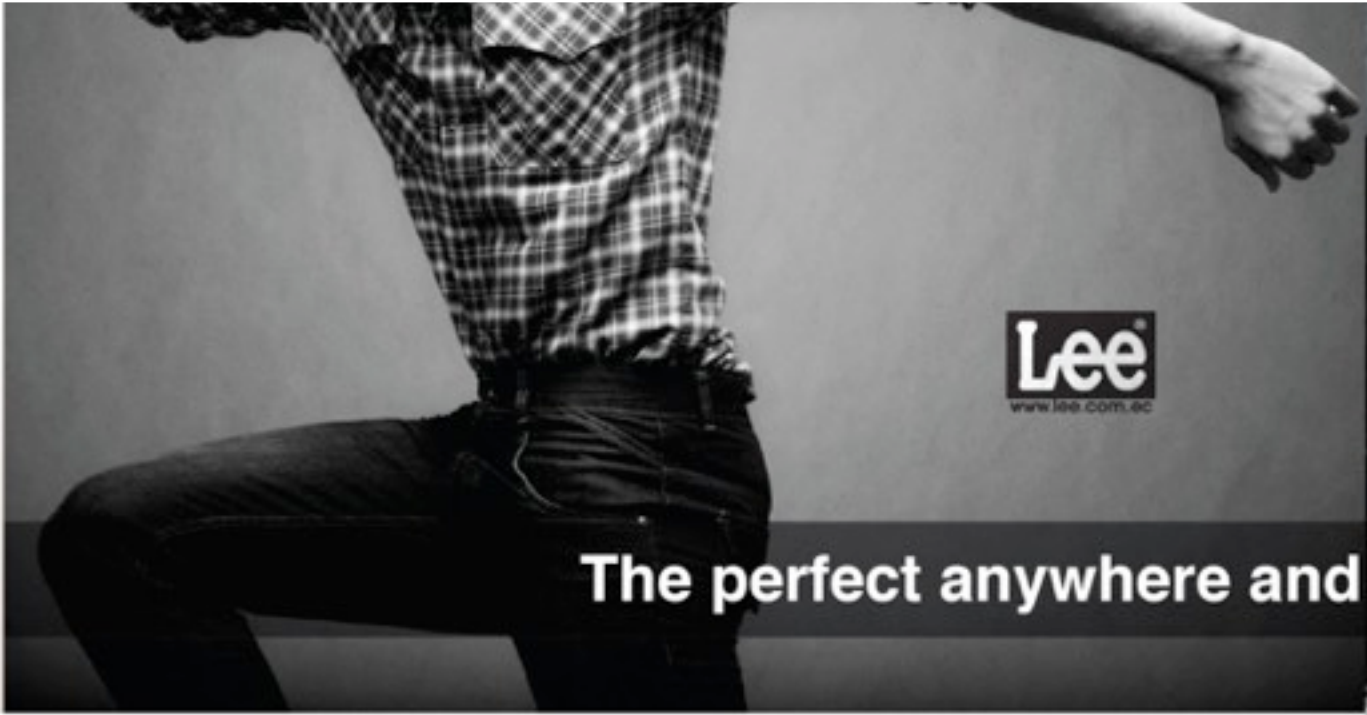






THE REGULAR GUY/GIRL

Also known as: good old boy, everyman, the person next door, the realist, the working stiff, the solid citizen, the good neighbor, the silent majority



QUIT MAKING EXCUSES, PUTTING IT OFF, COMPLAINING ABOUT IT, DREAMING ABOUT IT, WHINING ABOUT IT, CRYING ABOUT IT, BELIEVING YOU CAN'T, WORRYING IF YOU CAN, WAITING UNTIL YOU'RE OLDER, SKINNIER, RICHER, BRAVER, OR ALL AROUND BETTER. SUCK IT UP, HOLD ON TIGHT, SAY A PRAYER, MAKE A PLAN &

JUST DO IT.



**WINNING
IS A HABIT.**



NIKE GOLF STAFF ATHLETE SUZANN PETERSEN

*IT'S NOT WHERE
YOU PLACE,*
**IT'S HOW
HARD YOU
WORKED
TO GET THERE.**

Health & Wellness
**I AM MY OWN
GREATEST**
enemy



**START
UNKNOWN.
FINISH
UNFORGETTABLE.**



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THE HERO

Also known as: warrior, crusader, rescuer, superhero, savior, soldier, dragon slayer, the winner and the team player

IT'S NOT WHERE
YOU PLACE,
**IT'S HOW
HARD YOU
WORKED
TO GET THERE.**

I AM MY OWN
GREATEST
enemy

**START
UNKNOWN.
FINISH
UNFORGETTABLE.**

WARBY PARKER

MEN

WOMEN

BUY A PAIR, GIVE A PAIR

OUR STORY

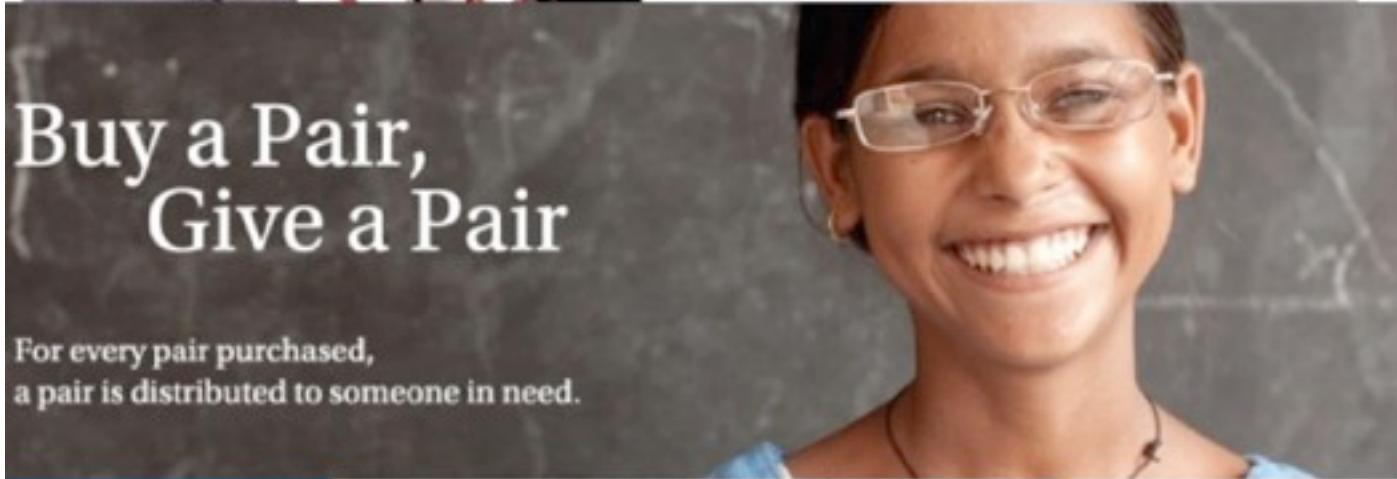
MONOCLE

HELP/FAQ



Buy a Pair,
Give a Pair

For every pair purchased,
a pair is distributed to someone in need.



Do Good.

The whole story begins with you.



WARBY PARKER

MEN

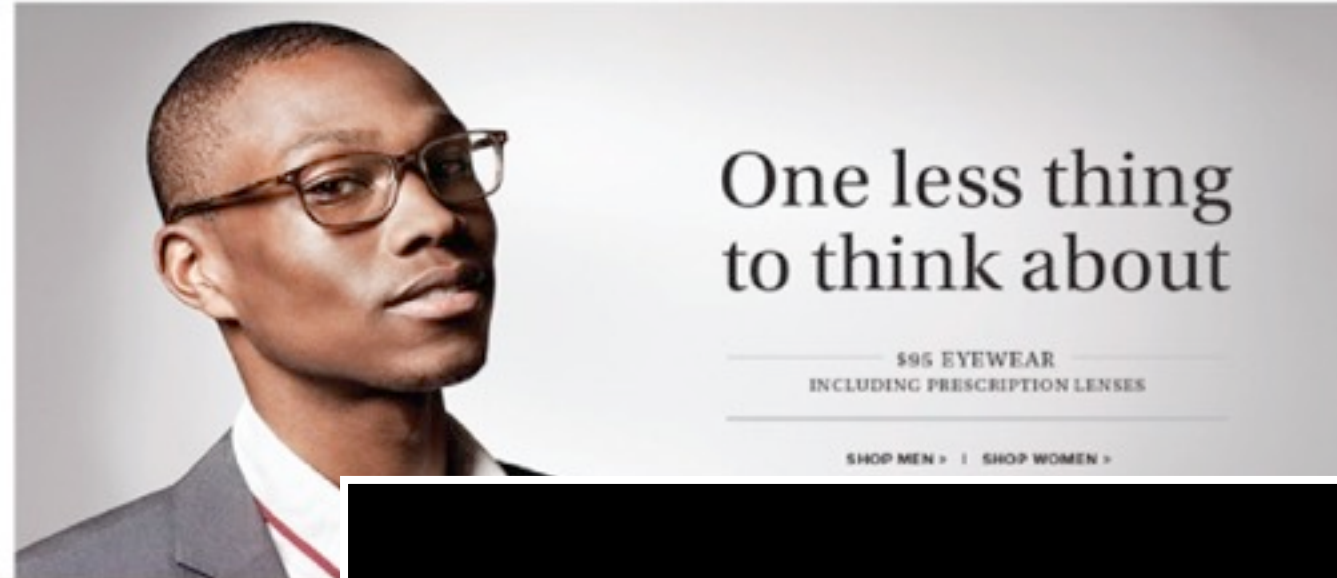
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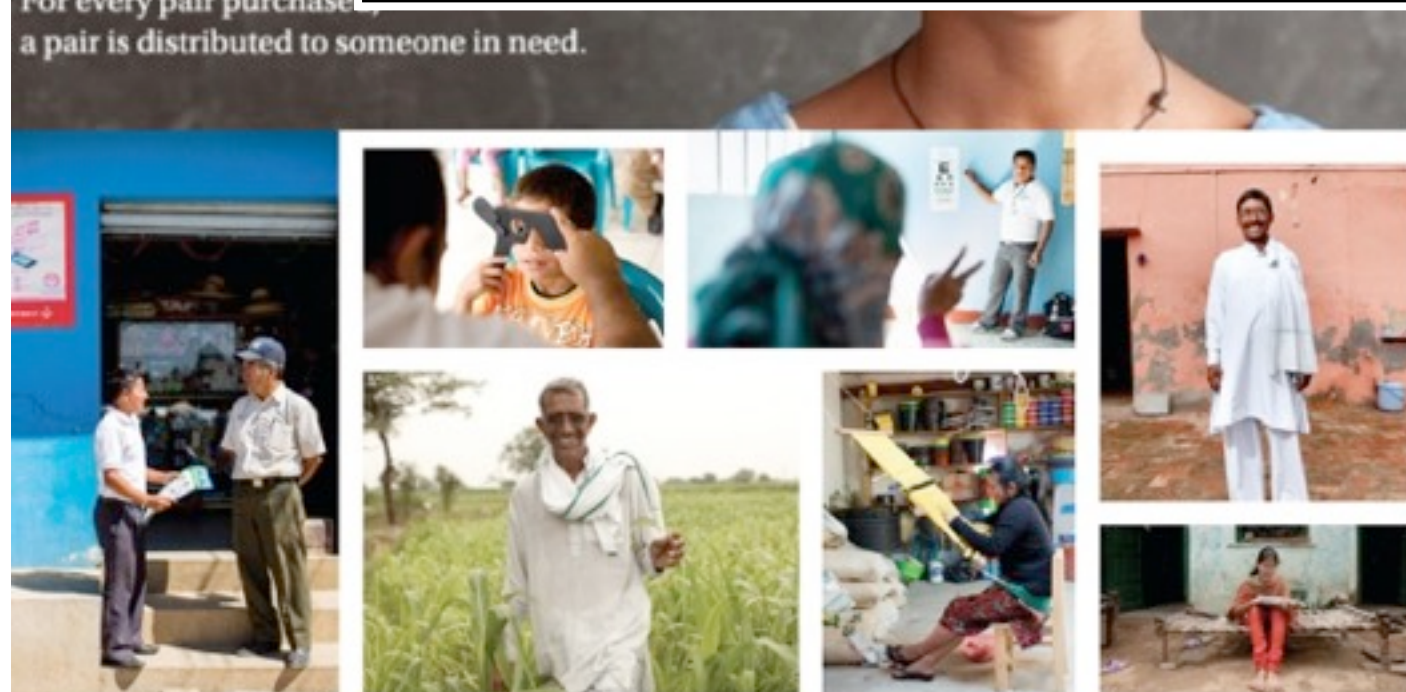
THE CAREGIVER

Also known as: saint, altruist, parent, helper, supporter

Buy a Pair
Give

For every pair purchased,
a pair is distributed to someone in need.

Do Good.
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“Every risk is worth taking as long as it’s for a good cause, and contributes to a good life,,

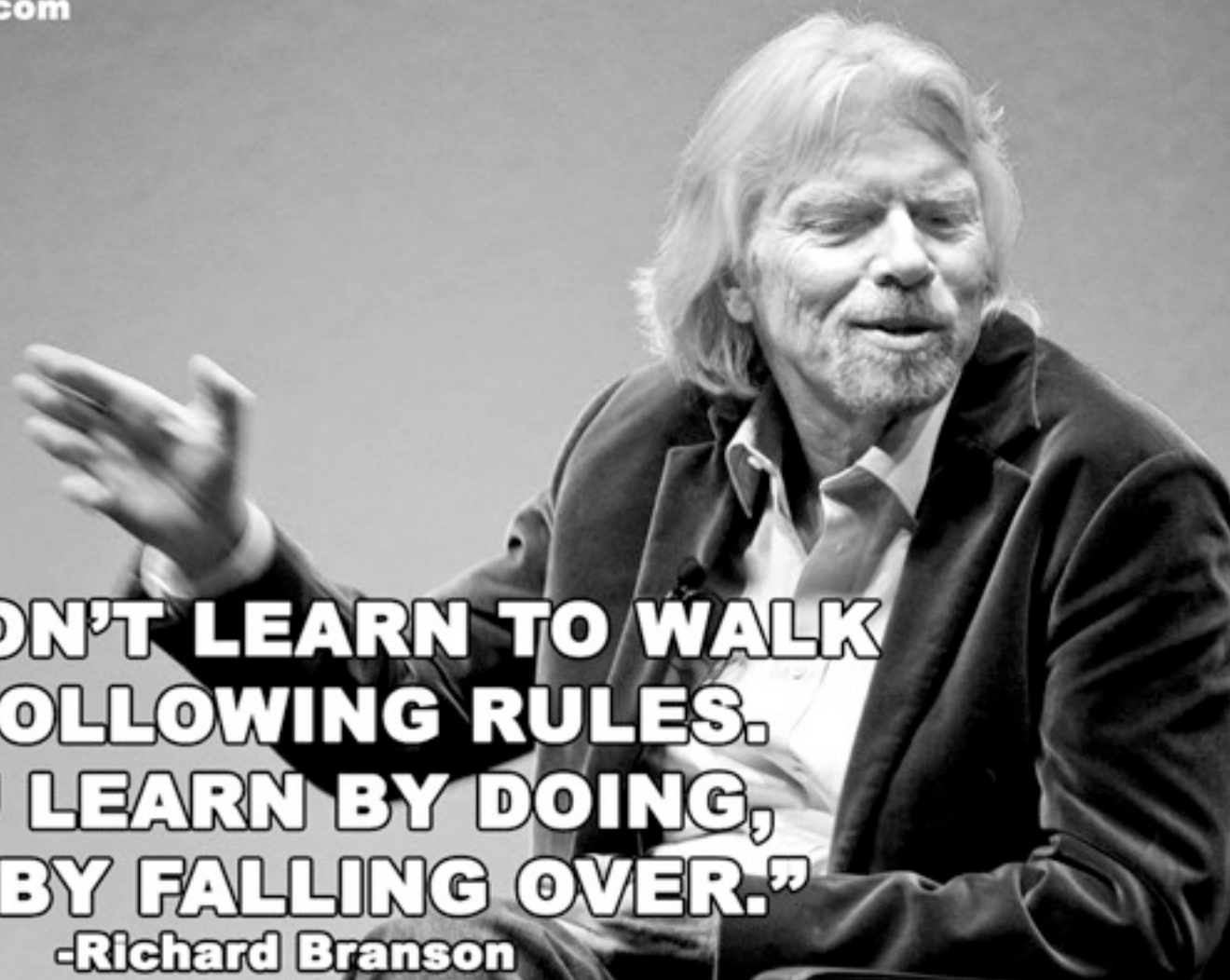
Richard Branson



“You only live once and I just don’t want to waste a minute of my life”

Richard Branson

www.crazierlife.com



YOU DON’T LEARN TO WALK BY FOLLOWING RULES. YOU LEARN BY DOING, AND BY FALLING OVER.”

-Richard Branson

The best way of learning about anything is by

doing

www.smartinspirations.com

Richard Branson



“You shouldn’t blindly accept a leaders advice. You’ve got to question leaders on occasion.”

Richard Branson

“ Entrepreneurship isn’t just a label - it’s a lifestyle. ”

Richard Branson



“ Spend more time smiling than frowning and more time praising than criticising

Richard Branson

“Every risk is worth taking as long as it’s for a good cause, and contributes to a good life,,



“You only live once and I just don’t want to waste a minute of my life”

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THE EXPLORER

Also known as: seeker, iconoclast, wanderer, individualist, pilgrim

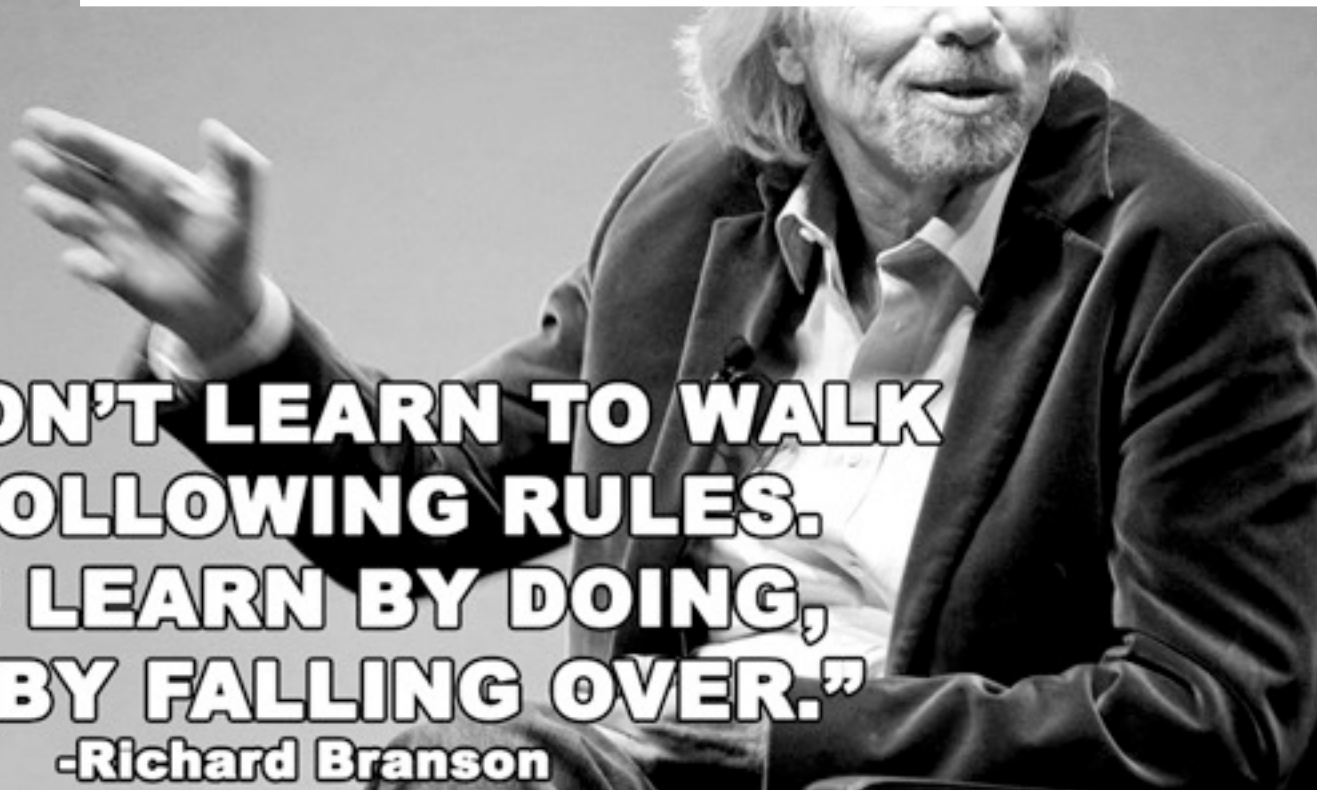
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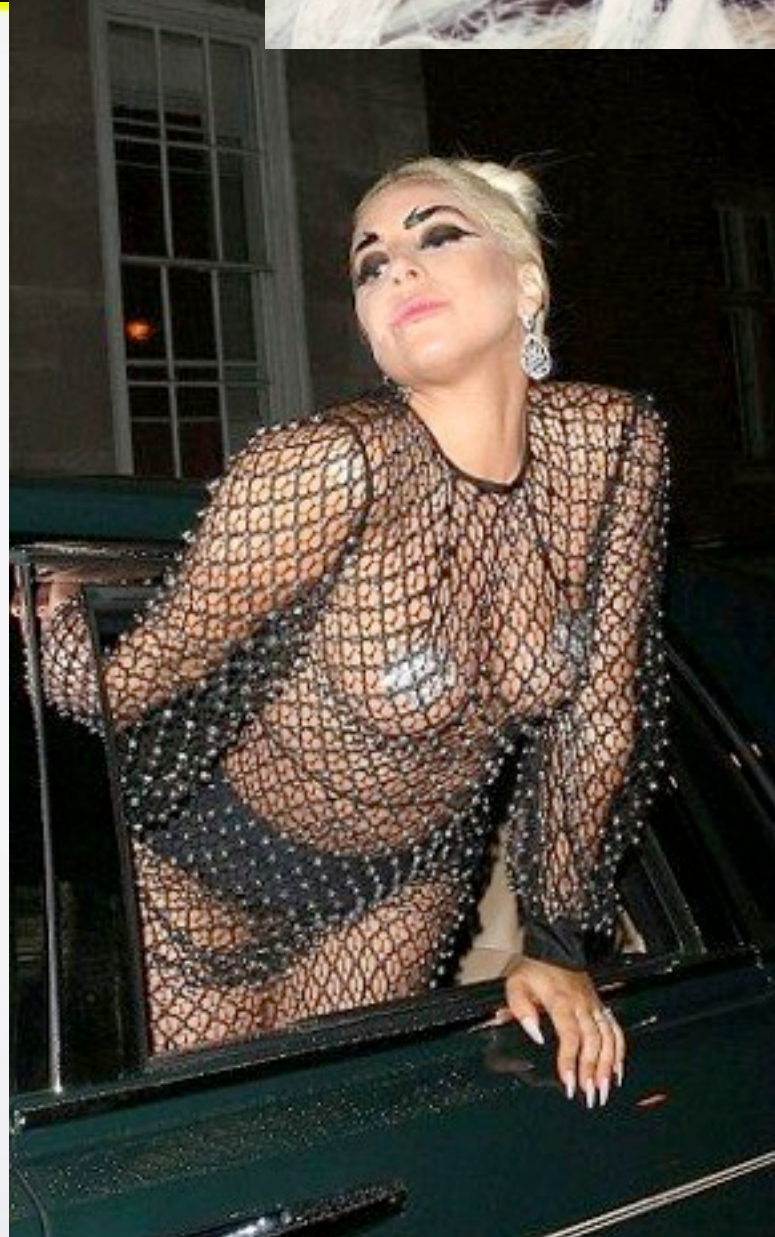
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"Don't Ever Let A Soul
In The World Tell You,
You Can't Be
Exactly Who You Are"
-Lady Gaga

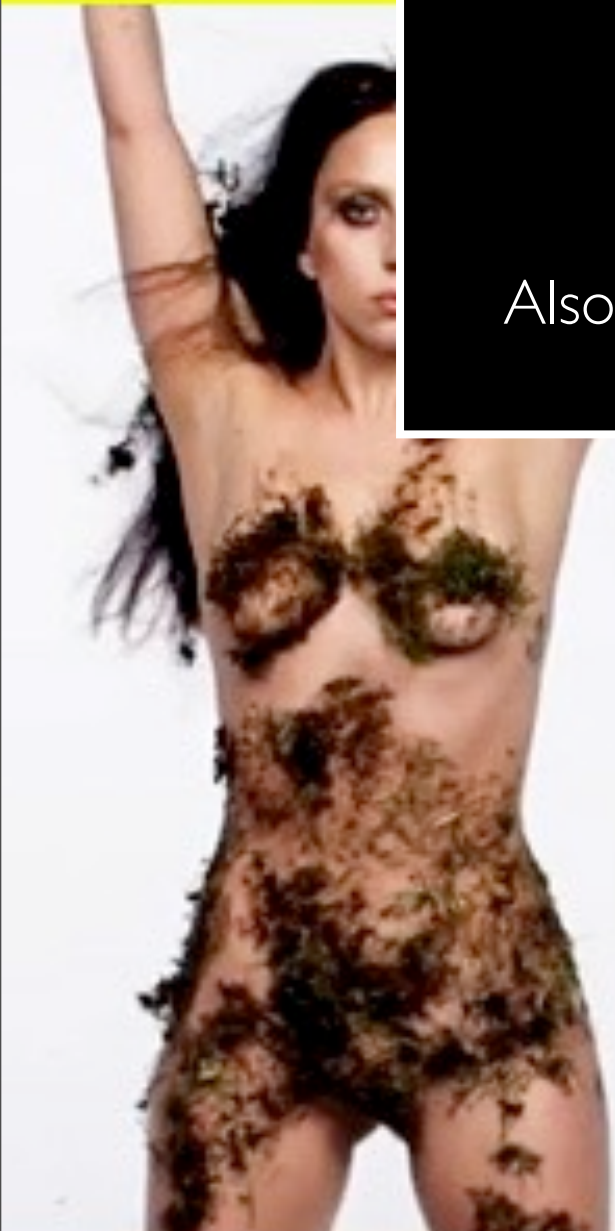


"Don't Ever Let A Soul
In The World Tell You,
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-Lady Gaga



THE OUTLAW

Also known as: rebel, revolutionary, wild man, the misfit, or iconoclast





WHO SAID
RED IS THE
COLOR OF
LOVE?

TIFFANY & CO.



TIFFANY & CO.
EST. 1837

WILL YOU PROMISE TO NEVER STOP COMPLETING MY
SENTENCES OR SINGING OFF-KEY, WHICH I'M AFRAID YOU
DO OFTEN? AND WILL YOU LET TODAY BE THE FIRST
SENTENCE OF ONE LONG STORY THAT NEVER, EVER ENDS?

WILL YOU?



IN THIS NEW YEAR

Someone will fall in love
Someone will have a cake with candles
Someone will move away
Someone will come home
Someone will finally graduate
Someone will get a job
Someone will be born
Someone will propose to Someone

TIFFANY & CO.



WHO SAID
RED IS THE
COLOR OF
LOVE?

TIFFANY & CO.



WILL YOU PROMISE
SENTENCES OR SING!
DO OFTEN? AND W
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W

THE LOVER

Also known as: partner, friend, intimate, enthusiast,
sensualist, spouse, team- builder

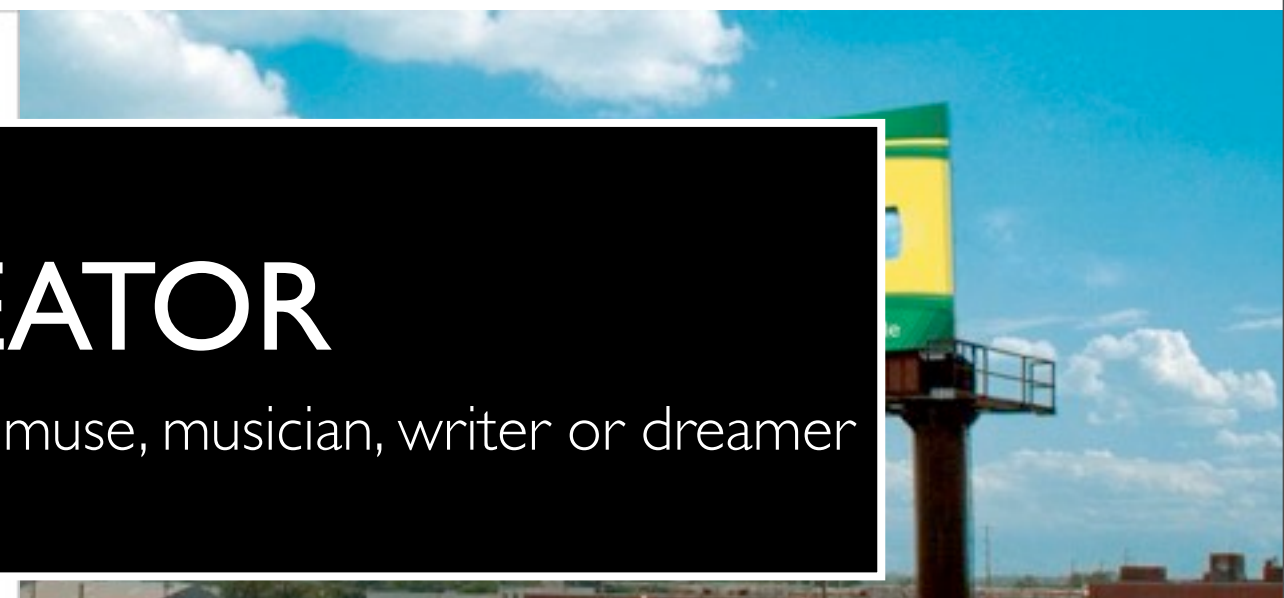
/ YEAR
in love
e with candles



Someone will move away
Someone will come home
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TIFFANY & CO.





THE CREATOR

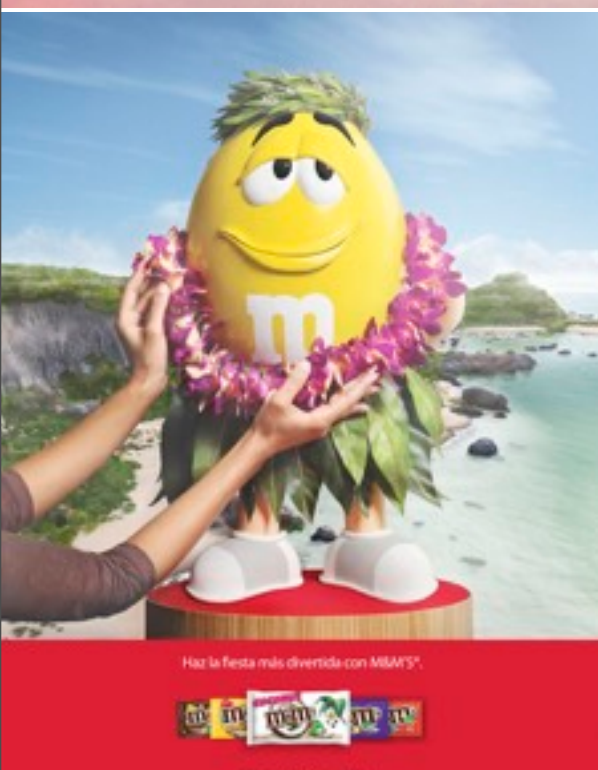
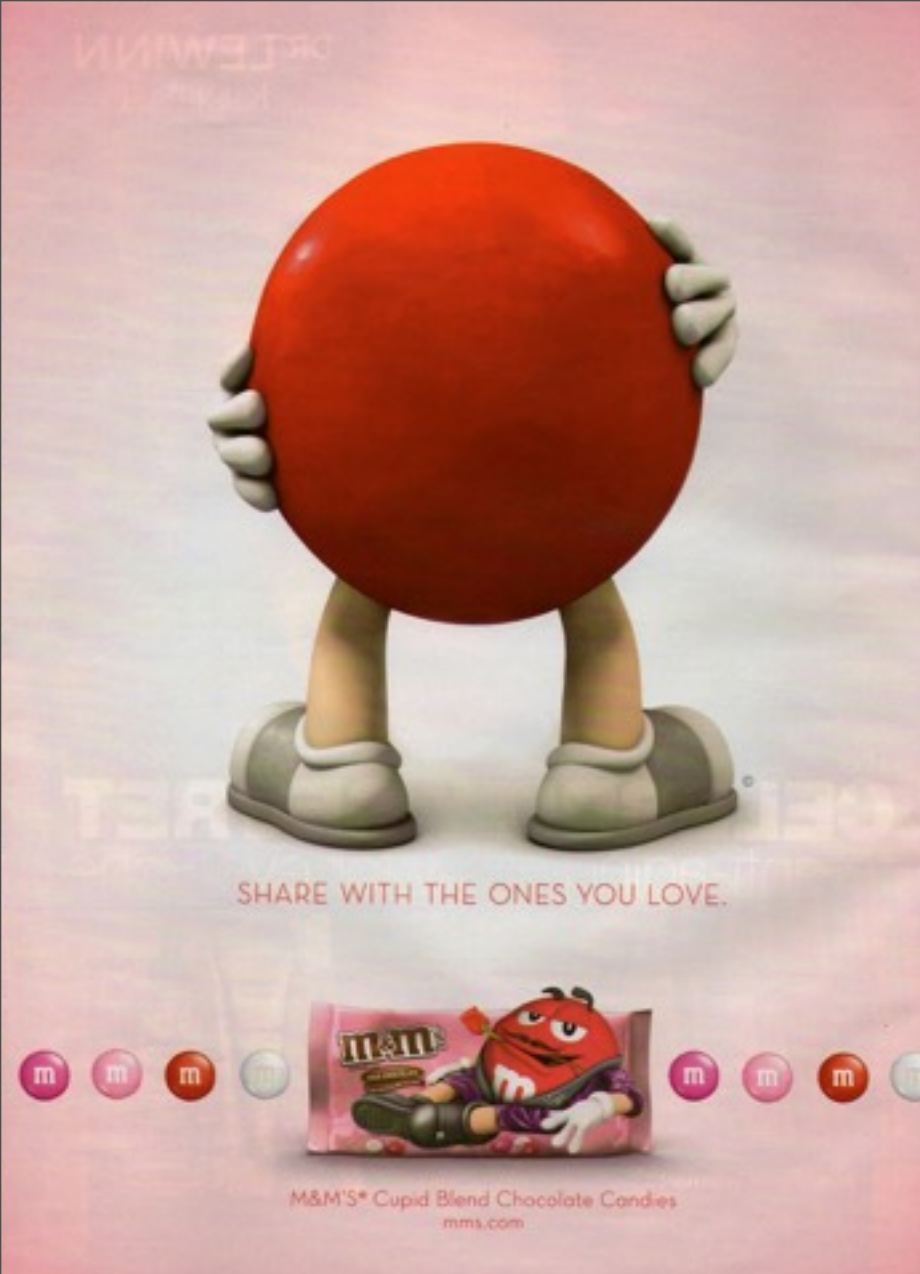
Also known as: artist, inventor, innovator, muse, musician, writer or dreamer

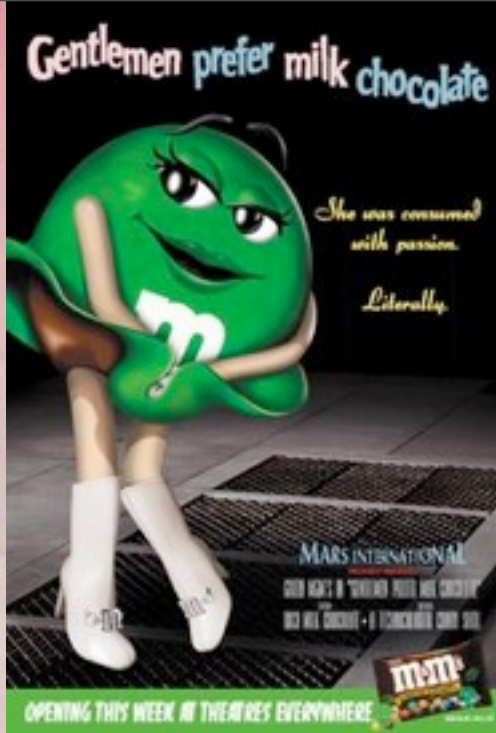


EXPERIENCE CREATIVITY

Relax, it's just a phase.
It's called creative genius.

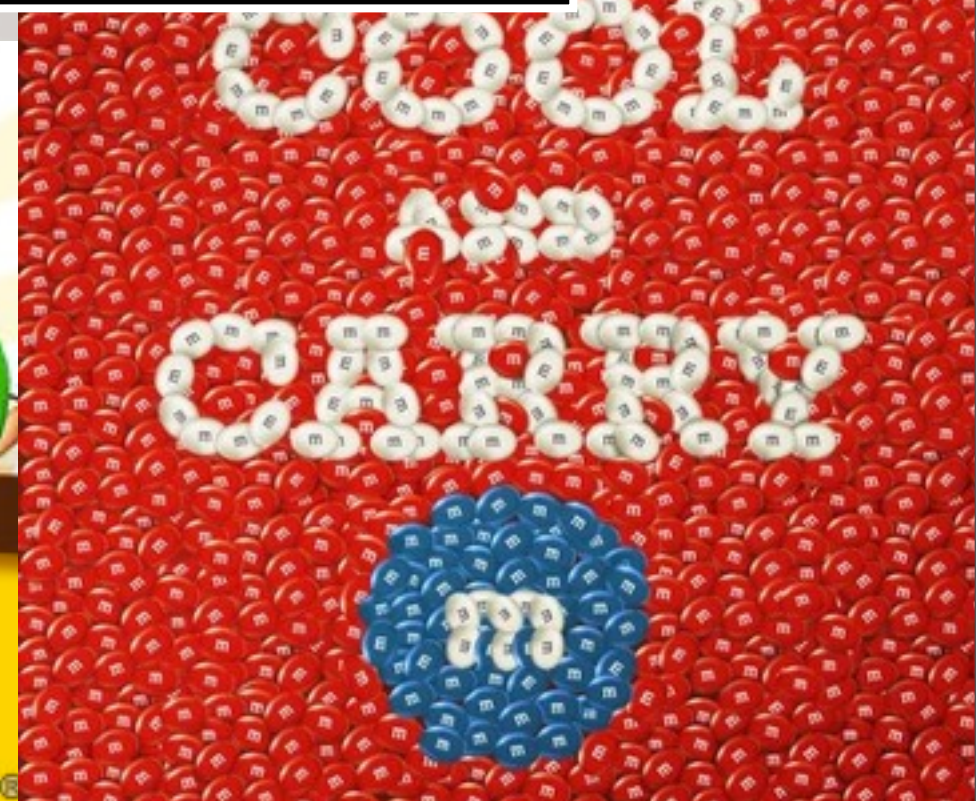
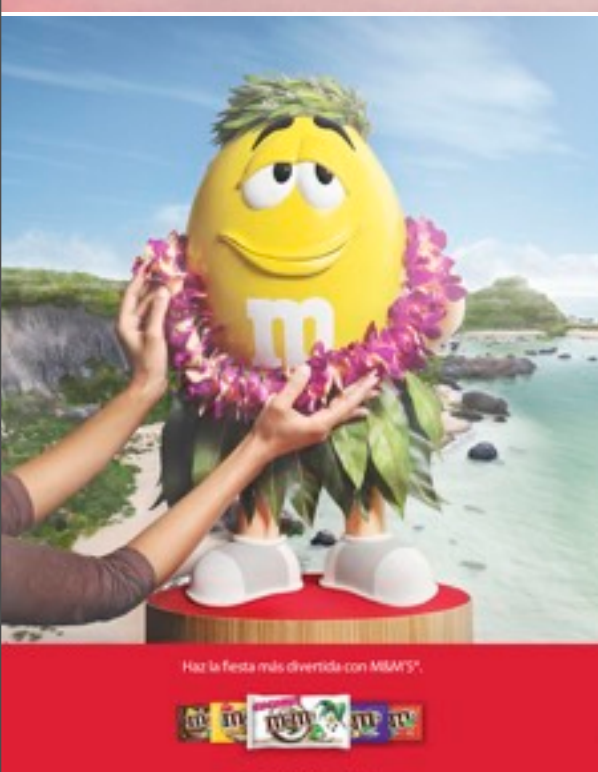






THE JESTER

Also known as: fool, trickster, joker, practical joker or comedian



OLAY
TOTAL effects

"Now I fight 7 signs of ageing
with more intensity, not more steps."

Julianne K. Moore

7
Correcting
moisturiser
serum
sunscreen
anti-wrinkle
brightener
hydrator

NEW Olay TOTAL EFFECTS MOISTURISER + SERUM DUO
OLAY CHALLENGE WHAT'S POSSIBLE™

OLAY
DEFINITY

Because younger-looking eyes
never go out of fashion

"Olay is my secret for
drop dead gorgeous eyes!"

Timothy

Olay Definity eye illuminator.
Reduces the look of wrinkles and dark circles for brighter,
younger-looking eyes

Ctrl

OLAY SPECIAL CARE
wrinkle
smoothing cream

33

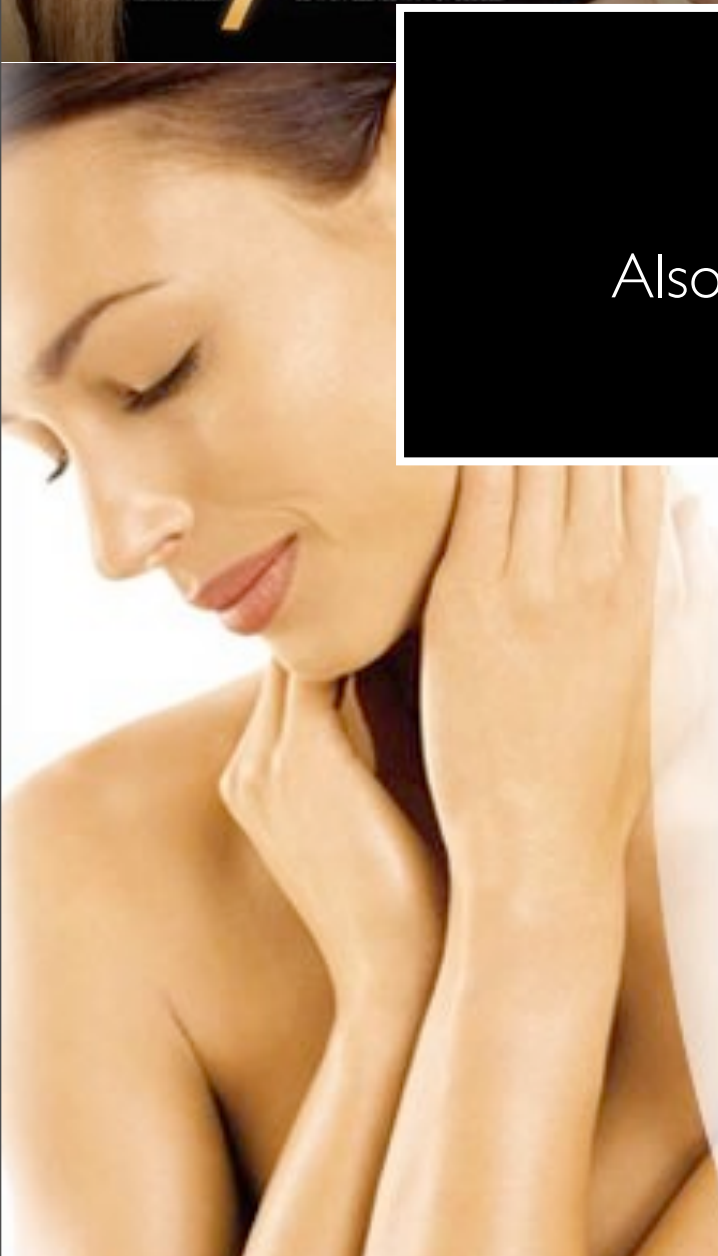
Correct your age

OLAY
total effects 3
moisturiser



THE MAGICIAN

Also known as: visionary, catalyst, inventor, charismatic leader, shaman, healer, medicine man



33





How your brand
expresses itself

A set of human characteristics that are attributed to a brand name. This is the added-value that a brand gains, aside from its functional benefits.



The differentiated
point of the brand

The brand's positioning is the place in the consumers mind that you want your brand to own. It is the benefit you want your consumer to perceive when they think of your brand.

nobody is perfect.
we all can go **WRONG**.

GAP



1969-1976



1976-1986



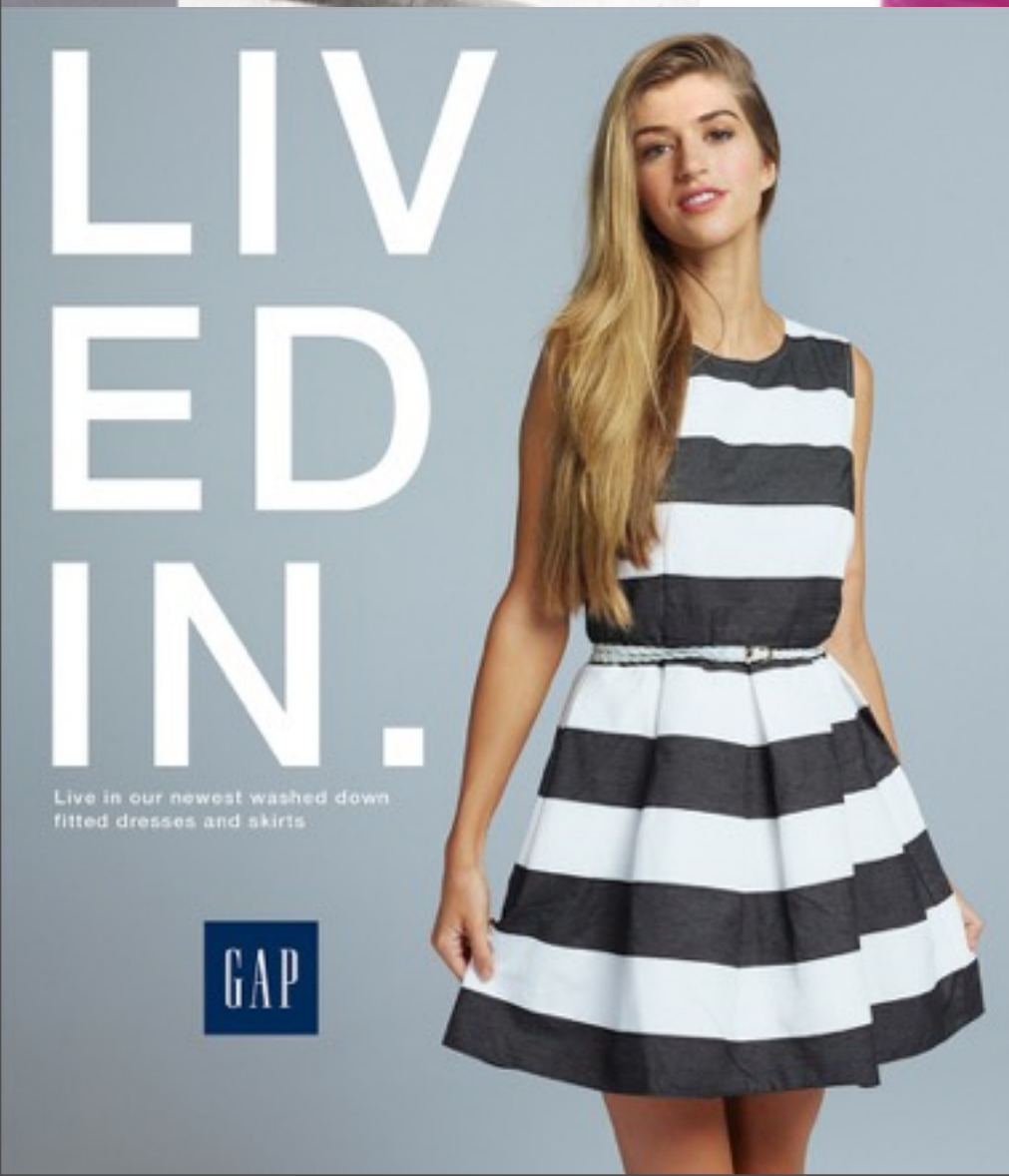
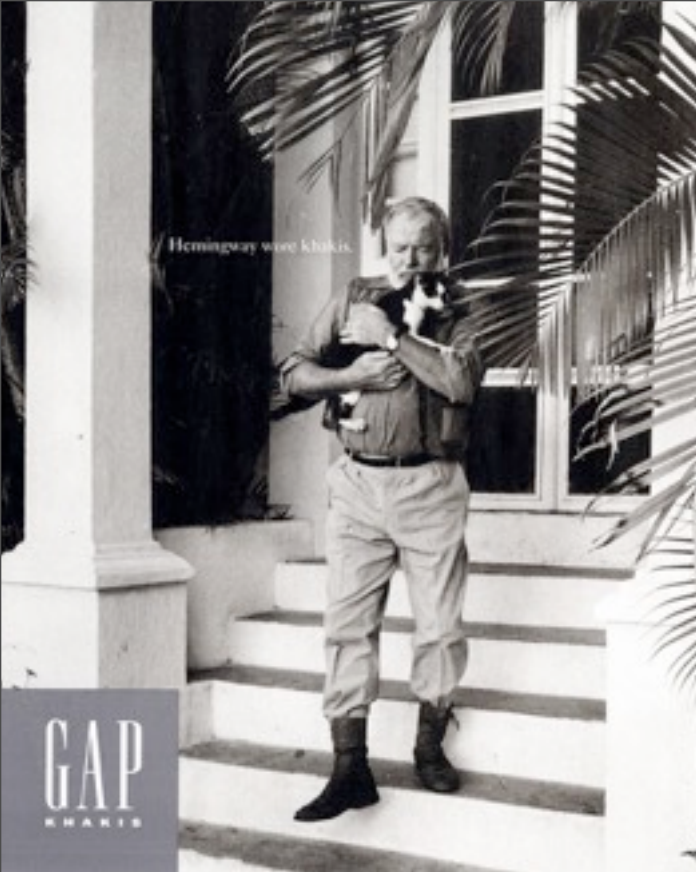
1986-10 Oct 2010



10 Oct 2010
-
17 Oct 2010



18 Oct 2010
-
present





GAP

Dress Normal.

the
art of
dressing
normal



Dress Normal.



Dress Normal.

little too normal?

The brand experience is **STRENGTHENED** when it is **INSTILLED** into all your **PRODUCTS** and **SERVICES**—and at **EVERY CUSTOMER TOUCH POINT**—including **CX, UX/UI**, packaging, logos, your tagline, your corporate culture, in employee training, etc.

The brand experience is **WEAKENED** when it is **IGNORED**, or worse, through **INCONSISTENT USAGE**, **MIXED MESSAGES**, **UNCARING ATTITUDES** and **IMPATIENCE**.

thank you.