

BRANDSTORM: MAXIMIZING IMPACT THROUGH COLLABORATION BRANDING

NOV 2023

WHY? TO REFLECT ABOUT BRANDING & VALUE



BRANDING



HI! I'M PATRICIA SOARES DA COSTA @MARQUINISTA

I CAN TELL YOU SOMETHING ABOUT ME, OR I CAN SHOW IT TO YOU

HI! I'M PATRICIA @MARQUINISTA



HI! I'M PATRICIA @MARQUINISTA

VISITED MORE COUNTRIES (57) THAN YEARS OF AGE

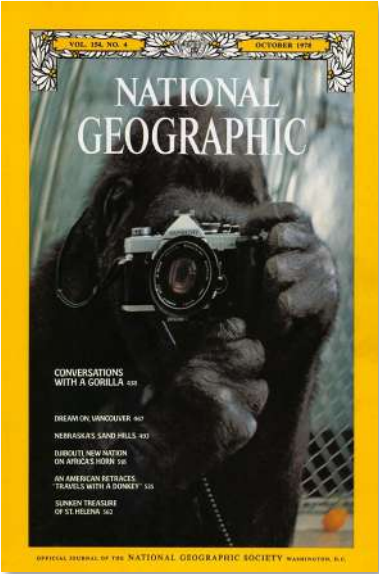
Trilingual consultant on branding, communication and tourism

CEO of MARQUINISTA - the locomotive of brands

Advisor to corporations, governments, startups and creative agencies on branding, perception and reputation matters.

A teacher for Branding and Marketing, and a Marketing Mentor in +20 global entrepreneurship and innovation programs.

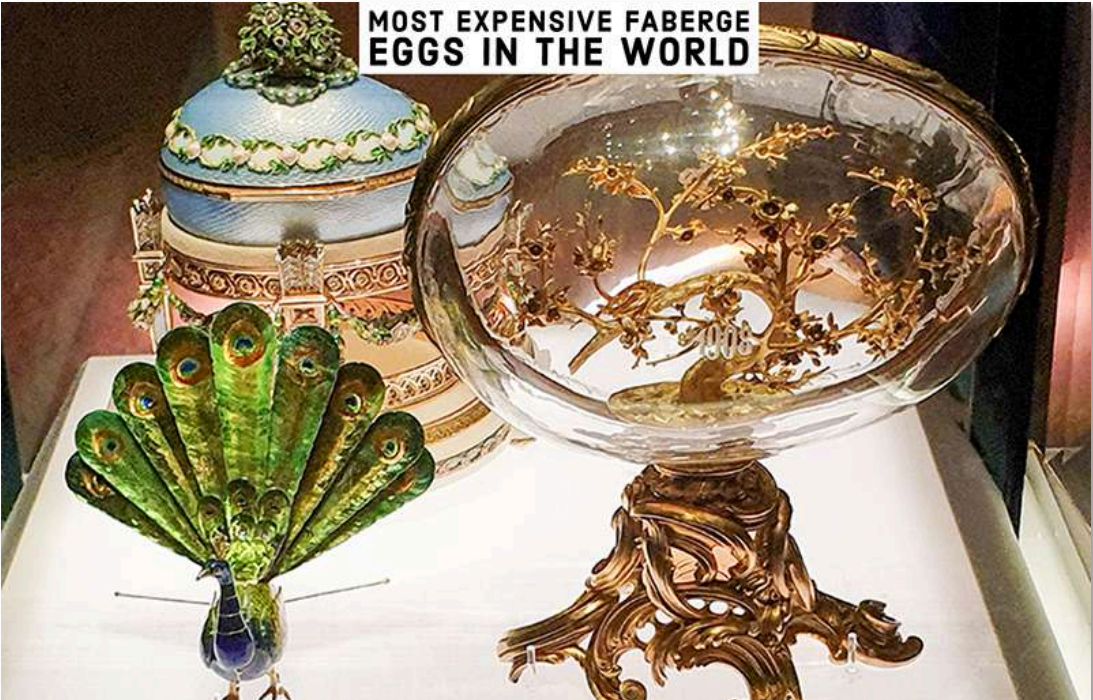
IF I WAS A BRAND, I WOULD BE



IF I WAS A BRAND, I WOULDN'T BE



MARQUINISTA



ALL OF THIS IMPLY “PERCEPTIONS”

AND EVERYTHING IS TAINTED BY THOSE.

BRAND, NOT BLAND

ARE YOU TOO SMALL TO HAVE A BRAND?

Every organization or product needs to stay relevant as markets evolve, no one is immune.

DEFINE YOUR BRAND OR BE DEFINED.

WHAT ABOUT YOU?

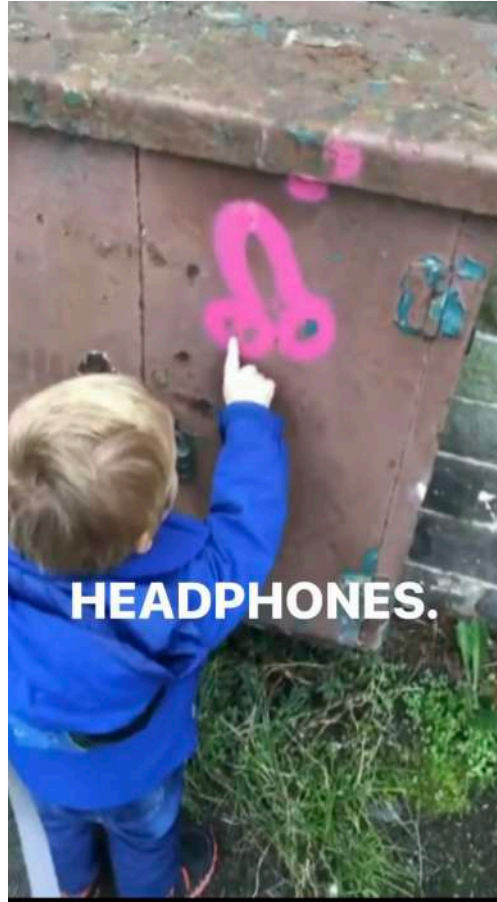




Join at
slido.com
#brandstorm1

PERCEPTION: AS A MAN IS, SO HE SEES

PERCEPTION: AS A MAN IS, SO HE SEES



HEADPHONES.

PERCEPTIONITIS®

ITIS

Suffix - forming names of inflammatory diseases

Appendicitis

Bronchitis

Otitis

PERCEPTIONITIS®

WE ALL SUFFER FROM AN INFLAMATION OF OUR PERCEPTION

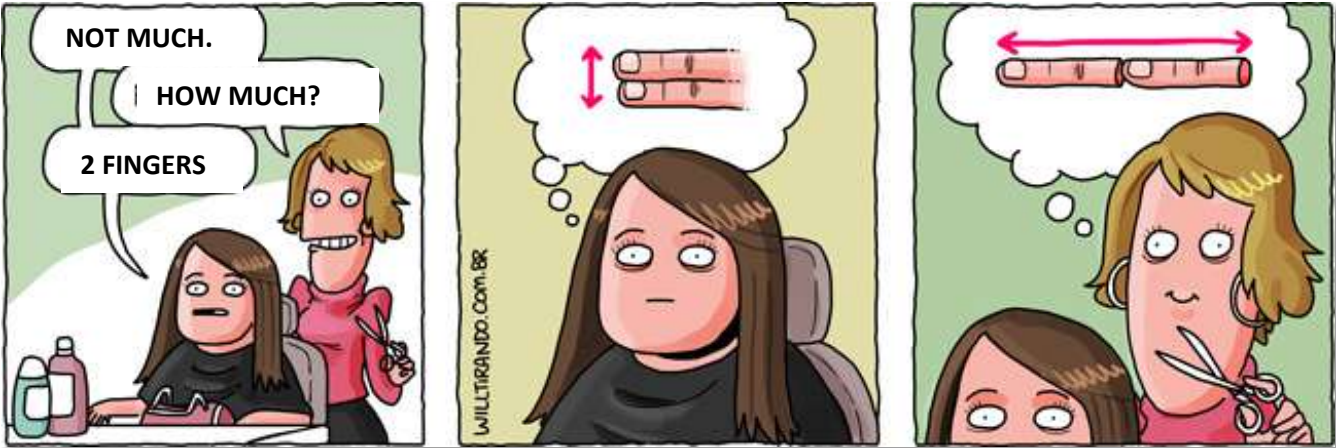
Allergy to different points of view

Spreading virus in the communication

PERCEPTIONITIS®



PERCEPTIONITIS®





LAUNCH?

I SAID LUNCH

PERCEPTIONITIS®

Play with perception



PERCEPTIONITIS®

Play with perception



PERCEPTIONITIS®

Play with perception



PERCEPTIONITIS®

YOUR BRAND IS NOT WHAT IT SAYS IT IS

It's not what you want it to be

It's what others perceive when you communicate

PERCEPTIONITIS®



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PERCEPTIONITIS®



VALUE

IF YOU HAVE TROUBLE SLEEPING



THIS IS PRICE



Pay Now

\$1,299

\$1,449(\$150 off with code)

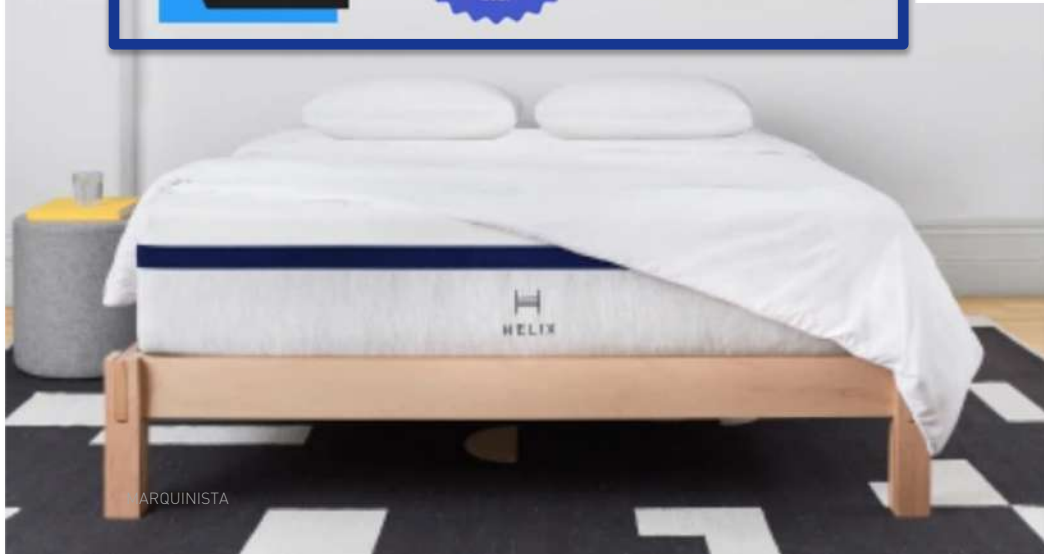
THIS IS VALUE



Pay Now

\$1,299

\$1,449(\$150 off with code)



IF YOU DON'T HAVE KIDS



THIS IS PRICE

Best Expensive Baby Stroller

Uppababy Vista V2 Infant Baby Stroller



Available at Amazon starting at \$970

THIS HAS NO VALUE TO YOU

Best Expensive Baby Stroller

Uppababy Vista V2 Infant Baby Stroller



Available at Amazon starting at \$970

BECAUSE VALUE

IS WHAT SOMEONE IS WILLING TO PAY FOR SOMETHING

VALUE IS ALSO

THE PRICE THAT WOULD MOST FREQUENTLY BE PAID AND ACCEPTED

(BUT WE ARE HERE TO DISCUSS PERCEPTIONS)

DO BRANDS MATTER?

BRANDS, WELL, BRAND



SO YOU HAVE A COMPANY. WHO CARES?



SO YOU HAVE A COMPANY. WHO CARES?



SO YOU HAVE A COMPANY. WHO CARES?



BRANDS CONQUER A SPACE, MEANING AND TRUST



DO BRANDS MATTER?



DO BRANDS MATTER?

Family sues Amazon for \$30m claiming hoverboard burned down their house

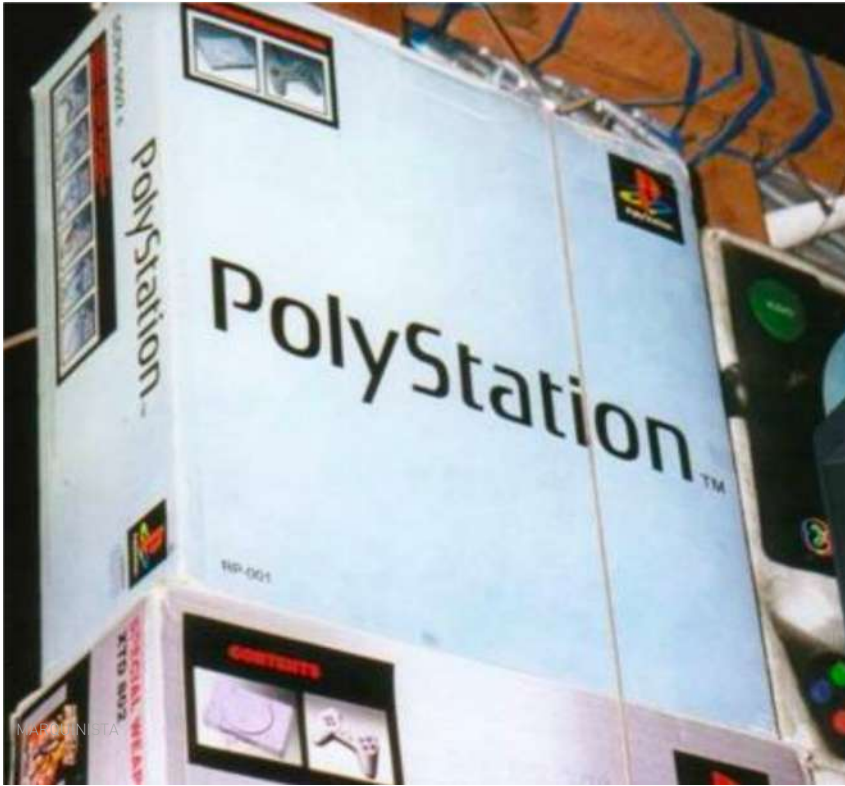
Tennessee family blames an exploding battery - a common occurrence that has led to a mass recall - for setting their million-dollar home on fire



▲ The hoverboard was given as a Christmas present, and apparently exploded days later. Photograph: Nashville Fire Department



DO BRANDS MATTER?



SO WHAT IS A BRAND?

IS THIS A BRAND?



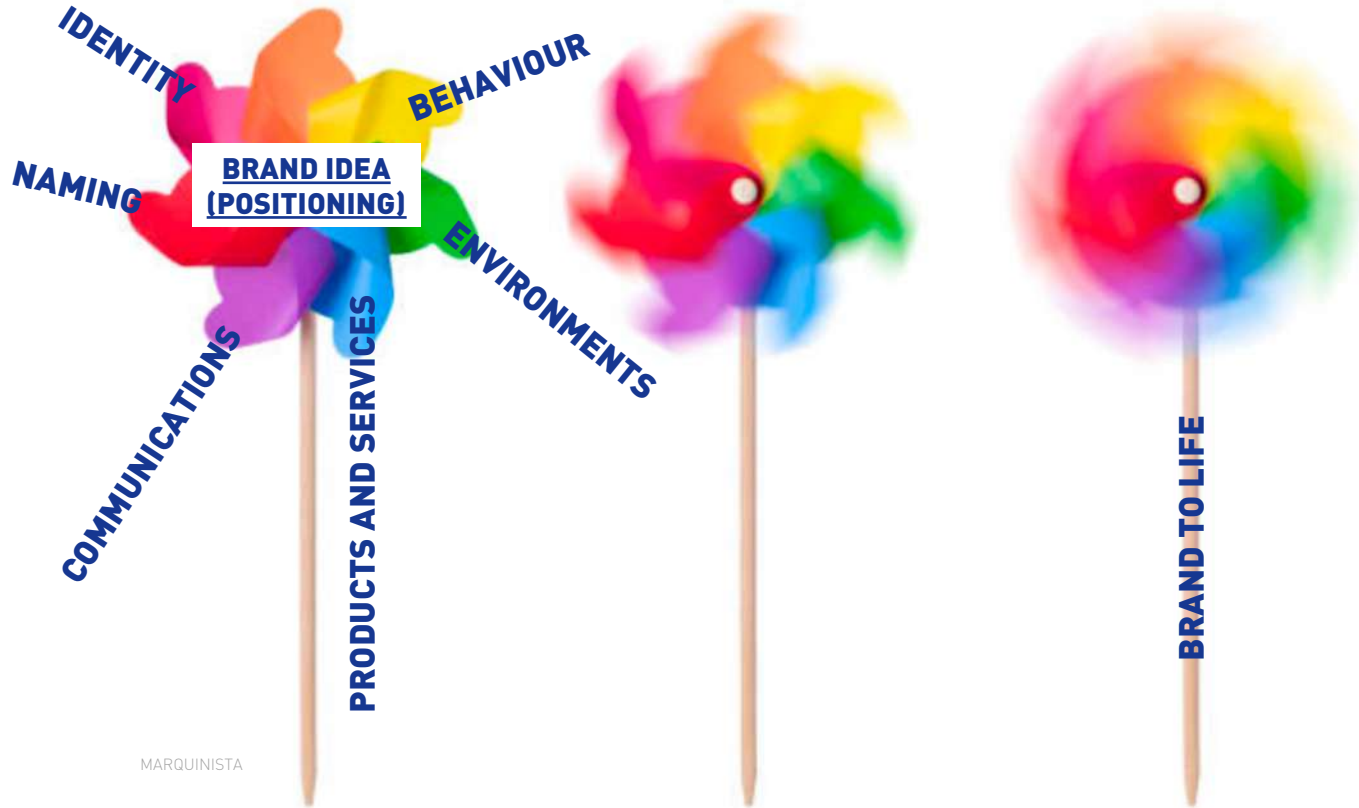
OR IS THIS A BRAND?



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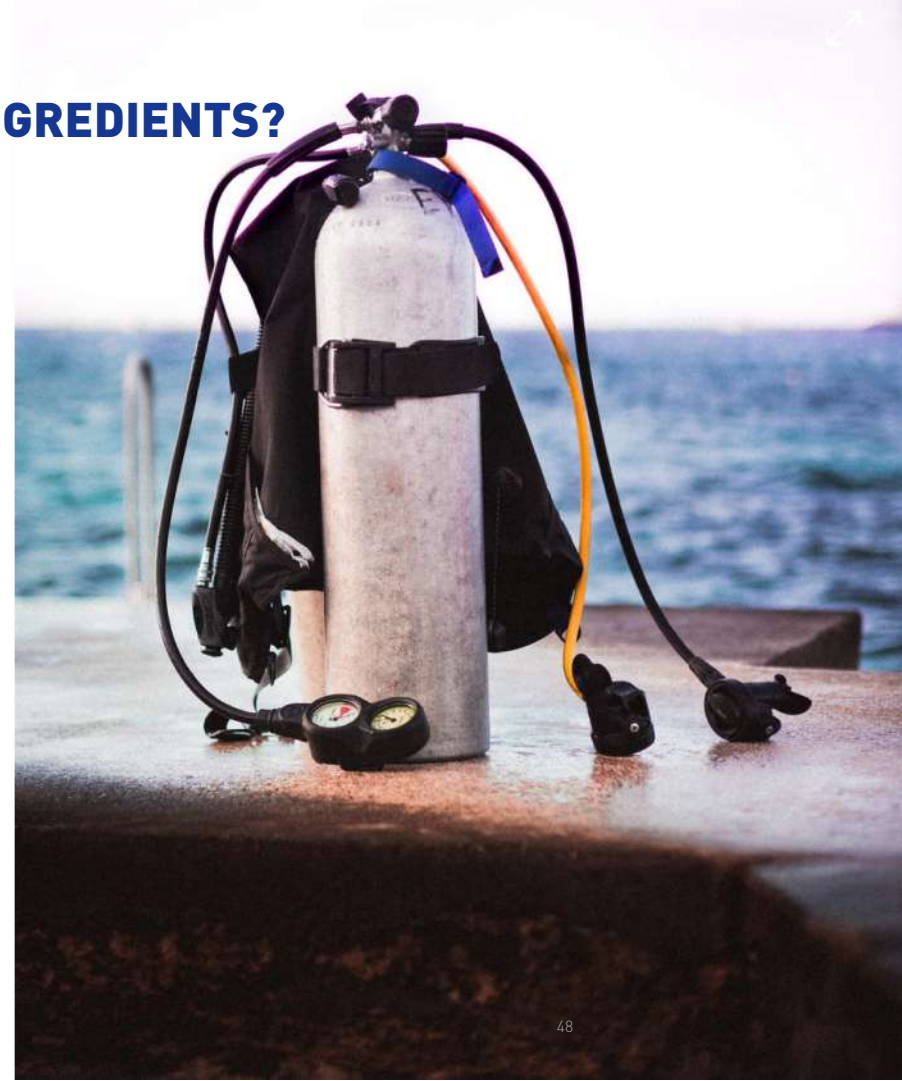


A BRAND = A SYSTEM COMPOSED OF MANY INGREDIENTS

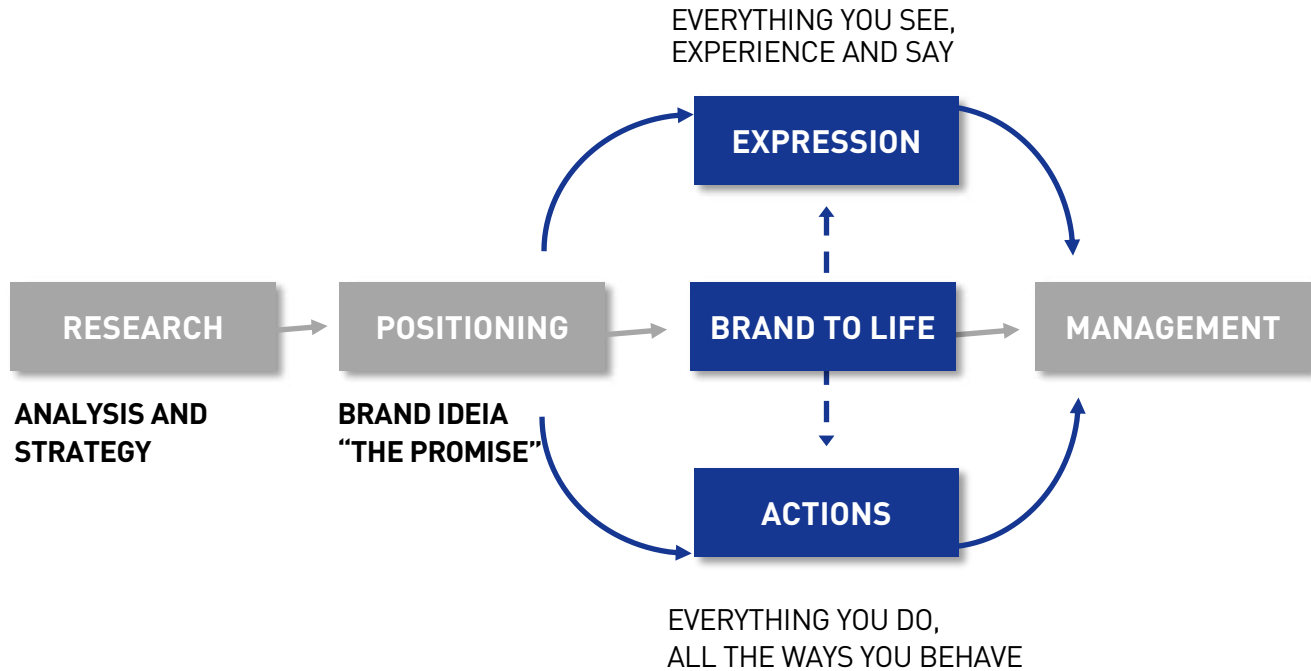


AND HOW DO WE MIX THOSE INGREDIENTS?

Plan your dive, dive your plan



PLAN YOUR DIVE, DIVE YOUR PLAN



SO AGAIN, WHAT IS A BRAND?

A BRAND IS A PROMISE OF AN EXPERIENCE



A BRAND IS A PROMISE OF AN EXPERIENCE



NELO



A BRAND IS A PROMISE OF AN EXPERIENCE

A BRAND IS A PROMISE OF AN EXPERIENCE

KAYAKS NELO: 70% OF THE MEDALS WON IN TOKYO 2020

Not your typical poster brand,
But a leader in the industry.

Unknown in Portugal and the rest of the world,
known by those who matter (top notch athletes) and where it matters.

PROMISE, PERCEPTION, CONSISTENCY, DELIVERY.

PORTUGAL ATTRACTS YOU WITH AN OPEN ARMS CAMPAIGN



ONLY TO BE GREETED BY A BAD TEMPER SMOKING DRIVER



LET'S IMAGINE TODAY WE LAUNCH THE NEW LISBON AIRPORT



WHICH WE PROMISED TO BE HI-TECH AND FUTURISTIC



REPORTERS FROM ALL OVER THE WORLD ARE LIVE



THE DOORS OPEN AND AT THE INFO DESK?



A BRAND IS A PROMISE OF AN EXPERIENCE

A BRAND IS A PROMISE OF AN EXPERIENCE

MANY THINGS NEED TO COME TOGETHER FOR THAT EXPERIENCE

A BRAND IS A PROMISE OF AN EXPERIENCE

MANY THINGS NEED TO COME TOGETHER FOR THAT EXPERIENCE

A relevant and simple brand idea
(your positioning and main value proposition)



Some key stand-out components
(yours and proprietary, you own the concept)



An amazing brand to life
(true and consistent)



Lots of things that your competitors also do

A BRAND IS A PROMISE OF AN EXPERIENCE

Something you can own



A BRAND IS A PROMISE OF AN EXPERIENCE

Something you can own



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Post-it. Reminds you of what you already forget.



A BRAND IDEA

THE POWER OF A BRAND

A BRAND SHOULD BE

SIMPLE

MEMORABLE

TIMELESS

VERSATILE

APPROPRIATE

THE POWER OF A BRAND

A BRAND SHOULD BRING YOU

RECOGNITION

LOYALTY

CONSISTENCY

CREDIBILITY

COMMUNITY

A BRAND IDEA

MAGNIFY DRIVE INSIDE THE ORGANIZATION

Get everyone moving in the same direction.

Slash all the costs associated with inefficiency, duplicated effort and corporate drift.

A BRAND IDEA

AND MAGNIFY DESIRE OUTSIDE THE ORGANISATION

They get customers not just to buy, but to buy into.

They create communities who come back for more, and who tell their network about it too.

A BRAND IDEA

IMPACTS ON MORE THAN JUST TODAY'S PROFIT

In an age when all can be copied, an organization's big idea is its only permanent differentiator.

FREEDOM

To diversify, to enter new markets, even to change its business model completely.

A BRAND IS A PROMISE OF AN EXPERIENCE

INVOLVE ME AND I WILL UNDERSTAND

A brand is a promise, an expectation of performance, an unwritten warranty, a mark of integrity, a reputation.

A BRAND IS A PROMISE OF AN EXPERIENCE

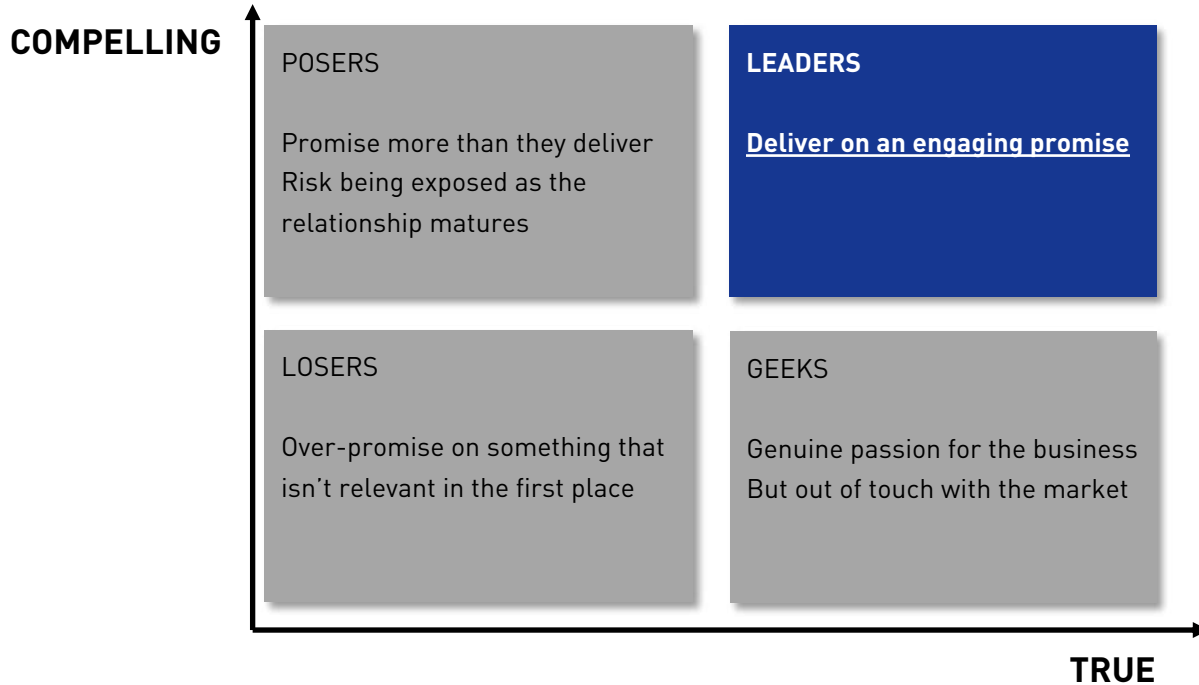
Does the brand promise match people's preferences?



Does the brand promise then match people's experience?

A BRAND IS A PROMISE OF AN EXPERIENCE

Does the brand promise match people's preferences?



Does the brand promise then match people's experience?

BRAND ARCHITECTURE

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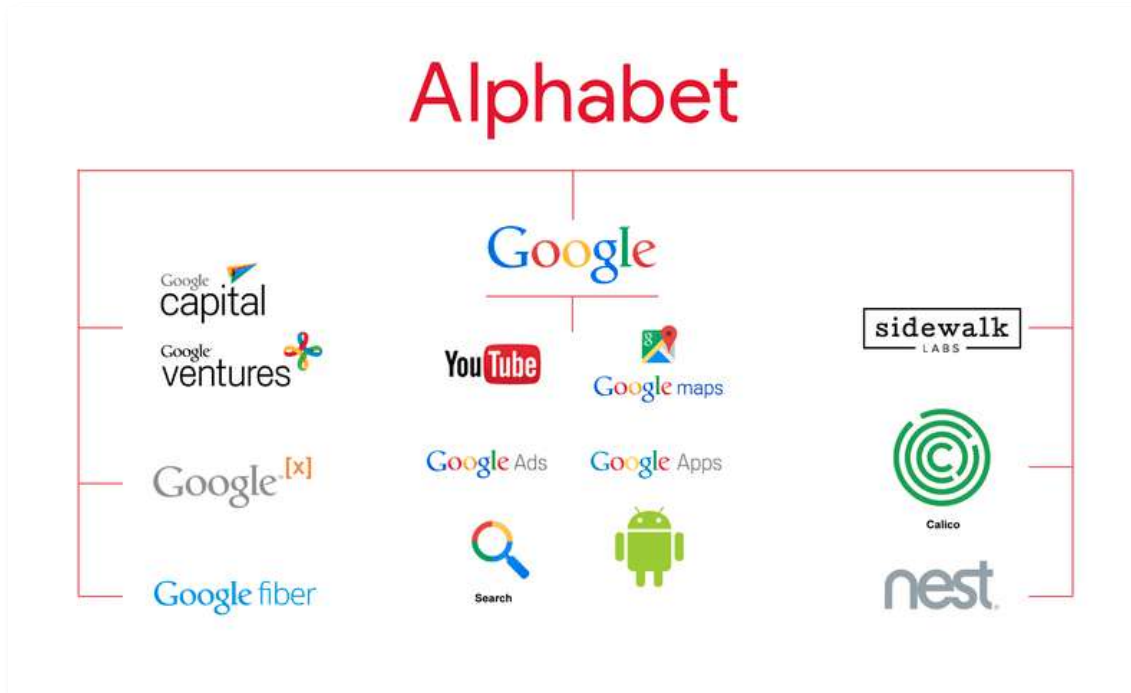


iPhone
iPad
iMac

MacBook
MacBook Pro
MacBook Air

🍏 MUSIC
🍏 WATCH
🍏 TV

BRAND ARCHITECTURE



BRAND ARCHITECTURE

WHY DO YOU NEED IT?

EXTERNALLY, it helps your customers and other stakeholders make sense of a multifaceted organization.

INTERNALLY, it can serve as a valuable tool for optimizing marketing efficiency and performance.

BRAND ARCHITECTURE

WHY DO YOU NEED IT?

1. ORGANIZATIONAL STRUCTURE

2. CLARITY

BRAND ARCHITECTURE

IS THERE A “RIGHT” BRAND ARCHITECTURE?

It depends.

The “right” brand architecture equals clarity.

It is an external expression of the corporate business strategy.

COLLABORATIVE BRANDING

COLLABORATIVE BRANDING

COMING TOGETHER

One of the most important ways that people can bring value is by coming together.

AND THAT POWER GROWS WHEN IT HAPPENS AT BRAND-SCALE.

COLLABORATIVE BRANDING

A WIN-WIN FOR ALL

EXPAND YOUR BRAND'S REACH

COST AND RESOURCE-SHARING

IMPROVE BRAND TRUST AND CUSTOMER LOYALTY

BOOST AWARENESS, SALES AND REVENUE

COLLABORATIVE BRANDING

MUTUAL GOALS

The merging of resources and expertise to create innovation, and leverage the strengths of each brand.

COLLABORATIVE BRANDING

HOW TO PREPARE FOR A MORE DIVERSE AND COLLABORATIVE APPROACH?

Acknowledge users in the co-production of brand value

Leverage, support, and encourage the participation of co-creation

Collaborate and engage with a broader network

ZOOMING IN

ZOOMING IN



COLLABORATIVE BRANDING

THE CHALLENGE

72 institutes with over 26,600 researchers, engineers and pioneers worldwide that work on the key topics of tomorrow: meet the Fraunhofer-Gesellschaft.



COLLABORATIVE BRANDING

“The Fraunhofer brand stands for excellent work at the interface between research and application, and also for outstanding professional development opportunities for its employees. To be able to conduct research and development at such a high level, **we need clear strategies but also the freedom and space for creativity** - our managers at Fraunhofer are the key to ensuring we can have both.”



COLLABORATIVE BRANDING



COLLABORATIVE BRANDING



70 JAHRE
FRAUNHOFER
70 JAHRE
ZUKUNFT
#WHATSNEXT

COLLABORATIVE BRANDING

You can either wait and see what happens. Or you can take things into your own hands. That's what we at Fraunhofer have been doing for 70 years. **Driven by our spirit of research, we invent the world of tomorrow, and beyond.**

COLLABORATIVE BRANDING

Founded in 2006, **the Carnot Label** was designed to develop partnership-based research.

Partnership research is a major driver for the economy, fostering corporate innovation and then guaranteeing both competitiveness and growth.



COLLABORATIVE BRANDING

A network of 38 french public research centers with a shared commitment to foster industry innovation.

The Carnot Label is granted to public research structures, Carnot institutes, whose have proven high-level R&I skills dedicated to foster innovation with industrial partners.

This significant network is committed to develop suitable and innovative solutions for companies, from SMEs to major ones.

COLLABORATIVE BRANDING



COLLABORATIVE BRANDING

The Catapult Network supports businesses in transforming great ideas into valuable products and services.

We are a network of world-leading technology and innovation centres established by Innovate UK. **We deliver impact across the UK economy, enabling businesses to thrive in global markets.**



COLLABORATIVE BRANDING

A CATAPULT IS WHERE RESEARCH IS ACCELERATED, WHERE NEW TECHNOLOGIES ARE FURTHER DEVELOPED, SCALED UP AND REALISED

Catapults nurture small, medium and large business growth by equipping organisations with the right infrastructure, testing environments, demonstration tools and technologies to bring new products, processes and services to market, boosting productivity, developing the workforce and providing a catalyst for technological change.

COLLABORATIVE BRANDING

CATAPULT
Offshore Renewable Energy

CATAPULT
Medicines Discovery

CATAPULT
Energy Systems

CATAPULT
Digital

CATAPULT
Connected Places

CATAPULT
Satellite Applications



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Q&A