

# Once Upon a Brand

**SHAPING & SHARING YOUR BRAND STORY**

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# One-Minute Story

What happened right before he/she took this leap!



# One-Minute Story

Your name

(how you got it, its history, who else has it, etc.)



# One-Minute Story

What is happening with this person?



# Shaping and Sharing Your Story

- Why Branding? Why Storytelling?
- Great Brand Examples
- Our Roles
- Your Story
- Building the Brand Pyramid
- Practicing the Pitch

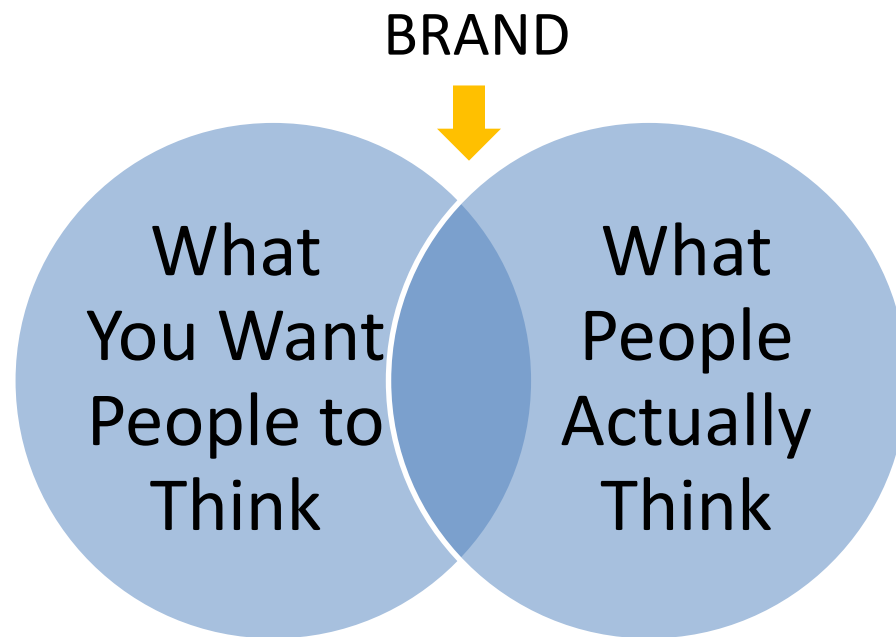




# Branding

“A recognizable and trustworthy badge of origin and also a promise of performance.”

—Paul Feldwick



A Brand is Not a Logo

A Brand is Not an Ad

A Brand is Not a Brochure

A Brand is not a Tagline

A Brand is not a Mascot

Experience + Perception + Identity =

**BRAND**



# Why Brand Matters

- Prospects may choose organization over the competition
- Builds advocates and ambassadors
- Reinforces relationships and strategic direction
- Unites and excites partners or customers

With 20,000+ non-profit organizations in Colorado  
– how will you stand out?

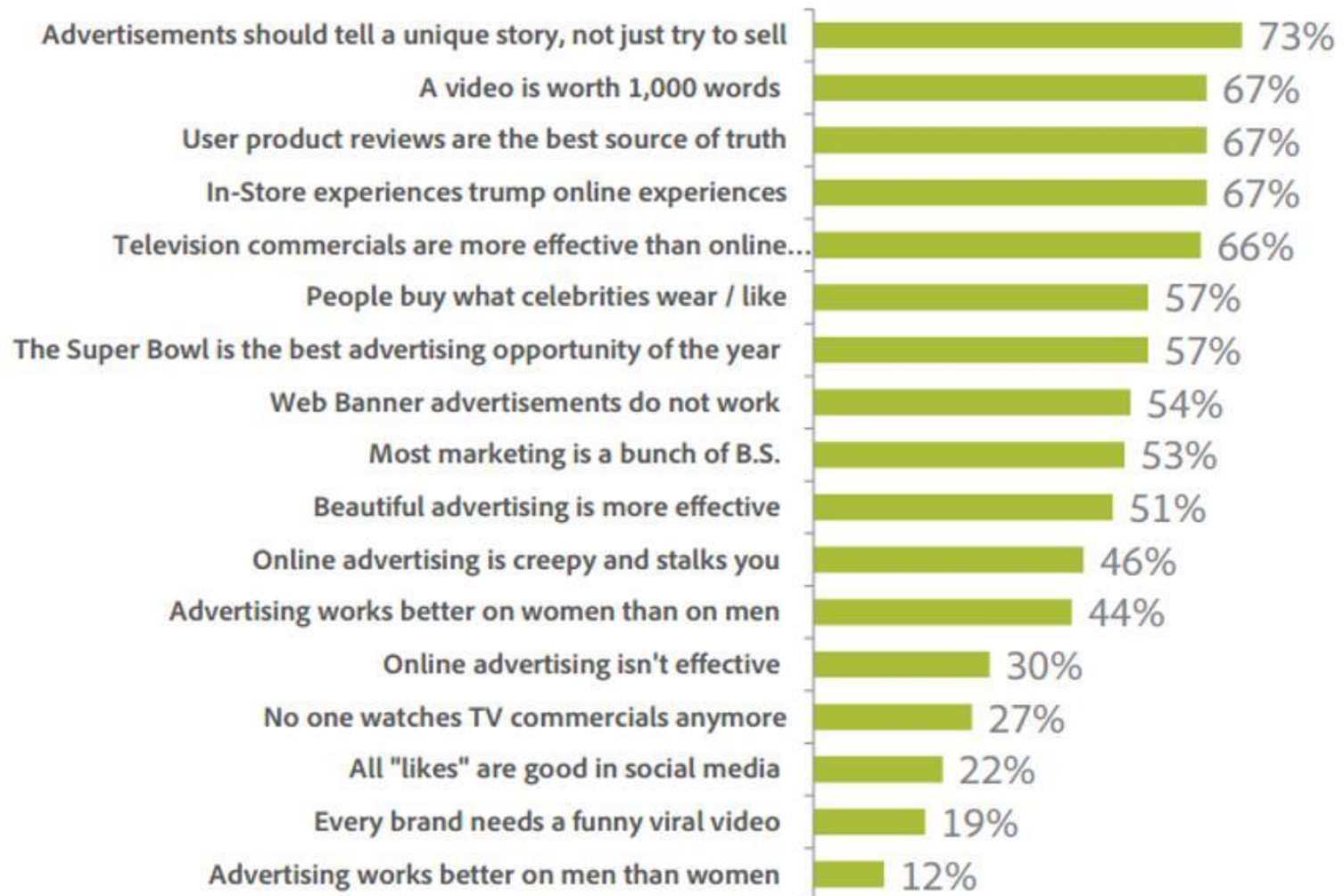
# Why Stories Matter

- Narrative Paradigm (Walter Fisher) – all meaningful communication is conveyed through stories.
- Personal stories make up 65% of our conversations ([Jeremy Hsu](#)).
- Stories are remembered up to 22 times more than facts alone ([MarketingProfs](#)).



# Consumers want to be told a story

Agreed



# BRAND AND STORY

PERCEPTION  
EXPERIENCE  
IDENTITY

MOTIVATION  
PERSUASION  
MEMORY

**“The brands we really love are the ones that create difference for us, they make us feel like we belong, that we are part of their story and they are part of ours.”**

**—Bernadette Jiwa, The Story of Telling**

# *Moments of Warmth* - Duracell Canada



# *Dawn Saves Wildlife* - Dawn



# *Charity: Water*



charity: water





# charity: water

- We prove every project; we're an open book; 100% goes to the field.
- Purposeful, transparent, personal connections, collaboration.
- A non-profit organization bringing clean and safe drinking water to people in developing countries.



Practical Insights

Themes

Position



Berkeley  
UNIVERSITY OF CALIFORNIA

- Socially Conscious, Free-Thinking, Open and Tolerant, Down-to-Earth, Kinetic, Independent, Self-Reliant
- Real World, Potential, Dynamism, Optimism, Leadership, Public Value
- UC Berkeley reimagines the world by challenging convention to shape the future.



Intangible Attributes



Themes



Position



# CHIPOTLE

MEXICAN GRILL

- Be true to your voice; converse rather than broadcast; authentic passion is contagious.
- Responsible, committed, fresh, sustainable, genuine.
- Chipotle is cultivating a better world.



Practical Insights

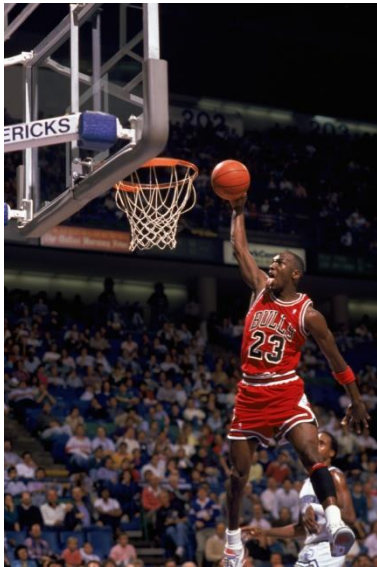


Themes



Position

# Brands Personified

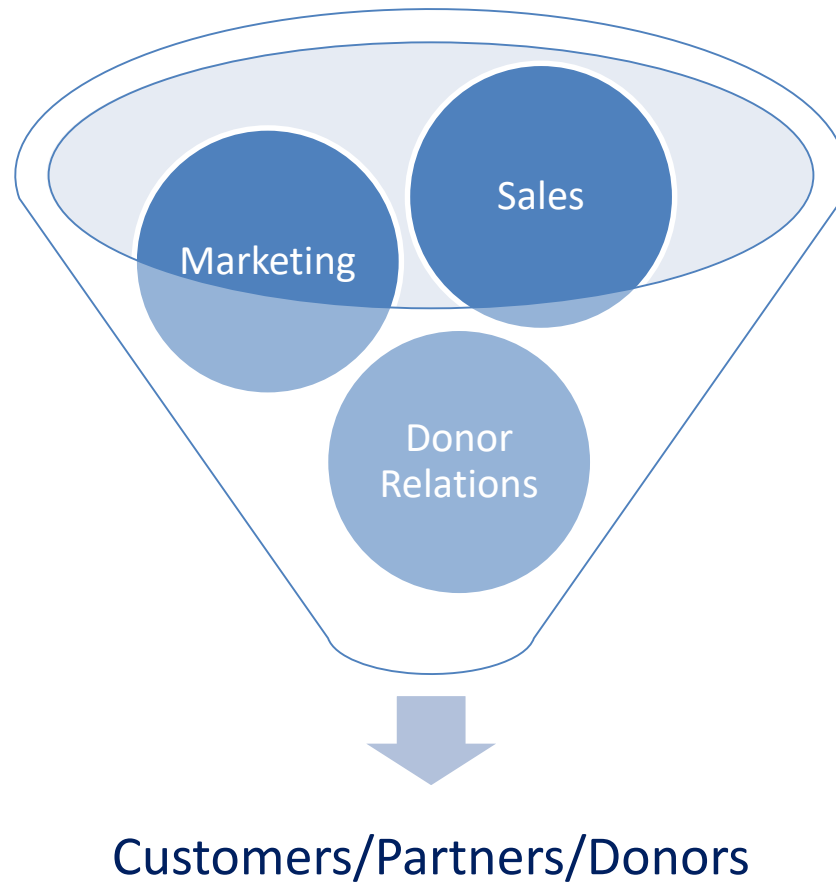


I'm a PC.

I'm a Mac.



# We All Inform the Customer Experience



# Communication Channels

- Shaping your message for different communication channels
  - Email
  - Social Media
  - One-on-One
  - Community Events
  - Presentations
  - Conferences
  - Annual Reports

# Your Role as a Stakeholder

- How do you strengthen and improve:
  - Experience
  - Perception
  - Identity
- A strong brand will:
  - Differentiate itself from competition
  - Speak to diverse constituents
  - Clarify the value proposition
  - Strengthen affiliation with the organization

# SHAPE THE STORY TOGETHER

- Surveys
- Focus Groups
- All-Staff Meetings



# Shaping Your Story

- Mission Statement
- Values
- Goals
- Vision

**What are your values?**

# Shaping Your Story

- The most unique asset we have...people!
  - Customers/Clients
  - Donors
  - Community Partners
  - Staff

***“The best brands are built on great stories.”***

*—Ian Rowden, CMO of Virgin Group*

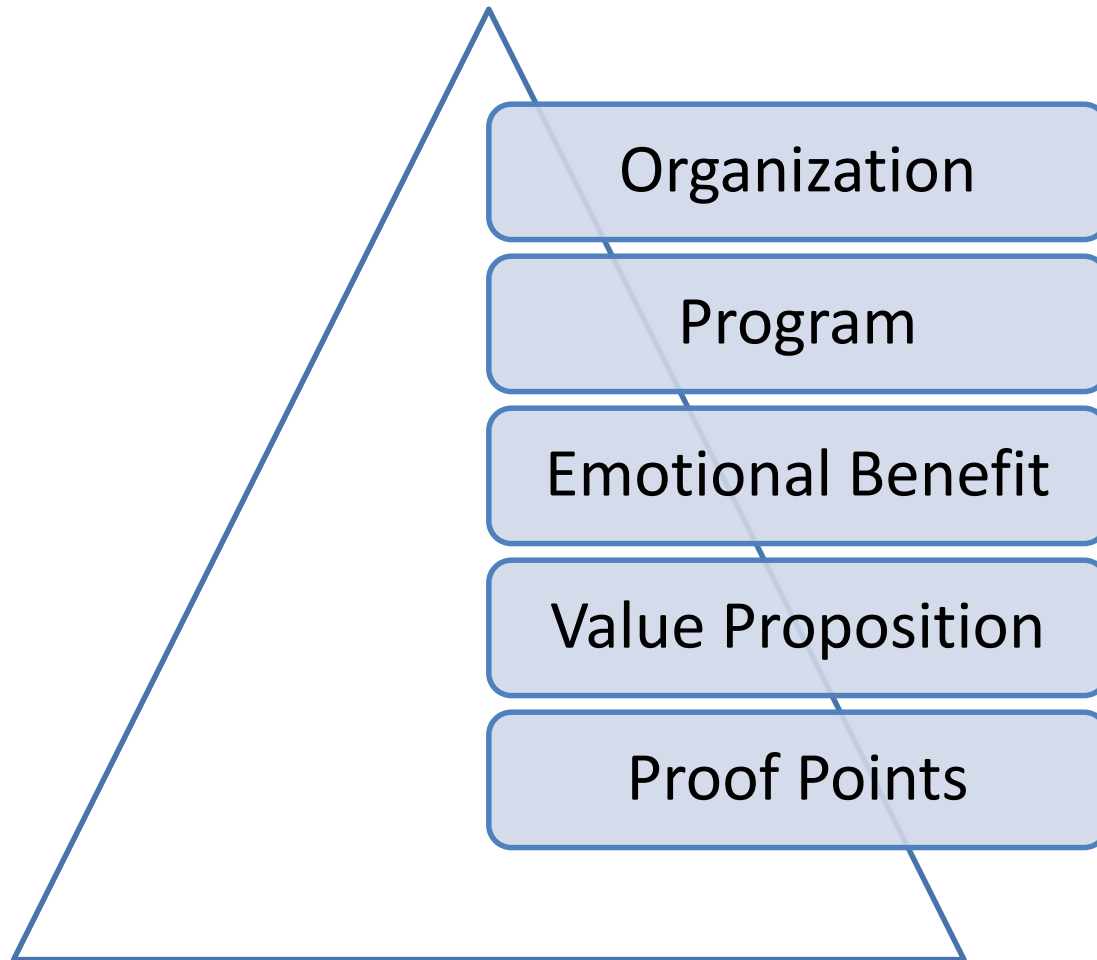
# Shaping Your Story

- Listening to feedback...
  - Reputation
  - Reviews
  - Anecdotal Stories

*“We all need people who will give us feedback. That's how we improve.”*

*—Bill Gates*

# Building the Brand Pyramid



# SHARE

- ✓ **SPECIFIC**
- ✓ **HELPFUL**
- ✓ **ACCESSIBLE**
- ✓ **REAL**
- ✓ **ENLIGHTENING**

# Crafting Your Organization's Story

- We are the only...
- We help [target market]...
- By offering...
- Our history includes...

✓ SPECIFIC  
✓ HELPFUL  
✓ ACCESSIBLE  
✓ REAL  
✓ ENLIGHTENING

# Getting Specific about a Program

- Our X program offers...
- That results in...
- For example, look at [individual example]...

✓ SPECIFIC  
✓ HELPFUL  
✓ ACCESSIBLE  
✓ REAL  
✓ ENLIGHTENING

# Emotional Benefits

- Our clients feel...
- Our partners feel...
- Our staff feel...
- Our donors feel...
- What brings meaning?
- What brings value?

✓ SPECIFIC  
✓ HELPFUL  
✓ ACCESSBILE  
✓ REAL  
✓ ENLIGHTENING



# Unique Value Proposition

- What do you promise to deliver?
- How will it improve lives?
- What are the benefits?
- How are you different than the competition?

✓ SPECIFIC  
✓ HELPFUL  
✓ ACCESSIBLE  
✓ REAL  
✓ ENLIGHTENING

# Proof Points

- Specific examples that support the value proposition...
- Facts and figures...
- Statistics...
- Quotes...

✓ SPECIFIC  
✓ HELPFUL  
✓ ACCESSBILE  
✓ REAL  
✓ ENLIGHTENING

# Pyramid Example



Organization

Program

Emotional Benefit

Value Proposition

Proof Points

The University of Denver is a fully accredited and not-for-profit institution.

University College is the only continuing and professional education college that since 1938 has been leading learner-centered education.

Students feel proud of what they have accomplished and empowered to make a difference.

We deliver flexible, career-focused content online and evenings.

We take a personalized approach to education with an average class size of 12.

Organization

Our organization is the only...  
We help [target market]...  
By offering...

Program

Our X program offers...  
That results in...  
For example, look at [individual example]...

Emotional Benefit

Our clients/customers feel...  
Our donors feel...  
Our staff feel...

Value Proposition

What do you promise to deliver?  
How will it improve lives?  
What are the benefits?  
How are you different than the competition?

Proof Points

Specific examples that support the value proposition...

# Practicing the Pitch

## (Once You're Off the Elevator )

We help (target market) by  
(one sentence summary of your offering).

Our clients include (client example)  
who are looking to (current market need).

At (organization), our (program) offers  
(unique value proposition) that provides (results).

Look at (client name) for example, he/she just  
(accomplishment that embodies program).

Our (event/deadline/pledge drive) is (date), can I  
help you (call to action)?

# What to Avoid

- Assumptions
- Jargon
- Leading with Your Mission or Brand Position

# What to Remember

- Calls to Action
- Success Stories
- Website
- Contact Information/Location

# Workshop Your Pitch

- Does it make sense?
- Is it compelling?
- Is it descriptive?
- Is your proof point specific enough?
- Is it clear what comes next?

✓ SPECIFIC  
✓ HELPFUL  
✓ ACCESSIBLE  
✓ REAL  
✓ ENLIGHTENING

**How have/will you share the  
Experience + Perception + Identity  
of your organization?**

***Thank you!***

***Slides on [victoriaomalley.com](http://victoriaomalley.com)***