



RESPOND → PLAN → RETURN STRONGER

Make Every Pitch Count

PRESENTED BY

Mike Jones, CEO of Resound



RETURN STRONGER 

EVERY PITCH COUNTS

*Craft Your Compelling Brand Pitch to Gain,
Clarity, Consistency, & Customers*

Resound

MIKE JONES

CEO of Resound

*“Strategizer & Chief
Coffee Addict*

@remarkamike

mike@resoundcreative.com

Resoundcreative.com





At Resound, we believe that because people are intrinsically remarkable, (and organizations are created by human beings) every organization is remarkable too.

Unfortunately most organizations don't act like it.

We help B2B companies find their authentic identities in order to resonate with their audiences and build lasting customer relationships through content, design, and video.



Brand Strategy & Identity Development

Content Marketing

Video, Photo & Advertising Production

Website & Collateral Development

Resound

 Henry+Horne

MAC⁶

 Infusionsoft.

 **PrePass[®]**
SAFETY ALLIANCE

CANYON
STATE
CREDIT UNION™
Committed to You.

 AppointmentPlus™

RETURN STRONGER 



What we'll cover:

- 1 Intro Exercise
- 2 What is a Brand?
- 3 What is a Brand Pitch?
- 4 How do You Build Your Brand Pitch?
- 5 What's Next? (Build Your Brand Pitch!)

Let's

BUILD





Goal: Draw a **funky** picture

Do: Work **quickly** (15 seconds)



Who defined **FUNKY?**



Who defined **FUNKY?**
(you did)



Does your “customer” **AGREE?**



If not, did you **FAIL?**



Who defines your **BRAND?**



Who defines your **BRAND?**
(you do)



If your customers
AGREE
they'll tell you



What if your customers
DON'T AGREE?



1. You're not communicating and behaving according to your brand (or at least not well enough).



2. The customers you have are the wrong fit - likely because your brand has (unconsciously?) changed.





JUST DO IT.



I'm here to

CHALLENGE

what a brand pitch is and is not



We're here to

DEFINE

your **authentic** Brand Pitch



You're here to
START BUILDING
on what makes your brand
pitch remarkable

An abstract painting with a textured surface. The background is dominated by vibrant red and green colors, with visible brushstrokes and some white highlights. The red is on the left and top, while the green is on the right and bottom. The overall effect is dynamic and artistic.

WHAT IS / IS NOT
A BRAND?

The logo for Kleenex Brand, featuring the word "Kleenex" in a blue, cursive font with a registered trademark symbol, and the word "BRAND" in a smaller, blue, sans-serif font below it.The logo for Jacuzzi, consisting of the word "Jacuzzi" in a white, serif font inside a black oval with a white border.

is it a name?

The logo for Frisbee Disc, featuring the word "FRISBEE" in a white, bold, sans-serif font with a red outline, and the word "DISC" in a white, sans-serif font inside a black oval with a red outline, all set against a red and yellow background.The logo for Popsicle, featuring the words "The Original Brand" in a cursive font above the word "Popsicle" in a white, bold, sans-serif font. The word "Popsicle" is set against a blue and red background, with a registered trademark symbol, and is surrounded by a ring of red dots.



is it a logo?



SEA FOOD DIFFERENTLY

JUST DO IT.

is it a tagline?

**THE
QUICKER
PICKER
UPPER**

More saving.
More doing.®

eat fresh.®

or maybe it's "advertising"?



or is it the design of
the product or service?





f

26

3

10

Photo

Status

Facebook

STARBUCKS COFFEE



BRAND

all that stuff?

BRAND

your identity

BRANDR

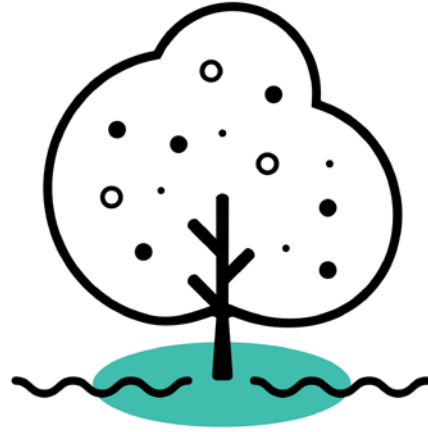
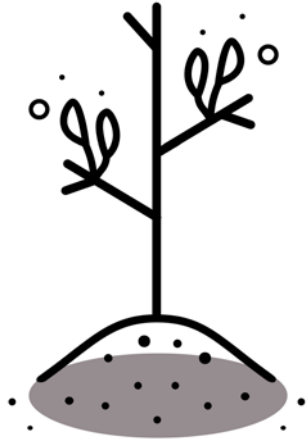
"to burn"







BRAND
it grows...like you



BRAND
it grows...like you

BRAND
starts from the bottom-up



BRAND

is like a FOUNDATION



BRAND
is NOT Product.

This house has a super-awesome solar-panel infused roof!

AMAZING! You can see through our windows!

We got grass!



Our garage doors are made from reclaimed Viking ships!

BRAND
is NOT the "stuff"

It's
EASY

to interpret a product
(or service)

It's

NOT EASY

to interpret the foundation (the
brand)

An abstract painting with a textured surface. The background is dominated by vibrant red and green colors, with some white and yellow accents. The brushstrokes are visible, creating a sense of movement and depth. The text is overlaid on the red section of the painting.

**WHY DOES IT
MATTER?**

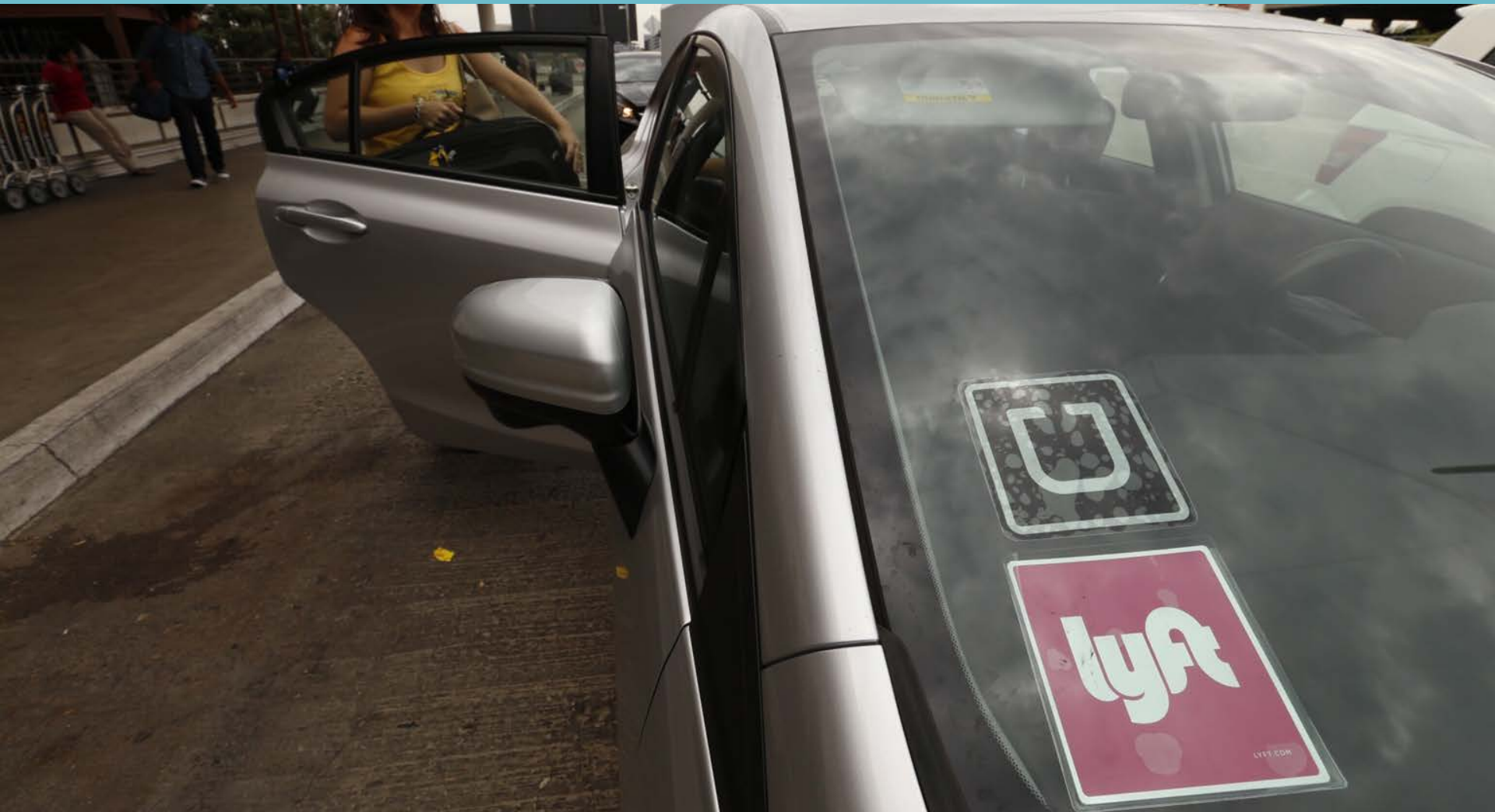


ONE: Perceived Value

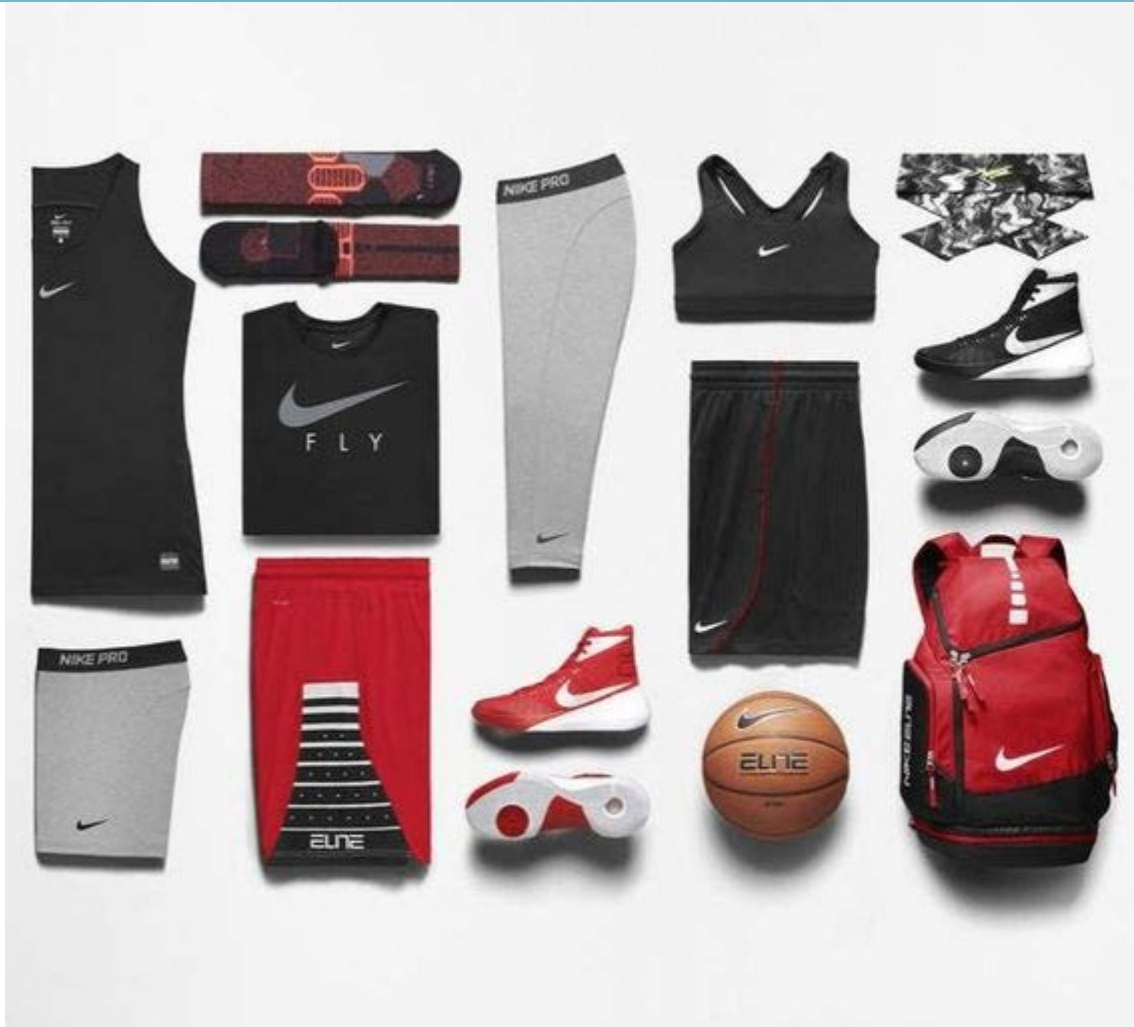
High strength brands can command an average price premium **13% higher** than low strength brands, and **6% higher** than medium strength brands.



Source: The Meaningfully Different Framework, Millward Brown, 2013. Shopcom data merged with equity survey scores. Based on comparing Brand 'Premium' scores to shopping habits of 1600 consumers. 65 brands in 4 categories.

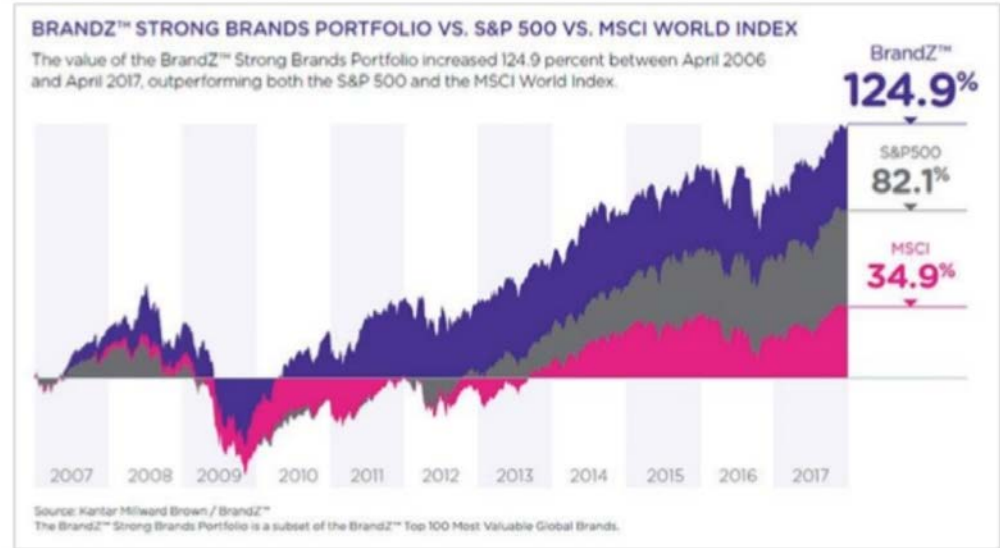


TWO: DIFFERENTIATION



THREE: LOYALTY

Strong brands outperform the shareholder growth of the average company. The value of BrandZ Strong Brands Portfolio increased by **124.9%** from April 2006 to April 2017, outperforming both the S&P 500, which grew **52.1%**, and the MSCI World Index, which grew **34.9%**.



IN A CROWDED
MARKETPLACE

An abstract painting with thick, expressive brushstrokes. The left side is dominated by vibrant red, while the right side features shades of teal and light green. The center is a mix of these colors, creating a dynamic and textured background.

BRAND WINS

So what gives you the best chance of building a strong brand foundation?

The Truth.

The alternatives:
Fake, False, and Forced

To find the truth of your brand...

Where do you want to go?

What do you really value?

How does it all feel?

What story do you tell?

Vision

Core Values

Personality

Brand Pitch

An abstract painting with thick, textured brushstrokes. The color palette is dominated by teal and light blue, with streaks of purple and red. The brushwork is expressive and layered, creating a sense of depth and movement. The overall composition is non-representational and visually rich.

Brand Pitch

Brand WHAT IS IT? Pitch

Brand It's a story. Pitch

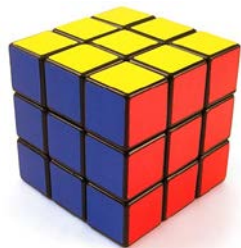
2-3 sentences

Has characters

Has beginning, middle, end

Has why, how, what

Informs your content



Brand Pitch Characters

HERO

Problem

GUIDE

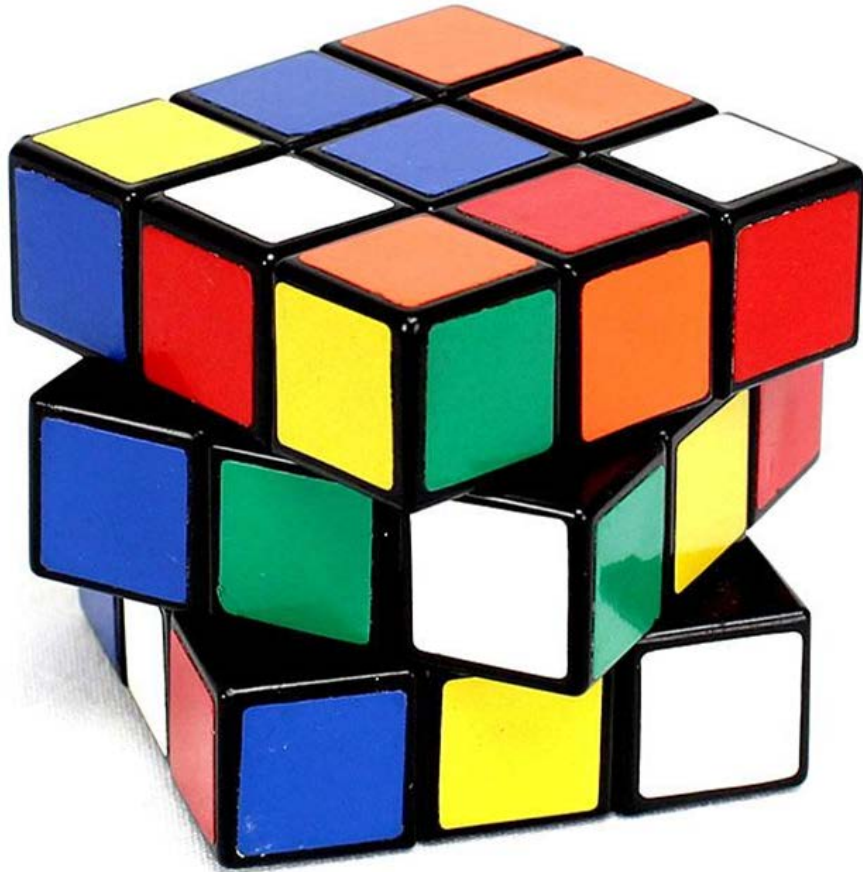
Solution



Brand Pitch

Characters: The Hero

WHO is it?



Brand Pitch

Characters: The Hero

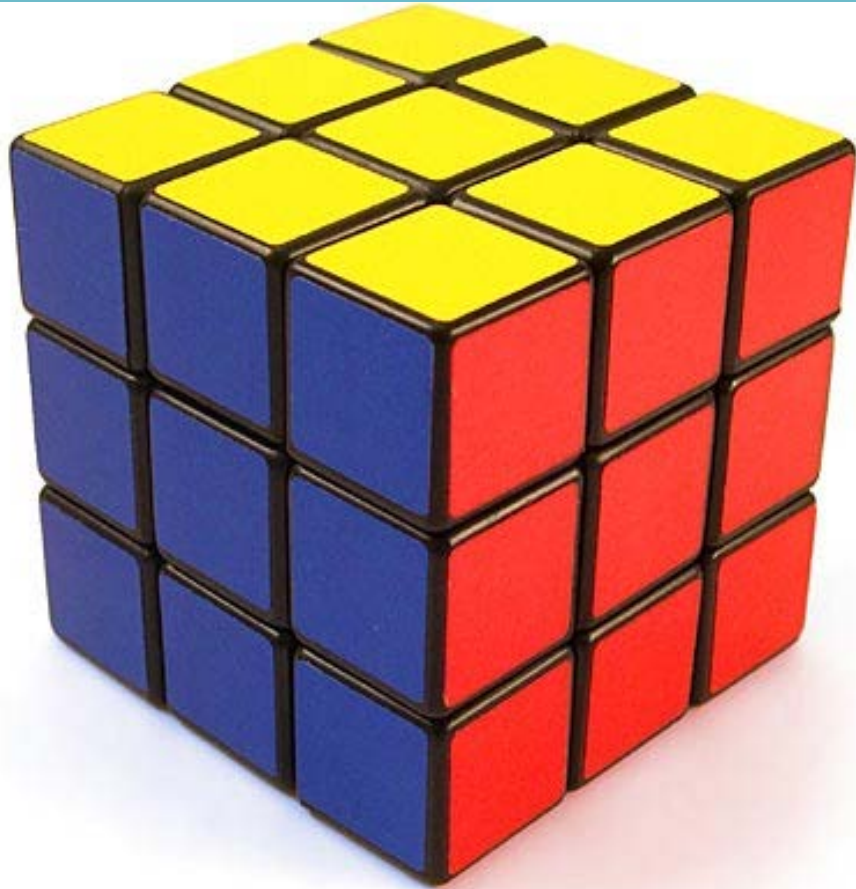
WHO is it?

*WHAT is the Hero's
problem? (pain point)*



Brand Pitch Characters: The Guide

WHO is it?



Brand Pitch Characters: The Guide

WHO is it?

*HOW does the guide
help the Hero solve the
problem?*

Brand Pitch: Piecing it together

Beginning

Middle

End

Brand Pitch Worksheet: rsnd.co/brand-pitch

Brand Pitch: Piecing it together

Beginning

Middle

End

Let's do it with a **FICTITIOUS COMPANY:**
SmileCo.

Brand Pitch Worksheet: rsnd.co/brand-pitch

Beginning

Middle

End

WHAT is the state of the union?

Hero exists in this state **WITHOUT** you

Brand Pitch Worksheet: rsnd.co/brand-pitch

Beginning

Middle

End

“Before we were here...”

Brand Pitch Worksheet: rsnd.co/brand-pitch

Beginning

Middle

WRITE IT for SmileCo.

“Before we were here, preschoolers were sad.”

Brand Pitch Worksheet: rsnd.co/brand-pitch

Beginning

Middle

WRITE IT for YOU

“Before we were here...”

Brand Pitch Worksheet: rsnd.co/brand-pitch

Beginning

Middle

End
HOW does your arrival help the current state?
Hero **REALIZES** need for help and looks for it

Brand Pitch Worksheet: rsnd.co/brand-pitch

Beginning

Middle

End

“Then we showed up...”

Brand Pitch Worksheet: rsnd.co/brand-pitch

Beginning

Middle

WRITE IT for SmileCo.

“Then we showed up with our SmileCo Smile Paint Vending Machines and preschoolers realized they didn’t have to be sad.”

Beginning

Middle

WRITE IT for YOU

“Then we showed up...”

Brand Pitch Worksheet: rsnd.co/brand-pitch

Beginning

Middle

End

WHAT are you doing for the customer?

Hero **OVERCOMES** problem with your guidance

Brand Pitch Worksheet: rsnd.co/brand-pitch

Beginning

Middle

End

“The difference we made...”

Brand Pitch Worksheet: rsnd.co/brand-pitch

Beginning

Middle

WRITE IT for **End** SmileCo.

“The difference we made is that preschoolers painted smiles on their faces and made each day of school a little happier.”

Beginning

Middle

End

WRITE IT for YOU

“The difference we made...”

Brand Pitch Worksheet: rsnd.co/brand-pitch

What if?

What happens if the hero doesn't use the guide?

Brand Pitch Worksheet: rsnd.co/brand-pitch

What if?

WRITE IT for SmileCo.

“When we weren’t there preschoolers didn’t have a way to express happiness and their school experience was less joyful.”

What if?

WRITE IT for YOU

“When we weren’t there...”

Brand Pitch Worksheet: rsnd.co/brand-pitch

A Singular Brand Pitch

Put it together, get creative

Brand Pitch Worksheet: rsnd.co/brand-pitch

A Singular Brand Pitch

For SmileCo.

Brand Pitch Worksheet: rsnd.co/brand-pitch

“The world felt like a sad place because Preschoolers didn’t have an alternative to sadness and frowns.

Smile Co., like a ray of light bursting through burdensome clouds, brought a new and refreshing alternative to sadness with our Face Paint Vending Machines.

Preschoolers everywhere took notice, choosing to abandon continued sadness and painting their faces with Smile Co.s’ amazing brand of smiles.”

THIS is your **BASELINE** Brand Pitch

Let's make it **RESOUNDING**

How?

Resounding Brand Pitch...

Resounding Brand Pitch...

**weaves the pieces
together covertly**

Weave the pieces

Virgin America is a California-based airline that is on a mission to make flying good again with brand new planes, attractive fares, top-notch service, and a host of fun, innovative amenities that are reinventing domestic air travel. The Virgin America experience is unlike any other in the skies, featuring mood-lit cabins with WiFi, custom-designed leather seats, power outlets, and a video touch-screen at every seatback offering guests on-demand menus and countless entertainment options.



Weave the pieces

Virgin America is a California-based airline that is on a mission to make flying good again

This is the beginning and the problem



Weave the pieces

Virgin America is a California-based airline that is on a mission to make flying good again with brand new planes, attractive fares, top-notch service, and a host of fun, innovative amenities that are reinventing domestic air travel.

This is the happy ending (but in the middle)



Weave the pieces

Virgin America is a California-based airline that is on a mission to make flying good again with brand new planes, attractive fares, top-notch service, and a host of fun, innovative amenities that are reinventing domestic air travel. The Virgin America experience is unlike any other in the skies, featuring mood-lit cabins with WiFi, custom-designed leather seats, power outlets, and a video touch-screen at every seatback offering guests on-demand menus and countless entertainment options.



Ends with the middle (product features)

america

Resounding Brand Pitch...

infers the hero's problem
from the solution

Infer the problem

*Beats by Dr. Dre (Beats) is a leading audio brand founded in 2006 by Dr. Dre and Jimmy Iovine. Through its family of premium consumer headphones, earphones and speakers, Beats has introduced an entirely new generation to the possibilities of premium sound entertainment. The brand's continued success **helps bring the energy, emotion and excitement of playback in the recording studio** back to the listening experience for music lovers worldwide.*



beatsaudio™

RETURN STRONGER 

Resounding Brand Pitch...

implies (not explicitly)
the audience

Imply the audience

*GoPro helps people capture and share their lives' most meaningful experiences with others—to celebrate them together. Like how **a day on the mountain with friends** is more meaningful than one spent alone, the sharing of our collective experiences makes our lives more fun.*

GoPro®

Be a HERO.™



Resounding Brand Pitch...

leverages founders' stories

Leverage founder story

*We were students when **one of us lost his glasses** on a backpacking trip. The cost of replacing them was so high that he spent the first semester of grad school without them, squinting and complaining. (We don't recommend this.) The rest of us had similar experiences, and we were amazed at how hard it was to find a pair of great frames that didn't leave our wallets bare. Where were the options?*

WARBY PARKER

eyewear

RETURN STRONGER 



Looking for a job shouldn't be frustrating. You shouldn't have to chase dead-end opportunities with zero feedback and then wonder if you'll ever be "the right fit". It shouldn't take so long that you feel invisible and invalidated as a human being.

We see the job hunt as it should be — decoding talent acquisition technology and helping you find the right fit faster.

We make the job search suck less.



Covered with Verified Integrity

Every building envelope requires a whole lot of people and parts coming together to make one cohesive barrier between the inside and the outside. But it's never that easy. Even the smallest gap, leak, or miscalculation can derail an entire operation and destroy reputations. That's why everyone involved is trying to cover more than just the building.

Through our extensive field testing capabilities, state-of-the-art AAMA-accredited lab, and design consulting services, Field Verified is equipped to ensure the success of every building envelope before, during, and after its completion. We don't rest until every person, system, and building we work with is covered with verified integrity.





You are remarkable.

At Resound, we believe that because people are intrinsically remarkable, —and organizations are created by human beings—
every organization is remarkable too.

Unfortunately most organizations don't act like it.

We help B2B companies find their authentic identities in order to resonate with their audiences and build lasting customer relationships through content, design, and video.

HOW do you use your Brand Pitch?

Your pitch! Use your Brand Pitch (or a version of it) to introduce your company to investors, partners, customers, and even employees.

Create different versions based on who you're talking to and the context of your audience.

Headline and intro on your website!

**‘About Us’ boilerplate on brochures,
sales sheets, press releases**

Each part of your Brand Pitch
becomes **inspiration for blog posts,
newsletters, ebooks, articles for
publications**

Inspiration to write a book!

An abstract painting with thick, textured brushstrokes. The color palette is dominated by teal and light blue, with streaks of purple and red. The composition is layered and expressive, with visible ridges and valleys in the paint. The word "Homework" is centered in a clean, white, sans-serif font.

Homework

Your mom.

Review what you have

Write and rewrite

Can you...

weave the pieces
together covertly?

Can you...

infer the hero's problem
from the solution?

Can you...
imply (not explicitly)
the audience?

Can you...
leverage founders'
stories?

Try it out. Create different versions and ask your team, family, and friends – even customers. *‘Does it seem right? Does it match what you know about us?’*

5 Strangers x 5 Days

JUST DO IT.

Will you resound your **Brand Pitch**?

An abstract painting with thick, textured brushstrokes. The color palette is dominated by teal and light blue, with streaks of purple and red. The brushwork is expressive and layered, creating a sense of depth and movement. The overall composition is dynamic and modern.

Brand Resources And Tools

Brand Pitch Worksheet:

rsnd.co/brand-pitch

Download this deck:

rsnd.co/acabootcamp



Vision

Core Values

Personality

Brand Pitch

Not sure where to start?

Run Your Own Brand Audit

rsnd.co/brand-tool



ARIZONA
SMALL
BUSINESS
BOOT CAMP &
COLLECTIVE

RESPOND → PLAN → RETURN STRONGER

Email: mike@resoundcreative.com

Web: resoundcreative.com

Phone: 480-270-4718

Resound





RESOUNDCREATIVE.COM

Web: resoundcreative.com

Email: mike@resoundcreative.com

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[Grab this deck: rsnd.co/acabootcamp](http://rsnd.co/acabootcamp)