



YOU ARE REMARKABLE

*Unlock Your Marketing with Your
Authentic and Compelling Brand Story*

Resound

Introductions



Mike Jones

CEO





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 creative services like content, design, and video.





Brand Strategy & Identity Development
Content Marketing
Video, Photo & Advertising Production
Website & Collateral Development





Let's Imagine



Imagine something **funky**

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.**



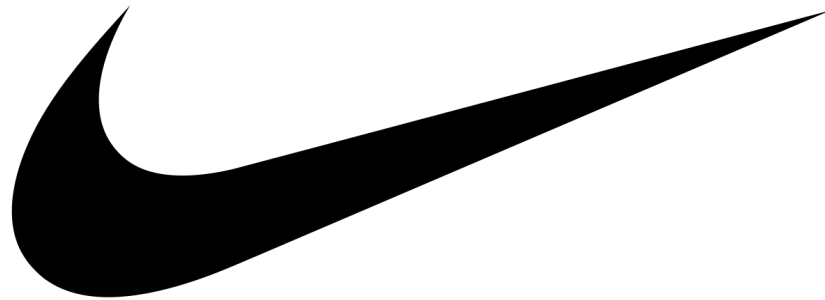
What if your customers **DON'T** agree?

1

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

2

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



JUST DO IT.

**We're here to CHALLENGE YOU
as to what a brand is and is not**

Start to **BUILD** your authentic brand story

We are here to
START BUILDING
on what makes your brand
story REMARKABLE

WHAT IS / IS NOT A BRAND?



Is it a name?



Is it a logo?



Is it a tagline?

SEA FOOD DIFFERENTLY

JUST DO IT.

**THE
QUICKER
PICKER
UPPER**

More saving.
More doing.®

eat fresh.®



**Or is it the design of
the product or service?**



STARBUCKS COFFEE



BRAND
= All that stuff?

BRAND
= your identity

BRANDR

"To burn"

What is a brand?





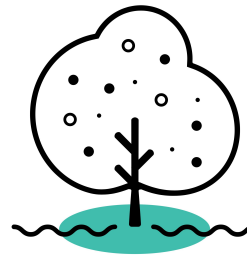
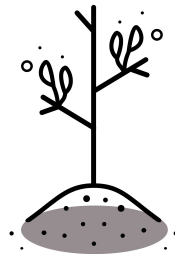
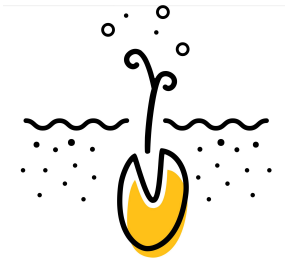


BRAND

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”

**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

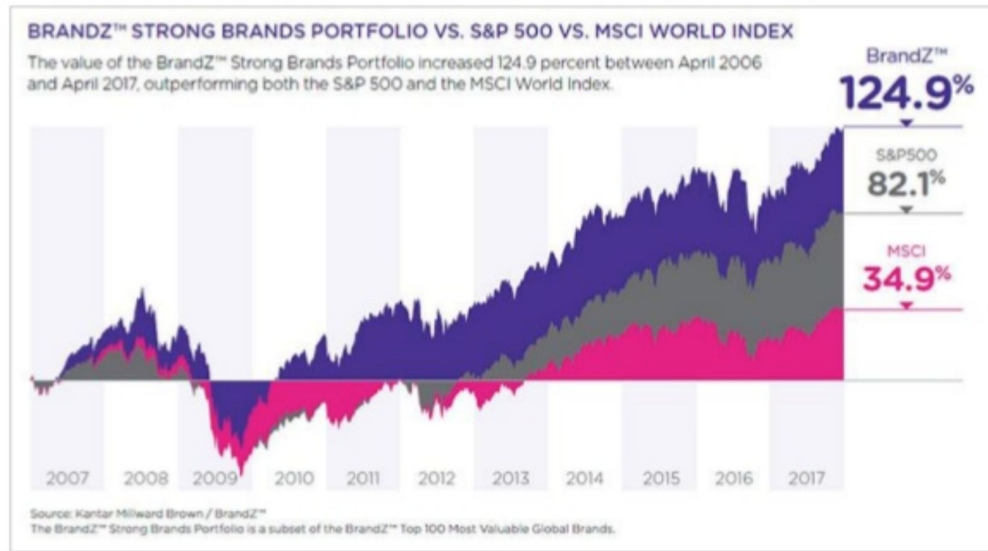
3x Sales Volume:

High strength brands affect customers' predisposition to choose a brand, and so deliver greater volume sales than medium or low-strength brands. Brands with high 'power' scores capture **3x the sales volume** of the average brand.



Source: *The Meaningfully Different Framework*, Millward Brown, 2013. Based on comparing brand 'power' scores to shopping habits of 1600 customers.

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, out-performing both the S&P 500, which grew **52.1%**, and the MSCI World Index, which grew **34.9%**.



Source: Kantar Millward Brown, BrandZ, 2017

In a crowded MARKETPLACE

**(Every marketplace is
crowded)**

The background is a solid teal color with a heavy, painterly texture. It features numerous vertical and diagonal brushstrokes, creating a sense of depth and movement. The lighting appears to come from the upper left, casting subtle shadows and highlights across the textured surface.

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 Story



Brand Story



Brand Story

Worksheet

rsnd.co/brand-story

Brand Story

What is it?

Worksheet: rsnd.co/brand-story

2-3 Sentences

Worksheet: rsnd.co/brand-story

Has characters

Worksheet: rsnd.co/brand-story

Has beginning, middle, end

Worksheet: rsnd.co/brand-story

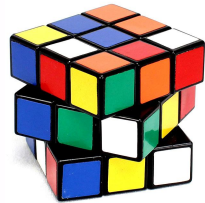


Informs your content

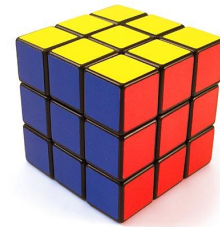
Worksheet: rsnd.co/brand-story

Brand Story Characters

Hero / Problem



Guide / Solution



Worksheet: rsnd.co/brand-story

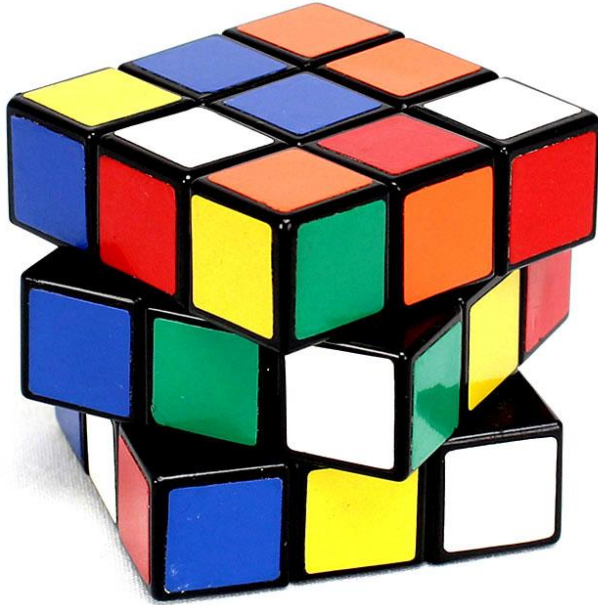


Brand Story Characters

The Hero: Who is it?

Worksheet: rsnd.co/brand-story

Brand Story Characters



The Hero: Who is it?

What is the Hero's problem?
(pain point)

Worksheet: rsnd.co/brand-story

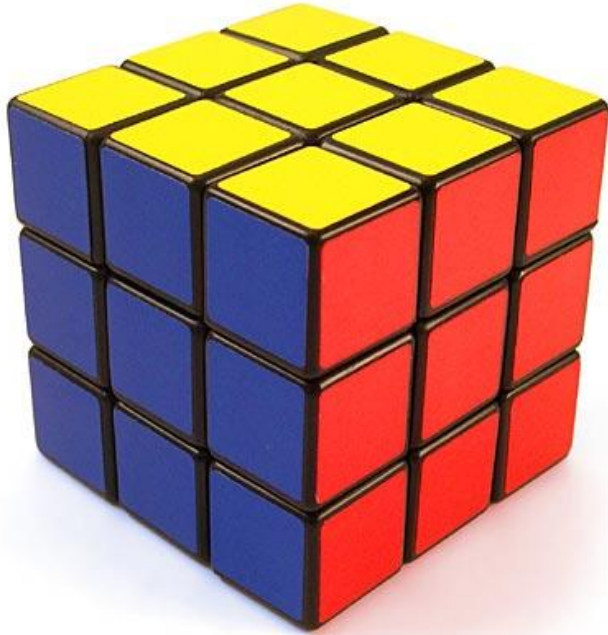




Brand Story Characters

The Guide: Who is it?

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Brand Story Characters

The Guide: Who is it?

How does the guide help the Hero solve the problem?

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Brand Story

Piecing it together

Beginning Middle End

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Let's do it with a fictitious company: Smile Co

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Beginning:

- WHAT is the state of the union?
- Hero exists in this state WITHOUT you

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Beginning:

- *“Before we were here...”*

Worksheet: rsnd.co/brand-story



Beginning:

- Write it for Smile Co.
- *“Before we were here, preschoolers were sad.”*

Worksheet: rsnd.co/brand-story



Beginning:

- Write it for **You**
- *“Before we were here...”*

Worksheet: rsnd.co/brand-story



Middle:

- How does your arrival help the current state?
- Hero realizes need for help and looks for it.

Worksheet: rsnd.co/brand-story

Middle:

- *“Then we showed up...”*

Worksheet: rsnd.co/brand-story



Middle:

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

Worksheet: rsnd.co/brand-story

Middle:

- Write it for **You**
- *“Then we showed up...”*

Worksheet: rsnd.co/brand-story



End:

- What are you doing for your customer?
- Hero overcomes problem with your help.

Worksheet: rsnd.co/brand-story

End:

■ *“The difference we made...”*

Worksheet: rsnd.co/brand-story

End:

- Write it for Smile Co.
- *“The difference we made is that preschoolers painted smiles on their faces and made each day of school a little happier.”*

Worksheet: rsnd.co/brand-story

End:

- Write it for **You**
- *“The difference we made...”*

Worksheet: rsnd.co/brand-story



What if?

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

Worksheet: rsnd.co/brand-story



What if?

- Write it for Smile Co.
- *“When we weren’t there preschoolers didn’t have a way to express happiness and their school experience was less joyful.”*

Worksheet: rsnd.co/brand-story

What if?

- Write it for **You**
- *“When we weren’t there...”*

Worksheet: rsnd.co/brand-story



A Singular Brand Story

- Put it together, get creative

Worksheet: rsnd.co/brand-story

A Singular Brand Story

■ For SmileCo.

Worksheet: rsnd.co/brand-story



A Singular Brand Story

“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.”

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A Singular Brand Story

- Write yours

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This is your **baseline** Brand Story

Worksheet: rsnd.co/brand-story

Now make it Remarkable

Worksheet: rsnd.co/brand-story



How?

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Remarkable brand stories...

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Remarkable brand stories weave the pieces together covertly

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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.

Worksheet: rsnd.co/brand-story



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.

Worksheet: rsnd.co/brand-story



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)

Worksheet: rsnd.co/brand-story



Weave the Pieces



...

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)

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Remarkable brand stories
infer the hero's problem from
the **solution**

Worksheet: rsnd.co/brand-story





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.

Worksheet: rsnd.co/brand-story



Remarkable brand stories
imply (not explicitly) the
audience

Worksheet: rsnd.co/brand-story



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.

Worksheet: rsnd.co/brand-story



Remarkable brand stories leverage founders' stories

Worksheet: rsnd.co/brand-story



Bring the story:

WARBY PARKER eyewear

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?

Worksheet: rsnd.co/brand-story

Brand Story Example:



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.





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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 story?

How do you use your Brand Story?

- **Elevator pitch!** Use your Brand Story (or a version of it) to introduce your company to people you meet and in presentations and pitches. Your brand story gets everyone singing from the same hymn book.



How do you use your Brand Story?

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



How do you use your Brand Story?

- Headline and intro on your website!

How do you use your Brand Story?

- 'About Us' boilerplate on brochures, sales sheets, press releases.

How do you use your Brand Story?

- Each part of your Brand Story becomes inspiration for blog posts, newsletters, ebooks, articles for publications.

How do you use your Brand Story?

- Inspiration to write a book!

Your Brand Story homework

Your **mom**

Review what you did today



Write and rewrite



Make it **remarkable**

Try it out

5 strangers x 5 days

JUST DO IT.

Will you **resound** your story?



Brand Tools



Vision
Core Values
Personality
Brand Story



Remarkable Brand Course

(coming Spring 2021)

rsnd.co/newsletter



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Mike Jones

*Author, Speaker, CEO, and
Brand Strategist*



Brand Story worksheet:
rsnd.co/brand-story

Download this deck:
rsnd.co/aca



An aerial photograph of a landscape, possibly a valley or a coastal area, with a teal overlay. The text "You are Remarkable" is written in a white, cursive font, centered on the image. The word "You" is on the first line, "are" is on the second line, and "Remarkable" is on the third line. The text is written in a flowing, cursive style with thin, elegant strokes. The background shows a mix of green fields, some buildings, and a body of water in the distance, all under a hazy sky. The teal overlay is a solid color that covers the entire image, creating a cohesive and calming visual effect.

You are
Remarkable

An aerial photograph of a multi-lane highway with traffic, surrounded by urban development. The entire image is covered with a semi-transparent red filter. The word 'Resound' is written in a large, white, cursive script across the center of the image.

Resound

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