

Resound

YOU ARE REMARKABLE

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

Introductions



Mike Jones

CEO





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



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.**

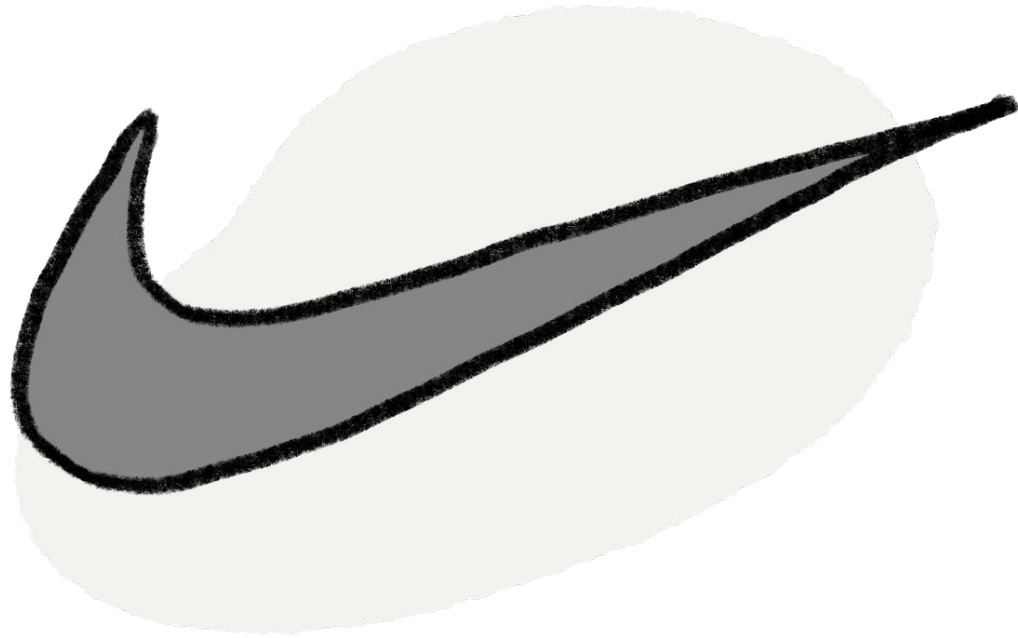
What if your customers **DON'T** agree?

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.





Start **BUILDING** your **AUTHENTIC** brand story

What We'll Cover

Module 1 **Brand** and why it matters

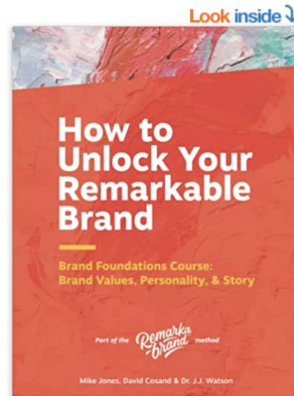
Module 2 Discover your **Brand Values**

Module 3 Define Your **Brand Personality Traits**

Module 4 Develop your **Brand Story**



rsnd.co/book



rsnd.co/course



Module 1

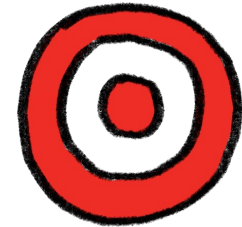
WHAT IS A BRAND?



Is it a name?



The logo dimension

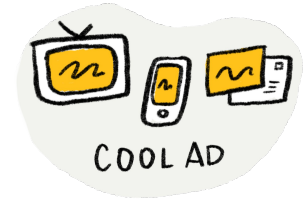


The brand equation

Nike +  Just Do It +  = Brand?

Or is it the design of the product or service?

Apple +  Think Different +



+ Apple Watch = Brand?



STARBUCKS COFFEE



BRAND
= All that stuff?

BRAND
= identity

BRANDR

“To burn”









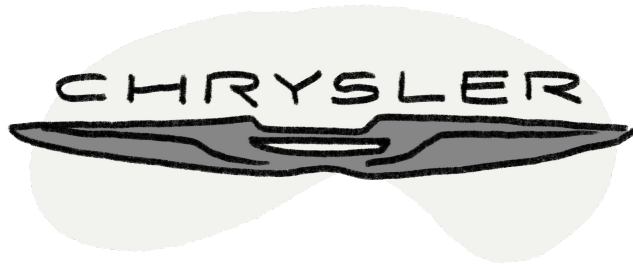
Module 1

Why does it matter?





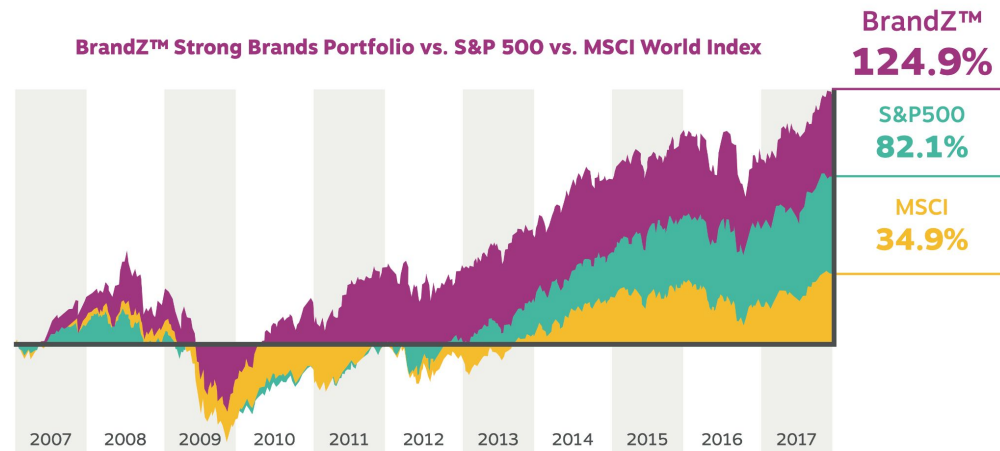
ONE: Perceived Value



or

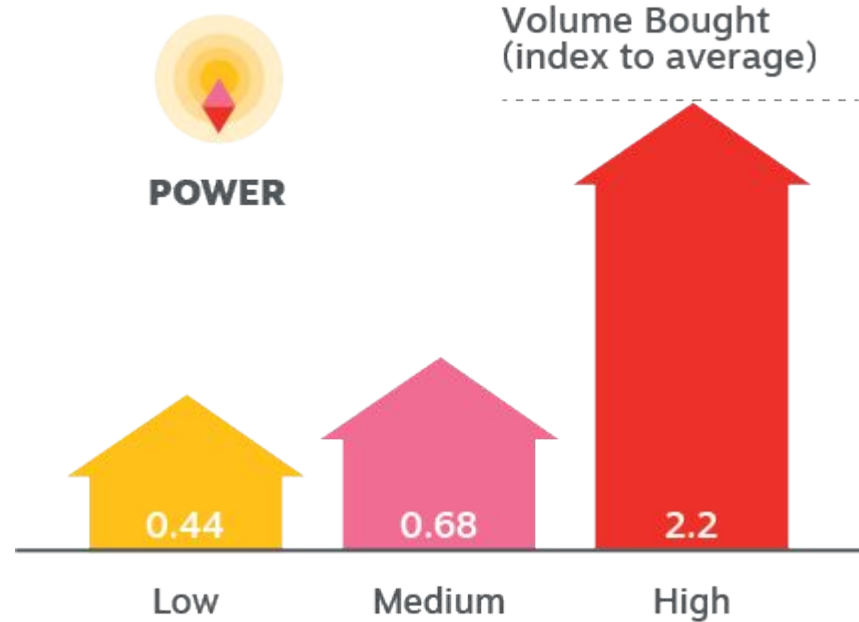


Strong brands outperform the shareholder growth of the average company. The value of BrandZ Strong Brands Portfolio **increased by 124.9%** from April 2006 to April 2017, outperforming both the S&P 500, which grew **52.1%**, and the MSCI World Index, which grew **34.9%**.



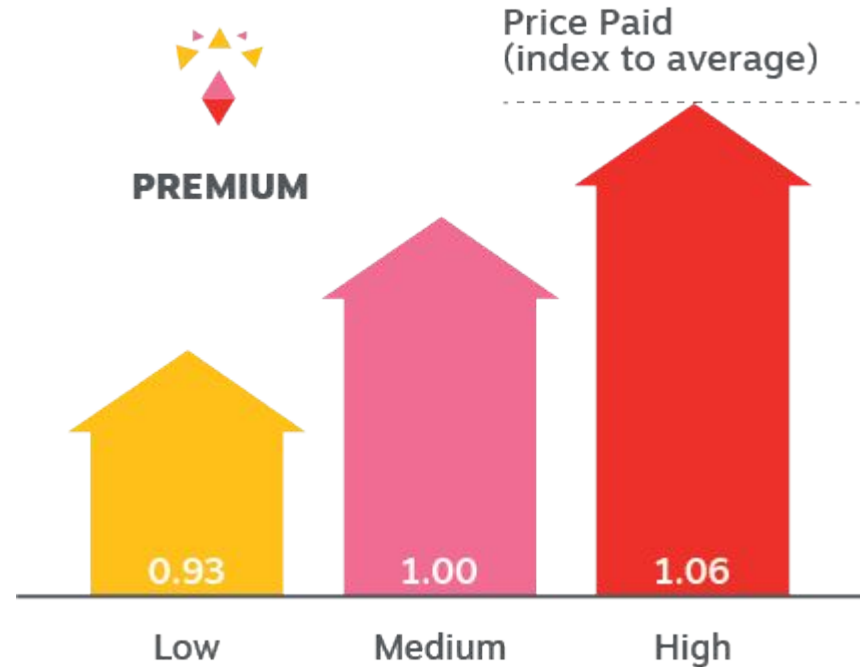
3x Sales Volume:

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.

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.



DRIVER



TWO: Differentiation



THREE: Loyalty



In a crowded MARKETPLACE

Brand Wins

(and every marketplace is crowded)



**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

Page 43

Module 4

Brand Story



Brand Story

What is it?



Worksheet: rsnd.co/brand-story

2-3 Sentences

Worksheet: rsnd.co/brand-story

Has beginning, middle, end

Worksheet: rsnd.co/brand-story

Has characters

Worksheet: rsnd.co/brand-story

Informs your content

Worksheet: rsnd.co/brand-story

Brand Story Characters

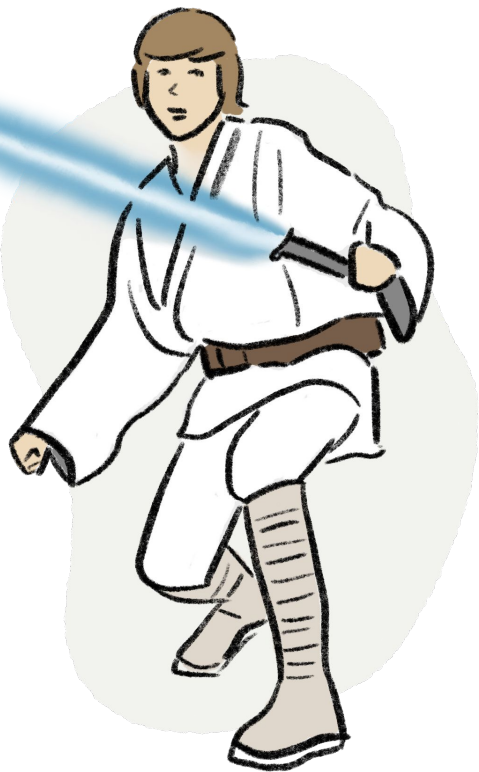
Hero / Problem



Guide / Solution



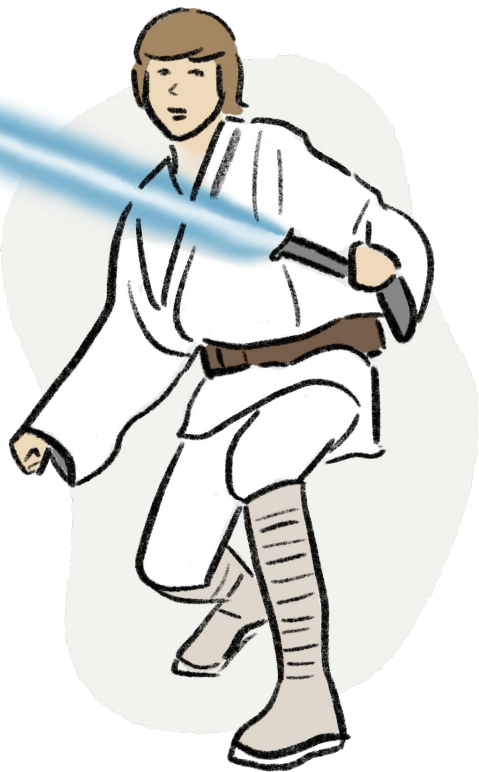
Worksheet: rsnd.co/brand-story



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)

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Brand Story Characters

The Guide: Who is it?



Worksheet: rsnd.co/brand-story

Brand Story Characters



The Guide: Who is it?

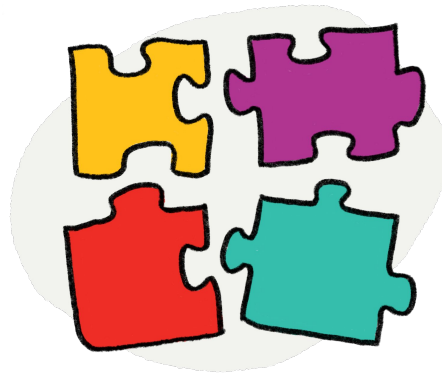
How does the guide help the Hero solve the problem?

Worksheet: rsnd.co/brand-story

Brand Story

Piecing it together

Beginning **Middle** **End**



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

Worksheet: rsnd.co/brand-story

Beginning:

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

Worksheet: rsnd.co/brand-story

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 the owner / end user?
- Hero overcomes problem with your guidance.

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 continued to be sad, and found that school was terrible, picked fights, (their teachers and parents were frustrated), and ended up in juvie.”*

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.”

Worksheet: rsnd.co/brand-story

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?

Worksheet: rsnd.co/brand-story

Remarkable brand stories...

Worksheet: rsnd.co/brand-story

Remarkable brand stories
weave the pieces together
covertly

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.

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

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Ends with the middle (product features)



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.



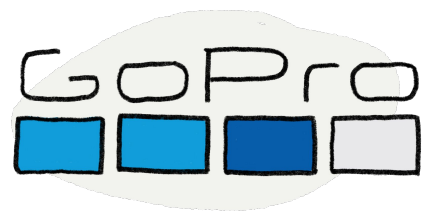
Worksheet: rsnd.co/brand-story

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 personal stories

Worksheet: rsnd.co/brand-story

Making it personal:

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?

The logo for Warby Parker, featuring the brand name in a bold, black, sans-serif font. The text is centered within a light green, irregular, hand-drawn shape that resembles a splash or a cloud. The background of the slide is white, and the logo is positioned in the lower right quadrant.

WARBY PARKER

Worksheet: rsnd.co/brand-story

Brand story examples:

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.



Worksheet: rsnd.co/brand-story

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Unfortunately most organizations don't act like it.

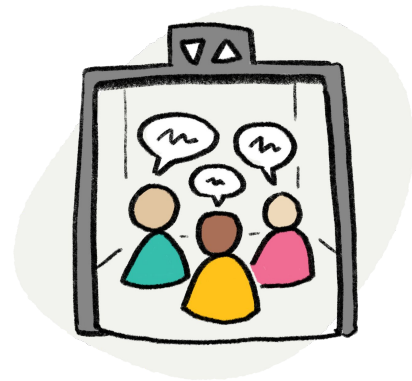
We help B2B companies find their authentic identities in order to resonate with their audiences and build lasting customer relationships through content, design, and video.



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.

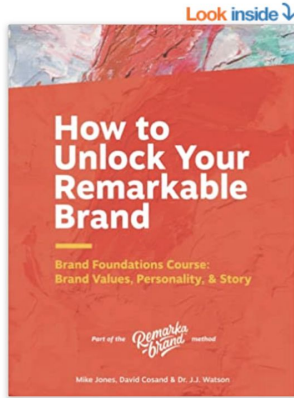
Will you **resound** your story?

Branding Resources





*A guide to unlock
Your authentic brand*
rsnd.co/book



A step-by-step coursebook For authentic branding

rsnd.co/course





*Regular episodes
digging into real-world
authentic branding*
remarkablecast.com

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Mike Jones

*Author, Speaker, CEO, and
Brand Strategist*

Resound

An aerial photograph of a city, likely Los Angeles, is shown with a semi-transparent teal overlay. The city's layout, including roads and buildings, is visible through the color. The text 'You are Remarkable' is written in a white, cursive script across the center of the image. The word 'You' is on the top line, 'are' is on the second line, and 'Remarkable' is on the third line, all connected by a continuous white line that underlines the words.

You are
Remarkable

[RESOUNDCREATIVE.COM](https://resoundcreative.com)