



Branding and Marketing

A Primer for Artists and Crafters



Basics of Marketing

- Marketing
 - Storytelling
 - Sending your message at the right time to the right audience
- Branding
 - It's about telling the right story
 - Stems from how people view you and what they believe about you
 - It may not reflect reality



What a Brand is not

- A positioning statement
- A logo
- Corporate colors, although color may be an aspect of the brand
- A clever tag line
- Anything that runs counter to the perceptions of consumers



A Brand is

- A set of qualities that people associate with an organization or product
- An overarching promise, or set of promises, communicated to the marketplace
 - functional *and* emotional
- Because a brand exists solely in the mind of the consumer, it is the most powerful marketing tool you possess



Brands are Consumer Shorthand

LISTERINE®

NOKIAN HAKKAPELIITTA

VOLVO

Google™





The Importance of Branding

- Differentiation
- Positioning
- Consumer Shorthand
- Marketing Communications
 - Story
 - Content
 - Tone
 - Identity
- Brand Extensions



Brands Are Fragile





Brand DNA Model

Brand Personality

The personality traits of the brand. These help set the tone for our communications.

Brand Attributes

The intangible aspects of the Brand. These help define the content of our communications.

Physical Traits

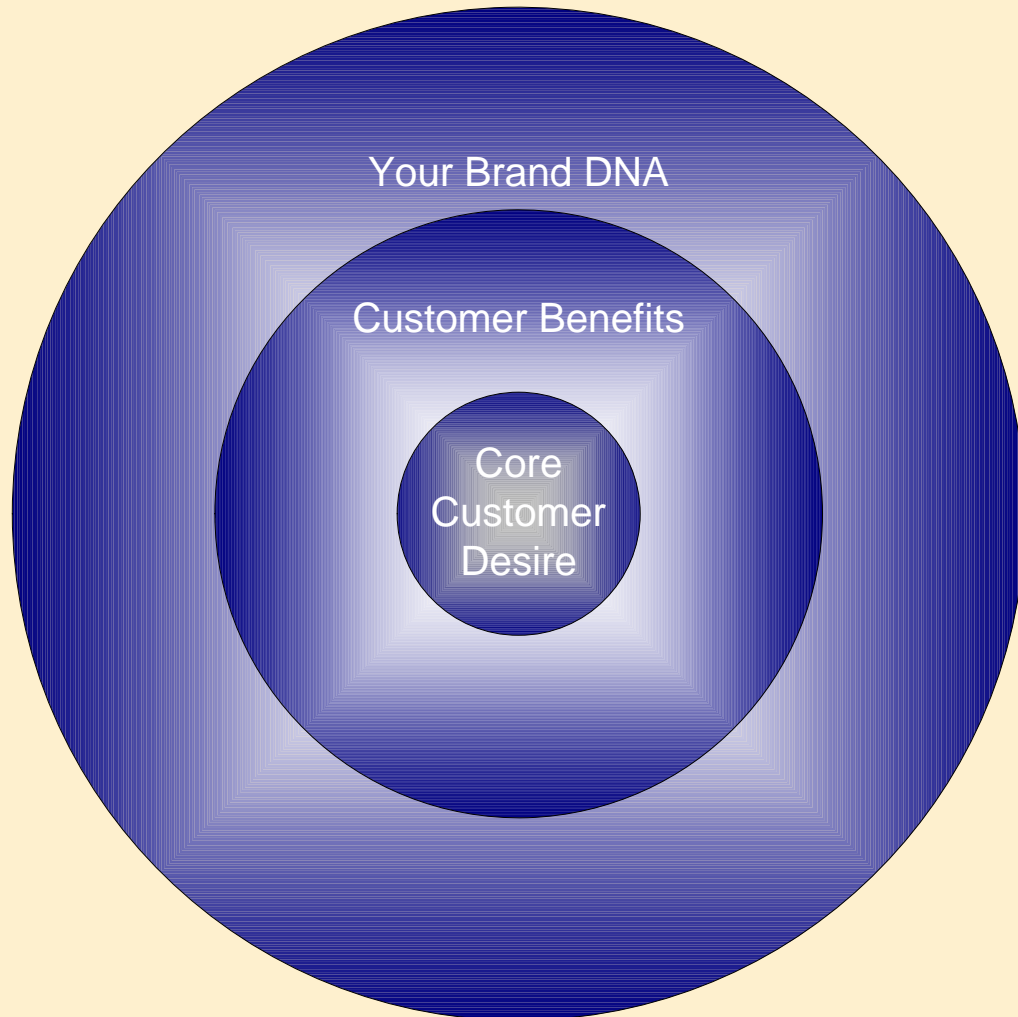
The tangible aspects of the Organization's Brand

Brand Core Value

The Sum of the Attributes and Traits



Connecting with Customers





It all adds up to your story

- Your story has to be consistent with your brand attributes
- It must be told in a tone that reflects your brand personality
- It should evoke at least a subtle change in the audience's emotions
- It must lead the audience to your brand core value and address their core desire



Harley Davidson

- Two personas
 - Rebels and outlaws: The Wild One (1953) and Easy Rider (1969)
 - Good, clean fun with high performance – Harley Davidson marketing
- They didn't embrace their true brand until the late 1980s

Harley Davidson

Fun way to reach a beach ...



on a HARLEY-DAVIDSON Duo-Glide

A gal, a beach and a Duo-Glide — it's the perfect combination for a perfect day. But then any destination is more fun getting to on a Harley-Davidson Duo-Glide.

You travel in style when you go Duo-Glide — gleaming headlight nacelle and twin-flare paneling blend into a bold new look. Once in the saddle, you'll like the way the big 74 OHV engine flattens out hills, flashes you ahead of traffic. Built for comfort, too! Duo-Glide 3-point suspension smooths out bumps — floating comfort for riding both solo or double.

Be proud in the saddle — test-ride the exciting new Duo-Glides (both standard FL and super-powered FLH models) at your Harley-Davidson dealer today. Or mail handy coupon for colorful, new folder.

HARLEY-DAVIDSON MOTOR CO.
Dept. 25, Milwaukee 1, Wisconsin

Send me more facts on the luxury cruiser of motorcycles, the Harley-Davidson Duo-Glide.

Name _____ Age _____

Address _____

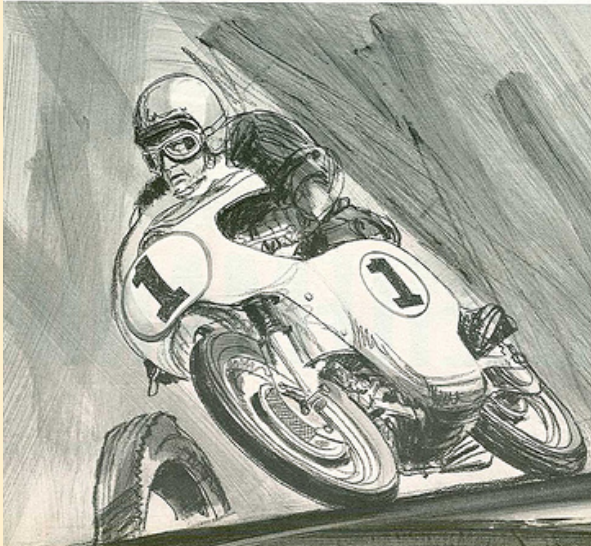
227

1960


AGAIN NO. 1 IN THE NATION

Number 1 in the nation . . . number 1 in the world, Harley-Davidson's record shattering accomplishments at Bonneville and on America's race courses during 1964 are conclusive proof of brand superiority. Decisive wins for Harley-Davidson began at Daytona and continued throughout the year. These were great wins . . . sensational wins . . . big wins . . . from coast to coast. Ten national titles in all, to once again put Harley-Davidson in the number 1 spot. Put yourself in the same position . . . ride a winner — ride Harley-Davidson in 1965.

HARLEY-DAVIDSON



1965



Race-bred guts. Thoroughbred style.

the Harley-Davidson out-performers

Sprint 53350. Engineered with an honest love for tough machines . . . the hungry style of racing Ferraris. Start with a race-proven OHV single. Bags of torque and a heady whinniness to rev. Put it in a lightweight housing chassis, down low for a road racer's perfect balance. Beautiful. Performance you've never imagined from 250cc. Back-stretching acceleration. Impeccable handling. Sprint 53350. A mind-bending beauty! Harley-Davidson Motor Co., Inc., Milwaukee, Wisconsin 53201.

1970

Harley Davidson

**Super Glide.
Door to door
or coast to
coast.**

The look is raw, basic, brutally effective. The rhythm is unmistakably Harley. The feeling is confidence... confidence in knowing you're holding 1200cc's of power engineered for the realities of the street and highway.

You see, the Super Glide's huge V-Twin has built a reputation on low-end torque. It's reliable, useable power that can only come from an engine with decades of testing and refinement behind it. And a durable, easy to maintain machine can be a lot of comfort when a road is the only thing between you and the next town.

But performance is just one reason this street bike isn't bound by the city limits. Try comfort. The backhorn bars and plush high-low seat let you settle down into that bold, upright Harley-Davidson riding position. And the energy crisis? You can't do much better than an estimated 48 mpg.*

So get into a bike that looks, sounds and feels like a motorcycle. Then point it where you want to be—whether that's three doors or three states away. After all, Harley-Davidson® stands for more than chrome, hardware and steel... it stands for freedom.

Harley-Davidson




*You may get different mileage, depending on how fast you drive, weather and road conditions, and trip length.
We support the Motorcycle Safety Foundation and the A.M.A. Always ride with light and helmet. Specifications subject to change without notice.

**Harley-Davidson.
More than a machine.**

CIRCLE NO. 25 ON READER SERVICE PAGE

1980

**I AM WOMAN.
HEAR ME ROAR.**



A woman's place, we all know, is wherever she wants to be. And there's no better way to get there than on a Harley®. So join the club that put the "move" in the women's movement, the Harley Owners Group®, by visiting your local Harley-Davidson® dealer or calling 1(800) CLUB HOG.®

JOIN THE HARLEY OWNERS GROUP.

Late 1980s



Harley Davidson

**YOU CAN FILE
OUR OBITUARY
WHERE THE
SUN DON'T
SHINE**

**IT'S TIMES LIKE THESE THAT RAISE THE
IMPORTANT QUESTIONS. DO YOU COWER, OR
DO YOU LIVE FREE. DO YOU SUCCUMB TO FEAR
AND DOUBT, OR DO YOU SEIZE THE THROTTLE
AND GIVE IT A FEARLESS TWIST FORWARD.
FROM WHERE WE SIT IN THE SADDLE,
WE SEE AMERICAN COMPANIES AND
GOOD OLD AMERICAN INGENUITY WRENCHING THE LIFE BACK INTO THIS
ECONOMY OF OURS. THE PEOPLE ROLLING UP THEIR SLEEVES AND
GETTING IT DONE ARE THE SAME ONES THAT RIDE OUR MOTORCYCLES,
AND YOU'LL FIND THEM WEARING BLUE COLLARS, WHITE COLLARS,
PINK COLLARS OR NO COLLAR AT ALL. WE'RE PROUD TO COUNT OURSELVES
AMONG THEM. MAYBE YOU'RE READY TO FEEL THE SAME WAY.**



SCREW IT. LET'S RIDE.

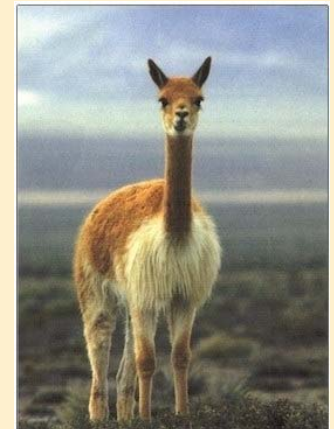
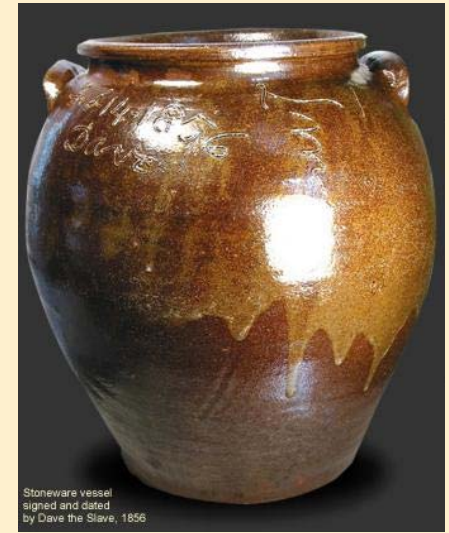
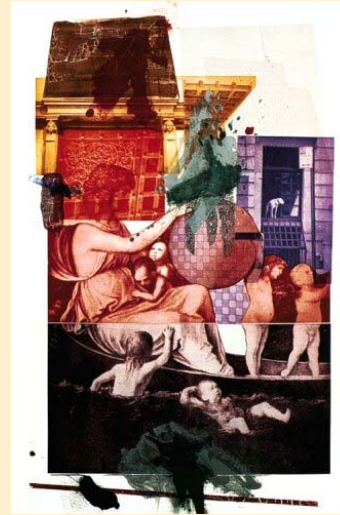
2009



The Story

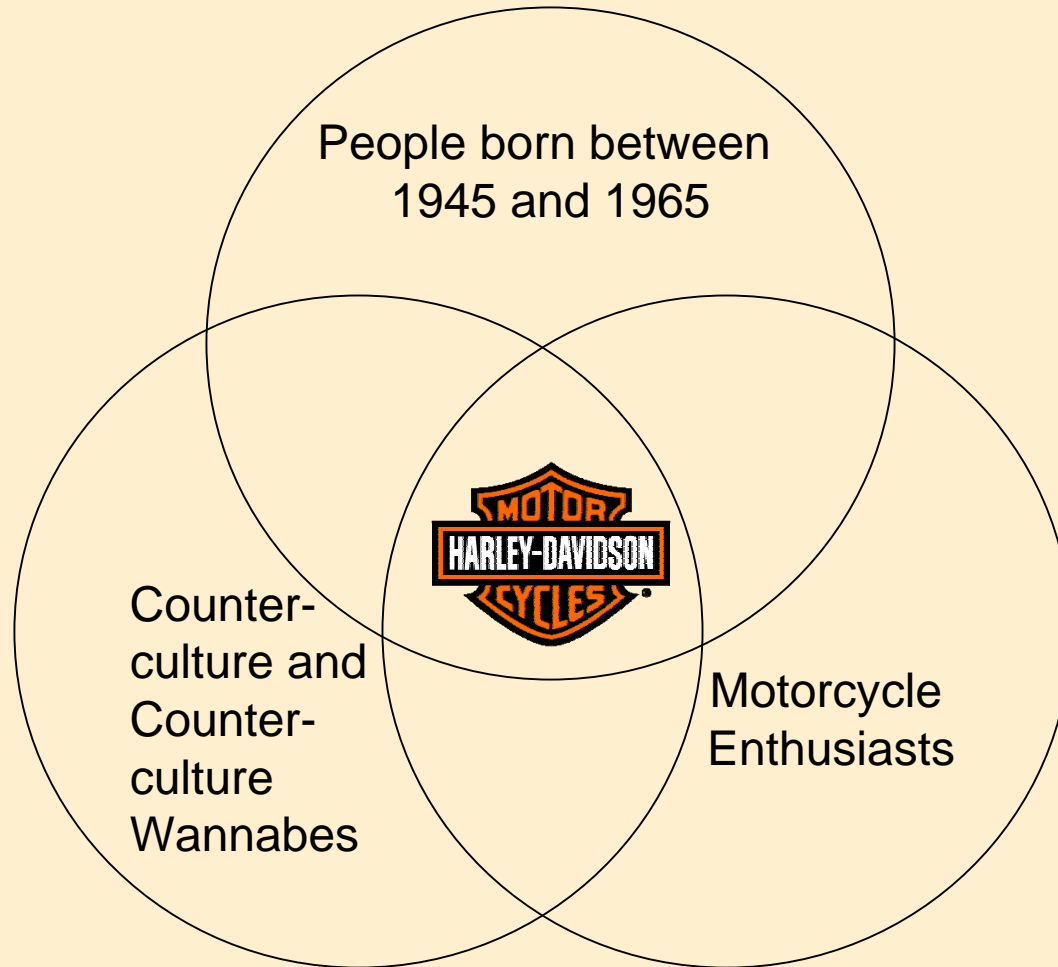
- Harley Davidson has a powerful story and they tell it in a way that evokes emotion
 - Everything you need to know is there
- Every enterprise has a brand and every enterprise has a story
 - Make your story consistent with your brand
 - Tell it in a compelling way that evokes a change in emotion
 - Tailor it to your audience

Sample Stories





Harley VENN Diagram





Positioning

Positioning is about how your customers see you and how you want to be perceived

Transportation Positioning



Practical

Emotional



Decorative

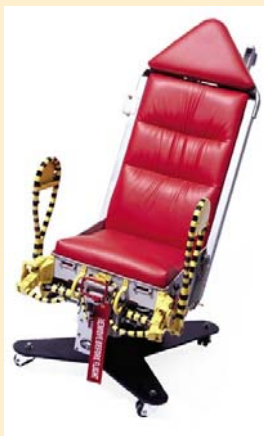


Functional





Furniture Positioning



Practical

Emotional



Decorative



Functional





Corkscrew Positioning



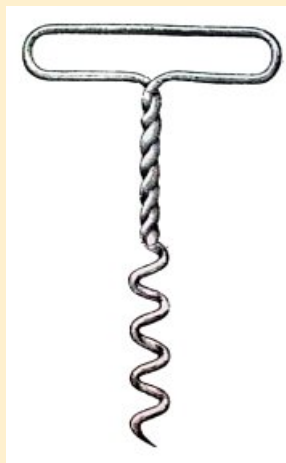
HowStrange.com

Practical

Emotional



Decorative



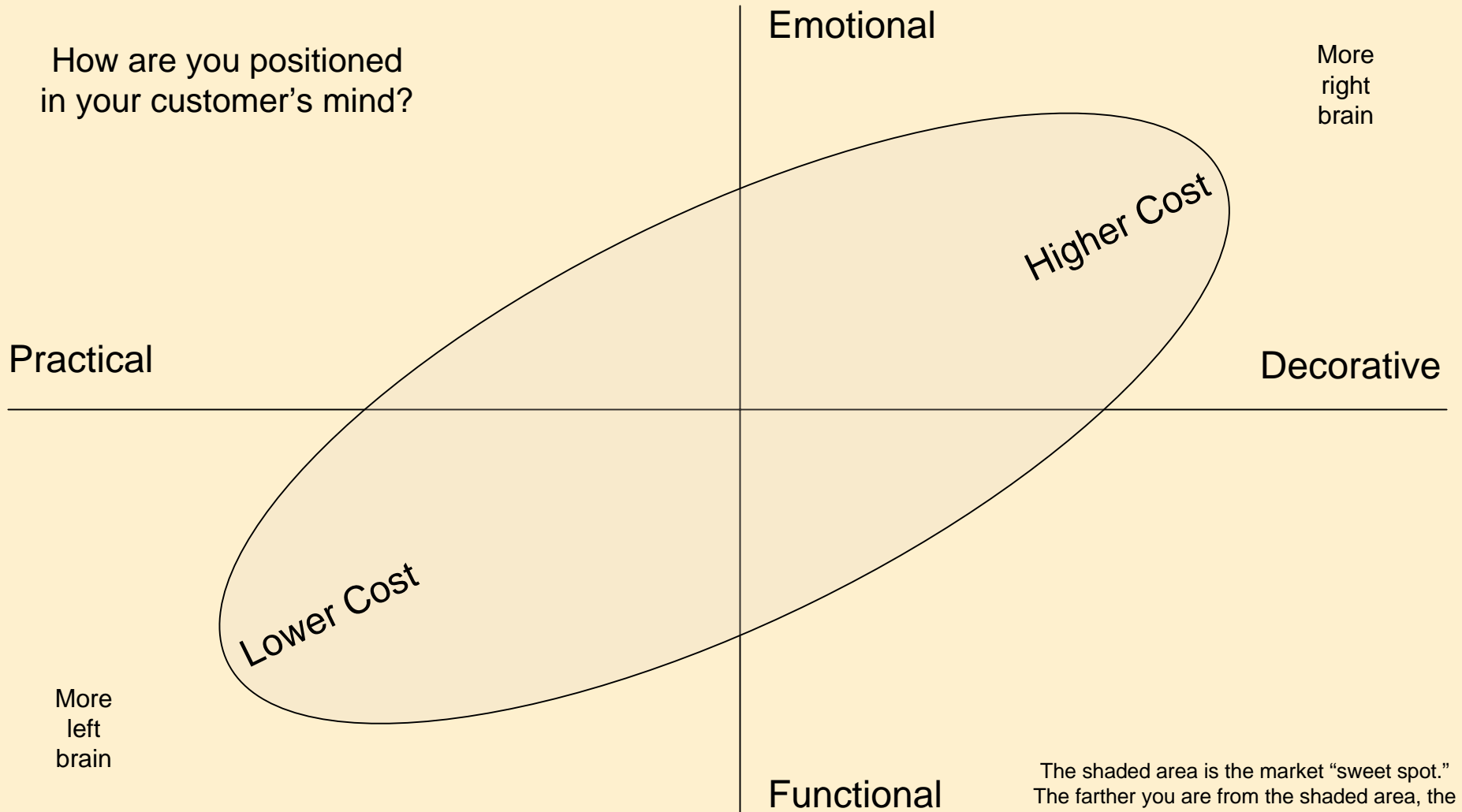
Functional





Positioning

How are you positioned in your customer's mind?



The shaded area is the market "sweet spot."
The farther you are from the shaded area, the fewer customers you have.



Story Crafting

- Tell a story about what you do
- Tell a story about each piece, design, or flavor
- Create a line of products that has an interesting story



Web Sites

A look at each of your web sites



Purpose of a Web Site

- Not an end point, but a beginning
- Designed to drive the visitor into a deeper relationship with you
 - Should move your visitor from passive to active engagement
 - You want the result of a web site visit to be an email, phone call, or letter
- People need higher order reasons to buy right brain stuff than left brain - emotions



Stacie Mincher Designs

- Good, current site, nice About Me
- The story behind the zippers
 - How and why,
 - Link to WCAX story
- Each design has a story
 - If each piece is unique, it moves further into art; show more samples of each
- A different landing page that tells your story
 - Move your blog down one layer



Gregory Albright

- Art is esthetic and emotional
- Each piece you create has a story
 - Why did you paint/sculpt it?
 - What do you want people to take with them?
- Art is tough to sell on line
- Need gallery presence
 - In markets where there is a high appreciation for art
 - Through your studio



Rockledge Farm Woodworks

- Currently telling a custom furniture story
 - There are hundreds of similar sites and stories
- Need to find what makes Rockledge special
 - Tell stories about the woods, designs. skills
 - Tell stories about commissions
 - Let customers tell more of your story
 - Price is last



Vermont Art Sinks

- Does a lot right, but too much “story”
 - Don’t be afraid to leave things out
 - Purpose of the story is to draw people in
- What makes the sinks special/different?
- Story is about the sinks
 - Story of the clay
 - Story of the glazes
 - Story of each design



Birds in Wood

- Perhaps the best of the sites at storytelling
 - Hasn't been updated in over a year
- Needs to tell the story on the homepage
 - About section is a biography, not the story
- Good story of each piece, but almost surgical; needs emotional language
 - Give readers a reason to connect with the piece; be less literal and more evocative



Sans Souci Studios

- Site is up to date, but no story telling
 - Just the facts, stripped down to the essentials
- Tell your stories
 - Sans Souci story
 - Story of each creation
 - Use customers to tell your stories
- Put more “quality” into your narrative
- Rethink aversion to custom work
 - Lucrative, can always keep artistic control
- Be an artist, not a mask maker
 - Reduce the impression of mass production
 - Alter, sign and number each one, for example



Vermont Wool

- Knitting is very big and growing
- No web site yet
- Your stories are about the wool; the sheep, their farms and the dyes (artistry)
 - Keep farm yarns separate so each has a story and a character
 - Blends (wools or dyes) need to have a story
- Organic wools? Natural dyes? Lamb's wool?
- Carry a line of Vermont Alpaca if possible



Moosewood Hollow

- Infusion is hot right now
 - Especially natural/organic infusions
 - Even spiritual infusions are gaining in popularity
- Develop a story around each flavor
 - Envelope them in the story of Vermont maple
 - Tell the nutrient story
- The landing page speaks of plain maple syrup
 - The site doesn't sell “plain” syrup



Camels Hump Tileworks

- Black backgrounds are hard on older eyes
- Need more examples/installations throughout
 - Click for larger images
 - Bathroom, kitchen, accents, wainscoting, etc.
 - Examples of custom work
- Story of Tania and the tile designs
 - More emotion in the About/Custom Work sections
 - Customer comments tell the story
- Store needs to be populated and branded



Storytelling Venues

- Web site
- Marketing materials
- Shows
- Hang tags/neck tags
- Enclosure with every piece/order
- Permanently mark your work
 - So others may find you



Storytelling Example

Now:

This beauty is seen in the North and West in spring and summer and in the South year-round. The canvasback is a diving duck which requires a running start for take-off.

This sculpture, completed in Sept. 2006, was made of two pieces of tupelo wood.

This piece has been selected for inclusion in the 34th Annual Wild Wings Fall Festival Original Art Show and Sale in Lake City, MN, 2007. This show has been awarded the "Best Outdoor Show" by a national art publication. It is available for purchase.

Story Version:

The first time I saw a canvasback was early one Spring morning on a still pond in Montana. For what seemed like an hour I watched them dive again and again looking for food.

Something must have startled them; they took off running across the water, gathering speed to take flight.

In 2007, this piece was included in the 34th Annual Wild Wings Fall Festival Original Art Show (awarded "Best Outdoor Show" by Artist Magazine).

Tupelo, acrylic. Available for purchase.



Taking It To The People

- Your VENN diagram defines your market
 - Use existing sources to find concentrations
 - Also defines what isn't your market
- Your brand story is the basis for your messaging
 - Tailor a version for your intended audience
 - Trade show version has to be read in 5 seconds or fewer



Use the Vermont Brand

- Vermont Consumer Shorthand
 - High Quality
 - Artisanship/craftsmanship
 - Integrity and good values
 - Tradition/Authenticity
 - Environmentally sensitive
 - Attention to detail
 - Natural
 - Creative (newer)