



## Welcome to BrandTwist!

Our passion is all things brand. Specifically building brands that add real business value and doing it in a way that is fun, interactive and that creates unique and relevant solutions by looking at things from new and different angles (hence the Twist).

## What kinds of clients and challenges are right for BrandTwist?

Whether you are just starting out or a seasoned veteran working in an established organization – strong brand skills are a critical element in creating sustainable business value.

We believe that branding should be practiced and not preached. So we work best with clients that like to be involved in the process, who are willing and excited to get in there and roll up their sleeves. As a result you will walk away not only with strong branding solutions, but also the techniques and toolkits to continue to grow your brand.

We're not big on navel gazing. We take a very entrepreneurial approach. Which means a bias towards action, a passion for trying new things, and a healthy respect for living in beta and constantly evolving ideas. We believe that 1 idea in the marketplace is worth 1,000 ideas that sit gathering dust in a presentation deck.

## CORPORATIONS

We offer comprehensive branding services running the gamut from strategy to expression. We take a flexible and collaborative approach and can offer traditional brand consulting and/or a combination of consulting and interactive brand workshops with high employee involvement that not only uncover breakthrough solutions but also help cultivate internal Brand Ambassadors along the way.

## Brand Strategy

Any well conceived brand strategy answers the following four deceptively simple questions:

- 1.WHO are the most important targets for the brand?
- 2.WHAT is going to compel them to choose and stay loyal?
- 3.WHY should these high-priority targets believe?
- 4.HOW is the brand felt in every touch point/transaction?

At BrandTwist we work with clients to uncover the insights and build the solutions for each of these questions that allow us to create differentiated and relevant brands. This

strategy development can be executed in a traditional consulting format or as a series of client workshops.

### **Brand Idea**

Great brands connect with consumers on an emotional level. They satisfy our functional needs, but they go beyond this to promise something more experiential and emotional. We identify and stay loyal to these brands because they reflect something of how we would like to see ourselves. We may never express this out loud, but we identify with them on a visceral level and they provide benefits of a higher order.

Our Brand Idea development works to uncover “top of the pyramid” benefits (think Maslow’s hierarchy of needs) that really connect with consumers on an experiential level. We then use these benefits as the base of a well-crafted Brand Idea which serves as the touchstone of all brand development (e.g. logo, communications, products and services)

### **Brand Pillars**

Often we support this Brand Idea with core Brand Pillars (no more than three) that help express the foundation of your brand strategy. Think of the Brand Idea as the roof and the Pillars as the beams (tenets) that support it. We then summarize this Brand Idea and Brand Pillars in a simple (one page) Brand Strategy Framework that becomes a powerful business decision-making tool.

### **Brand Stories**

A great brand is a story well told. We create Brand Story presentations to communicate the unique and powerful narrative of your brand. These are ideal for brand launches or re-launches or any time you need a shot of inspiration for the many stakeholders of your brand. Working with our design partners we can bring these stories to life with inspiring images and often in moving videos.

### **Brand Building Workshops**

*Note: each of the topics listed below can also be stand-alone branding services*

With many of our clients, we find that interactive workshops are a fun and efficient way to tap into the knowledge of key stakeholders and engage them in the brand building process. This also allows participants to take ownership of the brand solutions that are created, which we think is critical to a brand’s success since the employees really are the ambassadors of the brand.

Our workshops take a hands-on, interactive learning approach. For each key step of brand development, participants are first presented with an overview of the step including: an up to date definition, why it matters, how it contributes to business growth, and what the key activities are for successfully accomplishment.

Then participants get hands on experience honing this skill through an exercise using fun, clear and easy to use worksheets which are designed to put the theory into practice.

Depending on your needs, we can arrange for several consecutive Brand Building Workshops which allow for an in depth exploration of each of the topics. Or we can do a ½ day or Full day Power Workshop which covers key elements of brand building with less depth, but still enough content to help you move forward.

Here's a list of typical sessions that make up a workshop. However, each workshop can be customized to meet the specific needs of the audience. We love customizing. Above all, we want to make sure that you get maximum value for the time you invest.

## **Brand Building Workshop Overview**

(Sample sessions within a 1-Day Power Workshop)

- **How Brand Should Influence Every Decision You Make** This session will include an overview of how brands add value, the touch-points (both traditional and unexpected) they influence and the critical importance of creating a powerful and differentiated brand idea.
- **Measure What Matters** We'll looking at defining success In your organization and make sure we have the tools in place to create a powerful dashboard. This will help you track your impact and be able to make measurable adjustments along the way.
- **Brand Building Framework: Who, What, Why and How** We'll start with an overview of the four key questions of brand building highlighting the main purpose for each, the most important steps, common mistakes and insider tips for success.
- **Define A Bull's Eye Target Audience** Through an interactive exercise we will identify the most relevant targets and bring them to life through a series of thought provoking questions. We'll develop a profile so rich and so real you'll swear your imaginary target is about to get up off the page and walk into the room.
- **Uncover The Benefits That Will Rock Your Brand Idea**  
In order to really break through and connect you need to do more than just meet consumer's functional benefits. You need to aim higher and deliver something more emotional, meaningful...and even addictive. We'll get you there.
- **Develop Differentiated Products & Services** This session will apply lateral thinking techniques from well-loved brands across an array of categories to develop stand out products and services that will bring your brand idea to life. Lessons learned from world-class brands such as Nike, IKEA, Apple, Virgin, Google and Whole Foods will help inspire new ideas in any category.
- **How To Get Better Creative** Often we go through many rounds of name or logo development and just can't seem to find anything we like. Are you using the wrong resources? Maybe. Or maybe it's a case of not being clear up front on your strategic objectives. We'll teach you how to write a clear and concise Brand Brief that will help your agency or design partners deliver better for your brand.

- **Leverage Social Media For More Impact** The beauty of Facebook, Twitter and all forms of digital social media is that they allow marketers a powerful platform for spreading the word about new brands. However, just because many of these methods are “free” doesn’t mean there isn’t a cost associated with them...particularly using them in the wrong way. This session will help you make the most out of social media and teach other buzz worthy launch techniques through the actual creation of a down and dirty interactive campaign.
- **Pull It Together For A Compelling Pitch** Here’s where the rubber really hits the road. You’re passionate about your idea but can you get others (VC’s, press, consumers) equally excited in the 3 minutes most people are willing to listen to a new idea? This last session will put your Jerry Maguire skills to the test with live round robin elimination designed to hone your speed- presenting skills and learn techniques to get others quickly on board.

### **Brand Naming & Verbal Identity**

The name is the first public act of branding. It establishes an aspirational target which facilitates the development of a full brand. While other branding elements may evolve, the name should remain constant. Creating names is hard work. The lack of available trademarks and URL’s means that it’s essential to take a strategic approach to naming right from the outset in order to spend valuable time and resources on name creation only to find out that the names you have fallen in love with are already taken. A good name is neutral; a great name starts the story. Years of creating successful brand names such as Orbitz, Heinz EZ Squirt, Subaru Tribeca, and many more have shown us that naming is rarely “love at first sight”. Context is crucial and names should be evaluated against specific objectives and criteria. Verbal Identity also goes beyond just the top-level name. It can include tone of voice guidelines, taglines, packaging copy and all of the words that help build powerful brands.

### **Brand Architecture**

Brand Architecture should reflect the Ideal relationships you want to communicate between products and offerings and be based on the customer’s point-of-view (not an organization’s internal structure). It requires an outside-in perspective and helps makes your offerings simple and easy to navigate thereby facilitating target audience interaction with your brand. There is rarely a one size fits all solution to brand architecture, but if done with strategy and rigor it ensures that target audiences understand the breadth and depth of value you offer them. It can also help you extend and transfer brand equity and know when to create to new brands and separate equity.

### **Brand Innovation Sessions**

If you start with what you already know, you will get to where you’ve always been. At BrandTwist, we believe in the power of lateral thinking to unlock new insights and create powerful new product and service ideas. Our innovation sessions apply lateral thinking techniques from well-loved brands across an array of categories to develop stand out products and services that will bring your brand idea to life. Lessons learned from world-

class brands such as Nike, IKEA, Apple, Virgin, Google and Whole Foods will help inspire new ideas in any category.

### **Brand Diagnostic Scorecard**

Your Brand Idea should influence every single decision you make from communications to product development to HR policies. However, often in the evolution of a brand, corners get cut and the result is that many businesses end up leveraging brand well in some areas, and missing the boat in others. The Brand Diagnostic tool allows you to get an objective read on where your brand is working hard for your business and where it can and should be strengthened. It can be performed as a stand-alone service to help you prioritize and highlight where to focus your branding energy and budget or it can be the first step in a larger engagement.

### **Brand Experience Mapping**

Great brands are experiences that take into account customer needs before, during and after the actual product use. For example, Virgin Atlantic Upper Class airline experience begins when customers are picked up in limousines and driven to the airport whisked through a dedicated security line and allowed to relax and indulge pre-flight in our award-winning clubhouse (where they can even get a haircut). The experience continues in flight with an on-board bar and superior flat bed and entertainment options. It then moves on to our post flight Revivals lounge, etc. You get the picture. Our Brand Experience Mapping process looks at all of the touch points involved in brand experiences and then makes recommendations for potential areas to change the game vs. competition and provide customers with meaningful moments of surprise and delight.

### **Brand Safaris**

We believe the best way to get inspired about Brand is to step away from the computer and go out and learn from the amazing world around us. Brand Safaris are organized inspiration adventures. Participants are broken up into teams and given specific itineraries and tasks to complete. This learning is then brought home and twisted to inspire new ideas for your business.

### **Brand Talks- Inspirational Brand Keynotes**

We love to talk brand. We've got some topics that we love to chat about, but we're open to new ones (as long as they're interesting, inspiring, and somehow related to brand).

Here's a sampling of a few topics we love:

- Brand Like a Billionaire: 5 Lessons I Learned from Richard Branson
- Crash Course in Brand Innovation
- Twist your Brand, Grow your Business
- The Brand of You: Lessons in Personal Branding
- Living Your Brand- How to Bring Your Brand Vision to Life
- Creating 360 degree Brand Experiences
- "Through the Looking Glass": Perspectives from an Agency Girl Turned Client
- Innovating The Virgin Way: Lessons From an Out of the Box Brand
- Entrepreneurial Branding: Think and Act More Nimbly No Matter Your Size
- Lateral Inspiration: Ten Ways To Twist And Strengthen Your Creative Muscles
- Word Power: How Verbal Identity Builds Brands
- Ten Most Common Naming Mistakes
- 5 Ways Women Can Rock at Branding

### **"In-Residence" Sounding Boards**

Sometimes, we find what you really need is a fresh perspective. That's why we offer "in residence" consulting where we can be your sounding board on an on-going basis. We can offer the perspective of a Client in Residence (having worked in-house at Virgin for 5 years) providing operational insight and perspective on what's appealing (and what's a turn off) from the "other side". We can and also bring the perspective of an Entrepreneur in Residence in advising how to cut through over dependencies on process to a more nimble approach that gets ideas into market quicker and places a positive bias on action. Ask us about our successful experience in this area.

### **Brand Partnership Services**

BrandTwist collaborates with a handpicked network of best in class Branding specialists to bring your seamless solutions in all areas of branding. We are happy to act as the master of ceremonies/ring leader in any or all of the following areas:

- Brand Design (logos, key applications, guidelines)
- Website and Interactive Design
- Employee Brand Propositions and Internal Brand Alignment
- PR and Communications planning
- Social media Campaigns and Training
- Advertising (traditional and viral)
- Branded Events
- Brand Research
- Intellectual Property Issues and Advice

## **ENGAGEMENT OPTIONS**

### **Consulting**

This is a traditional professional service fee based approach and will be estimated based on the specific needs of each assignment.

### **Customized Brand Workshops**

These bespoke workshops are designed and executed around your organizations most pressing needs. We like to limit class size to 15-30 participants at any one time. They can be executed in-house (with a bit of theater to transform ordinary conference rooms- to inspiration zones) or in one of our many inspirational locations around New York.

### **Speaking Engagements**

We never just show up with a canned presentation. We treat each speaking engagement as a mini assignment with a bit of pre-work on our part to understand the audience for your event and conference as well as the overall context. Who are the other speakers? What is the overall agenda? And what are the key take aways you wish to deliver? We also make sure to spend a bit of time after the speech to mingle and connect with the audience on any follow up questions or topics.

### **Got a burning brand need not covered in this menu?**

Call us. We never met a brand challenge we didn't love....