

**Catersource
+ The Special Event™**

The Power of Branding & Positioning

- ARTEM LOMAZ -

BRANDING FOR BUSINESS

- Define your brand
- Position your brand
- Advertise your brand
- Business growth
- Redefine/reinvent your brand
- Repeat

DISCLAIMER



(Good) advertising is hard!

Creativity, as well as trial & error
is required.

Billion dollar firms make
branding & advertising missteps.



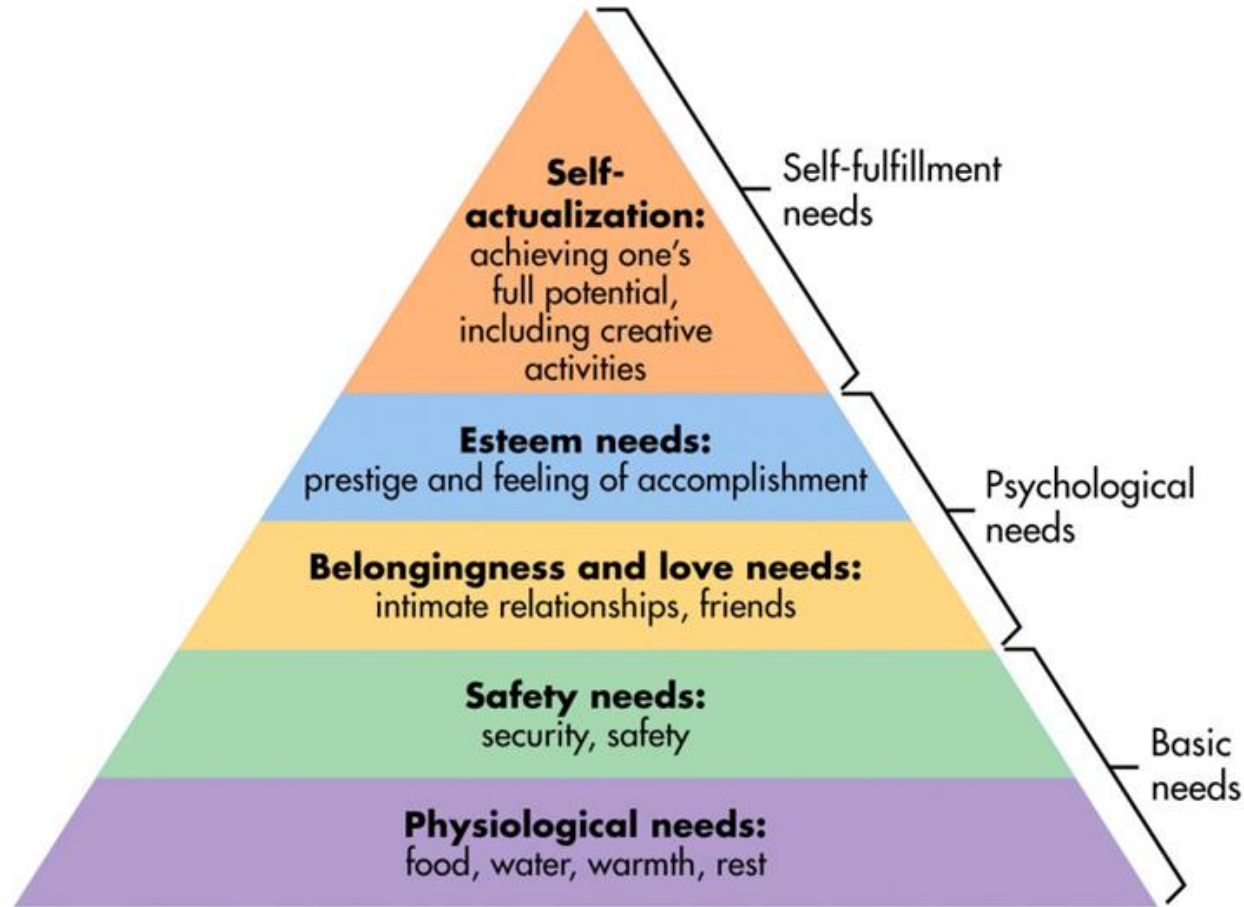
THE GOOD NEWS

- Everything is a brand!
- There are actionable steps to take!
- Stack the deck in your favor and adjust accordingly.

PSYCHOLOGY 101

- Consumer behavior changes, but people don't
- First impressions
- The brain works in patterns
- Create comfort for the brain patterns (Maslow's Hierarchy of Needs)

MASLOW'S HIERARCHY OF NEEDS

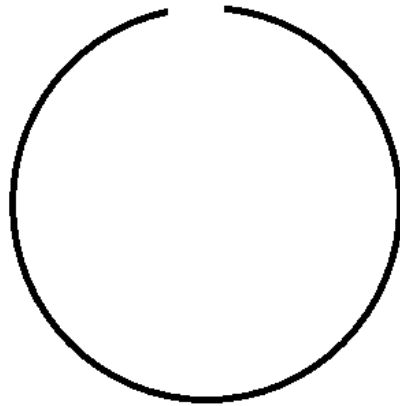


MASLOW'S HEIRARCHY OF NEEDS



MESSAGING

- “Closure Principle”/Incomplete Circle
- “Don’t give your audience four, give them two plus two” – Billy Wilder (film director)



** Sense of Accomplishment*

EMOTION-BASED MESSAGING

- Memories are tied to emotions
- Humor, sentimentality, nostalgia
- Animals, children, etc.
- Childhood, references (“remember!”)
- Don’t pander though

BRAND DEVELOPMENT

- Top 3 traits
- Who is the ideal clientele? Dig as deep as possible.
- Do they reflect your target market?
 - Yes? Great!
 - No? Time to re-evaluate your ideal clientele OR your target market

DEFINE THE BRAND

- Does it fit your personality?
- Appearance (first impressions)
- Tonality/Voice
- Marketing materials (logos, fonts, colors, etc.)
- Consistency

BRAND AWARENESS



POWER OF POSITIONING



POWER OF POSITIONING



POSITION YOUR BRAND

FOUR STEPS

TO CREATE A MARKET POSITIONING STATEMENT:

ONE



Identify target
customers

TWO



Define the
market

THREE



Make
a Promise

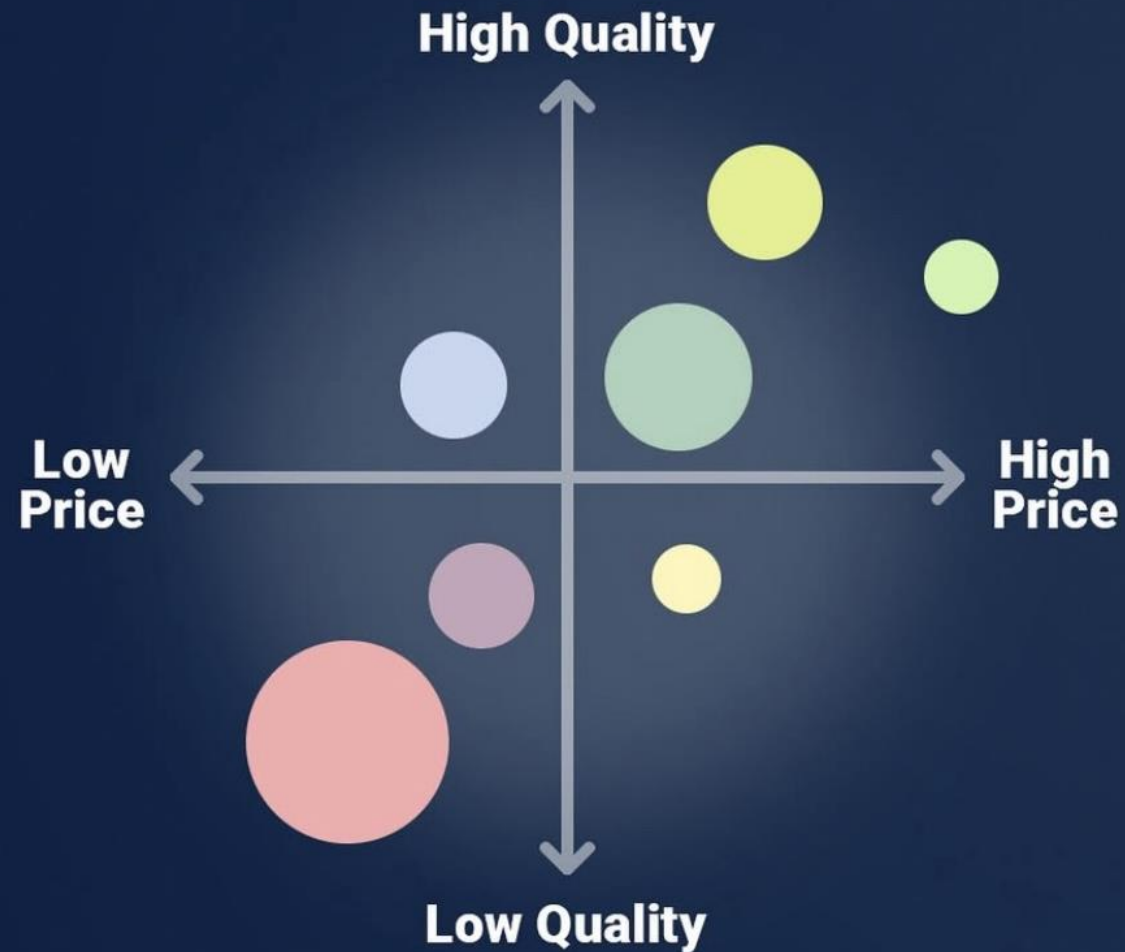
FOUR



Present Evidence
or support

Positioning

What do you want to own
in the mind of the customer?



DEFINE MARKET & PROMISE

- Who is my audience for my content?
- How do they consume content?
- When do they consume it?
- How often do they consume it?
- Where else could they be (so that I'm not interrupting their day)?

BRAND EVOLUTION

- Constantly re-evaluate
- How is the brand perceived?
- How can I use my brand to form a relationship with my clients/prospects/partners/audience?

PERSONAL REBRAND CASE STUDY

Snoop Doggy Dogg



PERSONAL REBRAND CASE STUDY Snoop Dogg



AUTHENTICITY

- Walk the walk!
- Your brand level is only concerned with your brand level
- (Currently) media thrives on authenticity

**GOOD BRANDS
ARE ABOUT QUALITY**
**GREAT BRANDS
ARE ABOUT
VALUES**



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RECOMMENDED READINGS

- The Road To Recognition
(Seth Price & Barry Feldman)
- The Power Of Cult Branding
(Bolivar Bueno & Matthew Ragas)
- Positioning: The Battle For Your Mind
(Al Ries & Jack Trout)

RECAP

- Hyper-define your brand and your market
- Consistency and authenticity
- Evolve! (as a human and as a brand)
- Use brain patterns/psychology to fill needs

Q&A / Be In Touch

Artem Lomaz
Destination Wedding & Event MC

**Personalized 90's and early-2000's hip hop references
are always appreciated.*