

Building a brand

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A Brand is . . .

A close-up photograph of a person's bare midsection. Two hands are placed on the stomach, with the fingers pointing towards the center. The hands are positioned as if feeling or supporting the gut. The skin is light-toned, and the person is wearing dark-colored pants at the bottom edge of the frame.

A customer's gut feeling about a product, service or an organization

The purpose of a brand

- A brand defines the relationship our customers have with us
 - A brand is a promise we make to our customers—and to ourselves
 - A brand is shaped by each experience customers have with us
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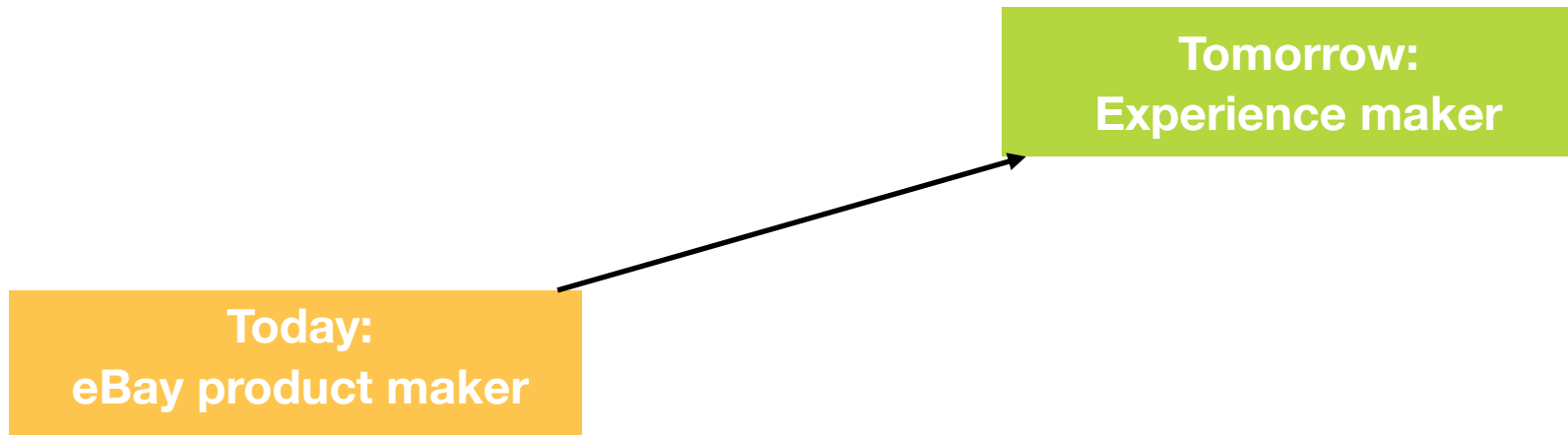
Why brand matters

- Strong brands drive price premiums
 - Companies with strong brands can expect to have a higher employee commitment to their firm
 - A strong brand can out perform the market in strong economic times and protect you in weak times
 - For technology companies with strong brands 1/3 of the value can be attributed to the brand
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Brand: Building the foundation

- **Brand Strategy and promise**
 - The core benefits you offer customers
 - Your differentiators: what makes you unique
 - Your character: personality traits
 - Your brand promise
 - What you stand for

Where we are going



Brand strategy and brand promise

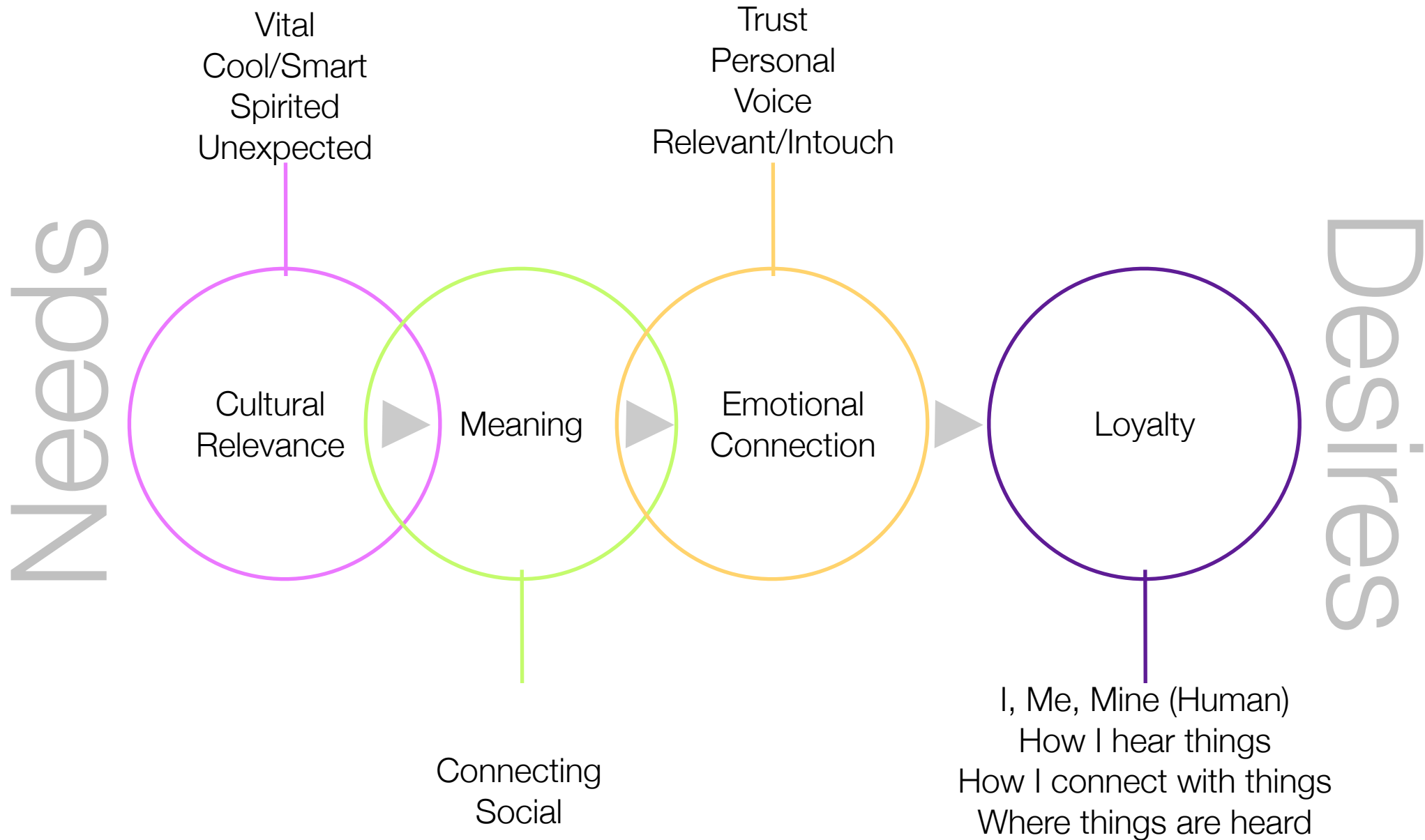
- **Customer benefits...**
 - Personal and relevant
 - Connecting and social
 - Familiar and available
 - The sound of life
 - **Our differentiators...**
 - Voice
 - Reach
 - Interactivity
 - Immediate
 - Free
-

Brand character and promise

- Our character...
 - Intouch
 - Cool/Smart
 - Human
 - Inventive
 - Trustworthy
 - Quality driven

 - Our brand promise...
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Brand connections



Brand strategy and brand promise

What Unwired Nation stands for	Voice - We give voice to the attention economy					
Our brand promise	<p>Only voice communicates both essence and emotional aspects of life.</p> <ul style="list-style-type: none"> • Because it is core to communication – and you can't imagine living without it. • Because it's used by people everyday • Because it's core to the communications of life and business – it is relevant. • Because it's built on the belief that technology should be for everyone. 					
Our character	intouch	cool/smart	human	inventive	trustworthy	quality-driven
Our differentiators	Voice		Reach		Interactivity	Immediate
	No cost to use					
The benefits we offer to our customers as the leading technology company	Personal and relevant		Connecting and social		Reduced complexity and simplified use	Sound of life

Aligning experiences: mirroring relationship

Employee experience

An experience that will enable us to deliver the best experience to customers

- It's easy to get my work done
- We have motivating leaders who truly empower us to act
- It's easy to collaborate and work across the organization
- We have a special and unique culture that I love being part of



**Intouch
Cool/Smart
Unexpected
Social
Inventive
Trustworthy**

Customer experience

An experience that reflects and delivers on the brands fundamental characteristics

- They easy to do business with
 - They consistently meets their commitments to me
 - The employees always go the extra mile for me
 - They are a company committed to me and my success
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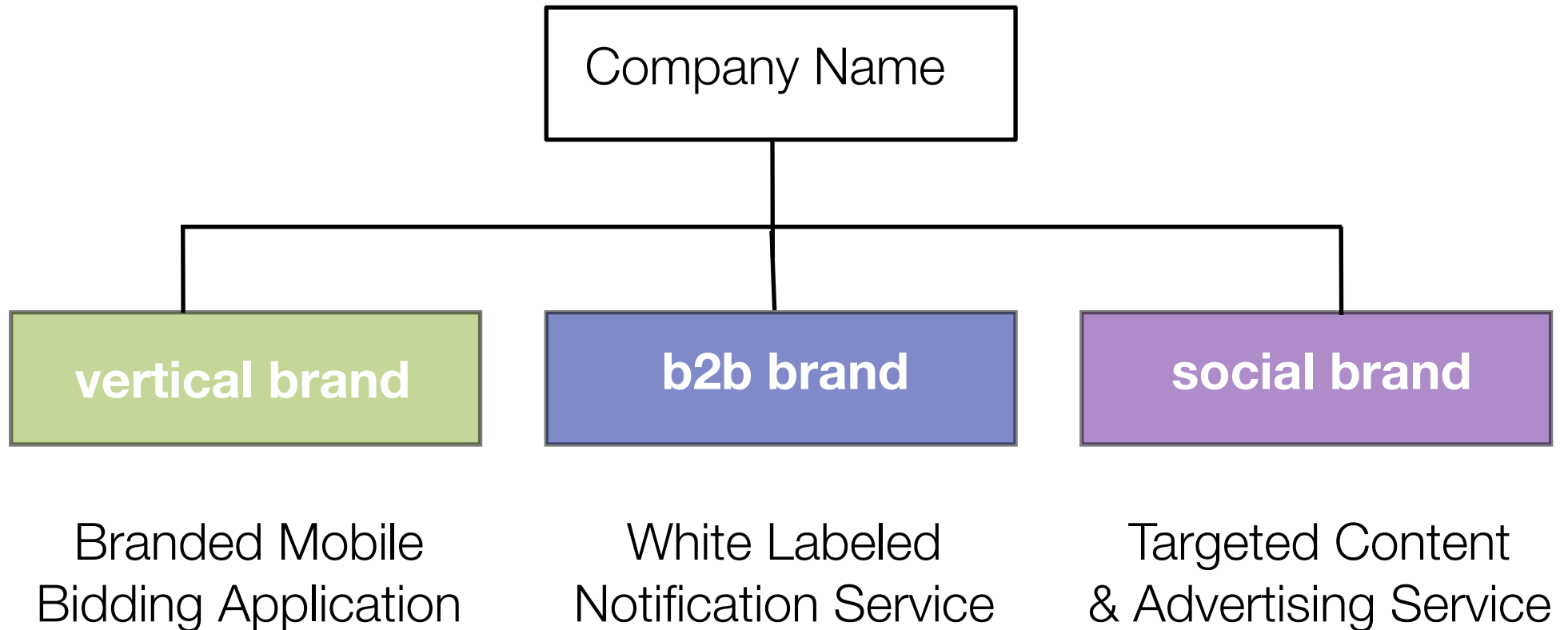
- “The most successful brand cultures offer a single, coherent story where the components work together in a synergistic fashion so that the whole is greater than the sum of the parts.

Douglas B. Holt

“Brands & Branding,” Harvard Business Review



Brand architecture elements



unwiredbuyer

Brand elements

- the brand identifier
 - the brand mark
 - the sonic brand
 - brand nomenclature
-

Brand Identifier

Leverage the equity we have already established

unwiredbuyer™



Buyer = eBay Segment

unwired



Convenient
Freedom
Choice
Un-tethered

brand mark



star: command key on phone calls
stylized five fingers of hand

friendly and cool

unwired

nation



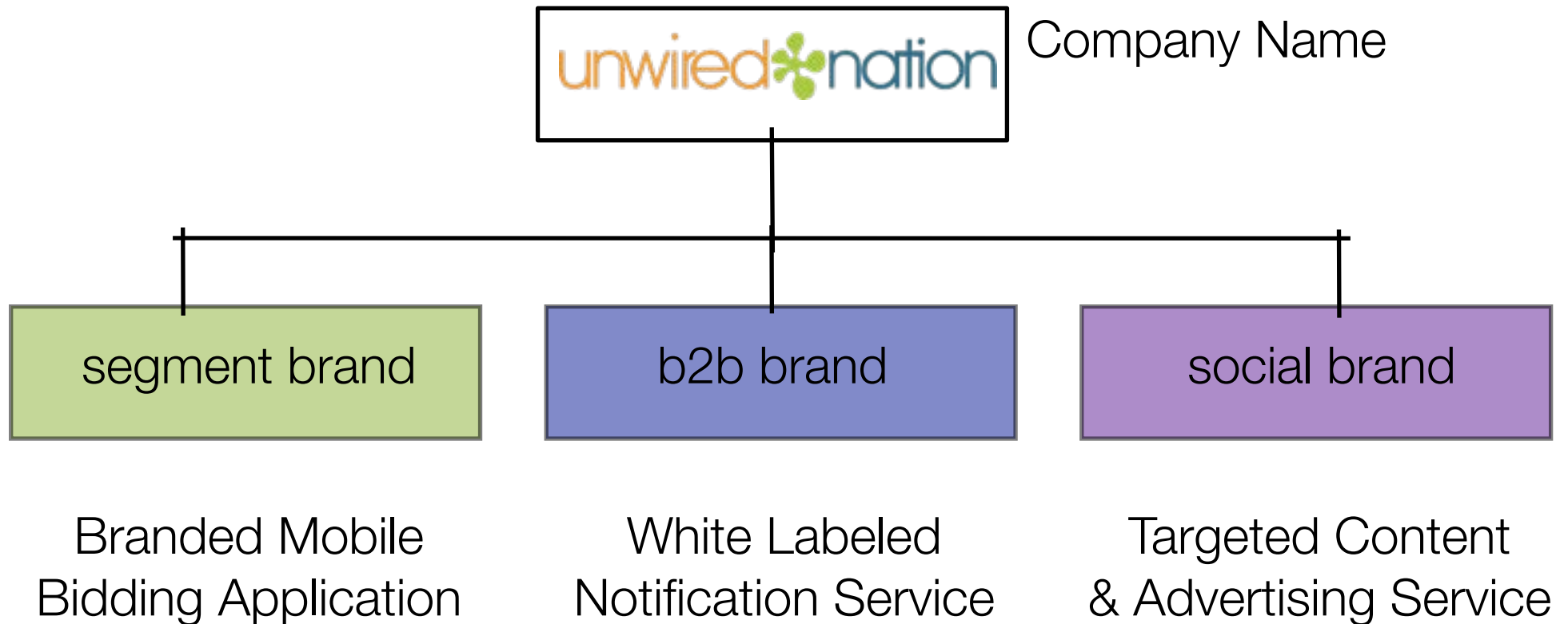
the people who live in a nation or country
tribe, community, populace, population, society

Brand logo

unwired*nation



Brand architecture elements



unwiredbuyer

unwirednation

b2b brand

- develop a naming nomenclature that allows us to describe a set of functionality and have variable pricing based on functions for our business customers.
- names should be descriptive, brand aware/linked, and functional
- expectation is that the names will generally be covered with partners brand – but if used are descriptive and supports branding and is extendible

unwired platform

(UP)

Voice out

vo*call
(VC)

SMS in/Voice out

txt*call
(TC)

WAP in/Voice out

wap*call
(WC)



Sonic branding

- sonic branding - the association of a piece of music or a sound with a product, company, or broadcast program.
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Brand tag line

- You heard in on UnWired Nation (sonic brand)
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