From «it’s mine» to «it’s me»: how the concept of branding has evolved over the last 50,000 years
From «it’s mine» to «it’s me»: how the concept of branding has evolved over the last 50,000 years.
creative polymath, student, teacher, coach, mentor, joyful misfit, mindfulness practitioner
gratitude
The Yoast Diversity Fund aims to increase the diversity of speaker lineups at tech events.

More information https://yoa.st/diversityfund
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Today, I want to get 3 things across to you:
what is a brand (and what isn’t)
how the concept of branding has evolved
my recipe to create and build your brand
So, let’s get going!
What is a brand?
A **brand** is a name, term, design, symbol or any other feature [hence, the overall experience] that identifies one seller’s good or service as distinct from those of other sellers.

American Marketing Association, AMA Dictionary
What is NOT a brand?
From «it’s mine» to «it’s me»: how the concept of branding has evolved over the last 50,000 years.
Raffaella Isidori. "From «it's mine» to «it's me»: how the concept of branding has evolved over the last 50,000 years".
Just do it
Raffaella Isidori. “From «it’s mine» to «it’s me»: how the concept of branding has evolved over the last 50,000 years.”
Raffaella Isidori. “From «it’s mine» to «it’s me»: how the concept of branding has evolved over the last 50,000 years.”
OUR MISSION

BRING INSPIRATION AND INNOVATION TO EVERY ATHLETE* IN THE WORLD

*IF YOU HAVE A BODY, YOU ARE AN ATHLETE.
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A logo is the REPRESENTATION of a set of intangible values that set a company/product/entity apart from the rest.
The BRAND is *that* set of intangible values.
To borrow from Ann Handley and Ze Frank

The brand is the "emotional aftertaste" that comes after an experience with a product, service, company, person, or entity.
Think of a logo as the **two-dimensional icon** of a **multidimensional experience** (the brand).
Raffaella Isidori. “From «it’s mine» to «it’s me»: how the concept of branding has evolved over the last 50,000 years.”
A BRANDING HISTORY PRIMER
1 - OWNERSHIP

Since 50,000 B.C. (±)
Yo! That’s mine!
Raffaella Isidori. "From «it's mine» to «it's me»: how the concept of branding has evolved over the last 50,000 years."
"brandr" Old Norse for "to burn"
Ancient Egypt – 2700 BC ±
2 - ORIGIN & QUALITY

Since 2/3,000 B.C. (±)
I made that!
Mesopotamia, Greece, India, etc. 2/3000 BC
Raffaella Isidori. “From «it’s mine» to «it’s me»: how the concept of branding has evolved over the last 50,000 years.”
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3 - IDENTIFICATION
Since Mid 1800s (±)
Raffaella Isidori. “From «it’s mine» to «it’s me»: how the concept of branding has evolved over the last 50,000 years.”
Which is mine, now?
Raffaella Isidori. “From «it’s mine» to «it’s me»: how the concept of branding has evolved over the last 50,000 years.”
By the late 1800s, companies had began investing a lot in branding and recognized its intrinsic value.
1862 the UK Merchandise Marks Act made it a criminal offence to imitate another's trade mark "with intent to defraud or to enable another to defraud"
1875:
Trade Marks Registration Act

a “brand” can now be owned, and becomes a company asset
4 - DIFFERENTIATION

Since Late 1800s (±)
Mine’s better!

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THE RISING OF ADVERTISING
Raffaella Isidori. “From «it’s mine» to «it’s me»: how the concept of branding has evolved over the last 50,000 years.”

James Walter Thompson
J. Walter Thompson’s was the first Advertising Agency to establish a creative department to design content for clients.
Raffaella Isidori. "From «it's mine» to «it's me»: how the concept of branding has evolved over the last 50,000 years".
1920s-1940s:
Newspapers & Radio
“Can we get those blues from Memphis?” “Easy! Just turn the dials to 64, Mary, and we’ll have ’em right away.”

 Already Tremendously Successful

 Workrite has been a hit of enthusiasm though in most other cases brand reputation is built on brand name and not on the quality of the product. Workrite has the quality and the reputation to stand behind it.

 Amazing Industry

 There’s no other industry that can match the marketing and advertising efforts of the Workrite industry. In order to get the most out of your Workrite experience, you should choose a reputable Workrite manufacturer.

 WORKRITE

 Super Neutrodyne Radio Sets

 “How well you look!”

 Pompeian Bloom gives your checks a color exquisitely natural

 SPECIAL OFFER

 50 applications of Bloom for only 50¢

 "Kodak Anostigmat f.7.7 and the No. 2c. Autographic KODAK, Jr.

 A superior camera equipped with a superior lens.

 $25.00

 We make the Kodak Anostigma for our own lens factory from our own formulas. The lens is the heart of the camera and the lens is the heart of the camera that makes the camera. The lens is not the same in every camera. The lens is a part of the camera. You cannot make a camera without a lens.

 Kodak Anostigmat f.7.7 and the No. 2c. Autographic KODAK, Jr.

 Kodak Anostigmat f.7.7 and the No. 2c. Autographic

 KODAK, Jr.

 A superior camera equipped with a superior lens.

 $25.00

 “From it’s mine” to “it’s me”: how the concept of branding has evolved over the last 50,000 years.”
1940s-1950s: Television, the game changer
WordCamp Rotterdam 2019 – April 12, 2019
Raffaella Isidori
"From «it's mine» to «it's me»: how the concept of branding has evolved over the last 50,000 years"
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Raffaella Isidori. “From «it’s mine» to «it’s me»: how the concept of branding has evolved over the last 50,000 years”.
1950s-1960s: from USP to ESP
USP = UNIQUE SELLING PROPOSITION
Suddenly a delightful Continental Custom is sweeping America!

Be really refreshed! Relax with Coke! Only Coca-Cola gives you the cheerful lift that’s bright and lively... the cold crisp taste that deeply satisfies! No wonder Coke refreshes you best!

ESP = EMOTIONAL SELLING PROPOSITION

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WordCamp Rotterdam 2019 – April 12, 2019
1970s-1980s: The rise of mass-media product branding
Raffaella Isidori. “From «it’s mine» to «it’s me»: how the concept of branding has evolved over the last 50,000 years.”
Raffaella Isidori. "From «it’s mine» to «it’s me»: how the concept of branding has evolved over the last 50,000 years".
Why don’t you settle back
and have a full-flavored smoke?

Marlboro
the filter cigarette
with the
unfiltered taste

Paul Hornung: Green Bay halfback
and 1961 National Football League
Player of the Year. Paul’s a
Marlboro man all the way.

Come to where the flavor is.
1980s-1990s: from product to producer
A is for Apple.
It's the first thing you should know about personal computers.

Discover the special thrill of personal computing – with Apple. It's a home computer, a business computer, a classroom computer, your computer. No wonder tens of thousands have already chosen Apple. Join the excitement in your local computer store. Call for the one nearest you: 800-528-0986. In California call 800-662-9238.

Y0200 Randover Drive
Cupertino, CA 95014

Raffaella Isidori. “From «it’s mine» to «it’s me»: how the concept of branding has evolved over the last 50,000 years”.  

WordCamp Rotterdam 2019 – April 12, 2019
1990s-2010: if television was a game changer, Internet is a true revolution
The game changers

1995 Amazon
1997 Google
2001 Wikipedia
2003 WordPress
2004 LinkedIn
2005 YouTube
2006 FaceBook
2007 Twitter
2008 Instagram
2009 iPad
2010 Pinterest
2010 iPhone

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In terms of branding, this has **two** major implications:
we are all brands now
through social media we all have access to a potential, instantaneous limelight
and to unruly scrutiny and judgement
now we can all potentially rise to a new kind of popularity
INFLUENCERS!
there's nowhere to hide
Blunders are bigger because the world is watching (and recording)
blunders are bigger because the world is watching (and recording)
And news travels in real time
branding has evolved:

ownership
origin & quality
identification
differentiation
company asset
status symbol
reputation
today your brand is your (kept) promise to your customer
It’s an exercise in trust building and clear communication
Your brand is what other people say about you when you’re not in the room.
Your brand is what other people say about you when you’re not in the room.

Jeff Bezos
Yeah, but...
what about us small folks?
Should we build/manage our (personal or business) brand?
Should we build/manage our (personal or business) brand? And how?
My recipe for a successful brand
1 know thyself
(and your product/service)
2 know your customer (and how you can make his life better)
3. know your market
(and find your niche)
4 know the others
(and what makes you different/special/better)
5

Have -or get- a clear vision (that’s where you’re heading to)
values: have them, and stand by them (be genuine, be honest)
be strategic, have a plan
(know what you’re doing and where you’re going at all times)
give your brand an (appropriate) personality
You can create/convey your brand’s personality through:
1 – graphic design
(now we talk logo/symbol/color)
the key here is CONSISTENCY
2 – messages, tone of voice, and type of language. The key here is COHERENCE.
3 – communication
how, where, in which way, you communicate
the key here is COMPETENCE
4 – dialogue & interaction

attitude with and towards

your customer

the key here is SERVICE
9 don’t skimp (it’s your face)
10

work hard,
stay consistent,
check often
be mindful
And if your brand is a PERSONAL BRAND?
steps 1-7 apply just the same
steps 1-7 apply just the same as do rules 9 through 11
you ARE your brand, it should have YOUR personality
opportunely curbed, but true to your true self
NONPROFITS BRANDING
Your nonprofit is a business.
Standing out and building trust
The better you promote it, the more you’ll be able to help those in need.
1. treat it professionally
clearly define your values
(your mission and vision statements)
3. identify your stakeholders and your targets (so you can modulate accordingly)
tell your story
(be authentic and engaging)
stay consistent
(build brand guidelines)
exploit all opportunities
(be everywhere your audience is)
non-profit doesn’t mean non-income
(remember, it’s a business, just one with a better ethos)
a brand is an organic, living, breathing being
It needs care and nurturing to grow and prosper
give it your best,
love it, foster it, care for it
and if (when) you step on a poo
own it,
apologize,
fix it (as best as you can)
own it,
apologize,
fix it (as best as you can)
and
learn from it
Raffaella Isidori. "From «it’s mine» to «it’s me»: how the concept of branding has evolved over the last 50,000 years".
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