



Branding Strategies For Selling & Retaining Long-Term Advertisers

“I tried Radio, and it didn’t ...”

The rules of advertising.



Rule #1

People do **NOT** buy products or services.

They buy what the product or service does for them.

Rule #2

People **DO NOT** respond to ads

People respond to needs

Triggering Events start the
buying process.







Advertising plants
seeds.

Triggering events
make the seeds
sprout.

THE CONSUMER BUYING CYCLE



- ◉ **Discover Needs**
- ◉ **Evaluate Options**
- ◉ **Resolve Doubts**
- ◉ **Buy**

Lipton

Do you have an
where you're going?
-God



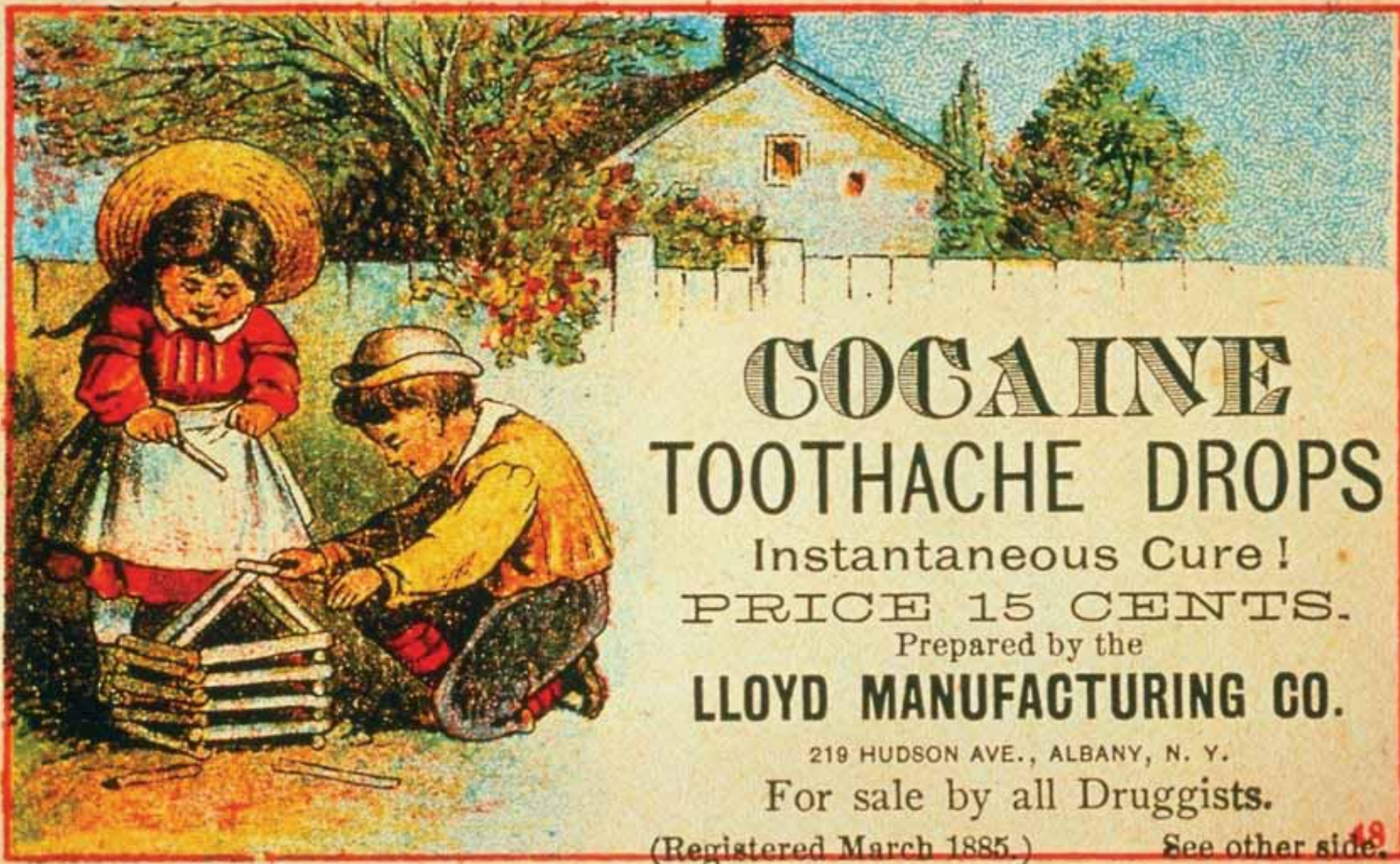
MAXIMUM
50











The origins of branding

- ▶ **Industrial revolution: the age of packaged goods**
- ▶ **Factories placed logos on products to differentiate them**
- ▶ **Branded products became well known (Coke, Kellogg, Quaker Oats)**



Coca-Cola

Kellogg's



The purpose of branding is to
become **known**
before you are needed.

Oshkosh
POLICE

Oshkosh
POLICE

Know us BEFORE you need us!



The John E. Kuenzl
Foundation Inc

UNIVERSITY OF
WISCONSIN
OSHKOSH

Thank You To The Many Generous
Donors Whose Gifts Support A
Better Quality of Life
Through Safety & Awareness



Oshkosh

POLICE

Know us BEFORE you need us!



How Pastor/Dr. Sheldon Nix
defines branding:

Your brand is what people
think of you when they
think of you.



**Positioning:
The Battle for
Your Mind**

**Al Ries
Jack Trout**

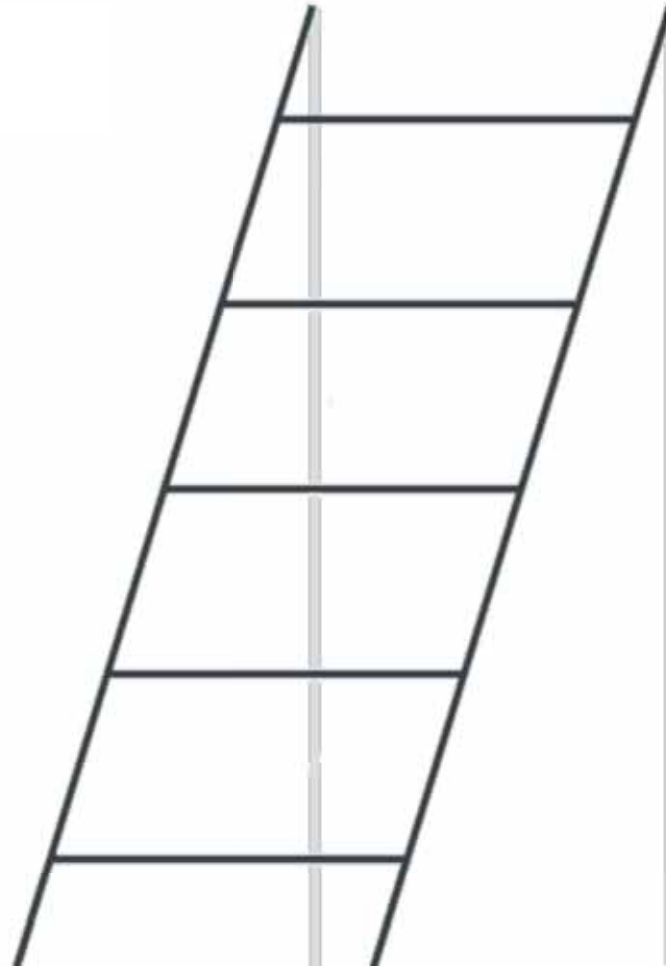


**The New
Positioning**

The Latest on the
World's #1 Business Strategy

Jack Trout
with Steve Rivkin

THE POSITIONING LADDER



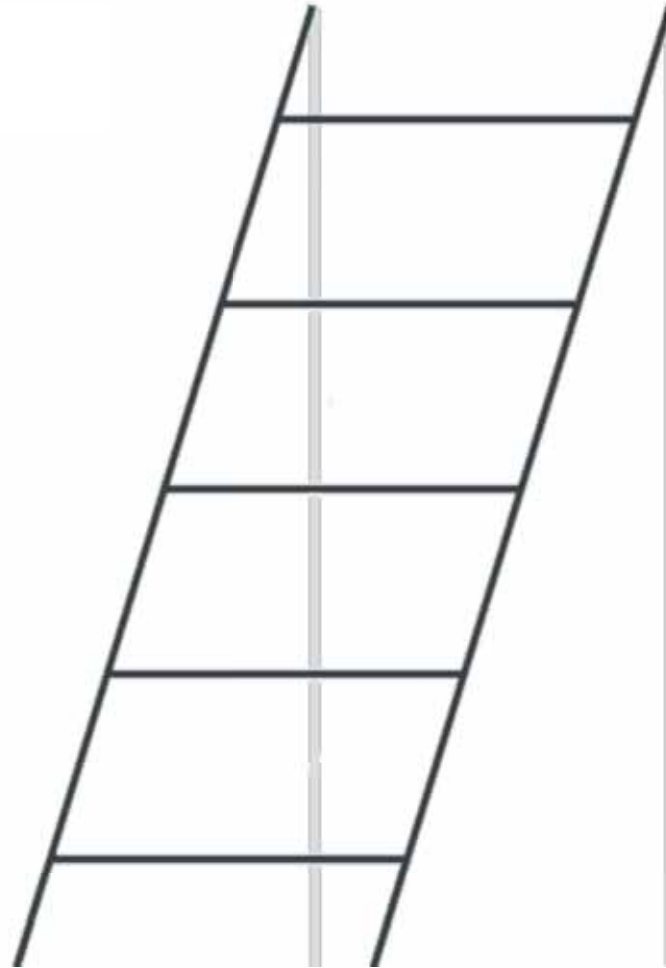
Aim
Aquafresh
Babool
Binaca
BlueM
BioMin
Close-up
Colgate
Crest
Dabur
Dant
Kanti

Darlie
Doramad Radio Active
Dr. Lyon's tooth powder
Elmex
Euthymol
Gleem
Ipana
Grants
Kalodont
Macleans
Kolynos

Rembrant
R.O.C.S
Sensodyne
Signal
Sozodont
Scope
Stomatol
Tom's of Main
Ultra Brite
White Glo
Zendium

K P
Namboodiris
Mentadent
Mentadent
SR
Meswak
Oral-B
Oxygenol
Perodontax
Peak
Pepsodent
Pomorin
Promis

THE POSITIONING LADDER



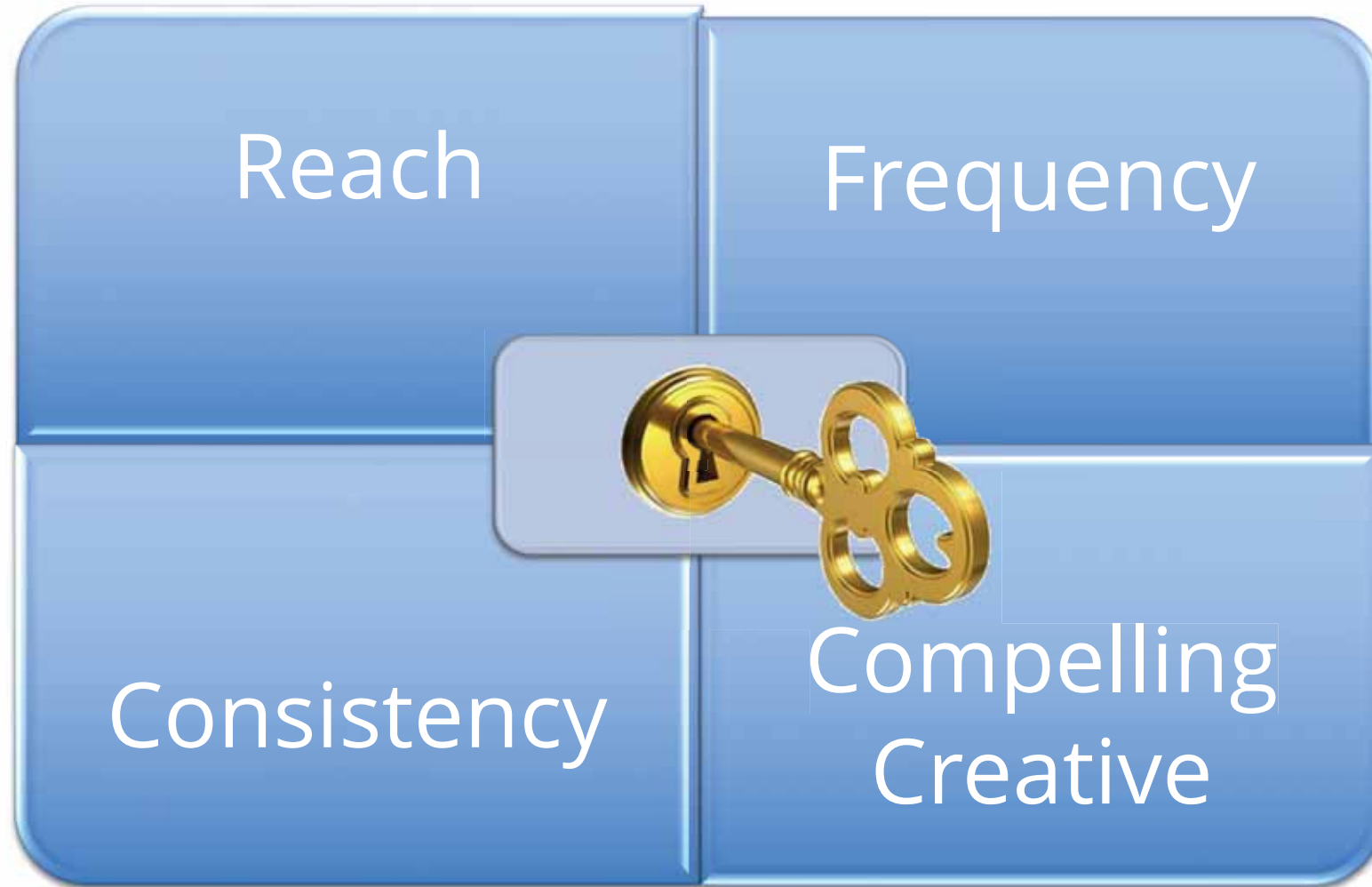
361 Degrees	Be Real	Etonic	Kalenji	Newton	Scott	Topoathletic
3 Over 7	Boombah	Everlast	KangaROOS	Nike	Skechers	Turntex
7Even Dynamics	Brandblack	Feelmax	Karhu	North Face	Skora	Typhoon
A4	Brazier Ekocycle	Fila	Keen	Olympikus	Slazenger	Under Armour
Adidas	Britek	Forus	Karrimor	On	Smaat	Vasque
Aetrex	Brooks	Freet	La Sportiva	Onitsuka Tiger	Sockwa	Vibram Five Fingers
Airia	Brütting	GoLite	Lalo	PaleoBarefoots	Soft Star	Vitruvian
Alpinestars	Carson	Haglöfs	Laser	Patagonia	Sole Gliders	Vivobarefoot
Altra	Champion	Healus	Leguano	Peak	Sole Runner	Warrior
Ampla	Columbia	Helly Hansen	League	Pearl Izumi	Somnio	Woolf
Anatom	Converse	Heros	Lems	Power	Spalding	Xero
Anta	Crosskix	Hersey	Li Ning	Prospec	Speedo	Zem
Apis	Diadora	Hi Tec	Loco	Pro Touch	Spira	Zoot
APL	Dunlop	Hoka One One	Lotto	Puma	Springboost	
ARCH	Dynafit	Icebug	Luna	Reebok	Tecnica	
Asics	Earth Runners	Inov-8	MBT	Ryka	TESH Sports	
Avia	Ecco	Jinga	Merrell	Sako	Tesla	
B2R	Enda	Joe Nimble	Mizuno	Salewa	Therafit	
BarePadz	Enko	Joma	Montrail	Salming		
			Neimaj	Salomon		
			New Balance	Saucony		
			Newline	Scarpa		



The Four Keys.



Unlocking The Potential Of Advertising





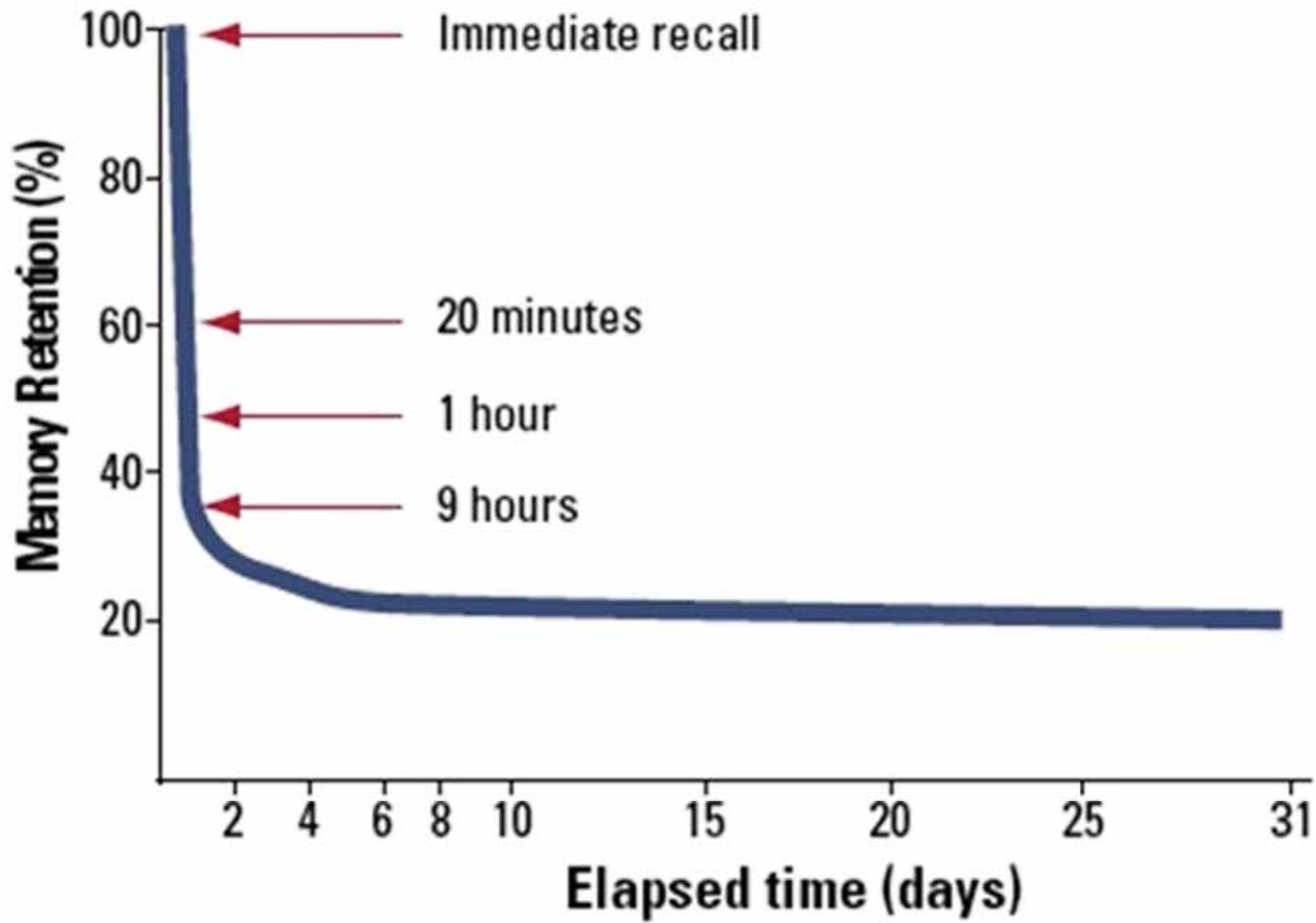
Reach

How much can you afford?



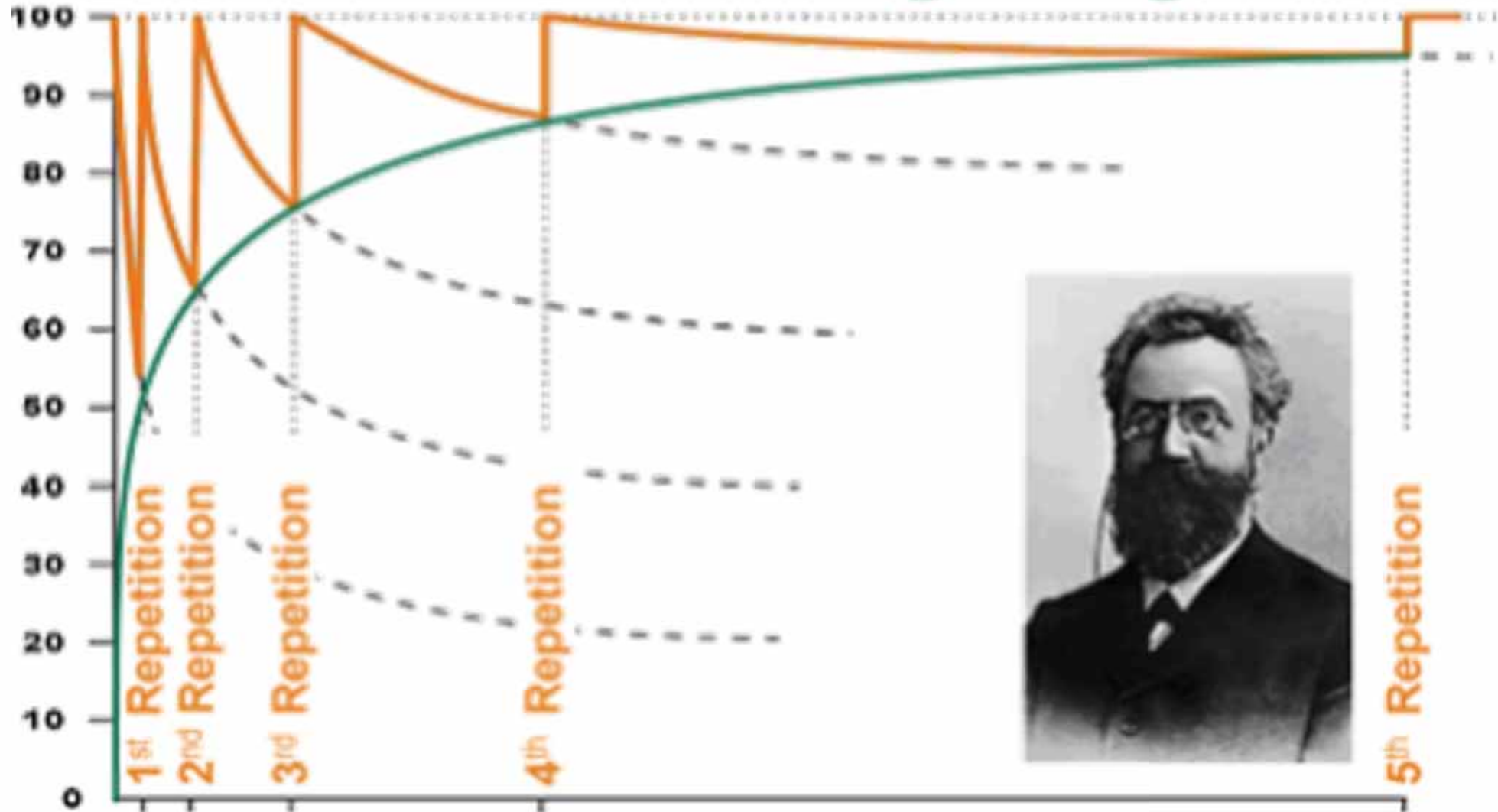
Frequency
3-4 times per week





Ebbinghaus Forgetting Curve

% of Data Remembered

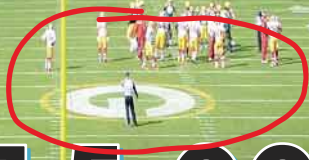




LAMBETH FIELD

G 38 1st Q 20 6:33 3RD Q TIME 2 HALLS 34 1st 4

TEAM COMPARISON	
18	19
42	43
102	103
234	235
1	2
1	2
27.27	28.28



\$15,000

Sports Radio • 107.5 & 1400

THE FAN
WDUZ

If you ask someone to buy once vs.
99 other “asks” coming from the
competition,

what are your chances of getting
the sale?



If you ask someone to buy a
936 times
within 365 days, what are your
chances of getting the sale?





Consistency
Years, not weeks

Consistency

“A powerful brand is not built by creativity. A powerful brand is built by consistency, year after year after year.”

Al Reis



Compelling
creative. Does it sell?

Brands typically are made up of various elements including . . .

Logo



USP

m&m's



MELTS IN YOUR MOUTH
not in your hands



Promise

There is a prize in every box



Colors

COLORS

LOGO COLOR

The RAB logo is available in black, white and gray. The RAB Green can also be used as a complementary color throughout supporting designs and themes.



BLACK



WHITE



GRAY

PMS SPOT COLOR

Pantone 368



4 - COLOR PROCESS



C: 63
M: 0
Y: 97
K: 0



SCREEN COLOR



R: 105
G: 190
B: 40



HTML: 69BE28

The brand book

Feel the difference



www.rab.com

RAB



What can **brown** do for you?



Shapes



McDonald's

OVER 75 BILLION SERVED

Scents

MURDICKS FUDGE

THE "ORIGINAL" SINCE 1887



Not fair!

Customer relationship management

amazon

The Amazon logo consists of the word "amazon" in a bold, black, lowercase sans-serif font. Below the word is a curved orange arrow that starts under the letter 'a' and points to the right, ending under the letter 'n'.

Let's take a test...

“We’ll leave the light on for you.”



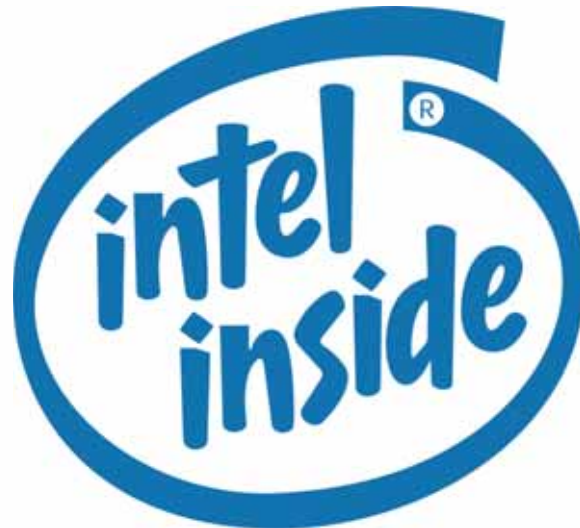
“Snap. Crackle. Pop”



“Good to the last drop.”



How about an audio test?



Why are most business owners frustrated with their advertising investment?

ROI

The 3 year ad budget test.

You've spent \$_____ in
advertising over the last
three years.

What's the one word or sentence I can say and people will give me the name of your business?

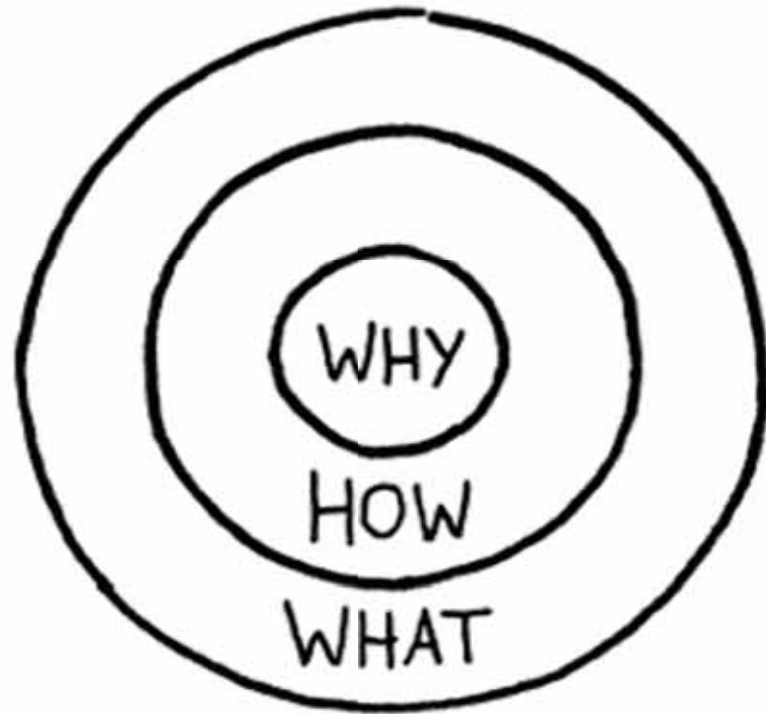




Internalize what branding is and
why it works.



The Golden Circle



© 2013 Simon Sinek, Inc.

What

Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

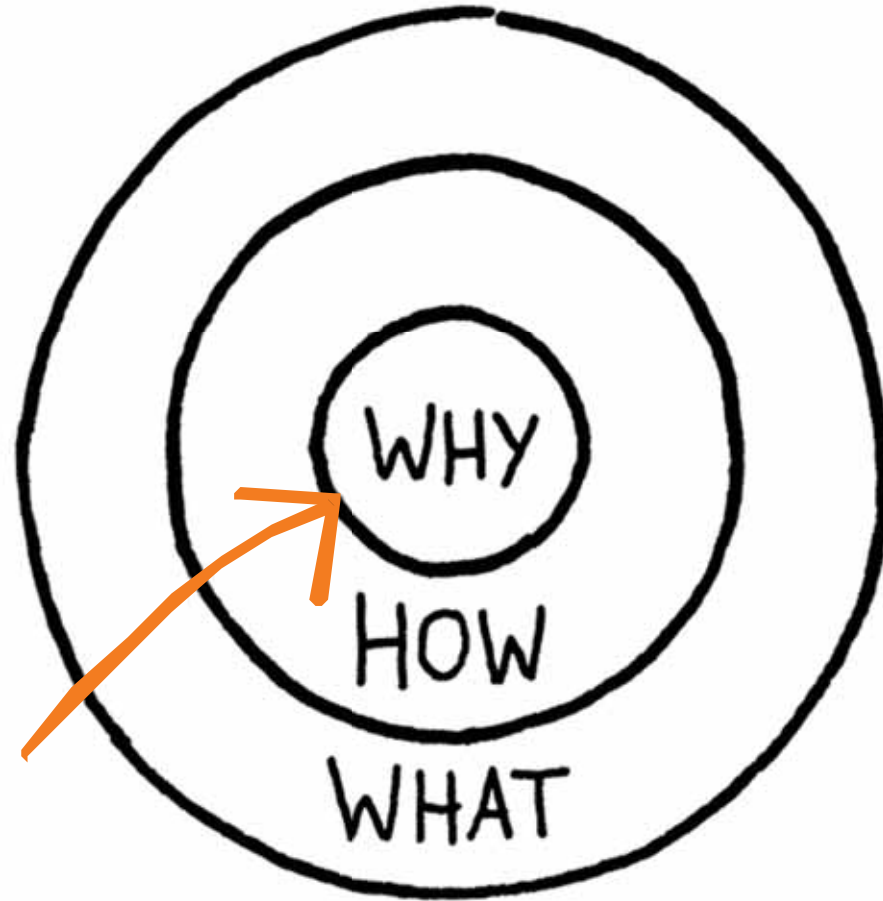
How

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

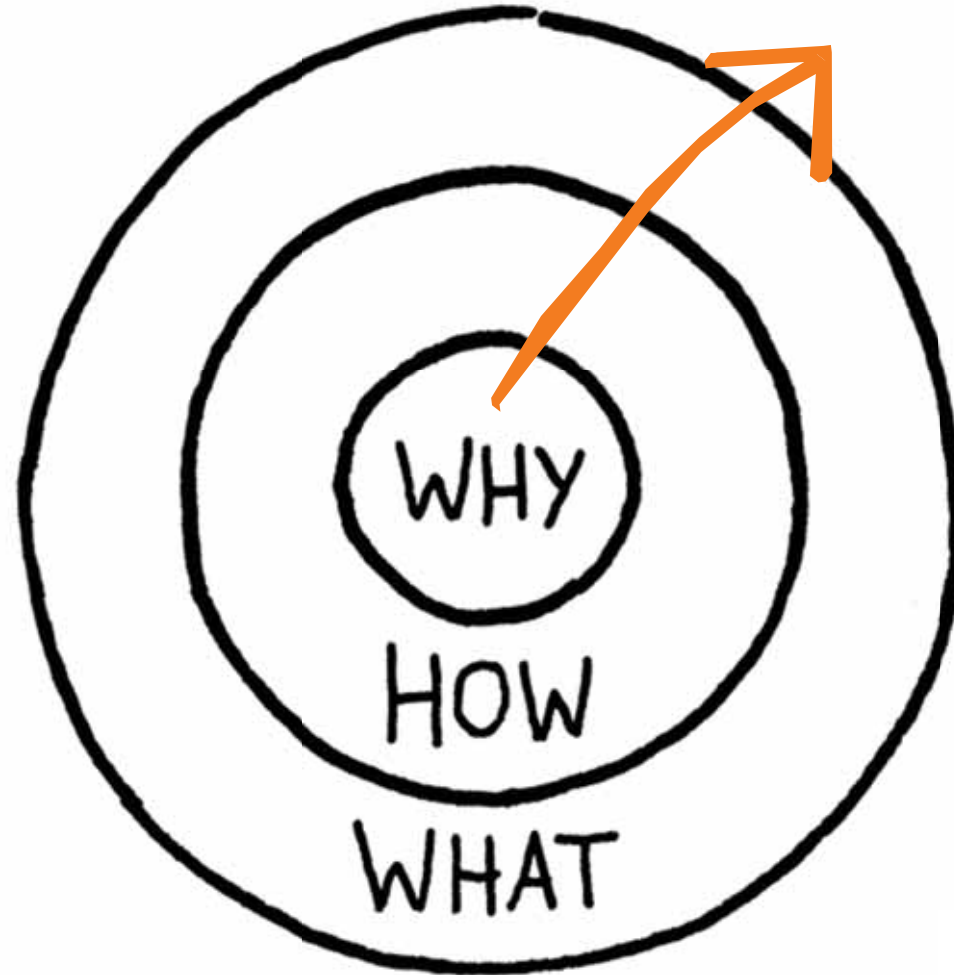
Why

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. It's a purpose, cause or belief. It's the very reason your organization exists.

The Golden Circle

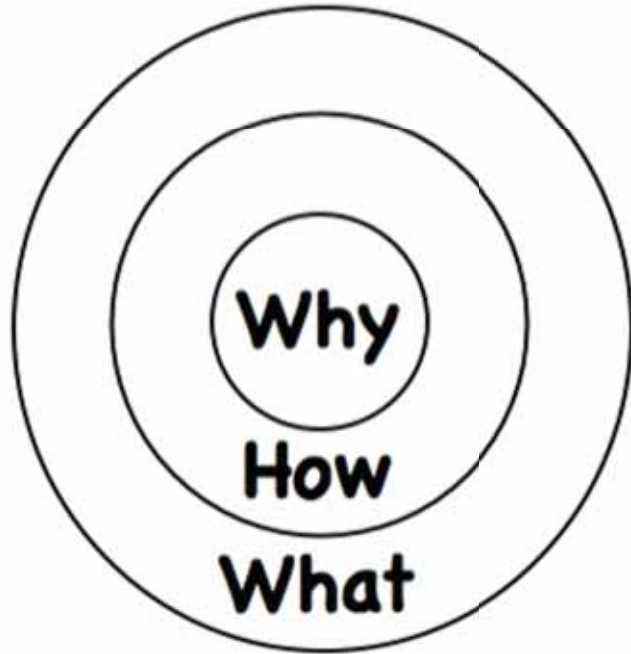


The Golden Circle



Starting with Story

Golden Circle



Why – Make the invisible visible

How – Design visual stories

What – Playfully create clarity
and unearth purpose

“

**People don't buy
what you do, they
buy why you do it”**

Simon Sinek



Vehicle shown with accessory equipment.

Copyrighted Material

UNDER THE RADAR

TALKING TO TODAY'S
CYNICAL CONSUMER

JONATHAN DONO & RICHARD KIRSCHENBAUM

AN **ADWEEK** BOOK

“Sticktoitness”

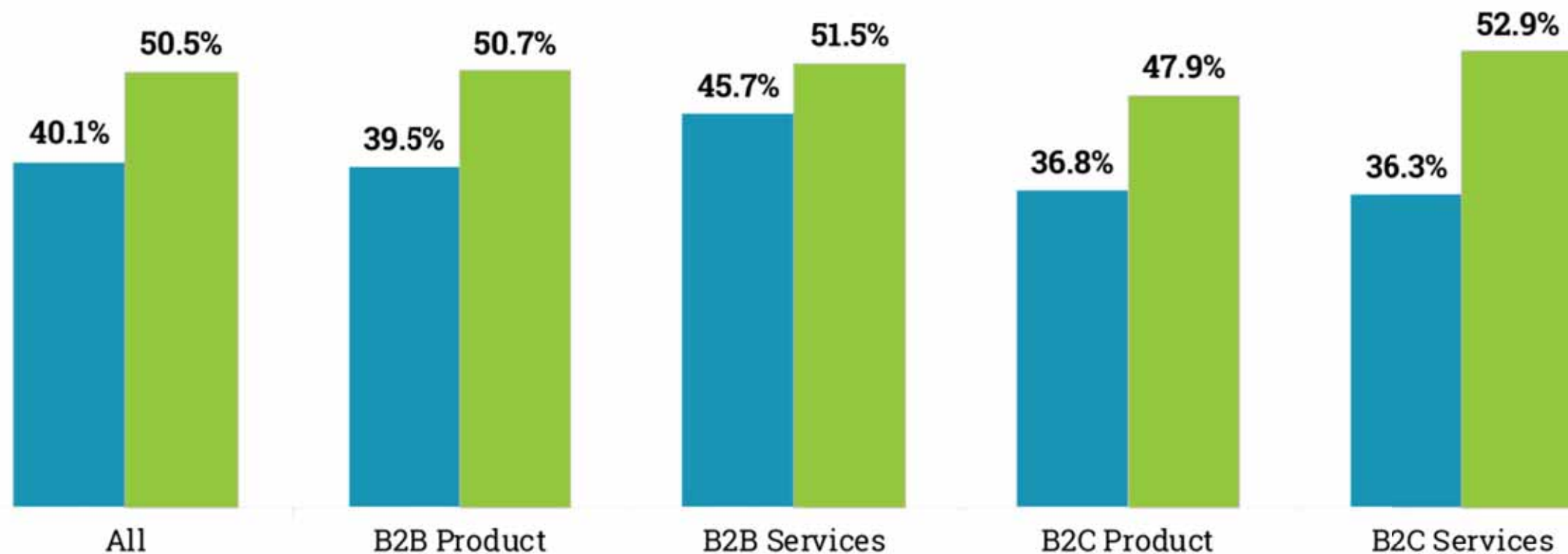
“Marketing today means long-term branding campaigns. This requires the intestinal fortitude of advertisers to stick with it”

Brand-Building's Share of Marketing Budgets



"Indicate the percentage of your overall budget spent on long-term brand building relative to short-term performance"

■ Current ■ Ideal



Published on MarketingCharts.com in April 2023 | Data Source: The CMO Survey

Based on a January 2023 survey of 314 marketing leaders at for-profit US companies, 97% of whom are VP-level and above

Branding is about creating familiarly, engaging consumers and changing human behavior.

INFORMATION OVERLOAD

WHAT I NEED FOR WORK

WHAT I NEED FOR ME



HEY! A BANNER AD!

Consumers are exposed to up to
10,000 ads per day.

Advertising is a MIND game.

Minds are limited
Minds hate confusion
Minds are insecure
Minds rarely change
Minds can lose focus



To capture attention, you need to
surprise and delight



Comfortable Living
Specialists

FORD

ATM
ATM

497-8342

ELECTRICAL &
PLUMBING SERVICES

SHACK OF SIT

FURNITURE SHOWROOM

RESS
E





ORTHO

MOUND TREATMENT
FIRE ANT KILLER

MATA HORMIGAS BRAVAS

**KILLS THE MOUND
IN 12 HOURS!**



KILLS QUEEN & COLONY

MATA A LA REINA Y LA COLONIA

KEEP OUT OF REACH OF CHILDREN

CAUTION

MANTENER FUERA DEL ALCANZE DE LOS NIÑOS

PRECAUTION

GUARANTEED RESULTS

RESULTADOS GARANTIZADOS

NET WT 4 LB (1.8 kg)

www.rab.com

RAB

Be unique and different



**CURBSIDE
PICK-UP
ONLY**

ALL OTHERS
WILL BE
**CRUSHED
AND
MELTED**

One organ donor can save 8 lives.



California

Great storytelling = Great advertising

How does it make you feel?

For big adventures



They don't have to be :60's!



CEMENT & CONCRETE PRODUCTS™

4 Things successful companies do to brand

1. Strategy:
Start with why...

How did you get into this
business?

Why are you doing this besides
the money?

2. Strategy-based message



ESTABLISHED SINCE •1911•

3. Brand Consistency

1992

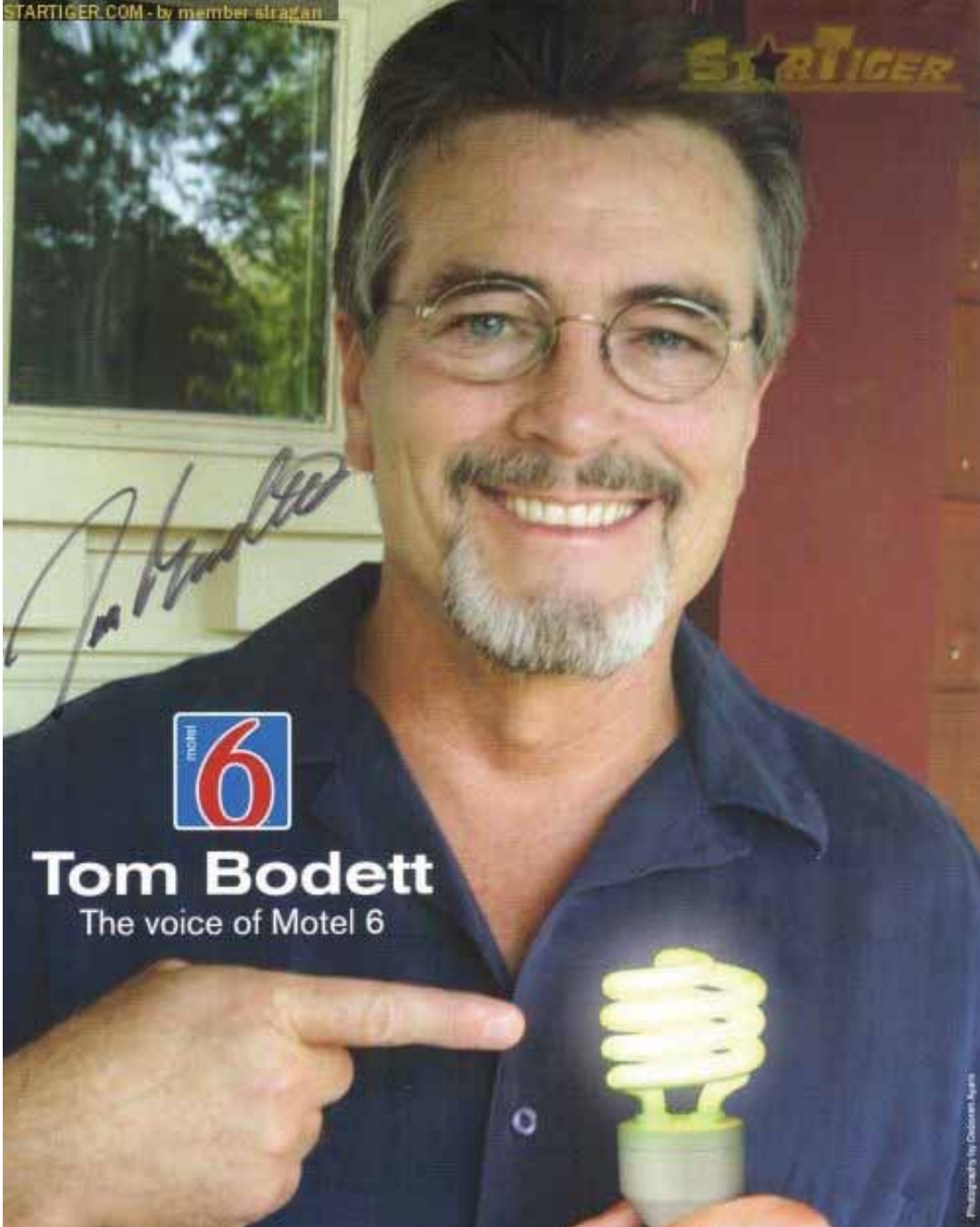


2023



WE'LL LEAVE THE LIGHTS ON FOR YOU.
THIS IS A DANGEROUS NEIGHBORHOOD.

STAR TIGER



Tom Bodett
The voice of Motel 6

Photography by Colleen Ayers

4. Dominant frequency

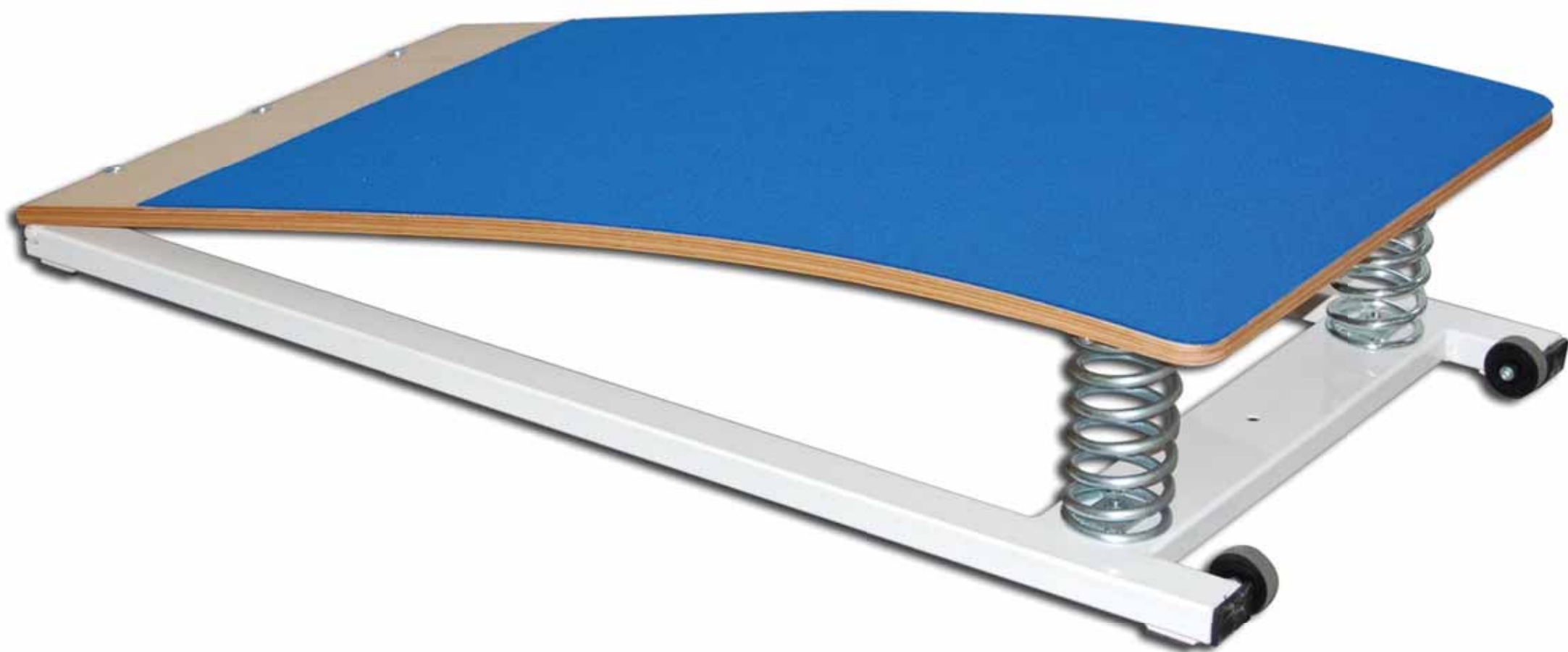


GEICO®



One last, very important warning ...

Advertising can't make a bad
business better...



You can't advertise your way
to superior performance!

Better Creative leads to

Increase Average Order

Higher Retention

New Customers

Lower Acquisition costs

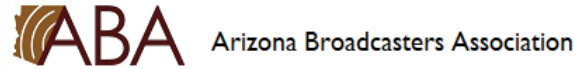
Differentiation

Happier Customers

Increase Company Value

More Money!

Thank You!



Jeff Schmidt

SVP – Professional Development

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