Mentor to Market Webinar

Branding Basics: Tips to create or enhance your brand message

Marcella Echavarria
International Folk Art Market IFAM
Objectives:

• To define the importance of branding as the main aspect of the strategy of any business

• To explore the steps needed to build a brand

• Exercise: How to create your brand manifesto
As of July retail sales have returned to pre-pandemic levels.

However, the way people are shopping has CHANGED.

• People are shopping more and more online. There is an increase of 25% in online shopping

• Many retail stores are closing. For example: Barneys, JC Pennys, Neiman Marcus, Sur la Table, J’Crew, Pier One Imports etc.

• People are aiming to shop at independent retailers and makers/artisans directly

• Product categories have changed. People want products that make them feel safe. Examples: comfortable clothing, kitchen and garden supplies, products to improve the office at home.
BRANDING is
A holistic way to approach your business
A way to contextualize content and context
A strategic way to embrace your vision
A way to “package” value and values
A long-term way to visualize your everyday work
“Branding is the tangible representation of a company’s strategy. It is a way to distill the essence and communicate it efficiently to the relevant audiences.”
A brand is a space in the HEAD and HEART of your customers.

Their loyalty is your currency.

Your brand is your fingerprint, your main ASSET and the driving force of your business.
A brand is NOT a LOGO
BRAND STRATEGY

- Brand Elements
- Brand Guidelines
- Brand Voice
- Brand Tone
- Brand Assets
- Brand Templates
- Brand Symbols
- Brand Visuals
A brand is the visual representation of a STRATEGY

To be able to express who you are; you need to know WHO YOU ARE.
This could become clear by answering these 5 questions:

Who are you?
What are you doing?
Why are you doing it?
Where are you doing it?
How are you doing?
That which you love

Mission

That which the world needs

Vocation

That which you are good at

Passion

That which you can be paid for

Purpose
What you do matters but WHY you do it matters much more

https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en
Strong brands have primarily one voice. This voice could be:

The voice of the person behind it
The voice of the place of origin/provenance.
The voice of the material or technique.
A voice related to how the product is made.
The voice of the purpose behind it

One simple message should shine because too many ideas make it difficult for customers to connect
Designer/ activist // URBAN ZEN
Designer/ activist // EILEEN FISCHER

Living Our Values

For over 35 years, we’ve been united in our efforts to support the environment, human rights and initiatives for women and girls—and this work is becoming more
HARRIS TWEED AUTHORITY
Our role is to protect and promote the Harris Tweed® brand across the world
ALABAMA
CHANIN

MATERIAL 100% Organic Cotton

MADE BY W ITEM # 8712 SIZE L

WASH GENTLY & HANG DRY | MADE IN THE U.S.A.
HAND-CRAFTED MODERN STYLE

SIGNATURE | BRIDAL
alabamachanin #aroundthestudio

sharonalab @gildamidani

nourishfoods Cool shot!
mespeakdesign @alabamachanin 🌸
mavros I love a good pair of scissors
hollowtohem Nice! Have you tried Shozaburo shears? They are amazingly sharp and durable.

manuma.style #toolp0rn 😊

seagyl The right tool for the right job 😍
manvi29 Wowww

theweekendist So fab! 😊
alabamachanin Our Bennet Coat (and 100° temperatures) have us longing for winter today... #alabamachanincollection #maize
eparke20 Lovely! You're definitely not the only ones longing for Fall temps!
dorylyn The best!!!
mindycreleyea Wow...I just want to touch it. Pure piece of ART!!!🙌🏼❤️
kathrynmariedesignco Gorgeous!
erin_endicott Love the contrasting pocket fabric!!
albaslife What a dream!☁️
janetbbartlett Beautiful!
knittingdonna I love this!
jeniscrafty Ugh. GORGEOUS.
therealmrswoo Is the lining cotton? For a moment I thought it was chamois leather!
therealmrswoo Lovelv print. by the wav.
How the product is made/process/material// BUAISOU

ABOUT BUAISOU
WHO WE ARE

STORE
JAPAN

STORE
INTERNATIONAL

UNIQLO
SHADE OF JAPAN

BUAISOU.
How the product is made/process/material// LAUREN MANOOGIAN
Lauren Manoogian is a Brooklyn-based designer whose initial knitwear and accessory work has continually matured as a collection of intentional ready-to-wear and evolving lifestyle pieces. With persistent and intuitive shape development, a commitment to a maintained visible hand, and cohesive textural narratives, the brand's subtle essentialism has earned a loyal following since its 2008 inception. Natural material choices along with a dedication to sustainable and sincere handcrafted production practices inform each collection's composition and highlight the designer's personal and deep knowledge of textile development from her time in the industry and Rhode Island School of Design studies.
Purpose // RAW MANGO

COLLECTIONS
ABOUT
SPECIAL PROJECTS
STORES
CONNECT
TERMS OF USE
Since its foundation in 1983, TEIXIDORS has been a social entity with the final objective to achieve social integration, and economic independence of people with learning difficulties. This objective, always the priority, is carried out through extraordinarily creative work on manual looms. This special project generates, as cannot be otherwise, unique products. Sustainability is a global concept that has to incorporate environmental and social parameters. The integration of people at risk of social exclusion and the commitment to responsible consumption form the pillars of the activity.
BRAND EVOLUTION

Successful brands are not static, they are fluid and evolve without losing their DNA.

Logos themselves go in and out of fashion—from the minimal designs of the '60s to the logomania of the nineties to the varied expressions of today.

The overall trend is hard to miss: Luxury isn’t connoted with fussy extras; no-nonsense boldness is the rule. Spartan solutions have been rampant in all areas of design and this is a trend to be continued.
Coca-Cola
In the Distinctive Bottle
est. 1886
PASSION MADE ME DO IT.
A logo is one of the most important representations of a company. A logo serves as an artistic representation of the company, an association of the brand's essence, an indication of a change in direction, and a symbol for its present and future potential.
The bold "I (HEART) NY" logo by Milton Glaser - cleverly using typewriter-style letters as the typeface - was dreamed up as part of an ad campaign to boost the state's image when crime and budget troubles dominated the headlines.
A brand has to communicate value according to its uniqueness. This is called the Unique Value Proposition (UVP).

How you define and communicate value is very much linked to your definition of value and your pricing strategy.
If a do a job in 30 minutes, it's because I spent 10 years learning how to do that in 30 minutes. You owe me for the years, not the minutes.
“Price and discounting are not a luxury strategy. If customers don’t value what we sell because we don’t value what we sell, we have killed desire. And if we’re producing too much for long tail platforms and people who are not prepared to pay for it, we’ll kill the planet. Forget our businesses. Game over,” — Andrew Keith, Vogue Magazine
Consumer habits are changing rapidly. Traditional luxury is part of the past. **New luxury** is here to stay in the form of independent, niche brands that embrace the concerns and changes of the “new different”.
The Buyerarchy of NEEDS
Independent/niche brands are very relevant today because they redefine what it means to be a global citizen. Concepts such as North-South; East-West; Past-Present, are reimagined by independent brands.
Most Likely to Capture Attention and Drive Engagement

Key Attributes
- WHO is the user?
- WHAT captures their attention and elicits engagement?
- WHERE do they engage and share
In today’s world, HOW you do something MUST relate to SUSTAINABILITY

Are you using natural materials?
Are you reusing materials? Recycling?
Are you giving proper payment and credit to your partner artisans?
Are you paying your employees fairly?
Are you promoting fair working conditions?
Are you embracing diversity in the workplace?
Are you working towards the preservation of culture?
Are you sure you are not involved in cultural appropriation?
WHAT IS SUSTAINABILITY?

capable of being sustained

a: of, relating to, or being a method of harvesting or using a resource so that the resource is not depleted or permanently damaged
- sustainable techniques
- sustainable agriculture

b: of or relating to a lifestyle involving the use of sustainable methods
- sustainable society
SUSTAIN
To manage to make something continue to exist over a long period of time
SLOW FASHION MOVEMENT

Safe working environment

SGS / GOTS Certified Factories

Recycle - ETHICAL Fairtrade

Healthy Supply Chain

Fix damaged clothes

Buy less
Chose Quality

Buy from charity shops. Second handed. Vintage. Recycled Fashion

Less Wastage

Reducing Carbon Footprint

Natural and Organic

SUSTAINABLE

Protect our Environment

FAIR WAGES

Build Relationships

Choosing Quality NOT Quantity

Improving working and living conditions for people

Keep traditions textiles alive

Protect our Environment
“Consumers are facing a growing desire to use their fashion choices to express their own style, self-image, and values.”

—The Business of Fashion
Exercise

Brand Manifiesto.

Please fill in the blanks:

For (audience) who (searches, wants and needs), (product name) is a (market category) than (key benefit). Unlike (competition), this product / service (only / difference)
Lauren Manoogian is a Brooklyn-based designer whose initial knitwear and accessory work has continually matured as a collection of intentional ready-to-wear and evolving lifestyle pieces. With persistent and intuitive shape development, a commitment to a maintained visible hand, and cohesive textural narratives, the brand's subtle essentialism has earned a loyal following since its 2008 inception. Natural material choices along with a dedication to sustainable and sincere handcrafted production practices inform each collection's composition and highlight the designer's personal and deep knowledge of textile development from her time in the industry and Rhode Island School of Design studies.
Thank you

Marcella Echavarria
www.marcellaechavarria.com
marcella@marcellaechavarria.com

If you are interested in my next workshops along with Polly Leonard from Selvedge Magazine please visit

www.selvedge.org

21 - 25 September, Crafting Your Brand,
28 September - 2 October 2020, Crafting Your Product
5 - 9 October 2020, Crafting Your Message