BUILDING INNOVATIVE BRANDS
welcome to day 5!
One for one

https://www.youtube.com/watch?v=xkF4X5MfW0w
<table>
<thead>
<tr>
<th>DATE</th>
<th>TALK</th>
<th>INNOVATOR</th>
<th>LAB</th>
<th>DUE</th>
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| JAN 25  | **dive in!**
get acquainted with the course & one another. | us                   | d.thinking                        | team formation, book team meeting schedule |
| JAN 27  | **start human-centered**
build brand inside out | Blue Bottle
Bryan Meehan, Chairman | field work
observing & interviewing stakeholders | gathering relevant project information and inspiration, work on brand audit |
| JAN 29  | **create with purpose**
know thyself | Virgin America
Luanne Calvert, CMO | inspiration board
gallery
Generating ideas, bringing them to life | to share: bring inspiration board (photos, visuals and quotes from brand audit) |
| FEB 8   | **invite participation**
co-create experiences; collaborate to create value | Uber
Laura Jones, Product Marketing & Creative Strategy | storyboard sharing
get feedback & hone your story | rough storyboard showcasing new experience |
| FEB 10  | **spark stories**
create and invest in stories that build value as they grow | Salesforce
John Zissimos, Chief Creative Officer | iterating
evaluate & evolve your idea | beta of your final project |
| FEB 11  | **team presentations**
pitch your concept | you                   | celebrate
graduation + wine reception | to share: final project |
|         |                                               |                      |                                  |                                          |
Presentation Day
Thursday: 5:30-7:45
Final Presentation
Before 3, email the presentation or video to Stephany
2:45-3:00 set up any prototypes/artifacts in CoLab
5:30-6 introductions and summary of class
6-7 your 4 minute presentations
7-7:20 graduation + evaluations
7:20 reception with guests

Context
(1.5 minute)

Your video
(30-45 sec)

Your activation plan
(1.5 minute)
Final Presentations

4 min pitches + 1 min transition
Team 1, 9, 3, 4, 5, 6, 7, 8, 2, 10, 11, 12

Send ppts/videos to Stephany Yong by Thursday at 3pm

Audience: BB stakeholders and others. Evaluation on one page (no grade)
<table>
<thead>
<tr>
<th>STEP</th>
<th>Time</th>
<th>Activity</th>
<th>Presenter</th>
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<tbody>
<tr>
<td>1</td>
<td>30 min</td>
<td>Spark stories</td>
<td>Jennifer</td>
</tr>
<tr>
<td>2</td>
<td>60 min</td>
<td>Salesforce</td>
<td>John Zissimos</td>
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<td></td>
<td>10 min</td>
<td>Half time refreshments</td>
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<tr>
<td>3</td>
<td>60 min</td>
<td>Team Lab</td>
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Design thinking

- Empathize
- Define
- Ideate
- Prototype
- Test
Rethinking brand

- Spark Stories
- Start Human-Centered
- Invite Participation
- Create with Purpose
Storytelling
It’s not new
Humans are not ideally set up to understand logic; they are set up to understand stories.

— Robert Schank, cognitive psychologist
what is the difference between a situation and story?
STORY = 

- Situation
- Desire

- Complication
- Obstacle

- Solution
- Outcome
The three act structure
the storytelling template

ACT I: Situation Desire

ACT II: Complication Obstacle

ACT III: Solution Outcome
The three act structure
the storytelling template

ACT I:
Situation
Desire

Set up your story.
Who? What? Where?
Establish dramatic question.

ACT II:
Complication
Obstacle

Core action happens here.
This is what your story’s about.
Stakes, conflict and tension should be escalating.

ACT III:
Solution
Outcome

Resolve the dramatic question.
Show the consequences of the story.
Example: Jetblue
“You Above All” Campaign

ACT I:
Situation: Passengers are forced to endure a cab driver who is stingy with the legroom.

Desire:

ACT II:
Complication: The passengers argue with the cab driver.

Obstacle:

ACT III:
Solution: The passengers leave. “If you wouldn’t take it on the ground...”

Outcome:
Story tips

1. GET THE AUDIENCE’S ATTENTION FAST!
   Begin with a description of a place, circumstance, or premise that everyone understands

2. FOCUS ON THE CHARACTER(s) and TENSION
   Personalize the protagonist so the audience feels a personal stake

3. ENSURE AUDIENCE KNOWS POINT OF STORY
   What is the aha

4. KNOW WHAT YOU WANT AUDIENCE TO DO
   Be clear with your ask
Spark stories

Create and invest in stories that build value as they grow.

Unleash network benefits.

Optimize shareability.

Build a story bank.
Create and invest in stories that build value as they grow.
SET THE MOOD
Use a couple's app like Pair to text sweet nothings to your partner. It will get them excited about the night to come.

GET A GIFT
Use TaskRabbit to pick up a bouquet of flowers, or have Everwrite a custom love poem from you.

- poem: 13%
- flowers: 44%
- jewelry: 32%
- Reserved: 19%

PLAY MUSIC
Opt for music apps like Spotify, Pandora or Sonos. Then find a phone amplifier.

ADD ROMANCE
Things going well? Try stepping up the heat with a product from your Birchbox subscription.

HOW TO PLAN AN ENTIRE DATE NIGHT FROM YOUR PHONE

HELLO
I'M BRIT!

MY TEAM AND I HELP TEACH PEOPLE INNOVATIVE IDEAS FOR SIMPLE, BEAUTIFUL AND CREATIVE LIVING, ONLINE AND OFF.

LEARN MORE →
How might the story grow, where partners feel they are part of the story.
Shawna Sharie  
Retail Operations

Arion Paylo  
Retail Design and Development

Neil Day  
Digital | Technologies

Alexandra Chan  
Retail | Northern California

Conner Burns  
Retail | Palo Alto

Tim Shi  
Digital | Omnichannel
In any relationship, one partner will eventually fail.

- A really smart person
Mistakes don’t always hurt; it depends on how you recover.

Source: Fournier and Deighton 2003
There are stories you want to hear and stories you want to share.

Know why someone would want to hear a story or share a story – before you invest in that story?
Kevin Durant
@KDTrey5
This lockout is really boring..
anybody playing flag football in Okc..
I need to run around or something!

https://www.youtube.com/watch?v=dIBAtb3sxPo
Build a story bank, based on different types of stories.

Think of yourself as an editor of a magazine.
Plays out like a commercial or movie. Never breaks the fourth wall.

The process of creating the experience is part of the story.

The story encourages participation with the brand and serves as a call to action.
To recap...

Design for story. Create and invest in stories that build value as they grow. Some stories should be never-ending; others should be designed with the end in mind.

Unleash network benefits. How might the story grow, where partners feel they are part of the story.

Optimize shareability. There are the stories you want to hear and those you want to share. Know the reason why someone would want to hear or share the story.

Capture. Build a story bank. These stories define you but can and should change over time.
what stories are sparked at Blue Bottle?

what stories do you want to spark at Blue Bottle based on your prototype?
Day 1

Brand = reputation

To influence a brand at its core, you may need to become an experience designer.

As a designer you will want to get comfortable with a process you can believe in.

To be inspired, you must get inspired.
Day 2

Rethink brand. Start human-centered.

Understand the dos and don’t in the relationship you are cultivating. Make a list of do’s and don’ts.

Know your relationship type; that is where the value lies. What would constitute a mistake and what would an apology/recovery look like.

Recover gracefully.
David Bowman
Blue Bottle, CFO

Blue Bottle is trying to scale perfection – fascinating single focused goal.

Fastest way to learn is by building something, then iterating on it.

Good design often starts by thinking quantity over quality.

Interesting that customers speak for your brand whether you want them to or not (e.g. one guest said, "I didn’t really this was so tech-savvy, everyone is on their laptops...I feel out of place.") Strong brands attract the right customers.

Blue Bottle has done an impressive job of building die-hard engaged customers who refuse to drink ANY OTHER coffee and would drive 45 min out of the way to get it. Wow!

The challenge of moving from strategy to action and execution is simplified when it is clear what the brand cares about.
Know your purpose.

Align the company’s interests with the interest’s of your customers, so that you are all a part of the same team.

When all elements of the brand connect, the brand becomes strong and relatable.
Asking unexpected questions (such as "How to make lines fun?") open new spaces for creativity.

Having many people work on the same problem gives many ideas to choose from. Innovation can come from the simple things like changing a safety video and help in building the brand of the company.

Luanne completely embodied the Virgin America voice in her personal style. It made me wonder whether that is necessary in order for a CMO to authentically lead a brand.

The value of managing expectations. Customers come to expect a lot from Virgin, and Virgin needs to stay ahead of its competitors as well as its customers growing imaginations.
Day 4

Open up. Create ways to invite participation with your brand in unconventional ways.

Leave things unfinished enough. Unpolished is good - it invites participation, creativity, and iteration.

Promote a ‘yes, and...’ approach.
Laura Jones
Uber, Product and Creative

Working on a controversial brand can be more rewarding than working on an accepted brand.

You can't control or be everything.

The deductive approach to brand strategies can be both a blessing and a curse, depending heavily upon the socialization of local offices.

Branding increases in difficulty with additional outside influences on that brand which detract from the marketing team's control over customer perceptions. In response, perhaps great branding is agile, always adapting to a changing environment and diverging influencers.

Brand value can be created even you do not interact directly with customers (just like Uber partners with Deaf drivers, it helps increase customer value to Uber)
John Zissmos
Salesforce, Chief Creative Officer
Share key learning

Write down 1-2 biggest takeaways for you personally.
team lab