



Brandthink™ Series Workshop

Wild Alchemy

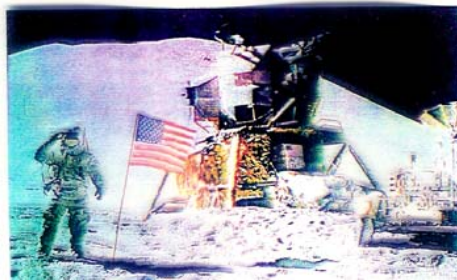


Adcepts

what could it look like?

A concept for Yukon Tourism:

**I Suddenly Realized I
Might be Standing
Where no Human Had
Ever Stood**



Wild Alchemy

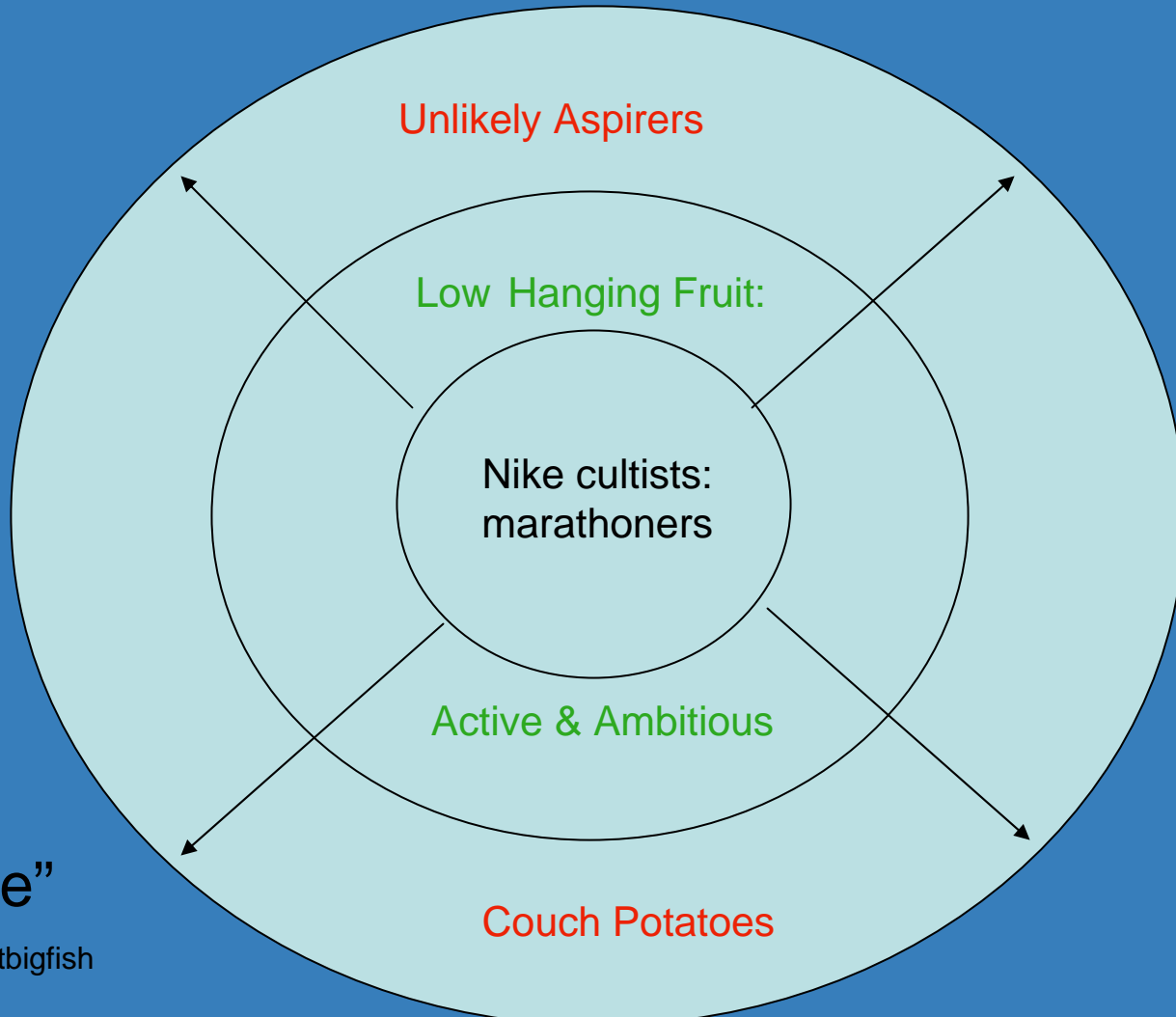
Cultists & Low Hanging Fruit

80/20 Rule

“Ships in a harbor are safe, but that’s not
what ships are for.”

Mark Twain

Common Threads



“Be a
lighthouse”

Adam Morgan, eatbigfish

Badges

what does (can) the brand
say about you?

Here's to the crazy ones. The misfits. The rebels. The trouble-makers. The round heads in square holes. The ones who see things differently. They're not fond of rules, and they have no respect for the status quo. You can quote them, disagree with them, glorify, or vilify them. But the only thing you can't do is ignore them. Because they change things. They push the human race forward. And while some may see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world, are the ones who do.

“Think Different” Advertisement for Apple computers.

Adjective Checklist

what are key traits?

DESCRIBE YOUR IMAGE / VALUES / IDEAL

Conscientious	Fun	High Tech	Expected
Silly	Honest	Funny	Laid Back
Witty	Upbeat	Unexpected	Warm
Old Fashioned	Formal	Condescending	Deceitful
Intelligent	Original	Down to Earth	Efficient
Mediocre	Leader	Scary	Safe
Competitive	Aggressive	Exciting	Mean
Friendly	Progressive	Caring	Approachable
Cold	Complacent	Traditional	Thorough
Expert	Trendy	Untrustworthy	Mischievous
Good Natured	Noticeable	Glamorous	Sexy
Generous	Uptight	Arrogant	Spineless

“You can’t get out of a problem by using the same consciousness that got you into it.”

-Einstein

BARATA

What is the emotional **BENEFIT** of doing business with us?

Zoo = reconnection to creaturehood, Amtrak = found time

What does its **AWARENESS** of our brand surround?

Nike = Swoosh, Yellow Pages = Yellow

What **ROLE** do we play in people's lives?

Miller High Life = Symbol of a real man, Westin = Sanctuary

BARATA

What self-evident **ATTRIBUTES** do we have?

Southwest Airlines, Motel 6 = inexpensive

What **TERRITORY** can we own?

Marlboro Man = American Cowboy, Disney = Family Magic

What is our distinctive **ATTITUDE**?

Virgin = Irreverent, Mini Cooper = Quirky

BARATA for Your Brand

BENEFIT

AWARENESS

ROLE

ATTRIBUTES

TERRITORY

ATTITUDE

Manifestos & Brand Books

Outward Bound

Outward Bound

Changes how you see the world.

By tearing away the non-essential and rediscovering
the subtle thread in all things living.

By finding a compass for your instincts.

By hearing the silence of your thoughts.

By having the confidence to follow them.

There is magic in the wild stillness that turns
a transition into a transformation.

For “angels whisper to men when they walk in the woods.”

Onward. Upward. Outward Bound.

Courage for Life.

Wild Alchemy

Creative Briefs

must be creative and brief

“The hard part isn’t coming up with new ideas, it’s getting rid of the old ones.”

-Visa Founder



Killer Briefs

Why are we advertising?

To add value to our product and increase awareness is a given. What else? To be considered; to convince; validate; inspire; to invite preference and loyalty; to instill hope or fear; to differentiate; to provide context; always to sell something. What does success look like? How will we know?

Who are we talking to?

Who is the current customer? Who is our competitor's customer? Who is the category's low hanging fruit? (They should already be a car shopper, chicken buyer, mango lover, beer drinker, etc.) Can they be described by their behavior (Rolling Stone Readers). What will tell us something about how they live and what's important to them? This sentence should start with "People who..."

What do they currently think?

Why do they love the product/brand/category (motivators?) Why are they staying away (barriers?) What do they believe, and how do they feel that shapes their behavior? What kinds of things might interest them? What landscape are we dealing with as they see our message? What is going through their mind THE MOMENT our brand/category becomes relevant to them?

What do we want them to think?

What beliefs can we instill that will get them to do what we want them to do? What from the above can we work with? (This section and main message are often mixed up.) What's the ideal headspace post-message?



What's the ONE thing we need to tell them?

If you nail nothing else, it should be this section. What will get them to believe the above? What would be a great billboard, bumper sticker, or T-shirt message under a picture of the brand that answers “why?” No more than 7 words here. Period. In fact, fewer is better. You should be able to say it in a single elevator ride, say it to your mother and have her have a *glimmer* of what you're talking about and be able to say it without crinkling your nose.

Why should they believe us?

What relevant support or rational do we have? It doesn't have to be a ton, but it has to be sincere. It can be anecdotal vs literal or factual, but be prepared to fight for it. I think of these things as 'cocktail party fodder.' Things you'd want to tell someone if you had their undivided attention.

What is our brand's character?

What describes our personality? What examples are there? (i.e. youthful sophistication of Absolut or Susan Sarandon vs Kathy Lee for Goddess.) If our brand was on a playground with other brands, who would we want our brand to play with? What qualities do they have? How would you want someone to describe your brand after seeing your ad for it? (see adjective checklist below. If you're stuck, try listing words you DON'T want first.) You get four words. They don't change. Ever.



What is the assignment?

What is the deliverable?

Why are we doing it?

What do we want to have happen (that's measurable)?

Who are we talking to?

Who are cultists and low hanging fruit? What are their behaviors? Attitudes? Demographics can go in here, but it's the least helpful bit.

What do they currently think?

"In consumer-speak...what are they thinking that helps or hurts?"

What do we want them to think?

"What is the thought that drives the behavior we want?"

What's is the ONE thing we need to tell them?

What is a mantra for the idea we're promoting?

Why should they believe us?

Factual or anecdotal, what support do we have for this idea?

What are we really selling?

What is the emotional benefit? e.g., Revlon makes cosmetics, but sells hope.

What is our brand's personality?

3 words that define our attitude and an example of this intersection

Briefs

YELLOW PAGES

Re-energize the brand by making YP relevant to today's needs

“It's a book of ideas that can **enrich every facet of your life.**”

MILLER HIGH LIFE

Validate core drinkers by mirroring their disdain of the 'sensitive 90's'

“MHL is a **symbol of a real man.**”

WOODLAND PARK ZOO

Stimulate visits by reminding people that the concrete jungle is unnatural

“Only the most natural zoo in the world can **reconnect you with your creaturehood.**”

Briefs

NARAL

Reframe the argument for Pro-Choice as political, not moral

“Choice is a **basic, human freedom** (like freedom of speech.)”

AMTRAK

Transform its role from ‘mode of transportation’ to a ‘vacation’

“**Give yourself your undivided attention** (like you do on Sundays.)”

BCTEL MOBILITY

Leapfrog the playing field by owning the vision of tech’s future

“**We share your optimism** and are leading the way.”

Remember **What It IS** and **What It ISN'T**

Make Sure it Passes the Tests...



What is the assignment?

Why are we doing it?

Who are we talking to?

What do they currently think? “

What do we want them to think? “

What's the ONE thing we need to tell them?

Why should they believe us?

What are we really selling?

What is our brand's personality?

The Briefing is Where the Magic
Happens

“If an idea is at first not thought
to be absurd, then there is no
hope for it.”

–Einstein

“Your job is to make people fall in love.”

There is nothing in a caterpillar that tells you it is going to be a butterfly.

Break free from conventional (so called) wisdom.

Define success.

Insist on giving yourself goosebumps.

Do something, even if it's wrong.

Cut away everything that is not a lion.

Tell them something they know.

Be loaded.

Make people fall in love.

Make space. Watch spaces.

Believe in the power of ideas.

Make the audience likeable and inspire pride.

Remember, if you're not having fun, you're doing it wrong.

The Goal

Streamlined decision making (no stupid fights)

Great Work

Larger share, Bigger Margins, Higher Stock Prices

Preference & Loyalty

Happy Clients Who Trust You

A Record of How Brilliant You Are

About Us

Wild Alchemy is a momentum company: infusing companies and individuals with insights and inspiration to create something amazing.

About Us

Clients include:

Microsoft, Nike, Washington Mutual, Rejuvenation, Nordstrom, Virgin, LucasArts, Dove Lewis, Amtrak, Bell Canada, Outward Bound, Doc Martens

Wild Alchemy

www.wildalchemy.com

866.755.6800

