

Introduction to  
**BRAND**  
INNOVATION

kenny badmus



Are you holding a Spartha or a Gladius?

# BRAND INNOVATION


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Sequel to my book A NEW SCHOOL OF THOUGHT,  
This proprietary tool is developed for my students, brand managers  
and brand agencies who are questioning the classical marketing  
way of branding; where we shout down on consumers and “market  
our products down their throat. Haven’t the consumers changed?

Think about it. Marketing was invented in the 50's as a discipline.  
Then Marketing took over Advertising. And then the word BRANDING  
surfaced in late 90's from advertising creatives.

What’s amusing some of us is that the Marketing department still  
wants to take hold of branding as they seized advertising from  
creatives, way back. And unfortunately, the confused advertising  
is torn between BRANDING and MARKETING. Hence, agencies  
are throwing up all sorts of seminars and workshops to assure  
themselves that they are still in good standing with Marketing.

For Brand Innovation to take place, Marketing has got to let go.  
Yes. I believe in marketing principles but they only come useful  
after you have invented a brand. Marketing can only happen when  
you have something to sell. That “something to sell “ is branding.  
A brand is not a thing. It is something worth selling.  
So, do you have something worth selling?



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So, do you have  
something  
worth  
selling?

In today's consumerism market, the consumers' power of choice is underlined by a sense of worth. Products, for them, are made in the factories while brands are made in the mind. We do not buy SIM CARD, we buy a COMMUNITY. We do not buy a CURRENT ACCOUNT, we buy FLEXIBILITY. We do not buy a piece of CHOCOLATE, we buy a FEEL GOOD. We do not watch FOOTBALL, we watch our PEOPLE.

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# marketing

when you need it.

Marketing is defined by the American Marketing Association as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

In creating an offering that offer values for customers.

This is the simple reason why marketing is a dog-eat-dog because the offering you created yesterday may be beaten by the competition tomorrow. Branding does not create an offering, branding creates an identifiable personality that cannot be faked or copied by anyone. It's only when you have such a "brand" that you can call the Marketing Department to COMMUNICATE, DELIVER and EXCHANGE

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# BRANDING

is not for every product, after all.

Branding can be traced to the art of trademark. In trademark treatises, it is usually reported that blacksmiths who made swords in the Roman Empire are thought of as being the first users of trademarks.

It's basically putting a distinctiveness on a product and service in such a way that it recognised and related with as such by the end user.

This distinctiveness is not your mere logo or colour splash. It's what we call the Spartha factor.

When P&G, reputed to have started the branding revolution as far back in 1879, introduced the Ivory Soap, at first, the name of this soap was going to be called P&G White Soap, but Harley Procter decided to give the soap a name that people could remember.

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## Spartha or Gladius? once upon a time in downtown Roman Empire



You can tell a soldier by the kind of sword he was holding: a Spartha or a Gladius. These swords, as functional as they were meant, had great emotional connections with the warriors that they could either make or mar their battles. They called these swords by names. They were sheathed far away from every hand. They were steel of battles but they were personalities.

In Brand Innovation, we ask our students if they were holding a Spartha or a Gladius.

The question is when do you know you are holding a steel of product that can be turned into a Spartha or better still, a brand? Turn the page.

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HUMANNNESS

HUMANNNESS

HUMANNNESS

HUMANNNESS

HUMANNNESS

HUMANNNESS

HUMANNNESS

say that 7 more times.



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Find the  
**HUMANNESS**  
factor of your product or service

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## HOW COKE BECAME A BRAND

This is the best story that sums up  
what we teach in brand innovation  
class at Orange Academy

on January 18, 1971, in a fog. Bill Backer, the creative director on the Coca-Cola account for McCann-Erickson, was traveling to London to join two other songwriters, Billy Davis and Roger Cook, to write and arrange several radio commercials for The Coca-Cola Company that would be recorded by the popular singing group the New Seekers.

As the plane approached Great Britain, heavy fog at London's Heathrow Airport forced it to land instead at Shannon Airport, Ireland. The irate passengers were obliged to share rooms at the one hotel available in Shannon or to sleep at the airport. Tensions and tempers ran high.

The next morning, as the passengers gathered in the airport coffee shop awaiting clearance to fly, Backer noticed that several who had been among the most irate were now laughing and sharing stories over bottles of Coke. As Backer himself recalled in his book *The Care and Feeding of Ideas* (New York: Times Books/Random House, 1993):

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In that moment . . . [I] began to see a bottle of Coca-Cola as more than a drink. . . . [I] began to see the familiar words, "Let's have a Coke," as . . . actually a subtle way of saying, "Let's keep each other company for a little while." And [I] knew they were being said all over the world as [I] sat there in Ireland. So that was the basic idea: to see Coke not as it was originally designed to be—a liquid refresher—but as a tiny bit of commonality between all peoples, a universally liked formula that would help to keep them company for a few minutes.

Backer's flight never did reach London. Heathrow Airport was still fogged in, so the passengers were redirected to Liverpool and bussed to London, arriving around midnight. At his hotel, Backer immediately met with Billy Davis and Roger Cook, finding that they had completed one song and were working on a second as they prepared to meet the New Seekers' musical arranger the next day. Backer told them he thought they should work through the night on an idea he had had: "I could see and hear a song that treated the whole world as if it were a person—a person the singer would like to help and get to know. I'm not sure how the lyric should start, but I know the last line." With that he pulled out the paper napkin on which he had scribbled the line, "I'd like to buy the world a Coke and keep it company."

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Are we not forgetting something here.

How about the functional part of a brand, the value, the bottom-line?

that's where we are missing it buddy.

A brand's functional part that we shout so much about is a given. If every man is functionally a man, why don't we marry everyone we see?

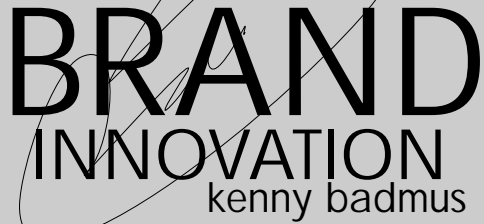
There are things as functional as letting people make call on your given network or even browse the Internet. You need all the marketing you can get. It's a different cup of tea when the consumers want to champion your cause to others. That's when you need all the brand innovation you can get.

# BRAND INNOVATION

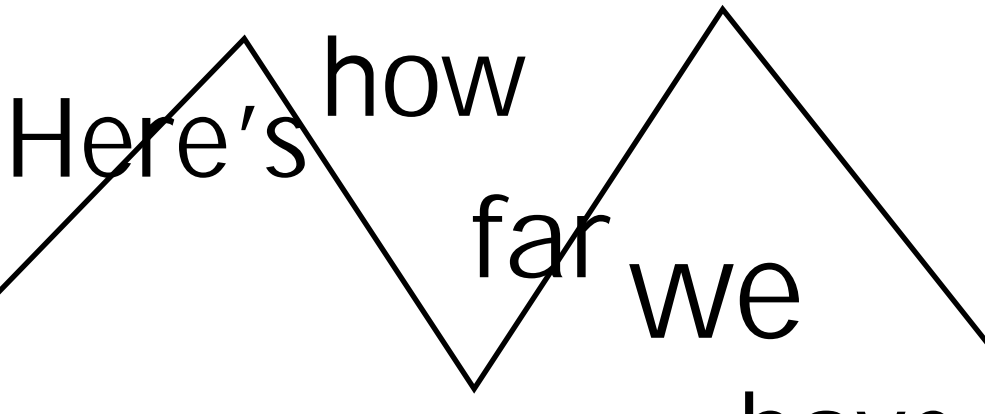
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In this age and time,  
a true brand is an  
ongoing conversation  
that has found its way  
into consumer's heart  
and mouth.

At Orange Academy, rather than spending our precious time on endless debates on strategy and slogans and terminologies, our students are immersed in the study of human conversations, patterns and filters. You can join the discussion on [www.kennybrandmuse.com](http://www.kennybrandmuse.com)



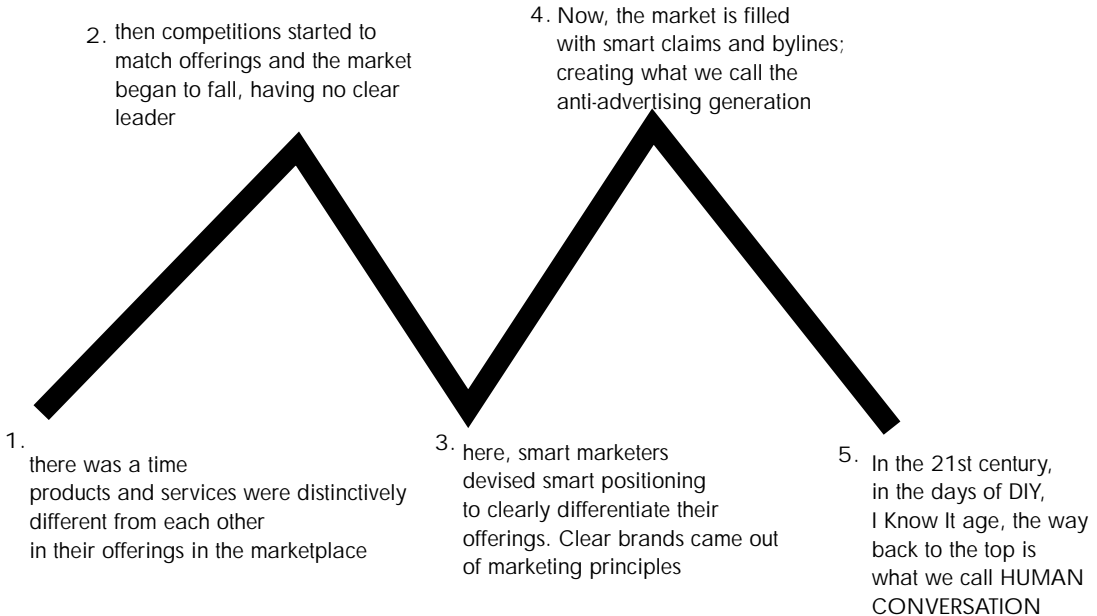
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Here's how  
far we  
have  
travelled.

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## 5th wall of brand advertising

welcome to BRAND INNOVATION age  
where brand is about the humanness of  
your idea or product.

This was the simple platform that Barack Obama's campaign manager built the Obamaniac America. It's much more than PR.3.0, Facebook or Twitter, It's a revolution built on conversation. Funny enough, it's not entirely new but the nature of today's global village has brought it to the tipping point.

In the 21st century,  
in the days of DIY,  
I Know It age, the way  
back to the top is  
what we call HUMAN  
CONVERSATION

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the tricky part of this era is  
the notion that if you can promise  
your consumer a fantastic  
technological innovation, they'll  
fall for you.

Yes, they might  
but you won't become a brand  
but another tool that needs  
an upgrade.

A 21st century brand is the one  
that is upgraded by the consumer.

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why APPLE is juicier

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this was the original  
Apple logo, featuring Isaac Newton  
under the apple tree, finding the  
law of gravity. But that would make  
it another Science tool



Late 1976, Steve Jobs approved  
of this logo, describing it to have  
a high level of humanness.  
It's not just an apple, it's bitten off.  
And product name is not inscribed.



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Innovating a brand therefore is to look beyond your industry's cliches for defining offerings and offer something human.

Your industry call it bank, what do humans call it?  
Your industry call it a flight, what do humans call it?  
Your industry call it a meal, what do humans call it?

Because we have been exposed to over-marketing, we tend to think of product offerings in marketing terms. Humans don't need bank, they need a sense of worth. Humans don't need a flight, they need to belong. Humans don't need a meal, they need to be safe.

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AND THAT'S

ON THE SURFACE

## MERELY

the ice-berge theory of human needs, as taught at the academy is to always know that humans needs are only 20% revealed because of over-marketing. The wow insight is all buried in and can be filtered with a healthy dose of un-marketed conversation.


THE ACADEMY HAS A TOOL THAT CAN UNEARTH THIS 80%. Shared only with our Integrated Brand Experience graduates [ IBX ] and our esteemed partners.

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I 'll come to your event, it looks like a good place to be

I NEED AN ESCAPE  
I NEED TO SHOW  
OFF MY NEW DRESS  
I NEED TO DISSAPPOINT  
YOU, FOR ONCE.




the ice-berge theory of human needs in practice teaches us to look beyond the exhibited need as the un-exihibited ones may drown the offering.



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Borrowing from Wunderman Brand Experience Scorecard, Brand Innovators should be measuring about three things in order to know if they are hitting beyond the surface.

1. Performance. eg does the brand meet my needs completely?
2. Treatment. eg, does the brand go out of its way for me or adapt to my changing needs?
3. Community. eg, does the user feel she or he belongs to a special group of users



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In Marketing-driven branding, you measure such things as IMPACT, SHARE OF VOICE, SHARE OF MIND.

In Brand Innovation, you do not measure such military indices.

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A CAVEAT : In no way does the academy ask you to ignore the science of marketing and traditional advertising. You will still need to have some marketing and ad spend when you are done inventing a brand... Apple ran only a commercial since 1984 and till date, it has not been rivalled by competition.

Apple was built on a strong brand idea. Does it mean it's making much money? We think not. But Apple has scored high on all the Wunderman brand experience scorecard indices. That's what money cannot buy. And should Apple go down, it's brand equity is far worth what's in the cash register

What we advice is that you spend considerable amount of time putting the brand together before you do brand advertising.



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Also by the same author

1. HOW DO YOU RE-INVENT A KNOWN BRAND

2. The Art of Brand Innovation: How Not To Think

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This booklet has been written by Kenny Badmus, International Chief Imagination Officer, for Orange Academy, Africa's 1st practical school of brand innovation.

You can download an electronic version of this book on [www.kennybrandmuse.com](http://www.kennybrandmuse.com)

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