

A man and a woman are posing against a bright yellow background. The woman, on the left, has long brown hair and is wearing red-rimmed glasses and red lipstick. She is making a playful pouting face. The man, on the right, has a beard and is wearing blue-rimmed glasses. He has a wide, open-mouthed smile. He is wearing a green t-shirt with a red graphic element. The overall mood is fun and energetic.

**Brand
School**
● Live

BRAND STRATEGY CHEAT SHEET

Copyright 2018 Brand School Live

If your business disappears tomorrow, how would people remember it?

The following brands make a huge impact on people's lives by creating a powerful emotional experience that leaves a lasting impression. Here's a breakdown of what they do that you can apply to your own branding.

MARIE FORLEO



Marie Forleo

BREAKDOWN

Industry

Coaching/Personal development

Tagline

Create a business and life you love

Mission

To help people be the best version of themselves by providing coaching and resources to help them overcome obstacles and have the courage to succeed

Values

Honesty

Simplicity

Creativity

Spirituality

Fitness

Philanthropy

Entrepreneurship

Humor

How she does it...

Marie Forleo came from humble beginnings. She worked random jobs and followed opportunities in various interests. Ultimately she found her strength in helping people in entrepreneurship and being their best selves. But Marie's service offerings are not the reason she's on this list. She's here because she's taken a coaching service and turned it into a full on wellness and personal brand. Her digital presence is strong. Her media is top notch but she's definitely home-grown. Marie understands how to use media and design to stand out. Her design across all platforms is consistent. She creates a "fashionista" type look that relays success and living well. She takes care of herself, is usually in make-up and the sets on her TV Show are perfectly groomed. Marie understands the art of appearance and yet she also knows how to lift the veil at times to "show her real face". But this, like everything else is a carefully thought out strategy. It's a part of her brand. It's the "I'm successful and relatable" feeling that she gives off that draws people to her work. Her audience feels like they too can have her life if they just follow her advice. For a coach this is branding taken to another level. Marie is a true master of her brand.

Exercise

Marie Forleo has built an aspirational brand that speaks to her customers on an emotional level.

How can you build your brand as a representation of who your customers want to be?

A woman with voluminous, curly brown hair is sitting on a light beige floor against a matching background. She is wearing a black, sleeveless, high-neck top and dark grey, wide-leg trousers. Her right hand is resting on her right foot, which is wearing a black lace-up oxford shoe. The word "EVERLANE" is printed in large, white, sans-serif capital letters across the middle of the image, partially overlapping the woman's torso and the background.

EVERLANE

Everlane

BREAKDOWN

Industry

Fashion basics

Tagline

Exceptional Quality. Ethical Factories.
Radical Transparency

Mission

To provide high quality, ethically sourced clothing direct to consumers online, cutting out the middleman and the cost and redefining the way fashion is created and sold.

Values

Exceptional Quality
Ethical factories
Radical Transparency

How they do it...

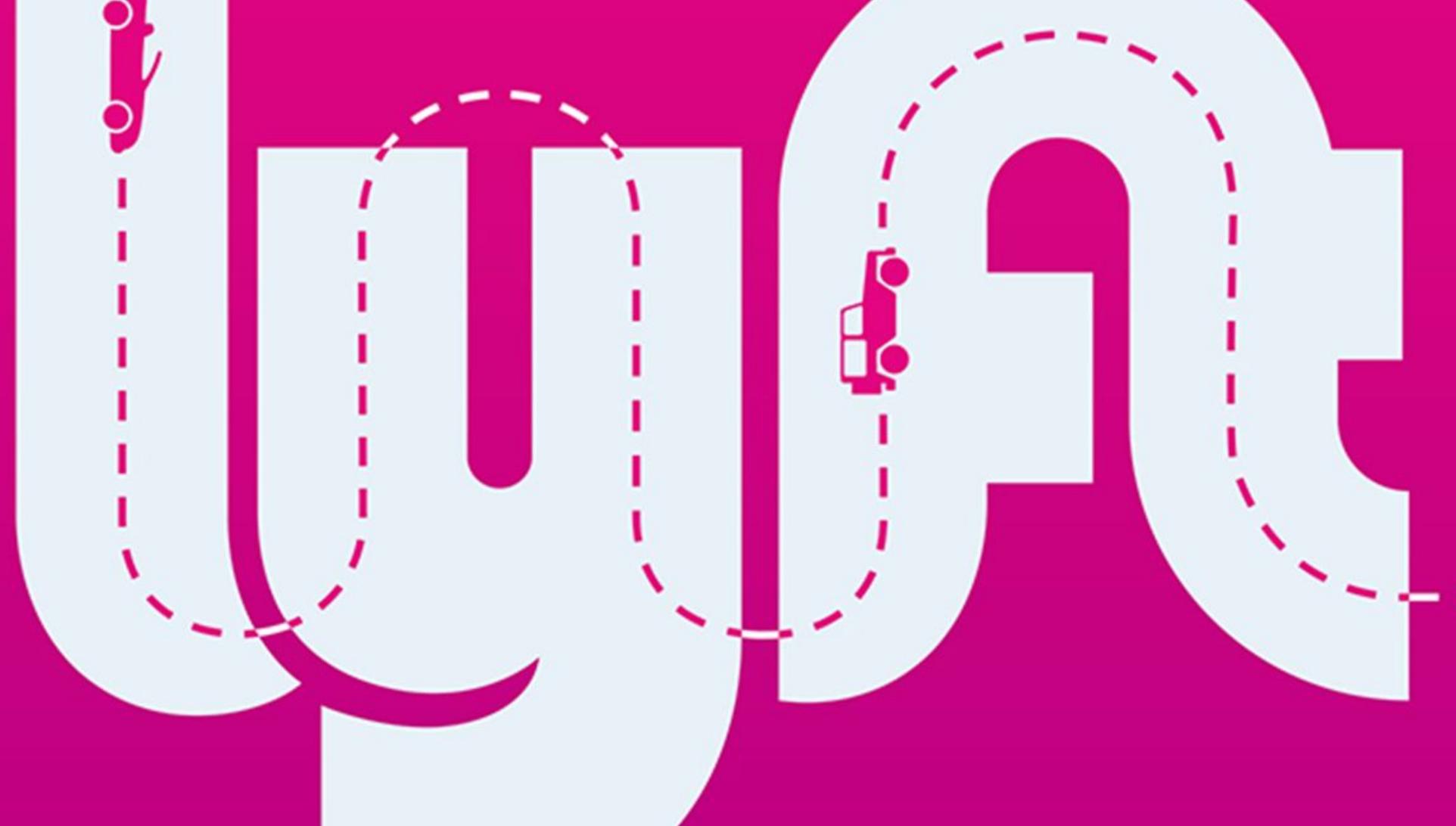
Everlane founder Michael Preysman saw there was a serious flaw in the clothing market. Basic clothes were being marked up 5-10 times the cost of production because there were so many middlemen in the process. Factories, distributors, retailers – everyone was taking a cut and as a result, an item that was inexpensive to produce ended up costing consumers lots of money.

Everlane saw technology as a way to change that by cutting out the middleman and go direct to consumer. But to build a brand you need to compete on more than just price. Everlane adopted the idea of radical transparency. Something most companies wouldn't dream of. Expose your real margins? Never. Everlane decided to publicly display the price an item costs to produce and the profit they make on every sale. More over, as part of the radical transparency concept, they decided to reveal what items were made where. The idea was to create trust with consumers. This concept allowed everlane to grow very quickly. With only a single flagship retail space, Everlane has become a leader in online retail because it crafted a brand where consumer trust and confidence was at the forefront. Most clothing brands compete on either price, or the idea of status, everlane competed on a careful combination of quality and a code of company ethics and values.

Exercise

Everlane built a brand that quickly built trust through honesty, transparency and expressing its values.

What can you do in your industry that's different than anyone else and expose your values in a unique way for that builds trust quickly?



Lyft

BREAKDOWN

Industry

Tech/Transportation

Tagline

Riding is the new driving

Mission

To reconnect people through transportation and bring communities together.

Values

Community

Connection

Joy

Customer experience

Building a better future

How they do it...

You might be surprised to know that Lyft actually pre-dated Uber in the ride sharing space. Remember those pink mustaches propped to the front of economy cars? While Lyft has become the prennial underdog to the Uber juggernaut, Lyft - due to their consistency of core brand values - has largely escaped the troubles their competitor has had.

The amazing thing about Lyft is that the brand was founded on some incredible lofty and righteous principles - the idea that by changing the way people move in cities, they could bring people together and support the community. It's this belief that has guided Lyfts brand throughout it's history. While many people use and drive for Uber, the level of brand loyalty Lyft users have is much higher. Lyft drivers love the company and so do it's riders. A great example of how Lyft's brand values show up in their decision making was during the Muslim ban declared by the President when taking office. Uber's response was to try and capitalize on paid rides from protesters attending rallies. A completely tone-deaf response to an important issue. Lyft's response? Donate \$1 million dollars to the ACLU in support. This caused tens of thousands of people to delete Uber from their phone. There's actually a lot more to this interesting story of the two rivals but for our purpose the most important thing to note is this. Lyft is a brand built on values and has succeeded in creating incredible brand loyalty because every decision it's made has been an expression of those values and creating a consistent customer experience.

Exercise

Lyft built a brand based on deeply held values of making the world better.

What global values are so important to you that you would never compromise them? If everything in your business adhered to those values, what would be different?

A wide-angle landscape photograph of a glacier valley. In the foreground, a large glacier flows down a valley, its surface textured with blue-tinged ice and brown sediment. The middle ground shows dark, rocky mountain slopes on either side of the glacier. In the background, majestic, jagged mountain peaks are partially covered in snow and ice, set against a bright blue sky with scattered white clouds. The word "patagonia" is overlaid in the center in a white, lowercase, sans-serif font, with a registered trademark symbol (®) to its upper right.

patagonia®

Patagonia

BREAKDOWN

Industry

Activewear, Outdoor Gear

Tagline

Committed to the core.

Mission

Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis.

Values

Quality

Research and Development

Environment

Conscious business

How they express their values

Patagonia is an incredible stand out brand. They are always growing and have never bowed to economic factors. Patagonia is one of those rare companies that has always stuck to their core beliefs and it's propelled them to become one of the major brands of the 21st century.

Patagonia was started by Yves Chouniard, a climber, surfer and outdoors enthusiast. Yve was a man of simple tastes and incredibly strong values. He built his company as an authentic expression of who he is and what he believes in.

Patagonia expresses their brand mission so completely it's hard to pick out just a few things so here's a list:

1. Patagonia sources ethical fabrics and production techniques. If they ever discover that one of their suppliers isn't holding up to the standard they issue an immediate apologie and will go so far as to put production on hold until the situation is rectified
2. Patagonia isn't afraid to make political statements. When President Trump ordered a repeal of protections for parts of the Grand Canyon Patagonia made thier homepage black with the text "The President Stole Your Land"
3. Patagonia continuously researches new ways to produce fabric that's more environmentally friendly and have developed many new fabrics - from wetsuits, to jackets - from recyclable materials
4. One of the rules at the company headquarters in Venture is when the waves are good everyone can go surf. Guess it pays to be a surfer at Patagonia

Patagonia is a rare company in the apparel industry but how they express their brand can be applied anywhere. They are living proof that sticking to positive values helps rather than hinders a successful business with loyal fans.

Exercise

Patagonia built a brand their customers can count on to raise the bar and lead their industry.

What practices in your industry could be improved on?

How can you re-invent those practices to express your values to be a better business?

**GARY
VAYNERCHUK**



Gary Vaynerchuk

BREAKDOWN

Industry

Personal Brand

Tagline

Too many to list and none in particular

Mission

Help people succeed by helping them navigate the world of social media.

Promote authenticity, life success, community building and buying the Ny Jets football team one day.

Values

Authenticity

Hard work

Passion

Foresight

Transparency

Doing things differently

How he stands out

Gary Vaynerchuk has built a media empire at Vayner Media, a digital agency involved in everything from media production, to influencer marketing, to Google Voice and Alexa services. He built Vayner media on the back of his personal brand – a brand he built doing Youtube videos about wine while promoting his family run wine shop.

Gary Vee stood out in the wine industry because he was the first to connect wine with social media when the online space was growing. He realized that just because an industry is old or legacy (the wine industry) doesn't mean it has to play by old rules. This is where Gary shines. He is always pushing the boundaries of what's acceptable in his industry. Gary has cultivated his personal brand to support his more traditional businesses. People listen to him because he's brash, abrasive and seems to be tapping into his truth. Love him or hate him, when he speaks people pay attention and he's cultivated his media persona masterfully. Even if you have a hard time listening to him (which many do) he's worth spending time with. His information is valuable, but even more valuable is how he approaches story telling. Gary is always promoting something and he's a pure salesman through and through.

Exercise

Gary pioneered the use of social media to promote a wine business, which at the time he did it was groundbreaking. What technology or methodology can you take from one industry and apply to your industry? How can you break new ground by connecting two things that may have not connected before?

A woman with blonde hair and sunglasses is the central focus. She is resting her chin on her hand. A hand from the right side of the frame holds a brush with a red handle and a black tip, touching her hair. The background is a plain, light grey color. The text 'WARBY PARKER' is overlaid in the bottom left corner.

WARBY PARKER

Warby Parker

BREAKDOWN

Industry

Eyewear

Tagline

Buy a pair, Give a pair.

Good eyewear, good outcome.

Mission

To make designer eyewear affordable.

Values

Good design

Affordability

Socially conscious business

Industry disruption

How they disrupt their industry...

Warby Parker was a revelation in eyewear.

Up until the company was born, prescription eyeglasses were exorbitantly expensive. Frames ranging from 250 and 500 dollars and up before lenses. The reason for this was because a single global player was dominating the market.

Warby Parker was built on the idea that well designed glasses should be affordable to everyone and to succeed they went much further. Using technology and clever PR, Warby Parker disrupted the industry not only with the price of their glasses which range from 95 dollars to about 150. They also created a simple system to ship 5 pairs of glasses to your home as a try-on system. This made buying from them a no brainer.

The idea was to create a seamless customer experience while providing cutting edge design at an incredible price. Warby Parker completely disrupted the industry by re-inventing every aspect of buying glasses. With simplicity at its core, the WB brand consistently expresses this idea. From the at-home try-on system to their retail locations.

The retail locations also reflect their ethos - they are simply designed, often located as part of other stores so they take up little space with model names and prices clearly marked. This creates the absolute simplest friction free glasses buying experience which has in turn created dedicated fans and ambassadors. It's very easy to recommend Warby Parker to friends and people you like.

Exercise

Warby Parker disrupted their industry and built a brand based on simplicity and good taste. How can you simplify the way things are done to create a unique, frictionless experience with your brand?

**Brand
School**
● Live

**Don't sleep on taking your brand to the next level.
Join us for the next session of Brand School and take
advantage of our industry knowledge and support to
build your memorable brand.**

www.brandschool.live/brand-school