

A photograph of a person standing in a cornfield, viewed from behind. The person is wearing a blue and white checkered shirt and a brown hat. The corn stalks are tall and green, with some showing signs of being eaten. The background is a bright, slightly hazy sky. Overlaid on the image is a large, white, stylized letter 'R' with a leafy branch extending from its left side.

R

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# The Birds + Bees of Branding

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# What is a brand?

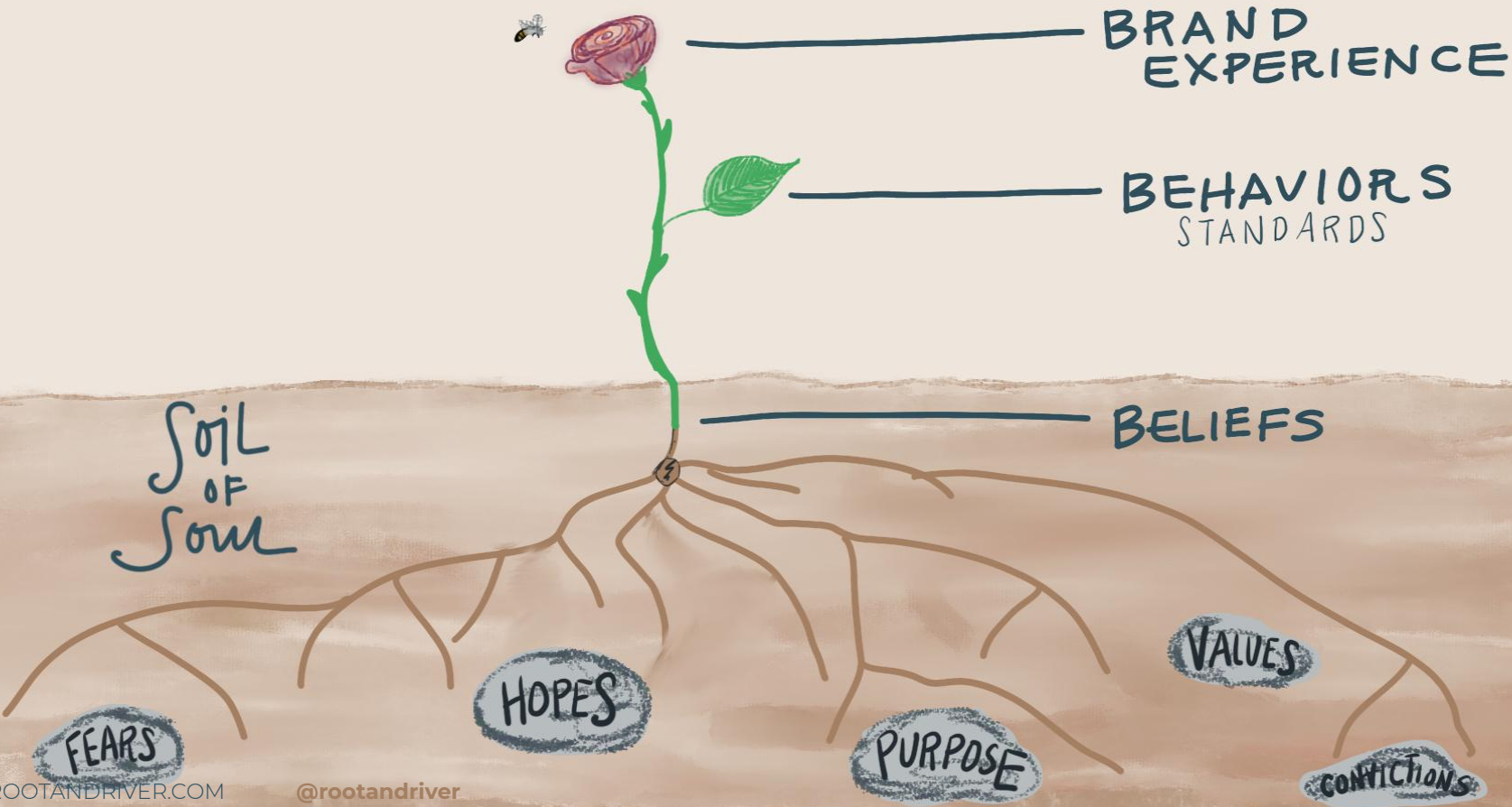
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**How other people**  
*experience*  
**what you**  
*believe*







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**Why do you**

*need*

**a brand?**



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To create **obvious**  
differentiation

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To **attract** the right people  
(and **repel** the wrong ones)

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To **align** marketing and biz  
dev efforts with the business  
strategy

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To **lower** customer acquisition  
costs

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To **reinforce** the culture from  
within and without

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## 6 Traits of a Flourishing Brand

**1** | Root System

**2** | Message +  
Language

**3** | Ideal  
Audience

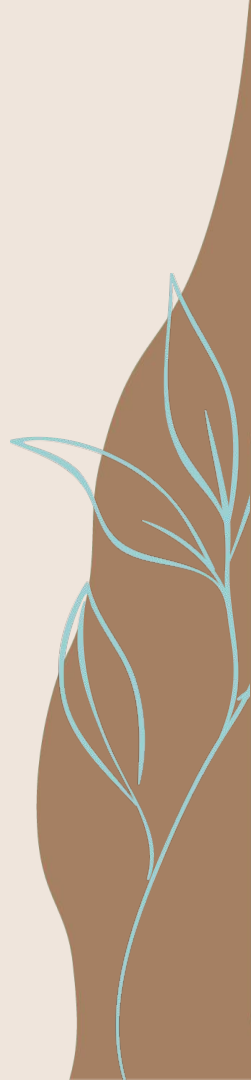
**4** | Differentiation

**5** | Category  
Ownership

**6** | Storytelling +  
Thought-Leadership

## **Exercise:**

**Rank each of these on a scale of 1 to 10. Then add up the total.**



## ROOT SYSTEM

Our mission, vision and values are concise, clear and obvious to all of the humans who touch the brand.





## MESSAGING + LANGUAGE

We are confident and enthusiastic about our message and we have infused it in all of our brand language.



## IDEAL AUDIENCE

We have a clear profile of who we want to attract (and who we don't) for both clients and team members.



## DIFFERENTIATION

We know what makes  
us obviously different  
and so do our clients.



## CATEGORY OWNERSHIP

We have identified a unique category and are owning it through thought-leadership and brand experience.



## STORYTELLING + THOUGHT-LEADERSHIP

**Storytelling is an organizational discipline. Key individuals within the organization are producing consistent content in their area of expertise.**





**50-60 - Flourishing**  
**49-39 - Sustainable**  
**38-28 - Emerging**  
**28 < - Needs Nurturing**



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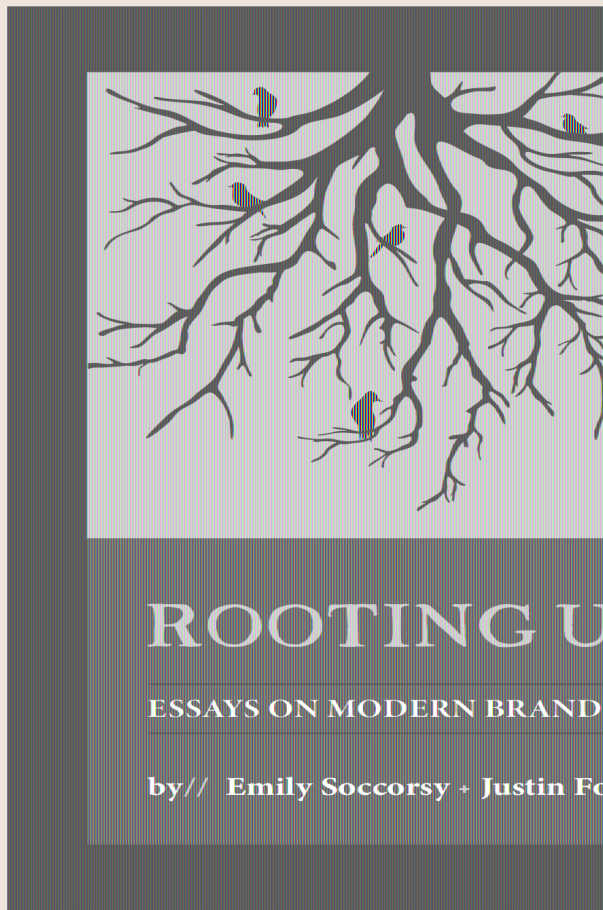
# Open Discussion

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# Learn More About Our Approach



To get a first-hand experience of our brand and our approach, we invite you to join BeMa, short for *Being Marketers*. BeMa is a community of people who are committed to ethical and soulful branding.

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Thank You! | ROOT+RIVER