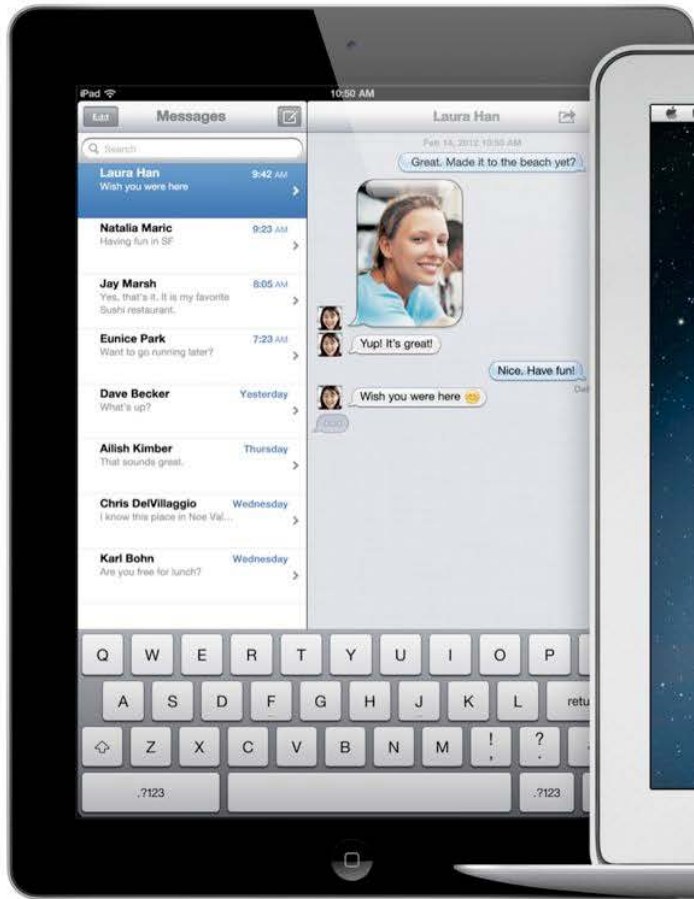


BRANDING

19.88	37.52	17.12	-0.04	
38.75	17.02	42.15	+0.75	1.81%
17.47	40.86	27.09	+0.13	0.48%
42.45	26.07	22.47	+0.46	2.09%
27.15	21.71	23.37	-1.26	-5.12%
22.59	22.74	391.66	+12.51	3.30%
28.97	377.43	95.61	+0.74	0.78%
391.70	93.96	25.22	+0.42	1.69%
95.67	24.74	24.82	+0.30	1.22%
25.32	24.35	57.07		







**WHAT CAN
BE BRANDED**

VISUAL

Coca-Cola





FEEL



PROPERTY OF COCA-COLA ENTERPRISES LTD

Coca-Cola

SMELL



SOUND



i'm lovin' it™

TASTE



TAGLINES

THINK



Think Different

**WE DO JUDGE BOOKS
(AND PRODUCTS) BY
THEIR COVER.**

GOOD VS. BAD LOGOS

Smith & Smith

FUNERAL DIRECTORS





CHOOSING A BRAND
THE FIRST TO CLAIM IT HAS THE
HIGHER GROUND

CNN

UNIQUENESS

THREE STEPS TO BRANDING

**LIST ALL OF
THE ATTRIBUTES**



**IMPORTANCE OR VALUE
TO CONSUMER**

CONSISTENCY



BRAND PARITY

**WE DON'T CREATE BRANDS,
WE IDENTIFY THEM.**

RIGHT OPENING STRATEGY

THE OPENING PLAYBOOK

"The *Opening Playbook* should be subtitled 'Moneyball for Business Development.'"
—John Helyar, coauthor of the *New York Times* bestseller *Barbarians at the Gate*

THE OPENING PLAYBOOK



A Professional's Guide
to Building Relationships
that Grow Revenue

ANDREW DIETZ
PRESIDENT, CREATIVE GROWTH GROUP

PRESIDENT, CREATIVE GROWTH GROUP
ANDREW DIETZ

CLIENTS

.....



STATISTICS

SIMILARITIES

SITUATIONS

SUITABILITY

CAPABILITIES

WHAT YOU DO

HOW YOU DO IT

**HOW IT FEELS
TO WORK
WITH YOU**

COMPETITORS

ATTRIBUTES

SUBSTITUTES

ABSOLUTES



CONSEQUENCES

**CLIENT
PAYOFF**

**YOUR
“WHY?”**

BRAND ATTRIBUTES

INNOVATIVE



ESTABLISHED

WELLS
FARGO



WELLS F



VALUE

Walmart

Supercentre



Enter

Exit



Bell

ORIGINAL



LUXURY

Neiman Marcus

ESTABLISHED

AUTHORITY

SERVICE

FAMILY

VALUE

PERSONAL

LEADER

DEPENDABLE

REBEL

INNOVATIVE

TRADITIONAL

LUXURY

ORIGINAL

EXCLUSIVE

WHOLESOME

GOLD STANDARD

SPIRIT

AMERICAN

IMAGE IS EVERYTHING
(MAY NOT ACTUALLY BE EVERYTHING,
BUT IT'S WORTH SOMETHING)