



Michael Jamieson



“You can’t survive floating on the tide, assessing the competition, conducting surveys to find out what your customers want right now.

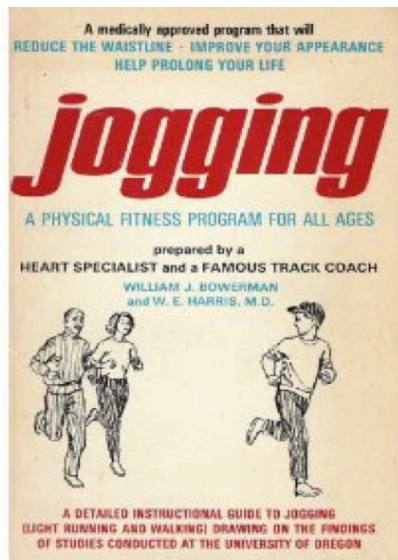
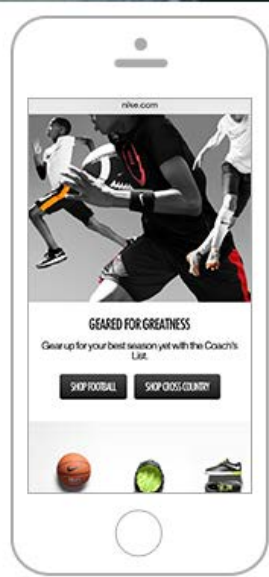
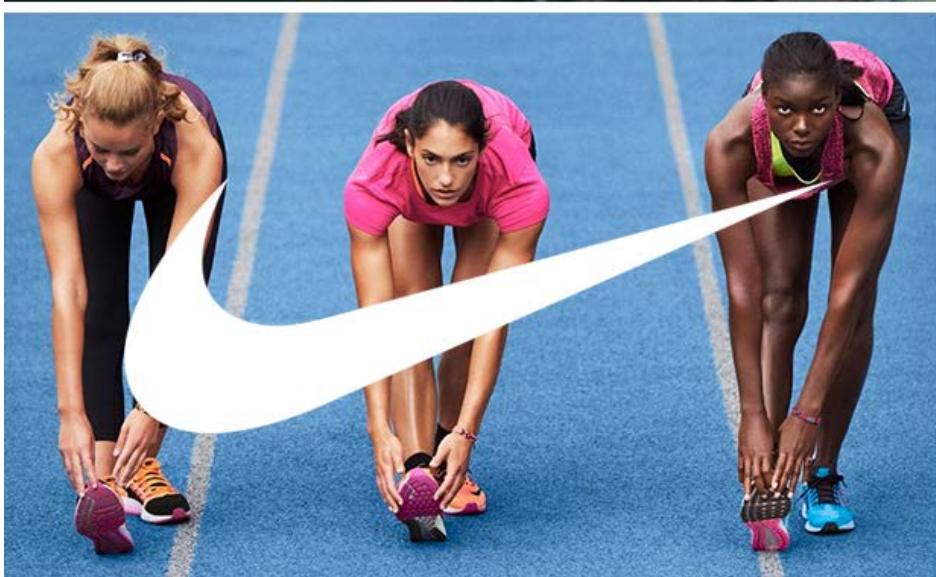
What do you want? What do you want to tell the world in the future? What does your company have that will enrich the world? You must believe in that ‘it’ strongly enough to become unique at what you do.”

Jesper Kunde, *A Unique Moment*



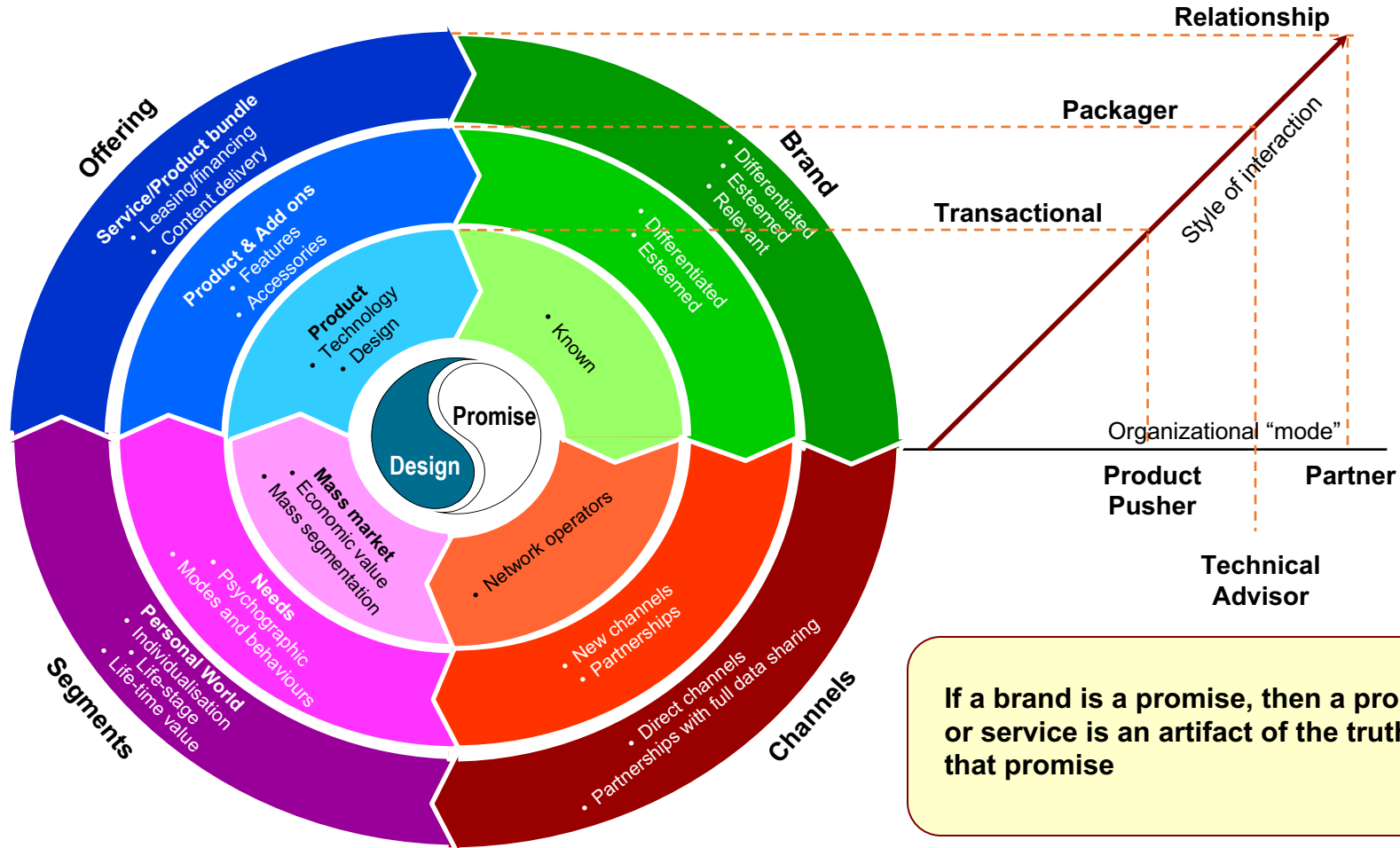
Once upon a time





A brand is a promise.

Design your promise



If a brand is a promise, then a product or service is an artifact of the truth of that promise



Brands are valuable



Pink Lady - average retail price premium of 38 per cent above unbranded apple varieties

What you sell and how you sell



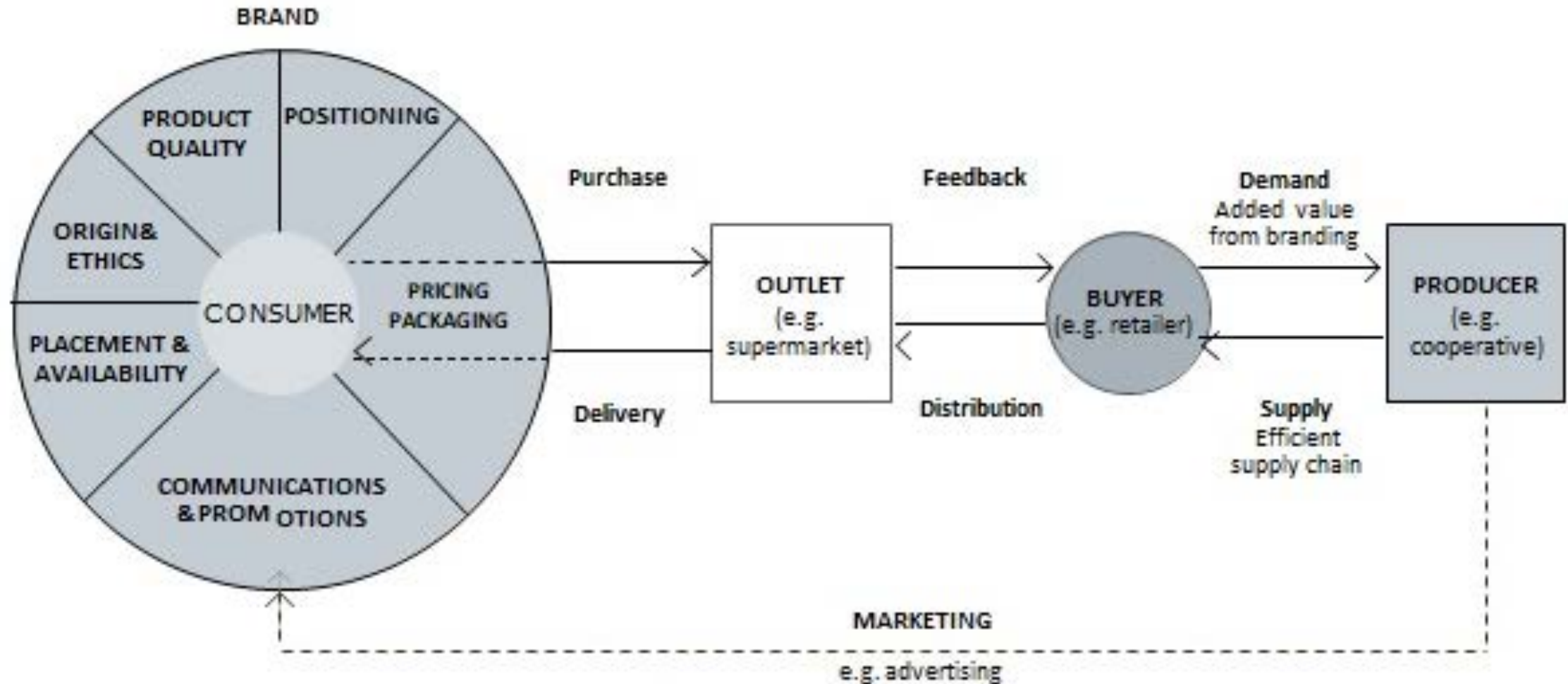
Differentiator

		Benefit	
		Functional	Emotional
Differentiator	Product	Taste	Provenance
	Process	Quality Standards	Social Responsibility
	Consumer	Usage	Exclusivity



Promises influence

How brands influence consumers



If a brand is a promise, then a product or service is an artifact of the truth of that promise.

your unique promise.



- Industry structure
- Online – absent senses – brand counts
- Growth, spreadable
- Signpost in uncertain times
- Premium available (if done well)

And

It's why you exist, your source of energy, your mojo, your talent magnet.

Be different. Be you.

Build your (consumer) tribe