

Dan Mikkin

brand manual

WE MAKE THEM TALK ABOUT YOU

Sinu vajadus müüa
ei pane kedagi ostma,
ehk...

brand manual

WE MAKE THEM TALK ABOUT YOU

Kellele seda brändi vaja on?

Norden, Tallinn, 21. november 2017

brand manual

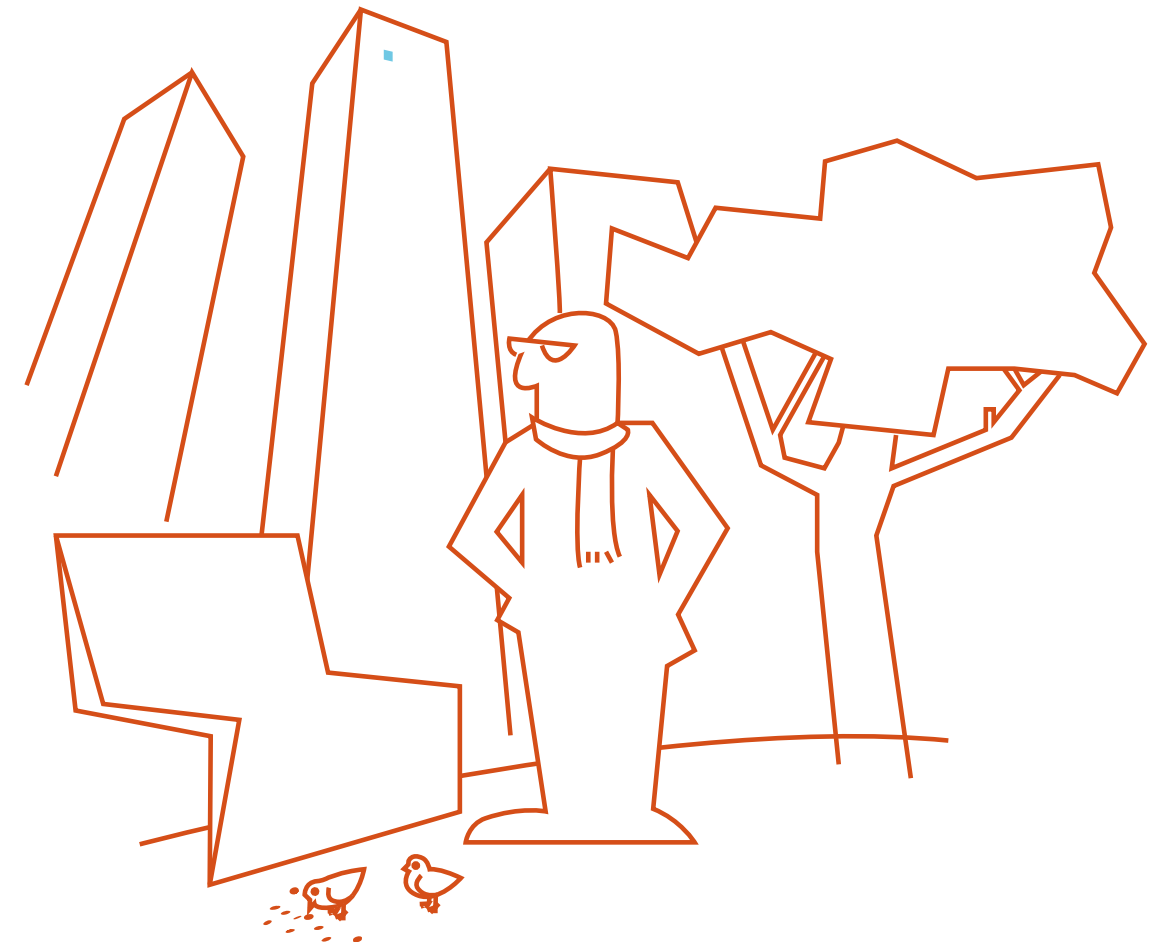
WE MAKE THEM TALK ABOUT YOU

Brand Manual on rahvusvaheline
brändingu ja teenusedisaini ettevõte

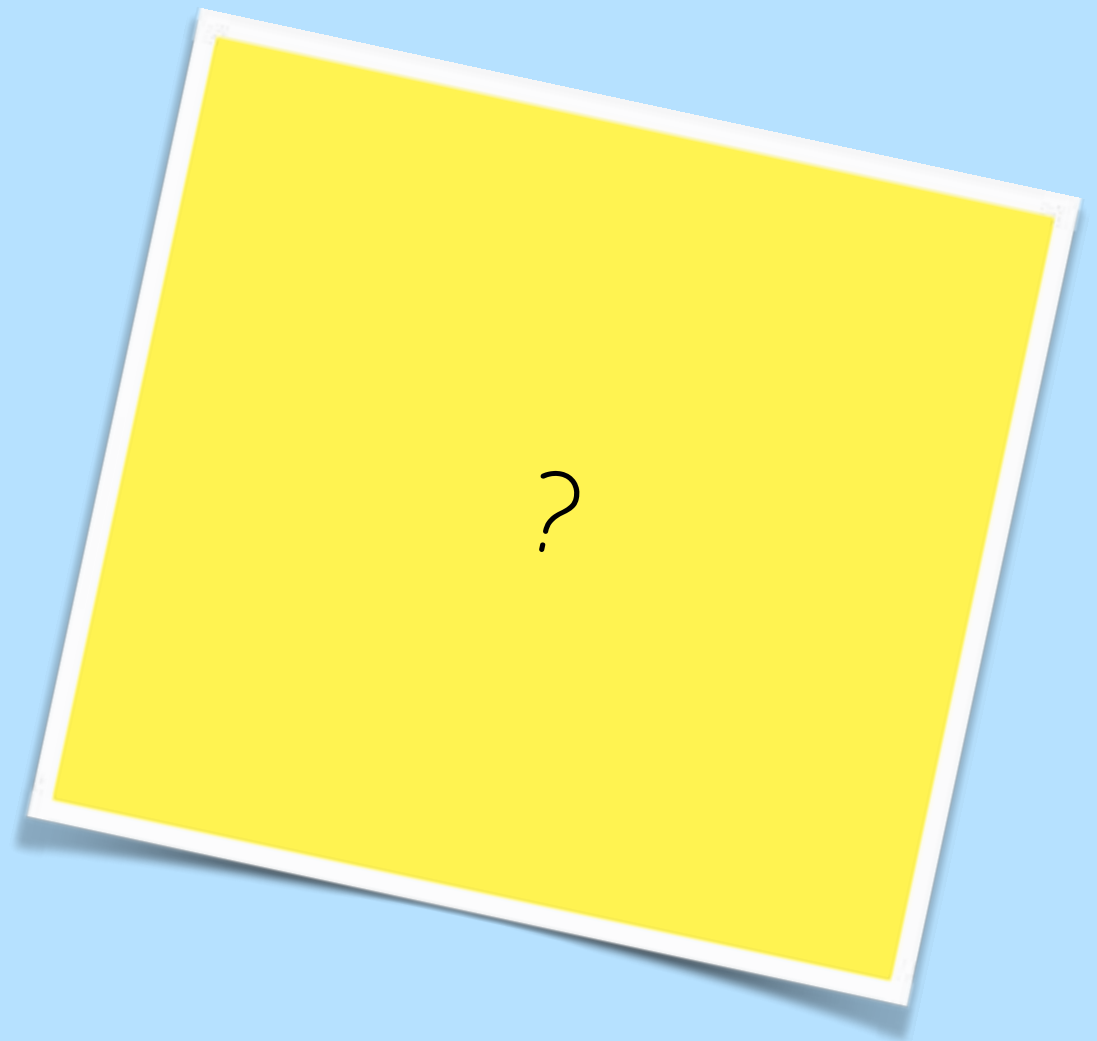




Me lahendame vastuolu
ettevõtja ja tarbija
vaatenurkade vahel



Kirjelda, millega su
ettevõtte tegeleb



Nüüd ütle seda nii,
et mina aru saan



Vali omale uus esindusauto

€ 42,275.-

3.0L
V8

6 k. automaat

Tagavedu

0-100 km/h 7,2 s

4-ukseline sedaan

€ 42,036.-

3.2L
V6 CVT

6 k. automaat

Esivedu

0-100 km/h 6,9 s

4-ukseline sedaan

€ 45,198.-

3.5L
V6

7 k. automaat

Tagavedu

0-100 km/h 7,4 s

4-ukseline sedaan

€ 42,347.-

3.5L
V6

6 k. automaat

Tagavedu

0-100 km/h 7,3 s

4-ukseline sedaan

€ 41,970.-

2.8L
V6

6 k. automaat

Nelikvedu

0-100 km/h 6,6 s

4-ukseline sedaan



€ 42,275.-

3.0L
V8
6 k. automaat

Tagavedu

0-100 km/h 7,2 s

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0-100 km/h 6,6 s

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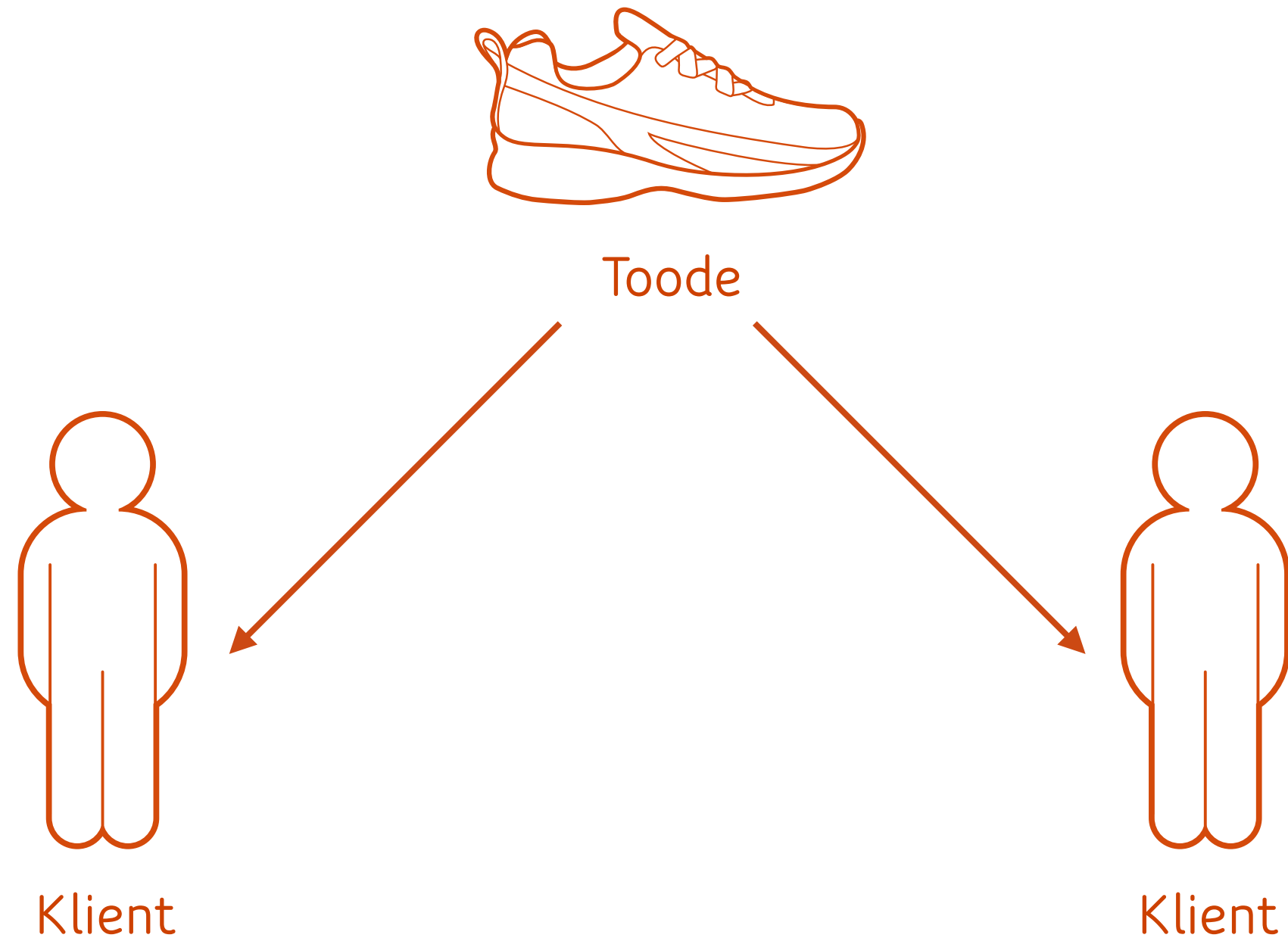
Bränd ei ole logo

Logo ei tee sind kuulsaks.
Sina teed logo kuulsaks.





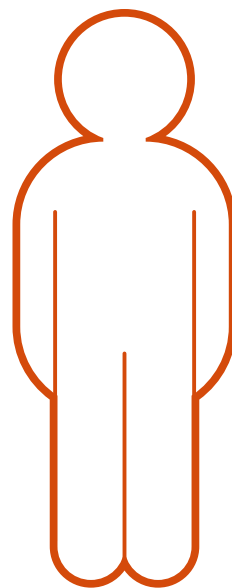




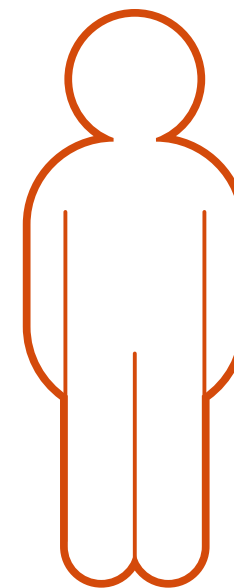
„Me räägime sulle, miks see hea on“



Toode



Klient

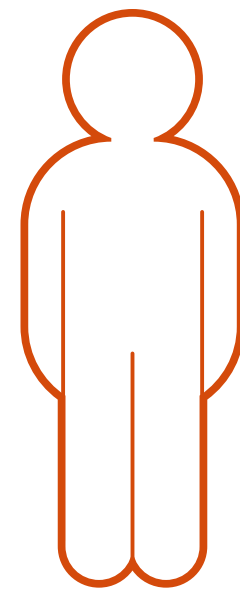


Klient

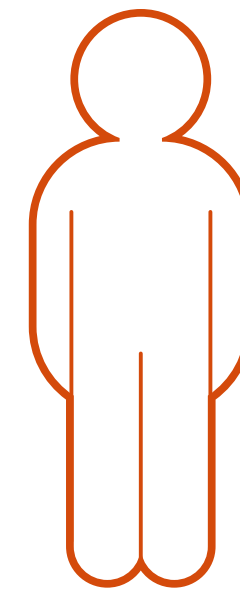


„Vaata, mis ma ostsin!“

Klientide omavaheline suhtlus on ole sinu kontrolli all. Nad jagavad oma kogemusi sinu toote kasutamisest.



Klient



Klient

92% of tarbijatest usaldab
sõprade antud soovitusi.

Nielsen Research

Sina ei saa öelda klientidele ja tarbijatele,
milline on sinu bränd.

Nemad ütlevad seda sulle, lähtuvalt
oma kogemusest ja muljest.

Mis on bränd?

Väike mäng märksõnadega

Vabadus.

Vabadus. Mootorratas.



Turvaline.

Turvaline. Auto.



Šokolaad.

Šokolaad. Käekellad.

Šokolaad. Käekellad. Pangad.

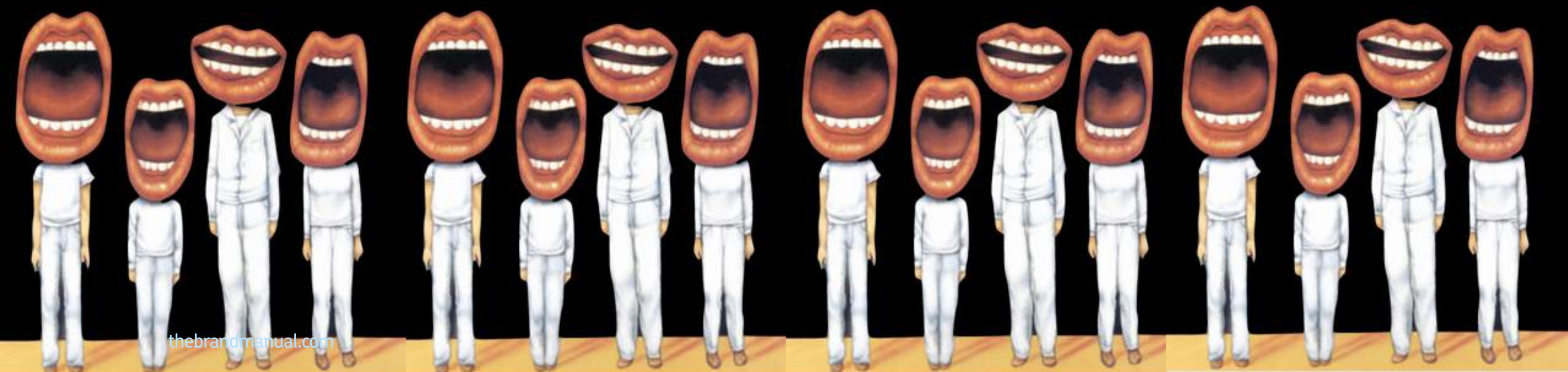


Milline Eesti bränd kannab arusaadavat ideed?

Millised on sinu brändi kolm märksõna?

Saame aru kliendi vaatenurgast

Me eeldame, et kliendid kuulavad meid



A woman with long, vibrant red hair is shown in profile, sitting in the driver's seat of a car. She is holding a black lipstick tube with a red tip to her lips, applying it. Her left hand is on the steering wheel. She is wearing a black leather jacket and a wide, metallic, gold-colored cuff bracelet on her right wrist. The background is a blurred view of green trees through the car window. The word "Reaalsus" is written in white text across the middle of the image.

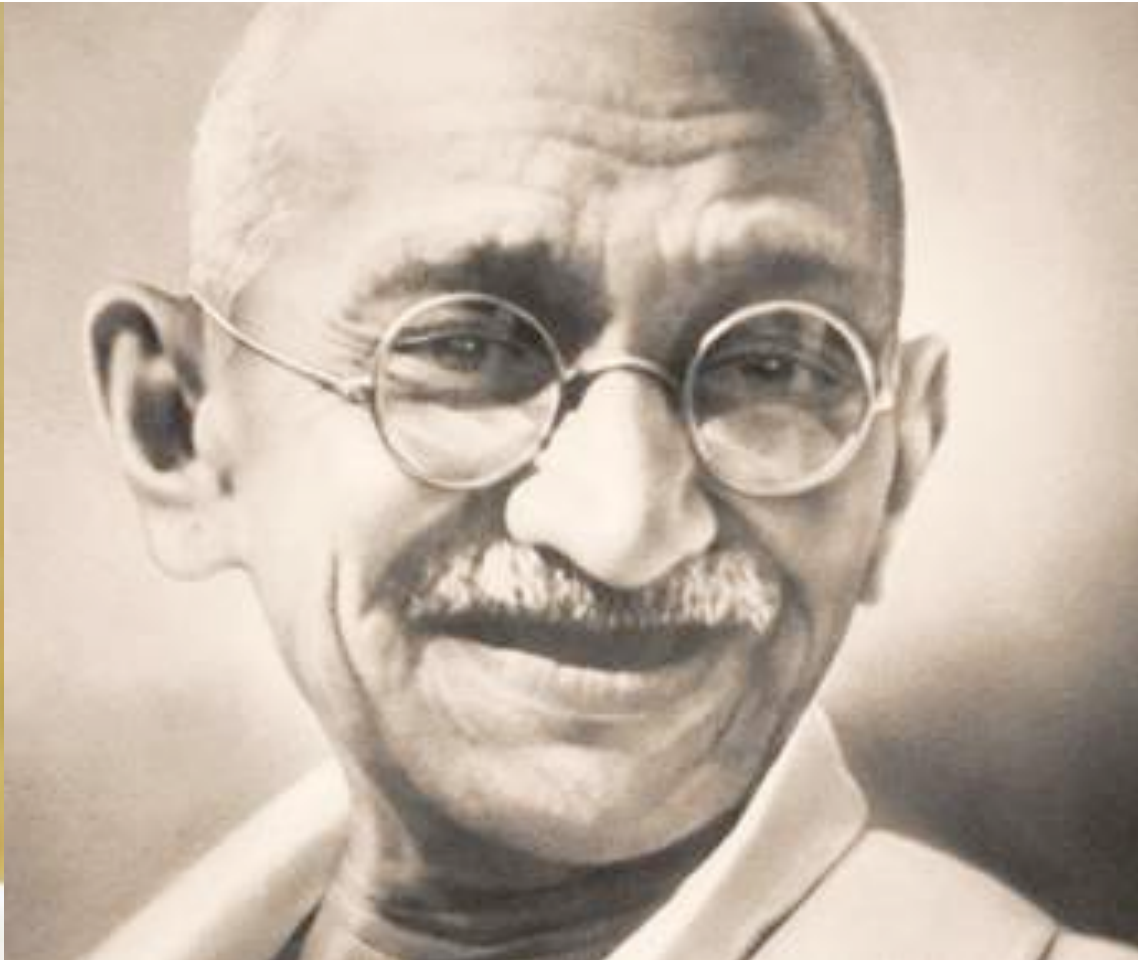
Reaalsus

Sinu vajadus müüa
ei pane kedagi ostma

Me kõik oleme enda jaoks olulised



Mis teeb sind teiste jaoks oluliseks?



Bränd tekib siis, kui sa teed midagi,
mis on oluline teiste jaoks.

Mis neile siis korda läheb?



24 erinevat maitset
60% proovis



6 erinevat maitset
40% proovis



24 erinevat maitset
60% proovis



3%
OSTIS

24 erinevat maitset
60% proovis

30%
OSTIS

6 erinevat maitset
40% proovis

Bränd aitab teha ostuotsust.
Aga mis ta siis on?

Bränd ei ole logo



Bränd ei ole nimi



Bränd ei ole missioon



Bränd ei ole lipukiri



imagination at work



i'm lovin' it™

accenture
High performance. Delivered.



Panasonic
ideas for life

Microsoft®
Your potential. Our passion.™



JUST DO IT.


Bränd ei ole reklaam



**It has carried all the world's ideals.
The door must not have been shut right.**

Imagine all the people holding hands, the liberation of our comrades, sexual liberation, the end of capitalism, of profit, of oppression, the ongoing struggle, a free Vietnam, free love, the smell of incense burning, the smell of bras

burning, the smell of goat cheese and patchouli, Cuba si, nuclear no thanks, nan trugarez, nein danke, gurus, shamans, chakras, little red books, the road to Katmandu, to Goa, the road again, Afghan jackets, Indian shirts, Swedish pretty

hitchhikers, bell-bottoms, sheepskin vests... When you realize everything the VW Van has lost on the way, you wonder how its reputation has made it intact.



The Van is 60.



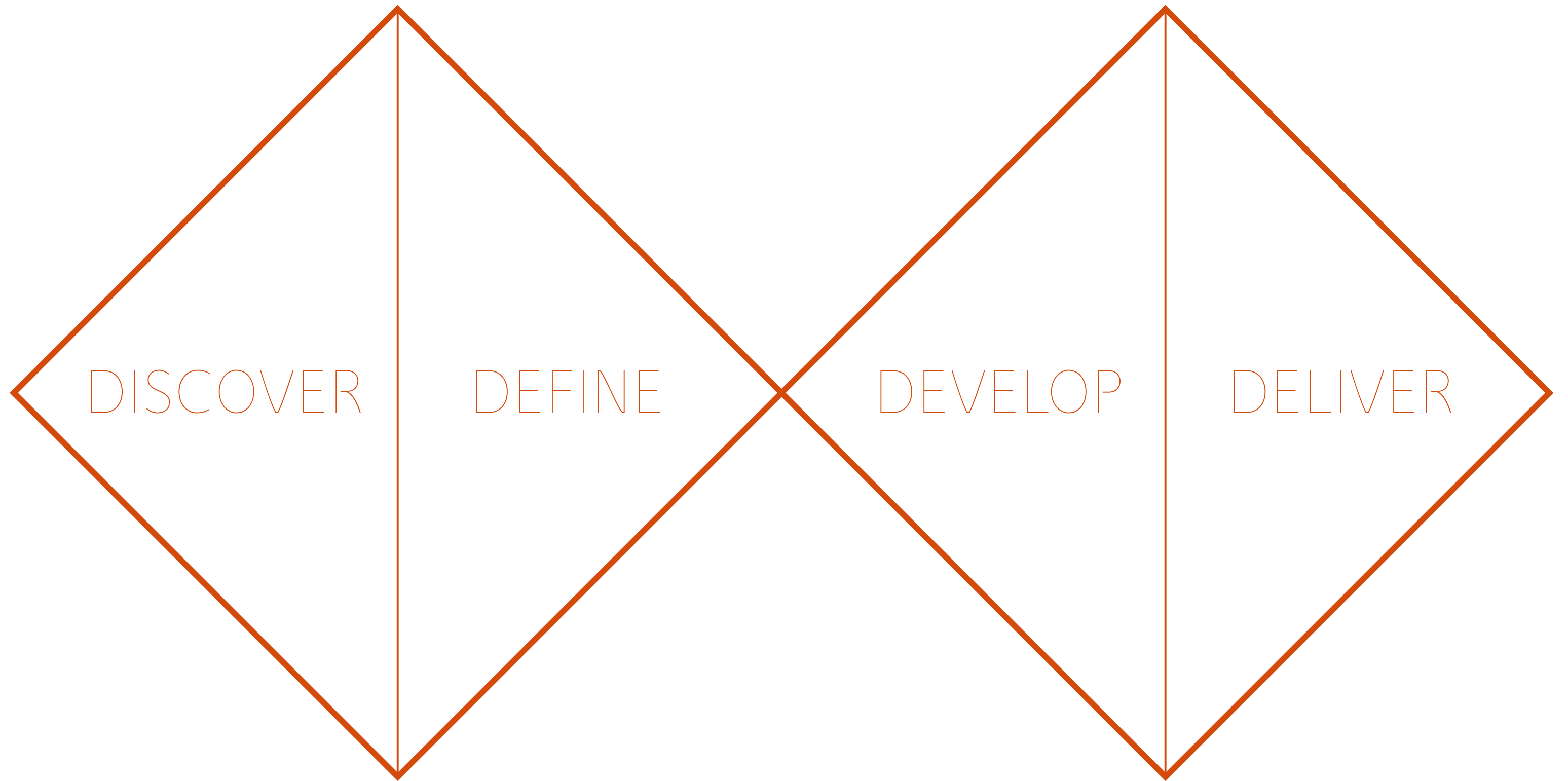
Bränd ei ole ei toode
ega teenus



Bränd on kellegi teise ettekujutus
sinu tootest, teenusest või ettevõttest.

Bränd on see, mis jääb sinust maha,
kui sa lahkud toast.

Kuidas me sinna jõuame?



DISCO



Kasutaja vaatenurk



Sadamakpteni vaatenurk



Slip

Kaid

Restoran

Kontsert

Sadamakpteni vaatenurk



Kasutaja vaatenurk



Sadam

Sadam

Sadam

Sadam

Sadam

Kasutaja vaatenurk



Kasutaja vaatenurk

Kliendi teekond

- Klient astub uksest sisse
- Leiab, mida otsis
- Valib
- Maksab
- Lahkub



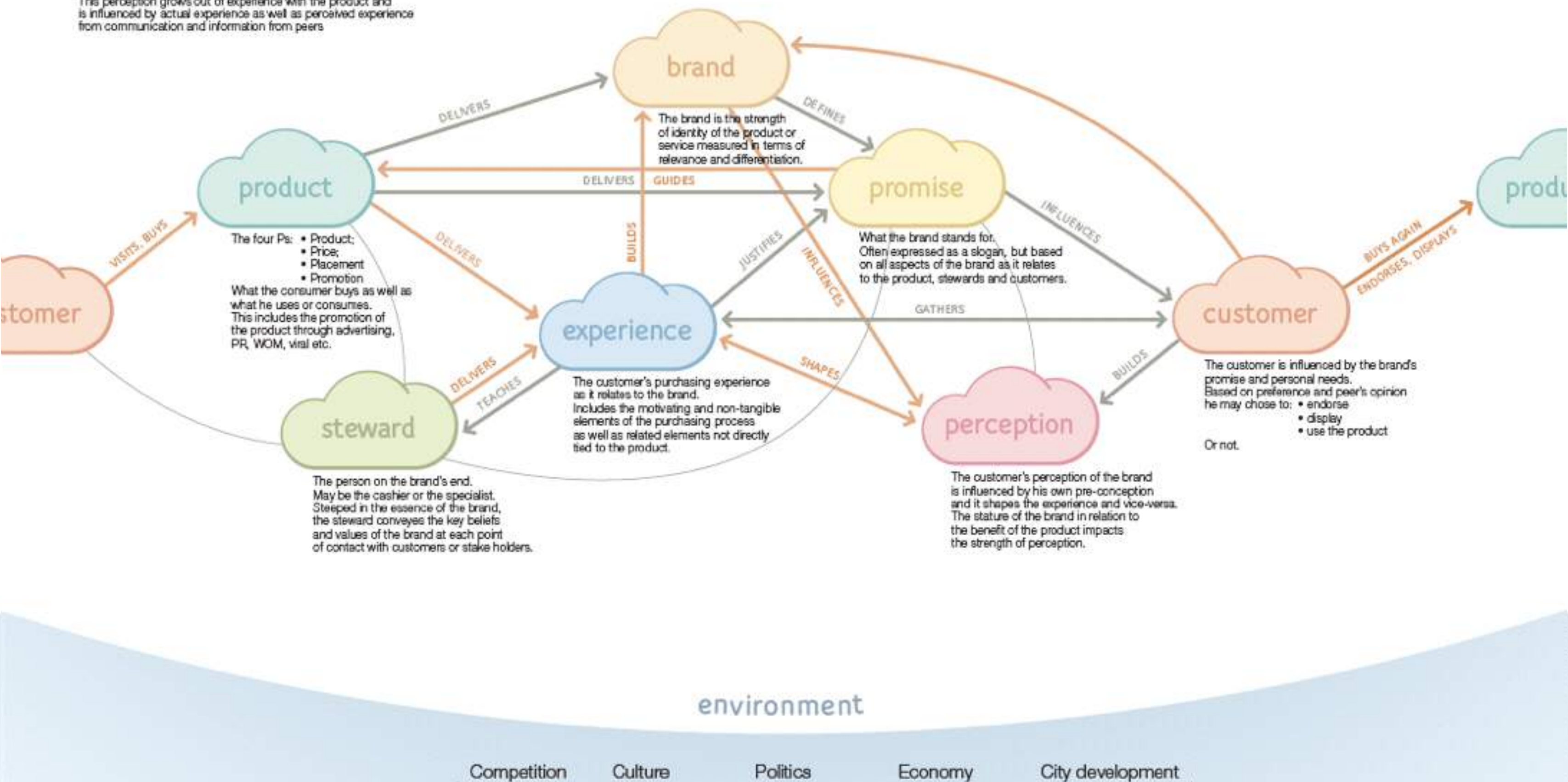
SUPERMARKET



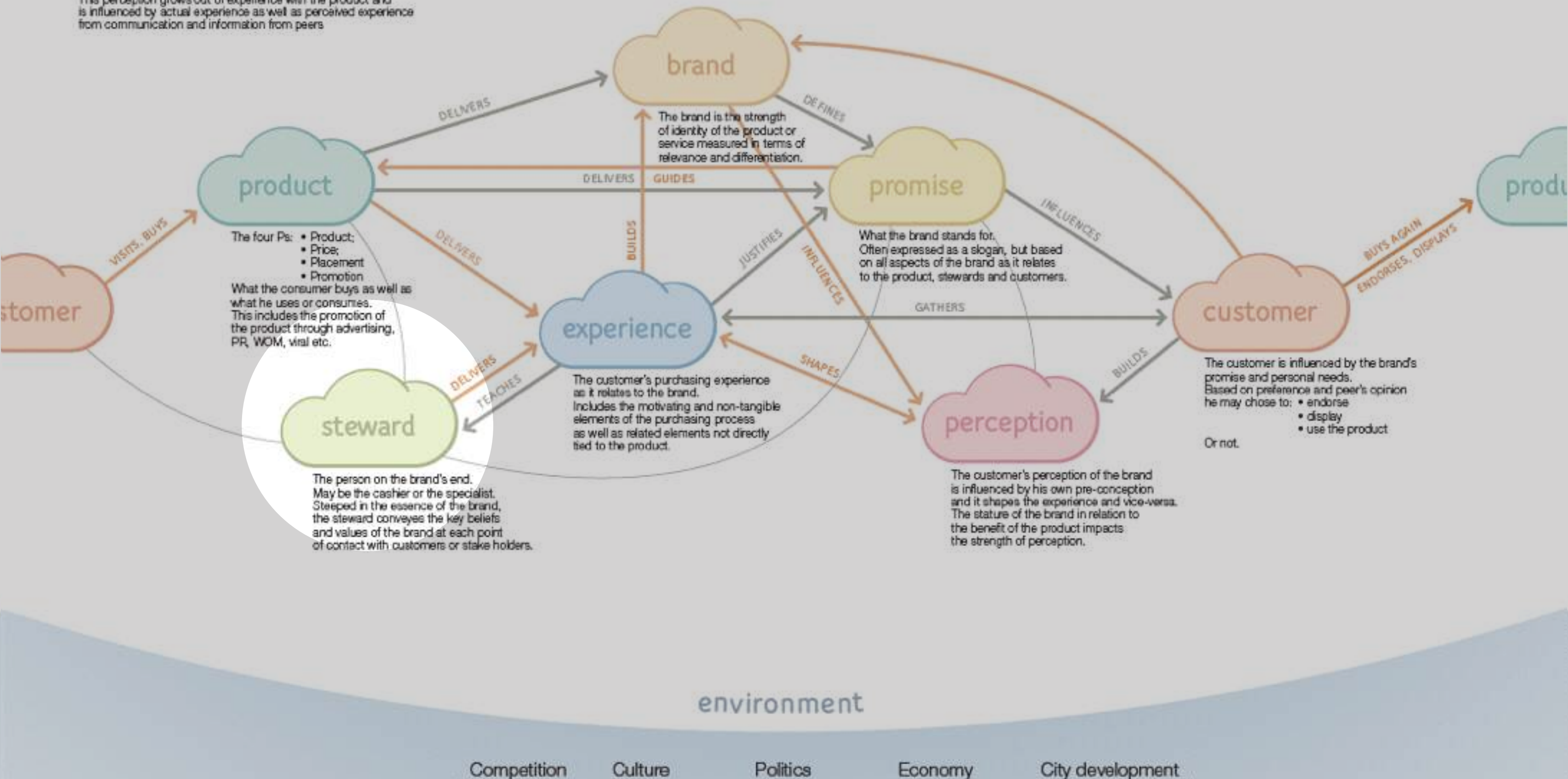


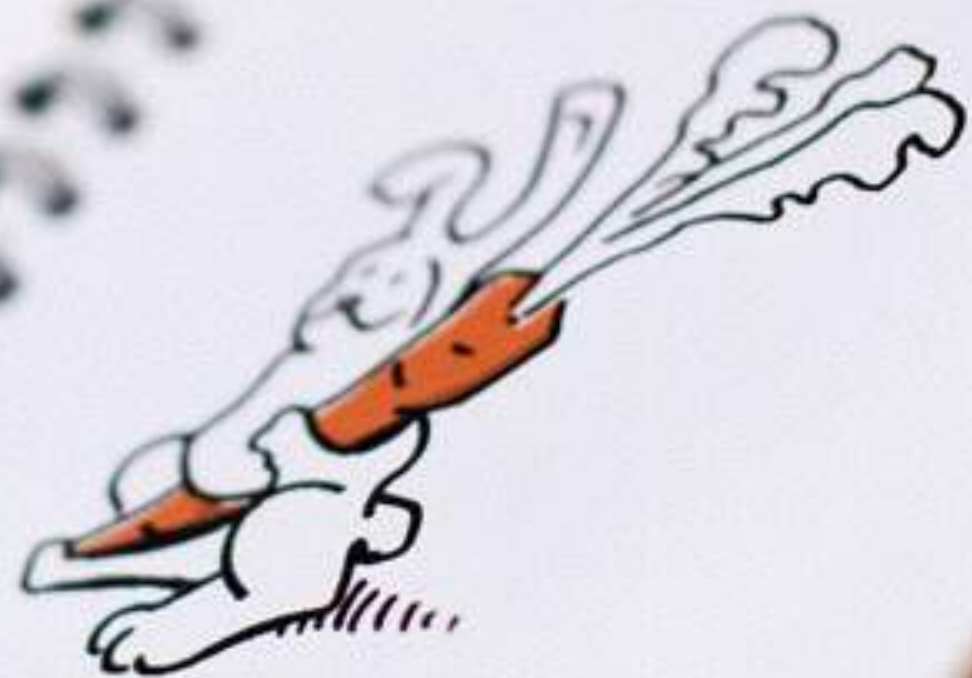


This diagram is a model of what a brand is.
 The term is often missused to mean the name or symbol of a company.
 This misses an important truth: a brand is at least two things:
 a name and a perception of what that name means.
 This perception grows out of experience with the product and
 is influenced by actual experience as well as perceived experience
 from communication and information from peers



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 is influenced by actual experience as well as perceived experience
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WAGHELE ON NISKI
KÖIGE OLULISEM



Out of Milk



Pärts näme tunne
kui piim on otsas, eks?

Kujutä nüüd ette klient,
kes on poodi tulnud
ostma ühte vajalikku asja
ja seda pole.

Ärhihnut jätub ta terve
kavvõtte asja ostmise
ja läheb mujale poodi.
Kõos imago käreleb
üksust võlge sinu poel.

Alles sin, kui toogeme
soodususe 99,99%
muutub Priime inimeste
lemmikpoeks. Kõik
kõrvad sin, sest meil
on kõik oled alamas.

Üks more rõõm -
müü meil kui meil.

Üks more rõõm!

Rabaconda

A person wearing a tan jacket and pants is working on a custom-built three-wheeled motorcycle in a desert environment. The motorcycle has a large, knobby front tire and two smaller rear tires. The person is leaning over the bike, which is parked on sandy ground with sparse desert vegetation in the background.

RABACONDA
IS COMMITTED TO MAKING MOTOCROSS
RIDERS!
OWN DESIGNS
FOR TOOLS AND EQUIPMENT INTO
REAL PRODUCTS.
WE COLLECT AND NURTURE
RIDER INNOVATION
BY PROVIDING
A WEB FORUM, E-SHOP,
DEVELOPMENT,
PRODUCTION
AND MARKETING KNOW-HOW.



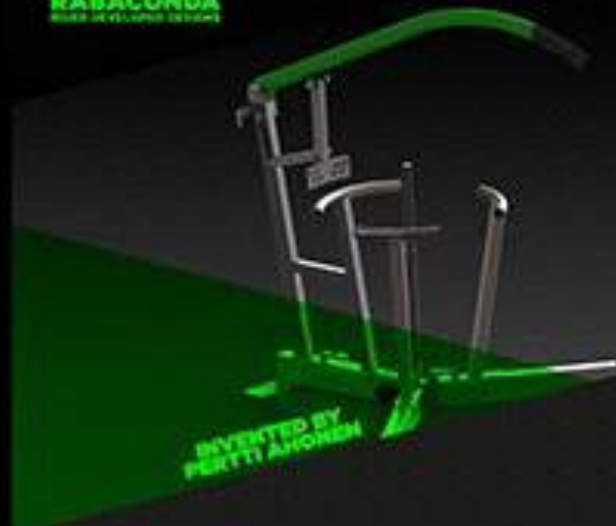
RABACONDA
RIDER DEVELOPED DESIGNS





RABACONDA
RIDER DEVELOPMENT DESIGN

Rabaconda - Rider Development Design



INVENTED BY
PERTTI AHONEN

3 MINUTE MOUSSE CHANGER

SPECIAL
PRE-ORDERING PRICE
DURING ISDE EVENT*

220€

THE INTERNATIONAL
ISDE
A RACE BY EUROPE

*Find us at International Six Days Enduro Paddock
18 - 20 September, 2012
Rastatt, Saxony, Germany

JOIN RABACONDA
TO SHAPE THE OFF-ROAD INDUSTRY,
TO SHARE YOUR IDEAS
AND TO KEEP AN EYE ON
WHAT'S COOKING
IN THE RIDER COMMUNITY.

Email Address *

Sign up

Rabaconda website will launch soon. In the meantime you can sign-up here to be part of this fun & exciting initiative and follow us on facebook to receive the latest updates!

Rabaconda works in 3 simple steps:



1. THE IDEA

Take your idea out of the garage and pitch it to Rabaconda



2. THE DEVELOPMENT

This is where the magic happens. You can sit back and watch how the skilled community members polish your gem



3. THE SHOP

Your product becomes available online and through a network of international distributors and you get all the glory

MacBook Pro



**I FINISH IN
LESS THAN
3 MINUTES
AND I FEEL LIKE
A CHAMPION**

A man with short dark hair is seen from behind, standing on a gravel path in a courtyard. He is wearing a dark-colored t-shirt with white text on the back. The courtyard is flanked by tall brick buildings. On the left, there are black outdoor lamps and a small sign with a registered trademark symbol. A metal railing is visible in the foreground on the right.



Kvaliteet on muutumas enesestmõistetavaks



Mis vahet neil on, päriselt!?





Nad kõik viivad kohale, kas pole?







No Bananas









No bananas

3€ PRKK
6.48€
19€ / kg
9.98€
3.50%

KINGITUS

Pizza 90 KATTI

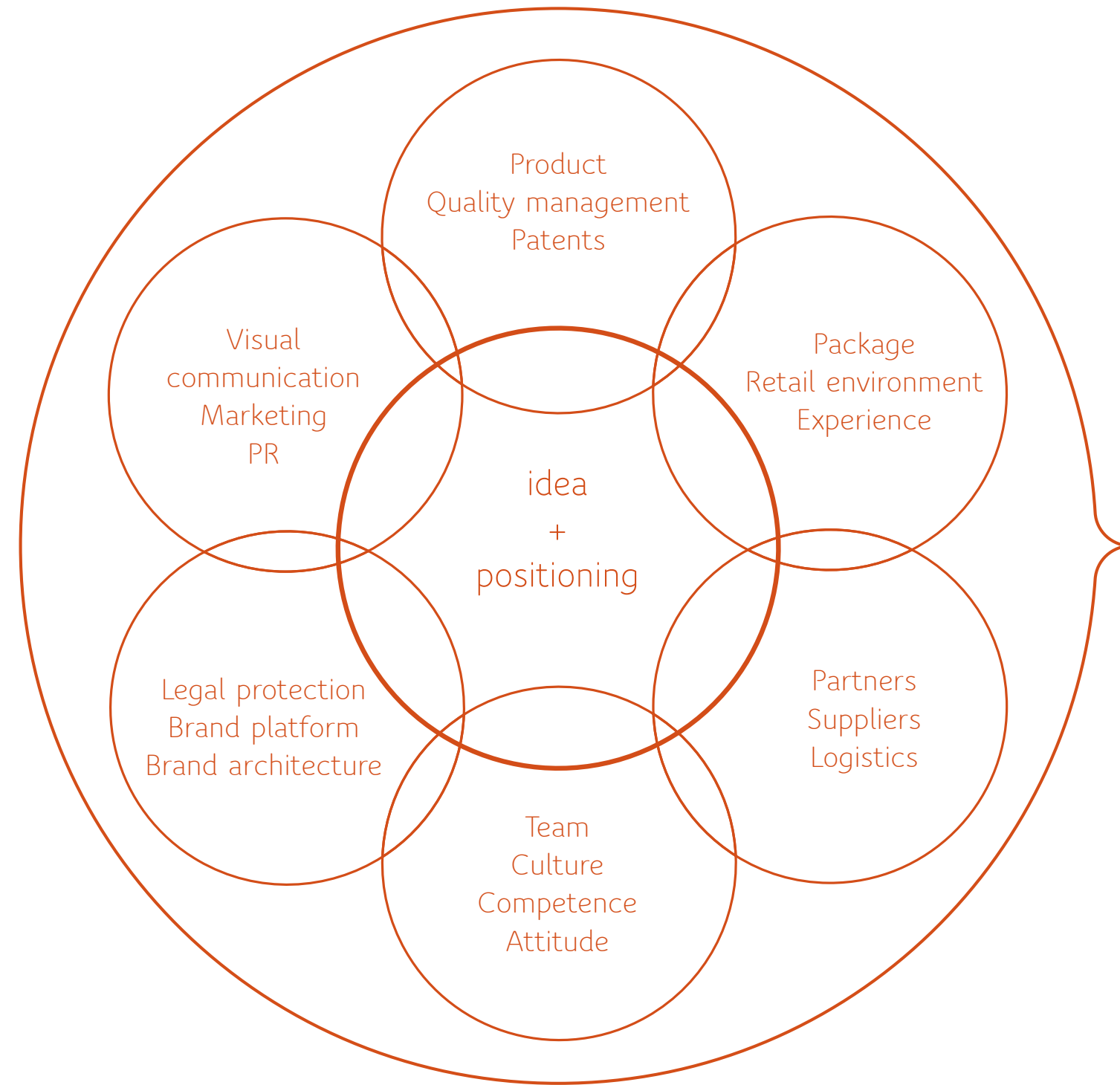
PARIM LILLI EMAL
ON MAASIKAS!

No bananas

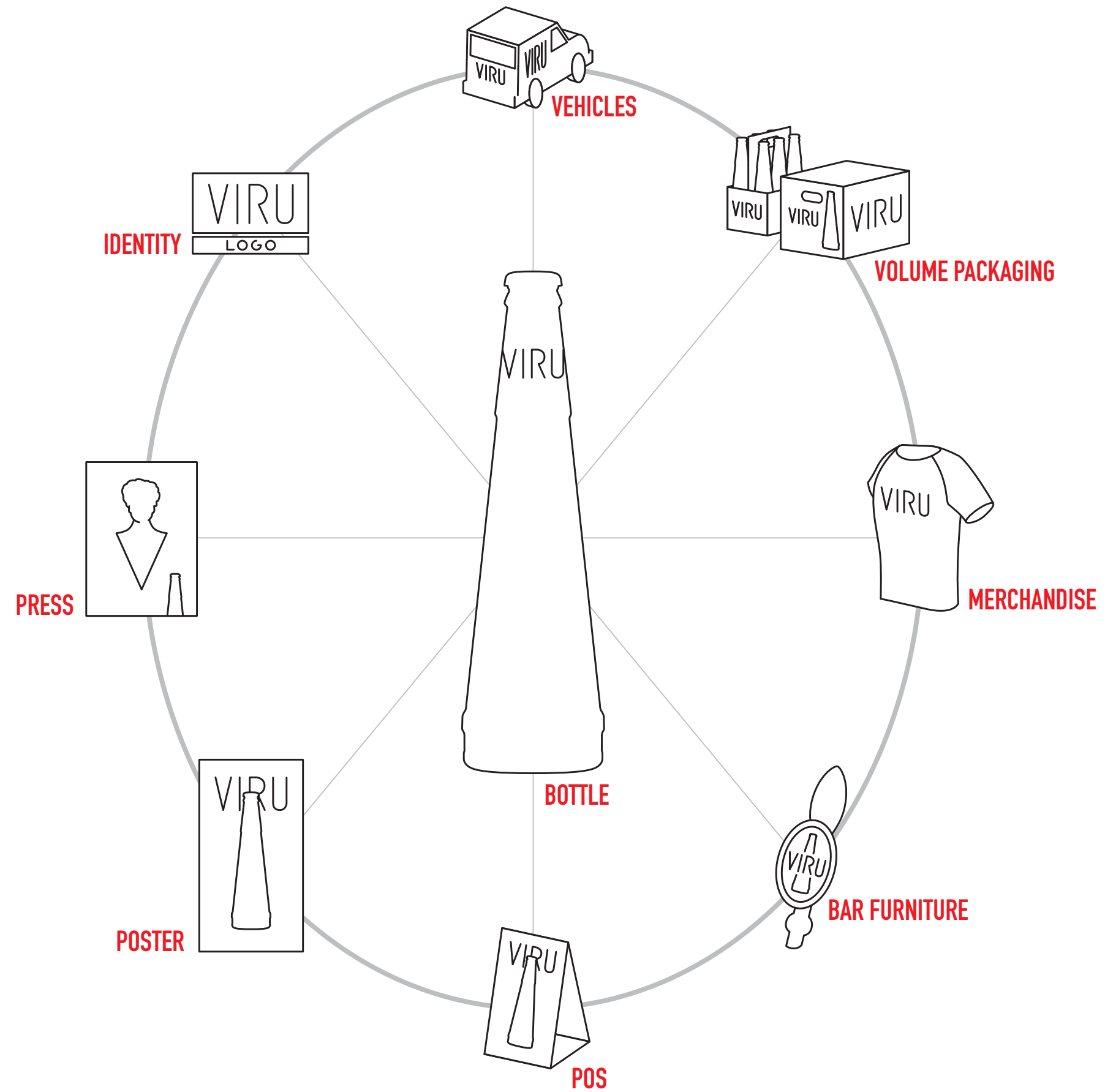
Tavid



Järjepidevus



BRAND





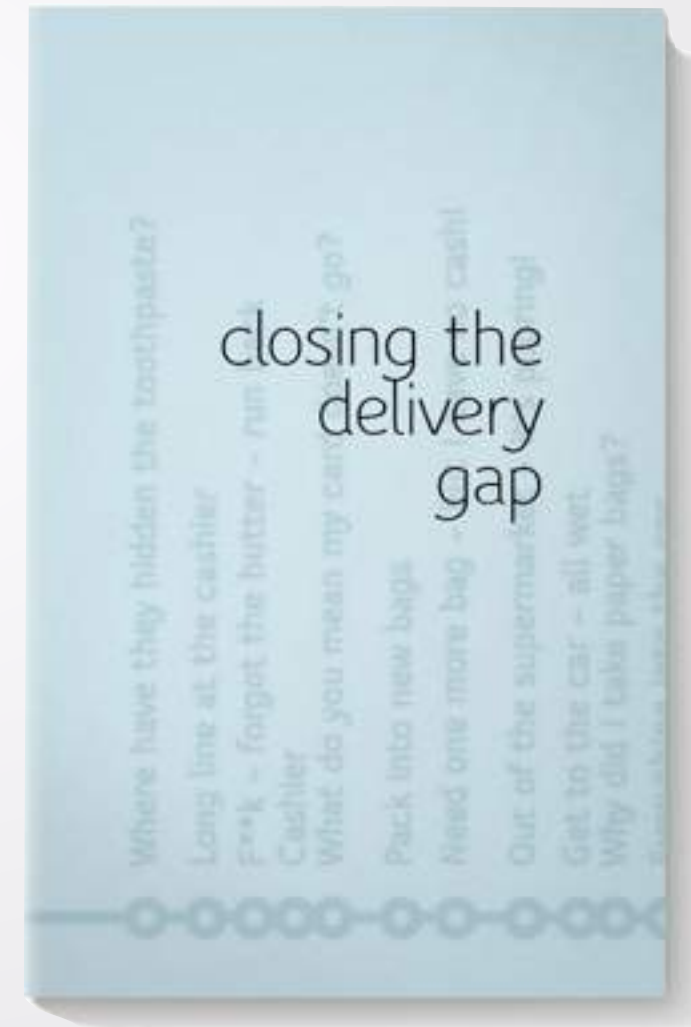
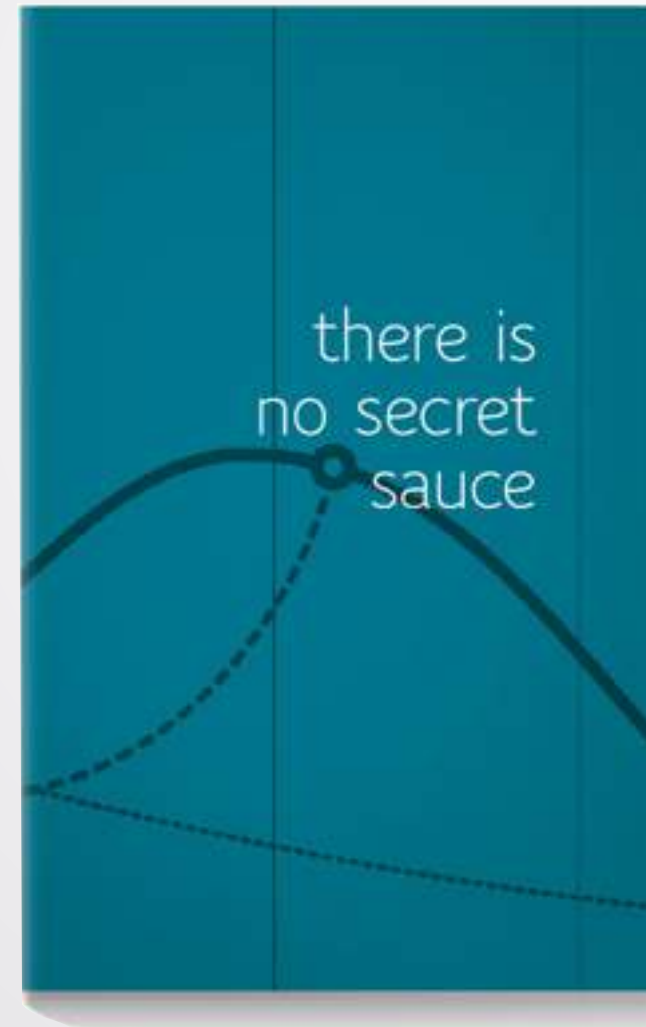




VABARIIGI PRESIDENDI KANTSELEI



Kiire lugemine

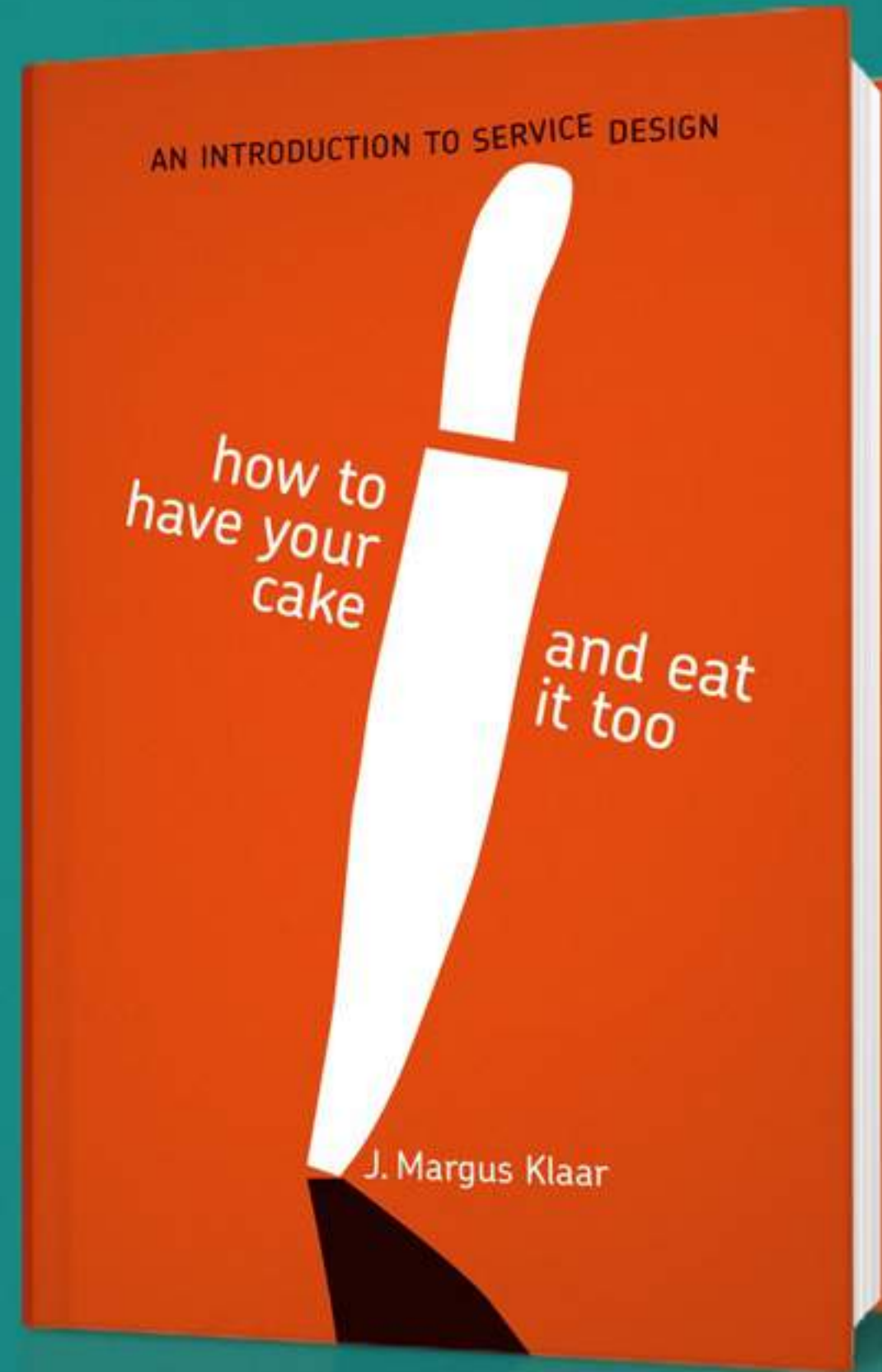


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Veidi pikem
lugemine



amazon



Aitäh!

brand manual

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