

# BRANDING vs. COMMODITY

MMXX  
by Breuk Iversen

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**BRANDING**

vs.

**COMMODITY**

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BRANDING  
COMMODITY

# Brand Defined

CONTRARY to popular belief logos,  
insignias, symbols are **NOT** brands.

These things are a physical manifestation, the face  
of a company, that reflects a deeper set of a brand's  
beliefs, values or promise.

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BRANDING  
COMMODITY

# Brand Defined

Consider: • countries • sports • religions as brands.



# BRANDING COMMODITY

## Brand Defined

The magic to Branding is to make people **think** and **feel** a certain way about a brand. Each experience they have should make people **feel** a certain way. Once the **thought** and **feeling** is perceived, then it has to be consistently enforced and repeated for a brand to stick.

Brands live in our heads. How you **think** and **feel** about a brand are its intangible assets. Yes, there are tangible aspects to brands like a logo and its symbols, but the beliefs and perceptions that come with what people say about a brand is what the actual brand is. Brand are intangible assets.



# BRANDING COMMODITY

## Perception@Play

A brand is a collection of **thoughts** and **feelings** which have a direct impact on customers or clients. Brands create a memorable or remarkable experience in their customer.

**Thoughts** and **feelings** are intangible perceptions. These are in sharp comparison to the tangible assets which you can see, hear, taste, touch and smell. Brands are things you **think** and **feel**. The nature of brands are intangible.

What you make people **feel** is more powerful than what you make them **think**. What you make people **feel** is even more important than what you **make**. Brands are these **feelings**.



BRANDING  
COMMODITY

## Perception@Play

Every day everyday people make hundreds of decisions based on how they **feel** rather than on logical and rational choices. We purchase clothing, eat at restaurants, seek entertainment, drive cars, and make purchases, they're based on perceived emotions and also on habitual behavior.

A Brand can be a product, service, cause or organization with perceived intangible attributes. The intangible value of a brand **MUST BE** perceived by the receiver in order to connect to people through **feelings**. Once you control the perception of a company, through its brand, *intangible attributes*, you then have all the makings of a great brand. Brands are perceived and habitual.



# BRANDING vs. COMMODITY



# BRANDING vs COMMODITY



**Brand**  
(intangible)

**“Victory”**

**Commodity**  
(tangible)

sneakers



**Brand**  
(intangible)

**“Freedom”**

**Commodity**  
(tangible)

motorcycle



**Brand**  
(intangible)

**“Google it”**

**Commodity**  
(tangible)

search engine



**Brand**  
(intangible)

**“Luxury”**

**Commodity**  
(tangible)

handbag



**Brand**  
(intangible)

**“Fame Fortune”**

**Commodity**  
(tangible)

coffee shop

\*

An in-depth observation suggests that the Starbucks name is a two-part compound word: **Star** (fame) + **Bucks** (fortune).



# Commodity

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BRANDING

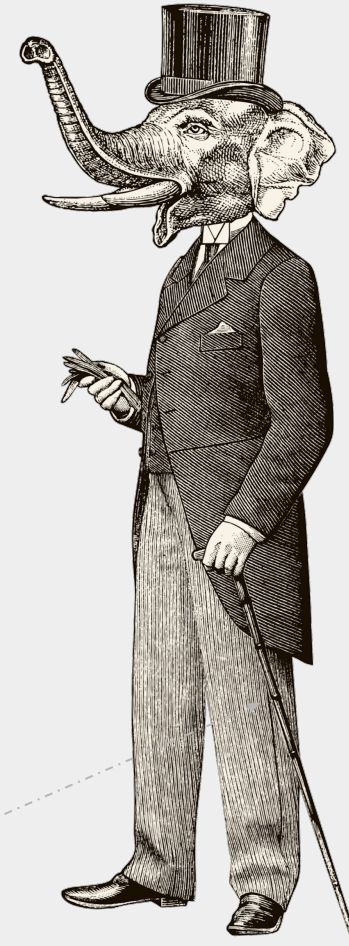
# Commodity

COMMODITY

## COMMODITY:

1. a raw material or primary agricultural product that can be bought and sold, such as copper or coffee.
2. a useful or valuable thing, such as water or time.

**COMMODITY** is a product, service, cause or organization with **NO** perceived attributes.



BRANDING

# Commodity

COMMODITY

On Wall Street, commodities are bought and sold regularly and are perceived in simple categories.

Potatoes are potatoes unless you perceive a brand difference.

From an economic commodity perspective:

- Sneakers are sneakers
- Motorcycles are motorcycles
- Search engines are search engines
- Handbags are handbags
- Coffee is coffee.

A computer is only a computer unless it is an Apple,  likely the most recognized **computer** brand in the world.



# BRANDING Perception COMMODITY

**Perception of these intangibles is in the eye of the beholder.**

Depending on the brand, some people will “get” the message and others won’t. For the buyers that do get the brand, they gain a stronger, more loyal customer. This type of brand is worth more so than the item itself. When one can’t perceive the intangible attributes of a brand, it means that it defaults to a mere commodity. Commodities are things you buy with a price in mind. Commodities are concerned with P&L (profit/loss). Commodities are **NOT** brands.

Brands can set a higher price point than commodities. This is due to their intangibles: *purpose, beliefs, persona* and its *culture*.



BRAND

Together

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# BRANDING

vs.

# COMMODITY

**Brands compete on their intangible attributes.  
Commodities compete on price or convenience.**

- NIKE means *Victory*.
- Harley-Davidson means you are *Rebel Badass*.
- “Google it” means you can search and *Find it*.
- Louis Vuitton bags signify to others: *Luxury*.
- Starbucks means you’re more *Sophisticated*.
- Apple makes computers for *Cool, Fashionable* people.

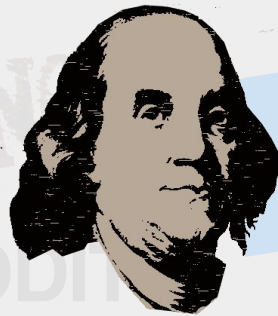


# BRANDING Together COMMODITY

If any of their offices or factories **CLOSED** tomorrow, would they still have a brand?

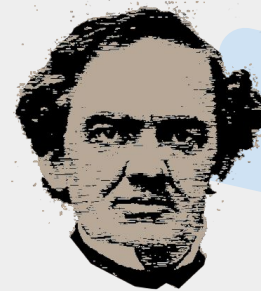


# Quotes vs. Commodities



"Either write things worth reading or do things that are worth writing."

— Benjamin Franklin



"No one ever made a difference being like everybody else."

— PT Barnum



"The chance to make a memory is the essence of **brand** marketing."

— Steve Jobs



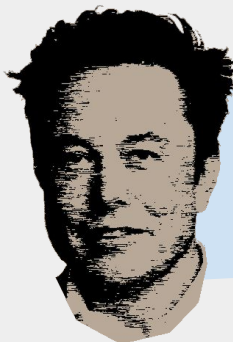
"If your business is **not** a **brand**, it is a commodity."

— Pres. Donald Trump



"Your **brand** is what other people say about you when you're not in the room."

— Jeff Bezos



"**Brand** is just a perception, and perception will match reality over time."

— Elon Musk



"Your premium brand had better be delivering something special, or it's not going to get the business."

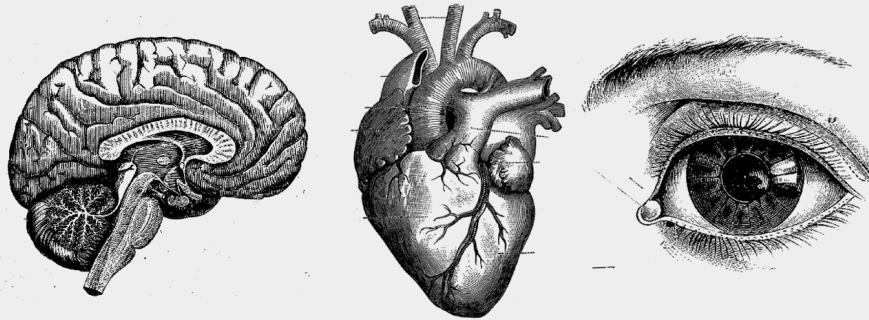
— Warren Buffett



# BRANDING Together COMMODITY

*“A brand adds character, a distinct personality type to your company. It adds a quality and a customer promise. Without it, your company is a lifeless and easily replaced commodity.”*

— Breuk Iversen



BRANDING

Activation

COMMODITY

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# BRANDING COMMODITY

## Activation

### Into a brand experience.

A Brand can never be epic unless the people in the organization embrace the brand. This begins at the top, with the leadership of the company, the proprietor, president or chief executive(s) at the company. Today's biggest and best brands activate their brand internally and emanate from the employees mouth to the customers ears. Branding is perception.

Every strong Brand stands for something and they make no apologies for conveying this to their staff and their audience. Great brands have notable attributes: values, a promise, a purpose or set of beliefs that stands out from their competition.

Our Formula (on page 29) follows a brand path of development: *Purpose, Belief, Persona, Emotion* which inspires loyalty and ultimately, the brand's *Culture*.



# BRANDING COMMODITY

## Activation

Things that add meaning, definition and relevance:

- Life Force • Strength • First Nature • Signature • Meaning
- Soul • Personality Proposition • Core Attributes • Messaging
- Description • Core Values • Mantra • Promise • Experience
- Persona • Individuality • Heart • Uniqueness • Connection.



# BRANDING COMMODITY

## Activation

### Brands are an Organizational Business Function.

Every person at an organization contributes to shaping and activating a brand into reality. This happens through their words and deeds and how they treat the customer or client (audience). The audience's experience with a brand happens even when there's **NO** direct contact with them. Brand is reputation.

Then, the intangible brand assets comes to life through its Design (tangibles): *a logo, the website, printed material and its merchandise.* These are the tangible manifestations. The brand gives a company full control of how the audience **thinks** and **feels** about them and how that brand is perceived. Design activates Brands.



# BRANDING Activation COMMODITY

Events  
Packaging  
Internet marketing  
News stories  
Company spokespeople  
Endorsements  
Company uniforms  
Point of Sale  
Investor communiqué  
Customer Service  
Tele-market  
Direct Mail  
Website(s)  
Trade shows  
Content market  
Promotions

Partnership(s)  
Outdoor marketing  
Guerrilla tactics  
Native advertising  
Ambient advertising  
Sales materials  
Mass media (PR)  
Informational directories  
Product placement  
Vehicles (body wraps)  
Office interior/exterior  
Sales outlets  
Personnel  
Sales people  
Email blasts  
Subversive intervention

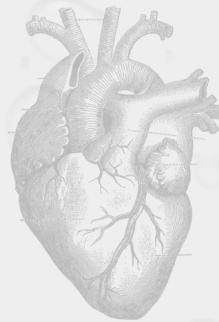


BRANDING  
COMMODITY

# Reminder

“If you speak to their intellect, you’ll have their ear. If you speak to their heart, you’ll have their whole body.”

— Breuk Iversen



# Connect

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Getting started is easy.  
Call or drop a digital line.



# Return on Investment [ ROI ]

A loyal audience wants repeated good brand experiences. They'll recommend the brand to others through brand loyalty which drives a whopping 70% of all their returning purchasing decisions. Loyalists are willing to pay a 20% premium over others in a similar market. They do it as "their" brand choice.

## ADVANTAGES

What Peter Drucker meant by:

**"Culture eats strategy  
for breakfast."**




- Branding is the intangible value a company has in and of itself. If the customer has an affinity to a brand's persona, the **Company Name** itself becomes its most valued asset.
- The customer initially searches to find truth, in both word and deed. They trust a company through its purpose, beliefs, persona, emotions & culture. Brands win.
- A brand should be known for ONE special attribute. This attribute occupies real estate in a customers mind (through memory).
- Brands can destroy most marketing plans that are often transfixed on mere pricing strategies and foot traffic. Price-based, commodity-based businesses aim for "hits" and short-term results, watching their businesses shrink or grow, day by day, whichever direction the wind is blowing.
- Branded companies generate long-term results for decades instead of years. A brand requires trusted **brand disciples** and **ambassadors** to connect to customers through an organization's operational structure. Optimally, this starts with its staff.



# BRANDING COMMODITY

## What things cost

### Key

	Tri-state Area
	North East Region
	US National US

\* Includes: logo, icons, fonts, color, texture, stationery (letterhead, envelop, business cards), mailing label, packing slip, invoice & estimate statement.

### Research (custom)

#### Ad & Brand Market

\$3500 • **Tri-state Area**

7500 • **North East Region**

15000 • **US National**

### Services

#### À la carte (call first)

1500 Video Shoot (1-3 mins.)

2500 Video Edit

3500 Edit & Shoot

--- Copywriting (project)

--- Art Direction (per hr.)

--- Photography (call in)

### Branding (custom)

#### One Sheet (11" x 17")

3000 • **Brand—AID**

4500 • **Brand—AID**

7500 • **Brand—AID**

#### Branding Guide

28-32 page Book (10 copies)

15000 • **Brand—ID**

30000 • **Brand—ID**

75000 • **Brand—ID**

#### Brand + Design Guidelines

64 page Book (10 copies)

20000 • **Brand & Design—ID**

36000 • **Brand & Design—ID**

80000 • **Brand & Design—ID**

### Design (custom)

#### Logo Design

20 versions for various applications

1500 • **LOGO—ID**

2500 • **LOGO—ID**

5000 • **LOGO—ID**

#### Design Guidelines

30 page Book (10 copies)

6000 • **Corporate—ID \***

8000 • **Corporate—ID \***

10000 • **Corporate—ID \***

Print Production costs are additional.

Consultations are all inclusive.

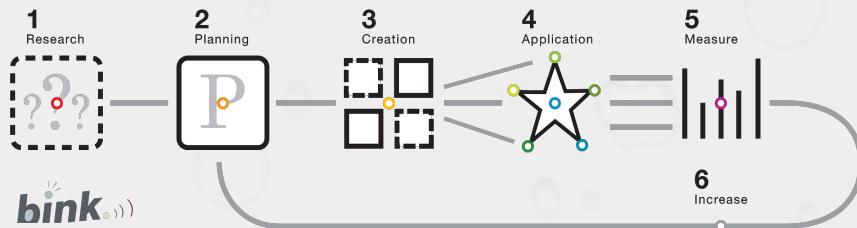


# BRANDING

## COMMODITY

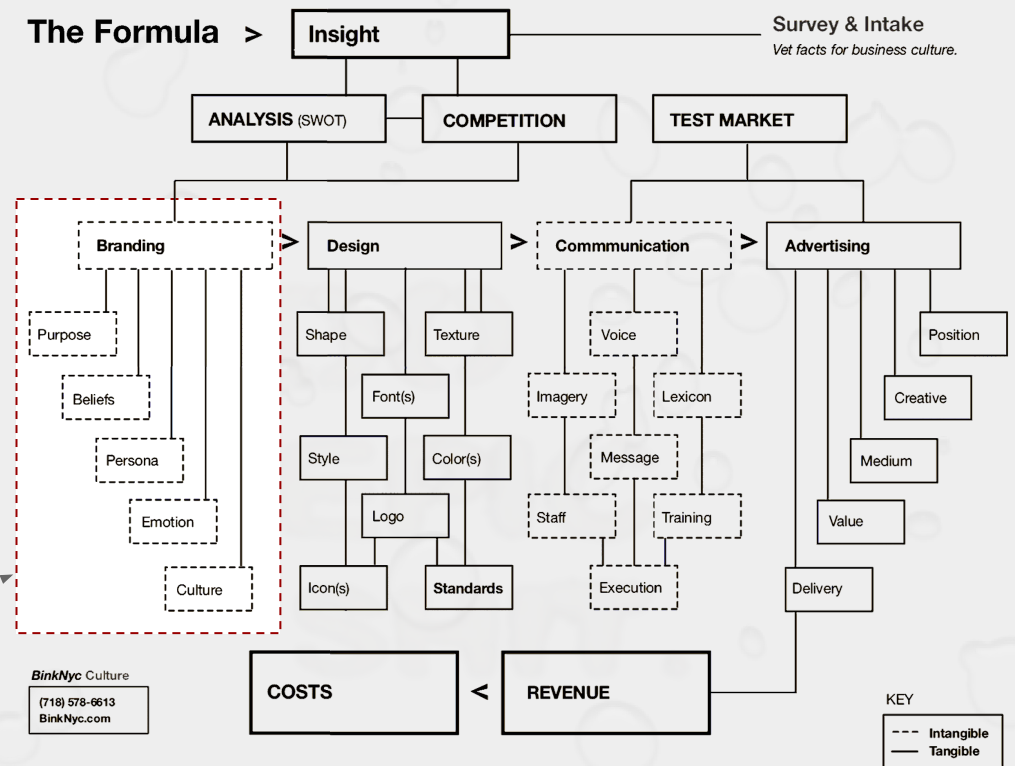
# The Process & Formula

## The Process



**BRANDING**  
vs.  
**COMMODITY**

## The Formula



BinkNyc Culture  
(718) 578-6613  
BinkNyc.com

This presentation covers some of the points in this section.



# Big Apple Tree [ metaphors ]

Science shows that it's the type of soil that creates the flavor in apples. Sour soil makes sour apples. Sweet soil makes sweet apples. You want to create the biggest apples so you plant seeds for a big apple tree.

Knowing beforehand who will buy those apples is **research**. Why you prefer to sell sweet or sour apples is **branding**. Convincing people that sour apples taste better is **persuasion**.

The logo on the sign you create along with its size, color, fonts and style is **design**. You tell people about the big apples you are growing, that's **communications**. You design a big sign which reads "*Come and see where the biggest apple tree is growing*" that's **advertising**.

If you you cut up apple slices so they can taste it, that's **promotion**. The tree grows really big and falls on a neighbor's house and the local newspaper writes about it, that's **publicity**. And if you get the neighbor to laugh and talk about it, that's **public relations**.

You explain the many health benefits of apples and can also be used to make an apple sauce or delicious pie, that's **sales**. And if you devised the whole thing, start to finish, that's **marketing** strategy. Doing all this is a **marketing plan**.

