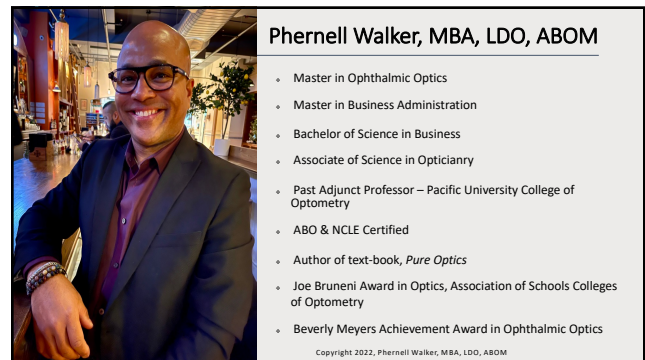
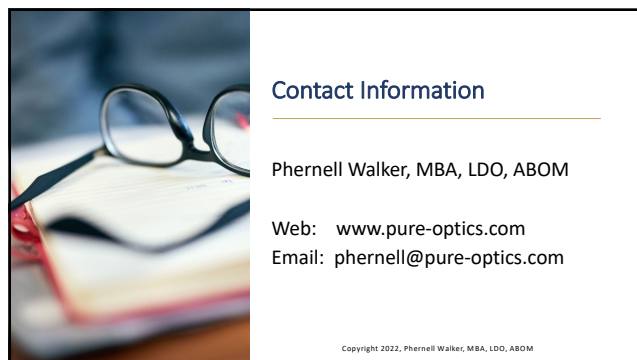




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Mega Brand



KLEENEX



COKE



Band-Aid

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Name Some of Your Favorite Household Brands

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Ask Yourself Why?

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Importance of Brands

Create value

Competitive advantage

Manifest trust and loyalty

Delivers the promise of a consistent outcome

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Brand Story

Cohesive narrative

Evokes an emotional reaction

Brand story should not be confused with advertising

Know your target consumer

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Brand Category



Performance



Service



Value



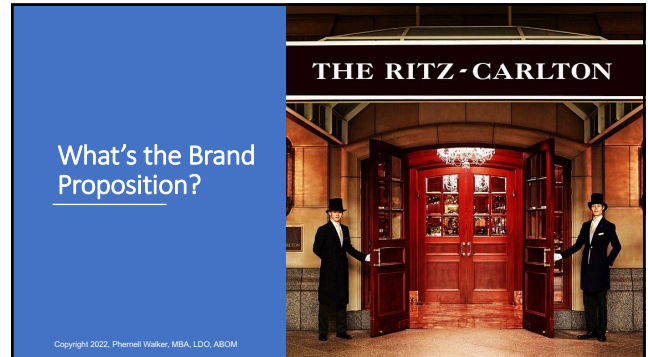
Convenience

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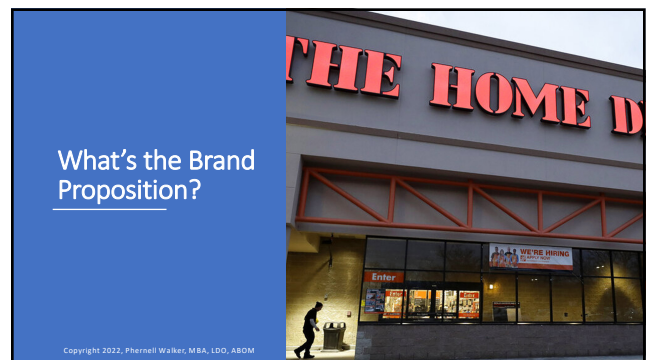
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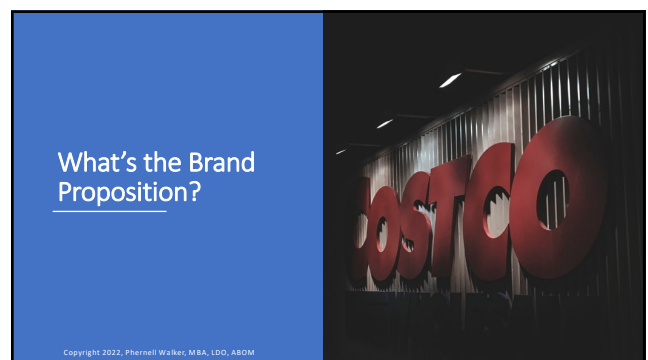
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What's the Brand Proposition?



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Commodity to Brand



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Can a Business Be All Things to Everyone?



Performance



Service



Value

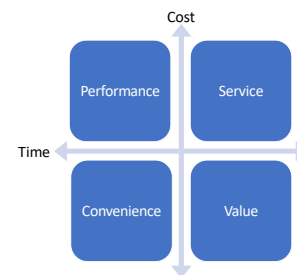


Convenience

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Competitive Matrix



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Brand Position and Identity

- Public image
- Memorable appealing promise
- Brands set an expectation

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What do you want people to think,
when they think of your practice?

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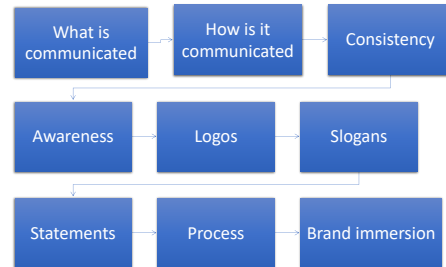
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How do you shape their perception of your practice?

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Tactics and Identity



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Target Market

- Primary intended consumer
- Target market can overlap
- Product or service offering dependent
- Generation (age)
- Gender
- Group (insurance, job, profession, needs)
- Geographic (MSA, etc....)

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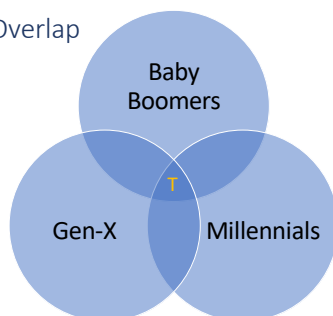
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Market Overlap



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Baby Boomers

Born 1946 - 1964

- Dawn
- WD-40
- McCormick
- Chiquita
- Band-Aid
- Ziploc
- Bounty
- Hershey's
- Planters
- Clorox

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Gen-X

Born 1965 - 1980

- Band-Aid
- Dawn'
- Reece's Peanut Butter Cup
- Ritz
- Reece's
- M&M's
- Haines
- Lysol
- Hershey's

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Millennials (Gen-Y)

Born 1981 - 1995

- Target
- Dawn
- Fisher-Price
- Bounty
- Netflix
- Pringles
- Band-Aid
- Reece's

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Gen-Z

Born 1996 - 2010

- Google
- Apple
- Amazon
- Netflix
- Chic-Fil-A
- Instagram
- Cryptocurrency

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What is Your Target Market?

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Society Influence
Brand Evolution



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Why did Kentucky Fried Chicken
change their name to KFC?

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Brand Evolution

Society Influence

Brand Evolution

Society Norm Changes



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Consumer Behavior

Psychological

Social

Cultural

Personal

Economic



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Forbes Brand Value

Ranking	Brand	Brand Value (\$ Billions)
1	Apple	\$241.2
2	Google	\$207.5
3	Microsoft	\$162.9
4	Amazon	\$135.4
5	Facebook	\$70.3
6	Coca-Cola	\$64.4
7	Disney	\$61.3
8	Samsung	\$50.4
9	Louis Vuitton	\$47.2
10	McDonalds	\$46.1

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Forbes Brand Value

Ranking	Brand	Brand Value (\$ Billions)
11	Toyota	\$41.5
12	Intel	\$39.5
13	Nike	\$39.1
14	AT&T	\$37.3
15	Cisco	\$36

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Brand Extensions



New offerings by leveraging the existing brand



Line extensions



Category extensions



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Line Extension

Segment Differentiation

- Same product category
- Targets different market segment
- Different needs

Tooth Paste Example

Crest toothpaste launched 12 types of toothpaste

- Kids
- Adults
- Teeth whitening
- Dentures

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Line Extension



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Category Extension

New product category offering

Example:

Crest has introduced dental floss, mouthwash, and whitening strips.

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Extension Gone Bad



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Why did McPizza fail?

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Extension Success

- McCafé
- Competes against Starbucks



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Why did McCafé succeed?

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Category Extension Failure



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Why did Kleenex diapers fail?

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Marketing Categories



Mass



Segment



Concentrated



Micro

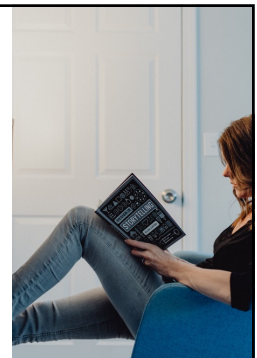
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Brand Story

- What's your reason for being?
- What's your history?
- Who are your main characters?
- What's your corporate mission?
- How have you failed?
- Where are your gaps?

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Story Board

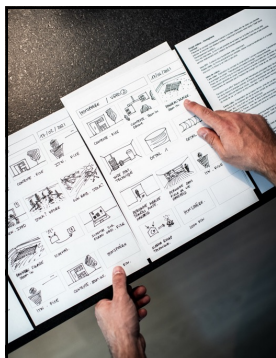
People

Place

Plot

Purpose

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People

Persona – relatable person or character that forms a connection with your audience.

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Place

Location – grounding point to form reality for your message.

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Purpose



What is the takeaway?



Why does this brand exist?



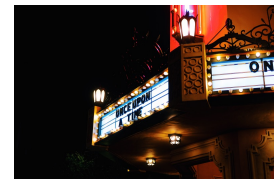
What problem is being solved?

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Story Plot

- Element of time structure
- Beginning
- Middle
- End



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What's Your Practice or Optical Story?



When was your practice opened?



How long ago?



Who started it?



Why did they start it?

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What year did your practice open?

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Why was the practice started?

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Front Vs. Back of the House

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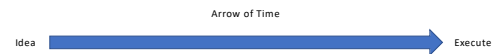


"Off Brand" Experience

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Patient's Time to Execute



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Factors of Eye Care Branding

- | | |
|--|--|
| <ul style="list-style-type: none"> • Practice Name • Mission Statement • Core Values • Website • Patient Journey • Products and Services Offered • Scope of Care • Staff Attire • Pulse of the Practice | <ul style="list-style-type: none"> • Practice Hours • Price Point • Turn Around Time • Diagnostic Equipment • Communication Protocol • Look and Feel of the Practice |
|--|--|

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Ladder Up

All decisions must ladder to the business imperatives both tactically and strategically

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Case of Brand Mismatch

Practice Name: Modern Eye Care for You

Hours:

Mon and Wed = 9:00 am to 5:00 pm

Tue and Thu = 8:00 am to 4:00 pm

Fri = 8:00 am to 12:00 pm

(Closed daily 12:00 -1:00 pm)

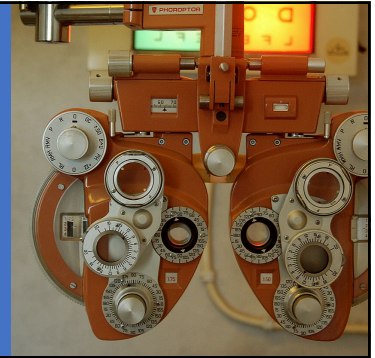
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Modern Eye Care for You

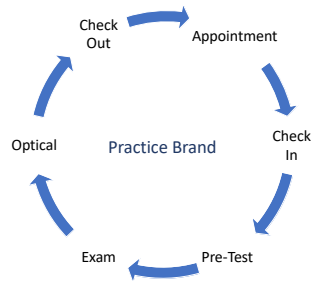
Really?

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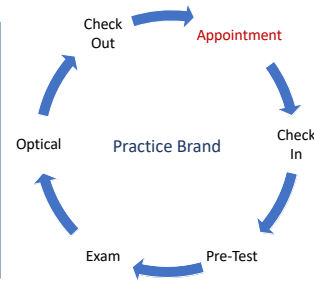
Patient Journey and Your Brand



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- Process
- Ease of use
- Availability
- Data driven
- Remove unnecessary rituals
- Confirmation
- Convenience (online?)
- Service offering



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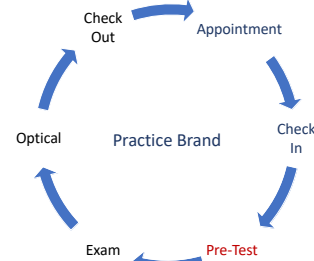
- Repeatable process
- Ease of use
- Do the staff represent the brand?
- Data driven
- Remove unnecessary rituals
- Service offering



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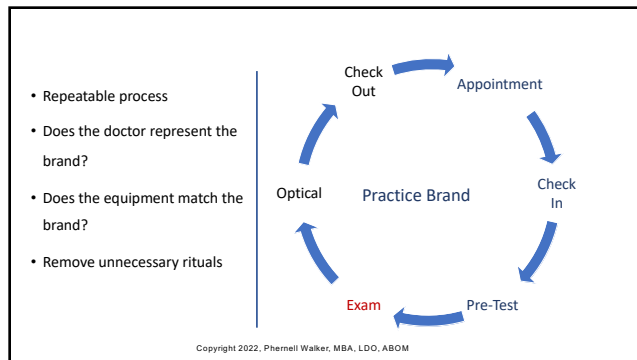
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- Repeatable process
- Ease of use
- Do the techs represent the brand?
- Does the equipment match the brand?
- Remove unnecessary rituals

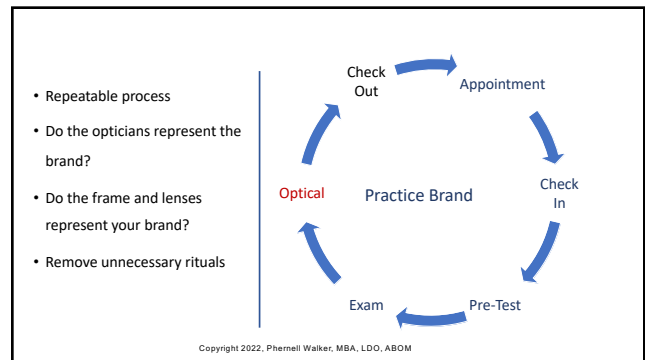


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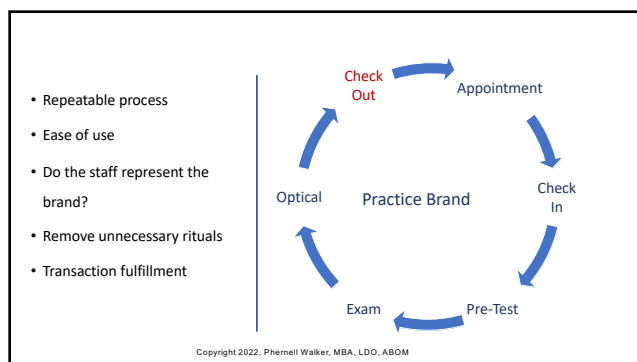
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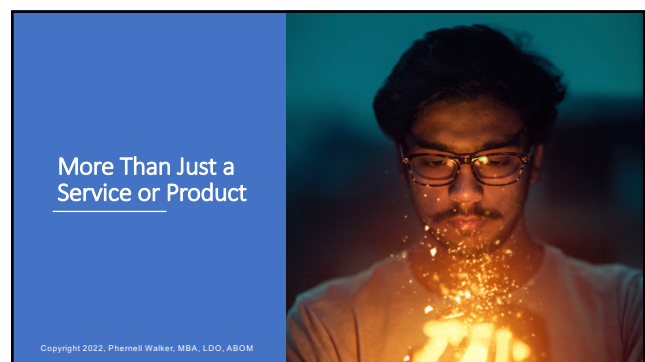
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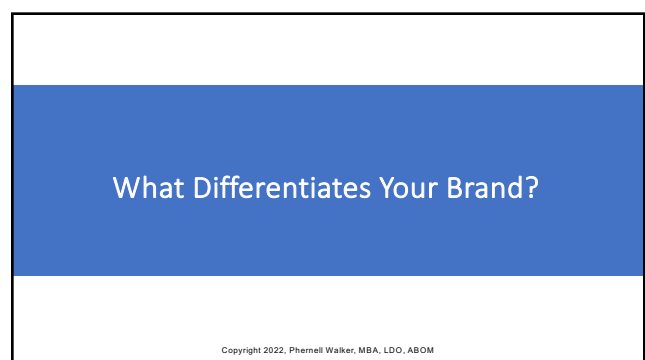
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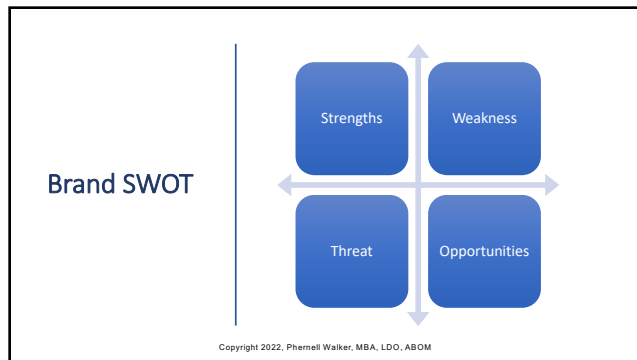
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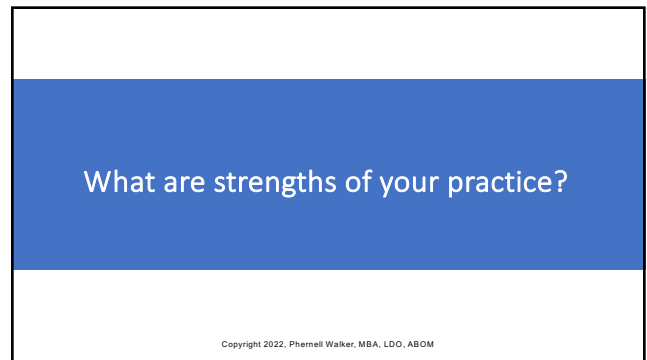
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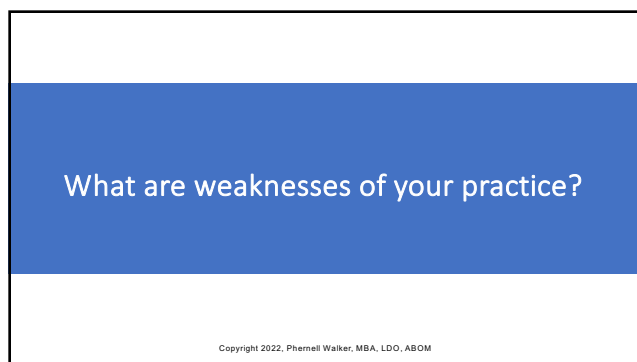
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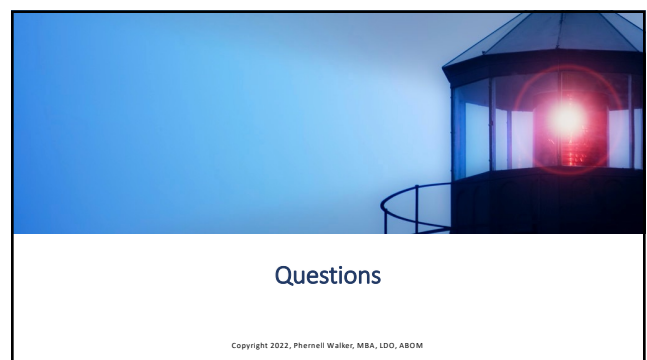
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