

**STRATEGY-DRIVEN PACKAGE DESIGN + BRANDING**

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**Developing &  
Communicating  
Your Brand**

with Amanda Altman

**A<sup>3</sup> design**

[WWW.A3-DESIGN.COM](http://WWW.A3-DESIGN.COM)











ADIRONDACK WINERY  
Merlot

ADIRONDACK WINERY  
Pinot Noir

ADIRONDACK WINERY  
Cabernet Franc

ADIRONDACK WINERY  
Red Barn

ADIRONDACK WINERY  
Sauvignon Blanc

ADIRONDACK WINERY  
Seyval Blanc

ADIRONDACK WINERY  
Pinot Grigio

ADIRONDACK WINERY  
Chardonnay

# TODAY'S AGENDA

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- ◆ **Goals of Branding**
- ◆ **Branding Questions**
- ◆ **Color Theory**
- ◆ **Cognitive Fluency**
- ◆ **Building a Tribe on Social Media**

# GARY VAYNERCHUK

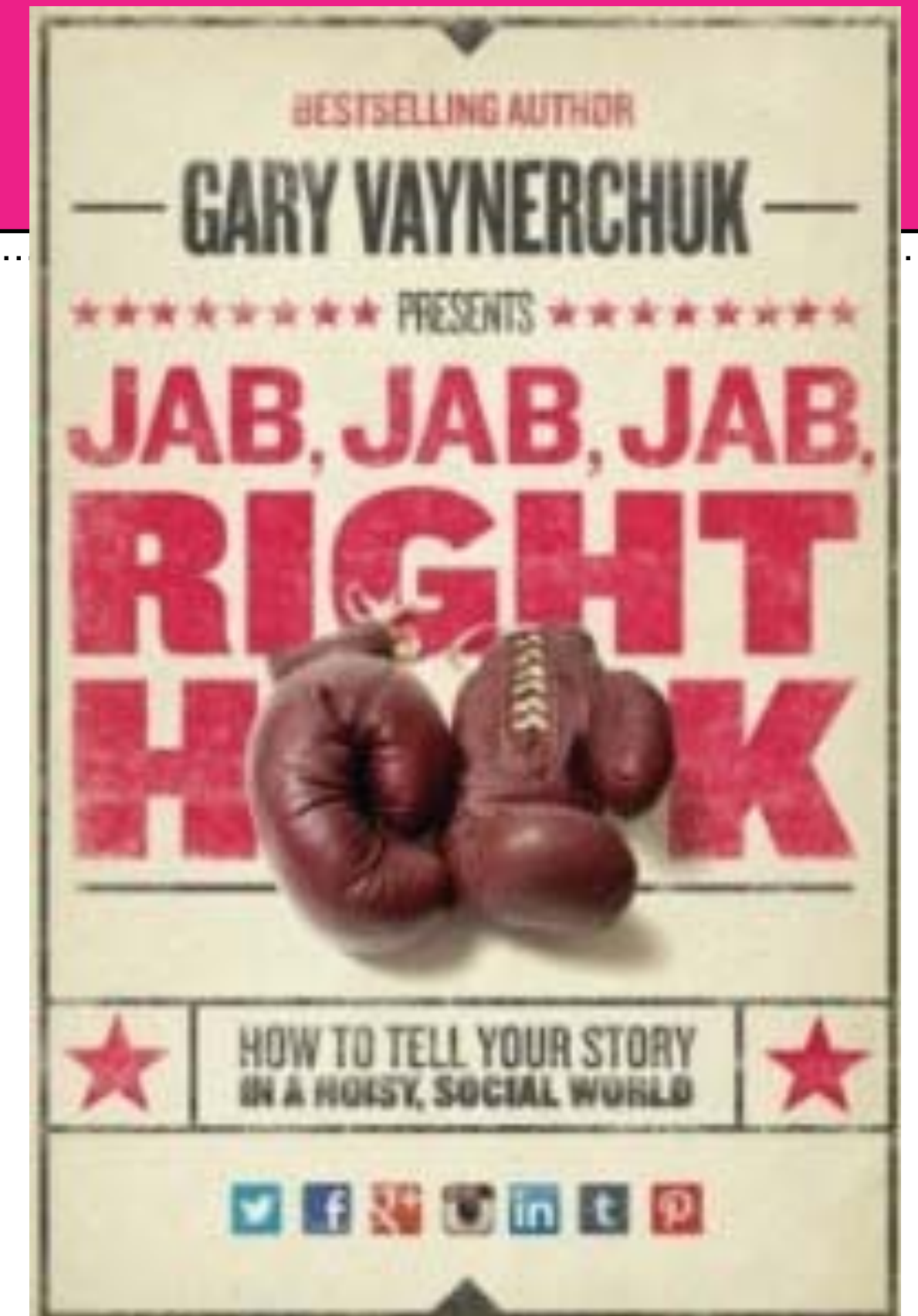
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**“ Brands mature over time like a marriage.  
The bond you feel with your spouse is different  
than when you first met each other.  
Excitement and discovery are replaced  
by comfort and depth. ”**



# GARY VAYNERCHUK

- ◆ @garyvee, @vaynermedia on Twitter
- ◆ Wine expert, social media marketing guru, branding genius, motivational speaker, serial entrepreneur - **FOLLOW HIM!**



# GARY VAYNERCHUK

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# GARY VAYNERCHUK

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**“ Great marketing is all about  
telling your story in such a way  
that it compels people to buy  
what you are selling. ”**



# GOALS OF BRANDING

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- ◆ **Evoke an emotion**
- ◆ **Promotion of a lifestyle**
- ◆ **Deliver on a promise**
- ◆ **Communicate a message**

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# GOALS OF BRANDING

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- ◆ **Communicate a message**

- **Special, happiness**



# GOALS OF BRANDING

- ◆ Evoke an emotion
  - ◆ Promotion of a lifestyle
  - ◆ **Deliver on a promise**
  - ◆ **Communicate a message**
- **Special, happiness**
  - **Luxury, exclusivity**



# GOALS OF BRANDING

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- ◆ Evoke an emotion
- ◆ Promotion of a lifestyle
- ◆ Deliver on a promise
- ◆ **Communicate a message**

- **Special, happiness**
- **Luxury, exclusivity**
- **Quality, expensive**



# GOALS OF BRANDING

- ◆ Evoke an emotion
  - **Special, happiness**
- ◆ Promotion of a lifestyle
  - **Luxury, exclusivity**
- ◆ Deliver on a promise
  - **Quality, expensive**
- ◆ Communicate a message
  - **This is Tiffany**



# GOALS OF BRANDING

---

- ◆ Evoke an emotion
- ◆ Promotion of a lifestyle
- ◆ Deliver on a promise
- ◆ Communicate a message

- ~~Special, happiness~~
- ~~Luxury, exclusivity~~
- ~~Quality, expensive~~
- ~~This is Tiffany~~



# GOALS OF BRANDING

---

- ◆ **Evoke an emotion**
- ◆ **Promotion of a lifestyle**
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- ◆ **Communicate a message**



# QUESTION NO. 1

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**WHAT DO YOU PROMISE  
TO DO FOR YOUR AUDIENCE?**

## QUESTION NO. 2

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**WHO IS YOUR TARGET  
DEMOGRAPHIC?**

## QUESTION NO. 3

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**WHO IS YOUR COMPETITION?**

## QUESTION NO. 4

---

**HOW ARE YOU DIFFERENT?**

## QUESTION NO. 5

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**DESCRIBE YOUR COMPANY  
PERSONALITY IN 3 WORDS.**



GOOD BOY ORGANICS  
BAKED ORGANIC POTATO SNACK  
**BOPPS**  
BARBEQUE  
65% LESS FAT THAN REGULAR POTATO CHIPS  
CERTIFIED GF GLUTEN-FREE  
FLAVORED POTATO CRISPS  
ORGANIC! USDA ORGANIC  
www.boppsnacks.com  
Net Wt. 3oz. 85g

GOOD BOY ORGANICS  
BAKED ORGANIC POTATO SNACK  
**BOPPS**  
SEA SALT  
65% LESS FAT THAN REGULAR POTATO CHIPS  
CERTIFIED GF GLUTEN-FREE  
FLAVORED POTATO CRISPS  
ORGANIC! USDA ORGANIC  
www.boppsnacks.com  
Net Wt. 3oz. 85g

GOOD BOY ORGANICS  
BAKED ORGANIC POTATO SNACK  
**BOPPS**  
SOUR CREAM & ONION  
65% LESS FAT THAN REGULAR POTATO CHIPS  
CERTIFIED GF GLUTEN-FREE  
FLAVORED POTATO CRISPS  
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GOOD BOY ORGANICS  
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**BOPPS**  
AGED WHITE CHEDDAR  
65% LESS FAT THAN REGULAR POTATO CHIPS  
CERTIFIED GF GLUTEN-FREE  
FLAVORED POTATO CRISPS  
ORGANIC! USDA ORGANIC  
www.boppsnacks.com  
Net Wt. 3oz. 85g

## QUESTION NO. 6

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**CREATE A STYLEBOARD.**

# DESIGN PHILOSOPHY



## COLOR THEORY



# COLOR EMOTION GUIDE

**OPTIMISM** CLARITY  
WARMTH

**FRIENDLY** CHEERFUL  
CONFIDENCE

**EXCITEMENT** YOUTHFUL  
BOLD

**CREATIVE** IMAGINATIVE  
WISE

**TRUST** DEPENDABLE  
STRENGTH

**PEACEFUL** GROWTH  
HEALTH

**BALANCE** NEUTRAL  
CALM



credit:  
The Logo  
Company



**TARGET**



**TARGET®**

# COLOR RESEARCH & APPLICATION

<b>blue</b> TRUST SMART CALM FAITH NATURAL STABLE POWER	<b>red</b> LOVE IMMEDIACY ENERGY SALE PASSION ANGER HUNGER	<b>black</b> BOLD RICH POWER MYSTERY ELEGANCE EVIL STRENGTH	<b>green</b> SOOTHING ECO-FREINDLY NATURAL ENVY JEALOUSY BALANCE RESTFUL
<b>yellow</b> CHEER ATTENTION CHILDISH FRESH WARMTH ENERGY OPTIMISM	<b>orange</b> HEALTH ATTRACTION STAND OUT THIRST WEALTH YOUTHFUL HAPPINESS	<b>pink</b> TENDERNESS SENSITIVE CARING EMOTIONAL SYMPATHETIC LOVE SEXUALITY	<b>purple</b> ROYAL MYSTERIOUS ARROGANT LUXURY CHILDISH CREATIVE SADNESS

**credit:**  
**Ellen Carter**



> YELLOW

> OPTIMISTIC AND YOUTHFUL  
OFTEN USED TO GRAB  
ATTENTION OF WINDOW  
SHOPPERS



> RED

> ENERGY  
INCREASES HEART RATE  
CREATES URGENCY  
OFTEN SEEN IN CLEARANCE  
SALES



> BLUE

> CREATES THE SENSATIONAL OF  
TRUST AND SECURITY  
OFTEN SEEN WITH BANKS AND  
BUSINESSES



> GREEN

> ASSOCIATED WITH WEALTHY  
THE EASIEST COLOR FOR THE  
EYES TO PROCESS  
USED TO RELAX IN STORES



> ORANGE

> AGGRESSIVE  
CREATES A CALL TO ACTION:  
SUBSCRIBE, BUY, OR SELL



> PINK

> ROMANTIC AND FEMININE  
USED TO MARKET PRODUCTS  
TO WOMAN AND YOUNG GIRLS



> BLACK

> POWERFUL AND SLEEK  
USED TO MARKET LUXURY  
PRODUCTS



> PURPLE

> IS USED TO SOOTHE & CALM  
OFTEN SEEN IN BEAUTY OR  
ANTI-AGING PRODUCTS

**credit:**  
**The Conversioner**

# COLOR THEORY



credit:  
Kissmetrics

# COLOR THEORY

“if you ask me, all signs point to a

**Bikini so teeny” - Essie**



Bikini so  
Teeny



Ballet  
Slippers



Miss Fancy  
Pants



Too Too  
Hot



Bordeaux



Buy me a  
cameo



**credit:  
Essie**





# DESIGN PHILOSOPHY



**COGNITIVE FLUENCY**

# COGNITIVE FLUENCY



# COGNITIVE FLUENCY



# COGNITIVE FLUENCY

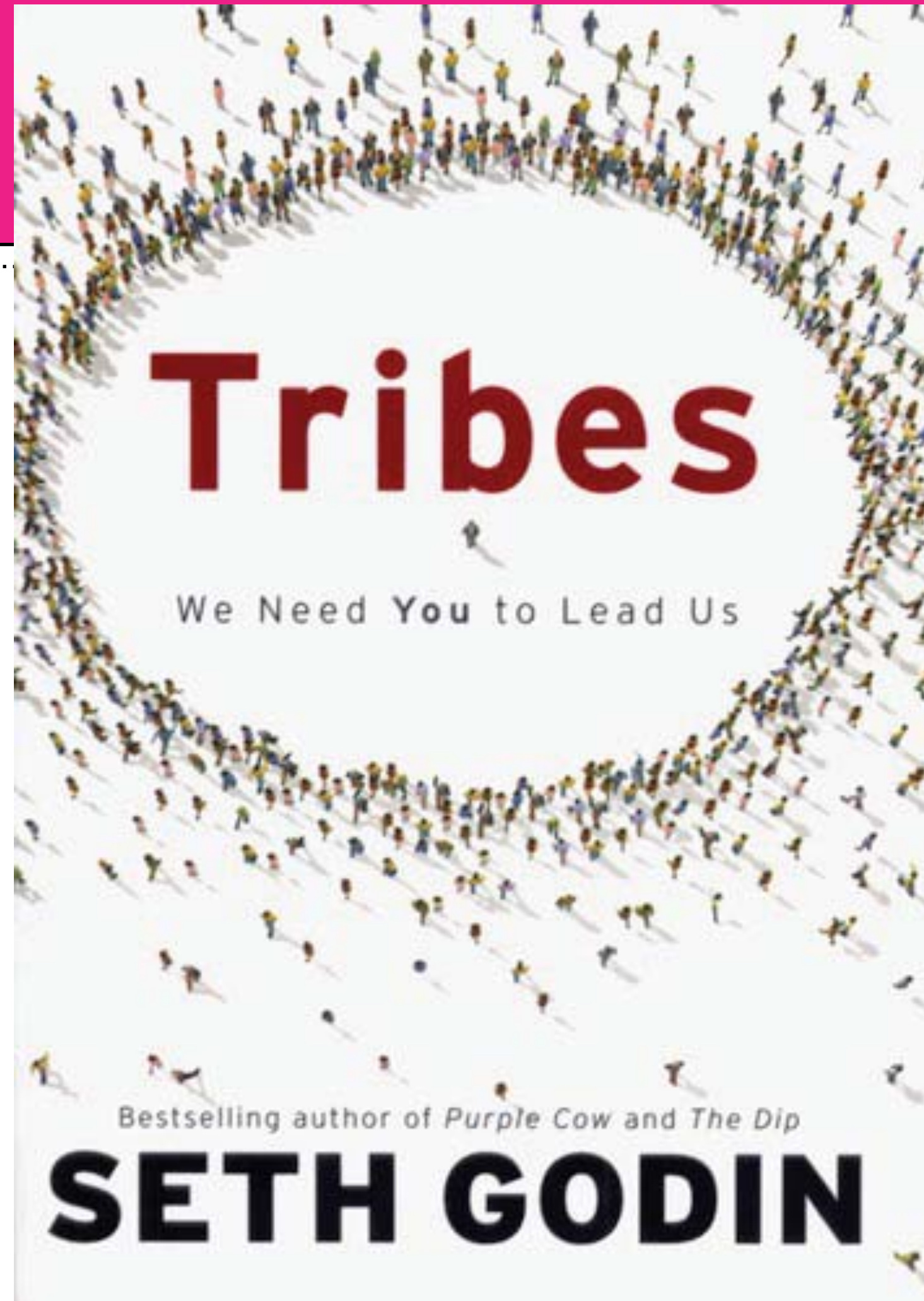


**SOCIAL MEDIA**

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**FINDING YOUR TRIBE**





# Tribes

We Need You to Lead Us

Bestselling author of *Purple Cow* and *The Dip*

**SETH GODIN**



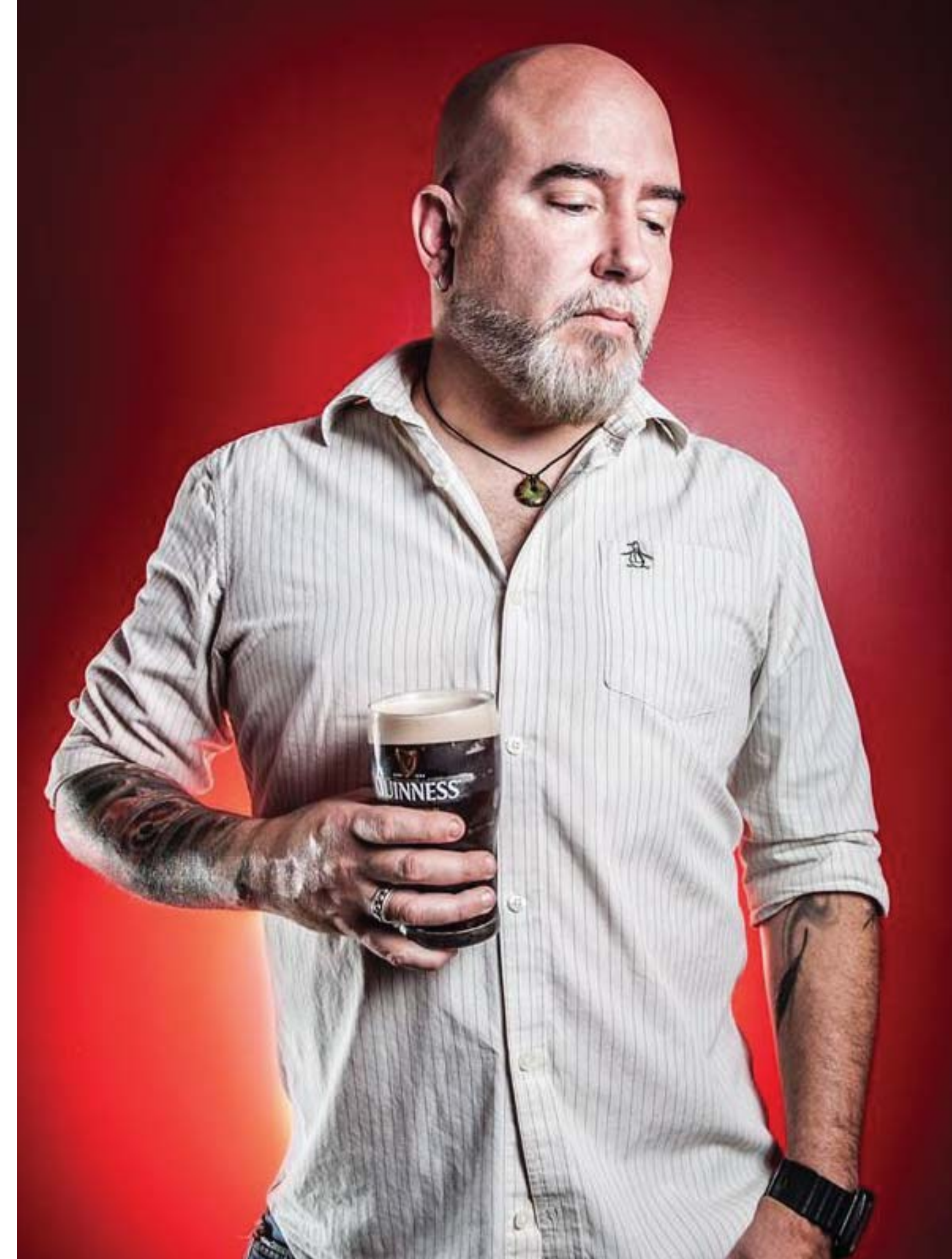




**Budweiser**



**Sierra Nevada**



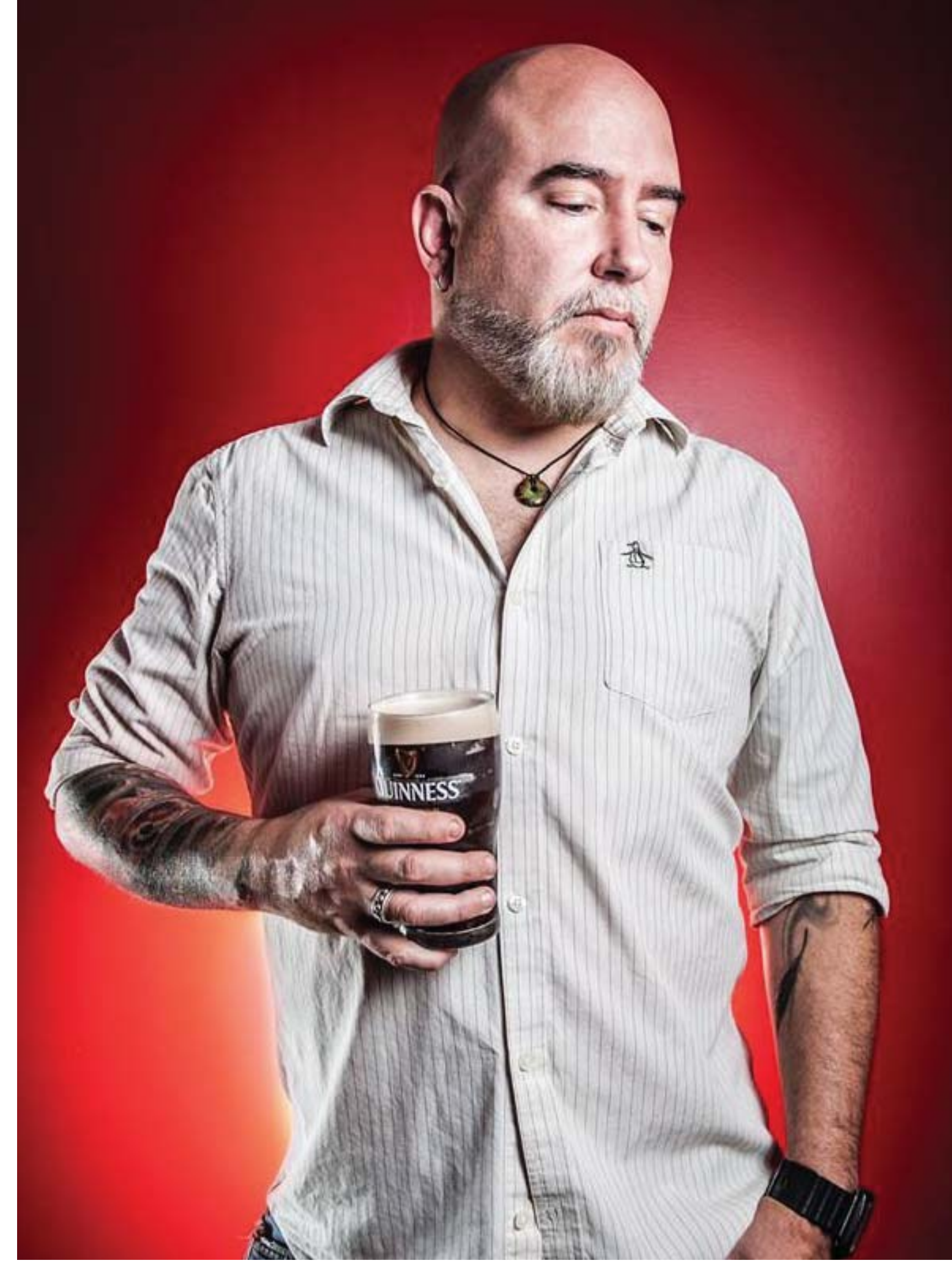
**Guinness**



**Sierra Nevada**



**Guinness**



**Budweiser**

**SOCIAL MEDIA**

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**FOSTERING YOUR TRIBE**

# GARY VAYNERCHUK

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**Today, getting people to hear your story on social media, and then act on it, requires using a platform's native language, paying attention to context, understanding the nuances and subtle differences that make each platform unique, and adapting your content to match.**



# SOCIAL MEDIA

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**1. WHERE IS YOUR TRIBE HANGING OUT?**

# **SOCIAL MEDIA**

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**1. WHERE IS YOUR TRIBE HANGING OUT?**

**2. WHAT IS THE BEST PLATFORM  
FOR MY CONTENT?**

# SOCIAL MEDIA

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# SOCIAL MEDIA

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# SOCIAL MEDIA

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**Bēhance**



# SOCIAL MEDIA

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**Bēhance**



goodreads

# SOCIAL MEDIA



**Bēhance**



goodreads

**Gentlemint**

G+



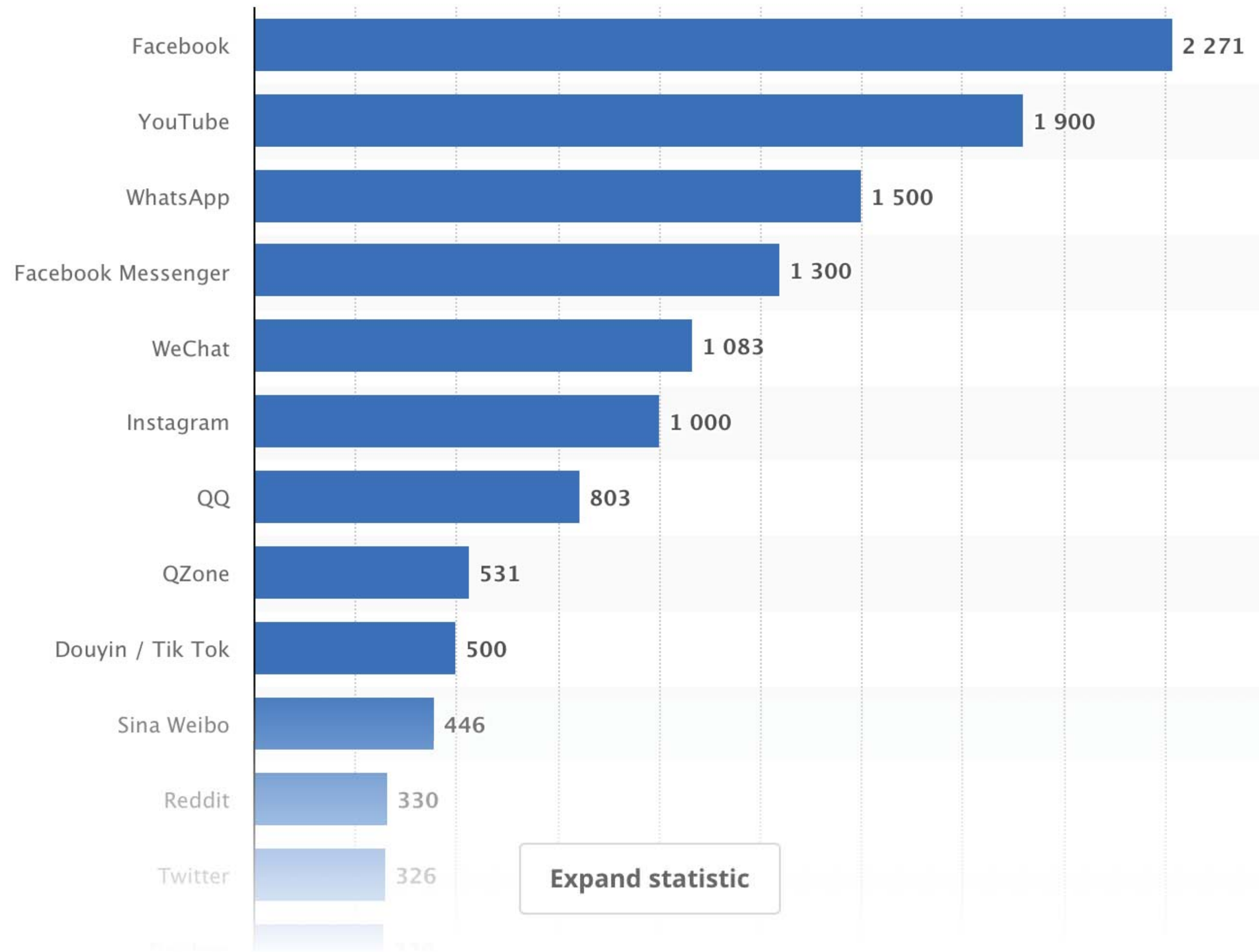
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in



# Most popular social networks worldwide as of January 2019, ranked by number of active users (in millions)



Expand statistic

DOWNLOAD    SETTINGS    SHARE

PNG +   
 PDF +   
 XLS +   
 PPT +

DESCRIPTION    SOURCE    MORE INFORMATION

This statistic provides information on the most popular networks worldwide as of January 2019, ranked by number of active accounts. Market leader Facebook was the first social network to surpass 1 billion registered accounts and currently sits at 2.27 billion monthly active users. Sixth-ranked photo-sharing app Instagram had 1 billion monthly active accounts.

## Social networks

The leading social networks are usually available in multiple languages and enable users to connect with friends or people across geographical, political or economic borders. Approximately 2 billion internet users are using social networks and these figures are

# SOCIAL MEDIA



**Facebook.com**



**Twitter.com**



**LinkedIn.com**



**Instagram.com**



**Pinterest.com**



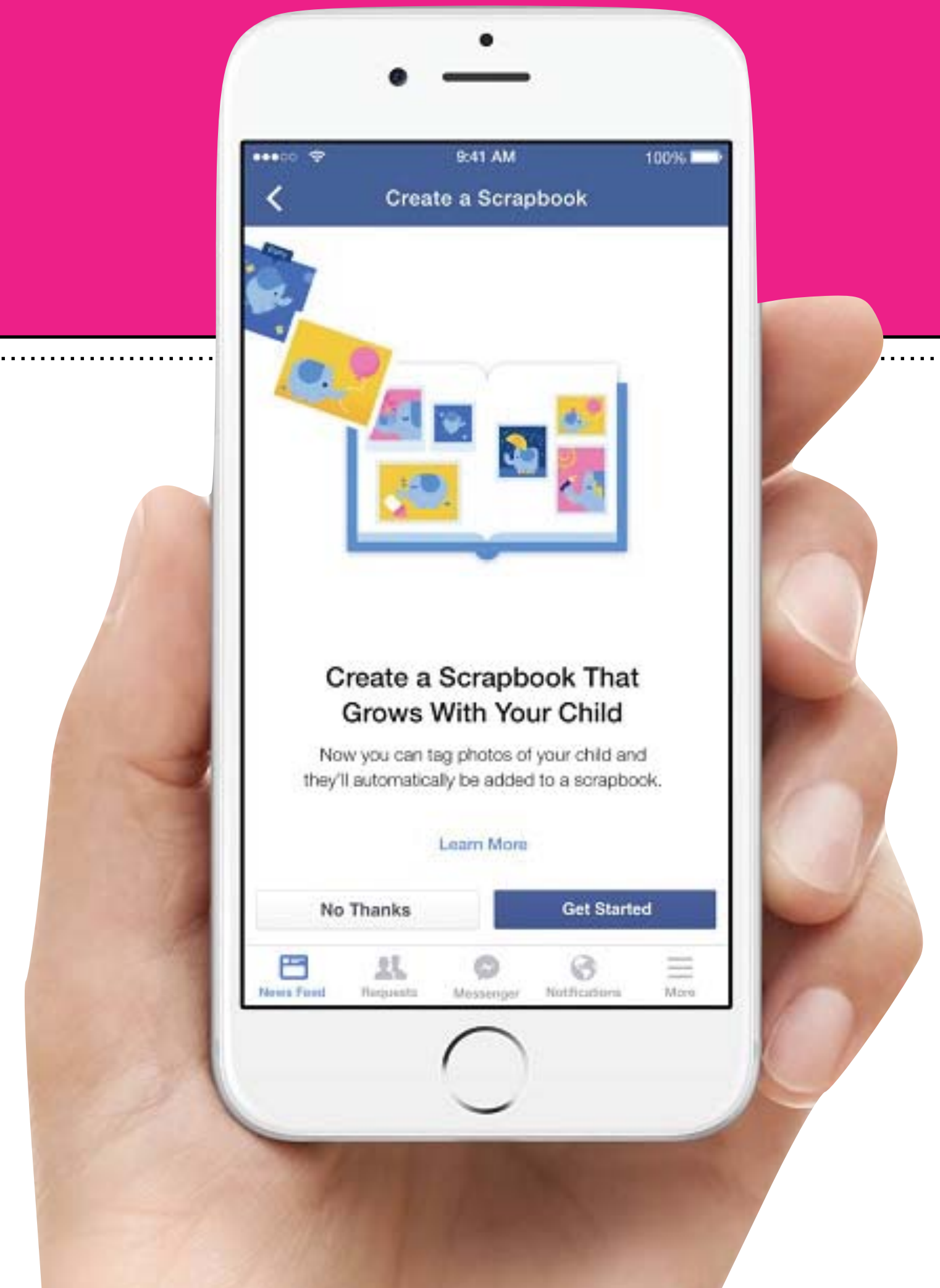
**YouTube.com**



**Tumblr.com**



**SnapChat.com**



# SNAPCHAT

71% OF  
SNAPCHAT  
USERS



 **ARE AGE**  
Follow the conversation on Twitter!  
@bizconcle #bizconcle16 @a3\_design

**BizCon** *Cle*

# GARY VAYNERCHUK

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**“ Your story needs to move people’s spirits and build their goodwill, so that when you finally do ask them to buy from you, they feel like you’ve given them so much it would be almost rude to refuse. ”**



# SOCIAL MEDIA



**Facebook.com**



**Twitter.com**



**LinkedIn.com**



**Instagram.com**



**Pinterest.com**



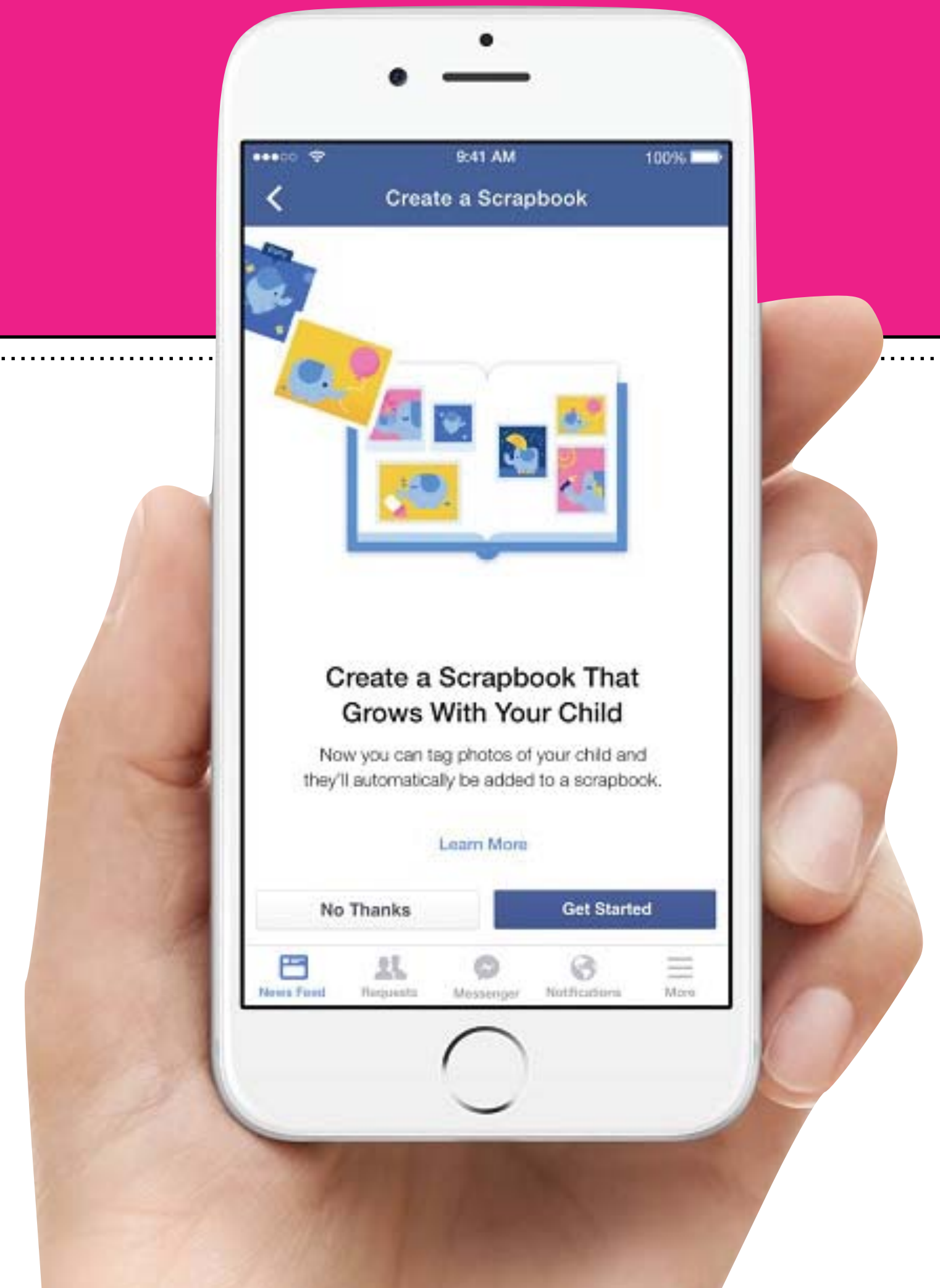
**YouTube.com**



**Tumblr.com**



**SnapChat.com**



# WHO'S THE TRIBE?

- ◆ Healthy
- ◆ Sweet Potato Nutrients
- ◆ Gluten Free, Allergen Free, Dairy Free
- ◆ Families
- ◆ Sweet Breakfasts (kids)



# WHO'S THE TRIBE?

- ◆ Mom
- ◆ 30+
- ◆ Healthy Eating
- ◆ Connected
- ◆ Educated
- ◆ Pays for quality
- ◆ Home/Work Juggle
- ◆ Does all the shopping and cooking for the family





# FACEBOOK & YOUTUBE

**Just made a delightful new recipe with  
our Healthier Way Sweet Potato  
Pancake Mix... breakfast for dinner?**

**YES!**

**Check out how we did it here**

**[www.YouTube.com/link](http://www.YouTube.com/link)**





# TWITTER & YOUTUBE

**Breakfast for dinner? YES!**

**Sweet Potato Pancake Mix recipe here**

**<http://tiny.url.com> #nomnom**

**#healthyeating #crunchymomma**



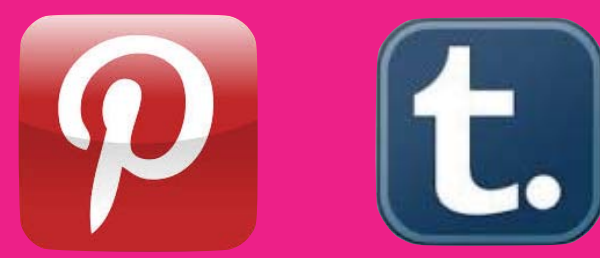
*Will Cook For You*



# TWITTER & YOUTUBE

**Visit our video blog to see how  
to make these yummy savory  
pancakes  
to compliment tonight's dinner.  
<http://tiny.url.com>**





# TUMBLR & PINTEREST

**TUMBLR:** lists out the steps of the recipe

**PINTEREST:** has the photo with a short caption and link to the tumblr feed or youtube page





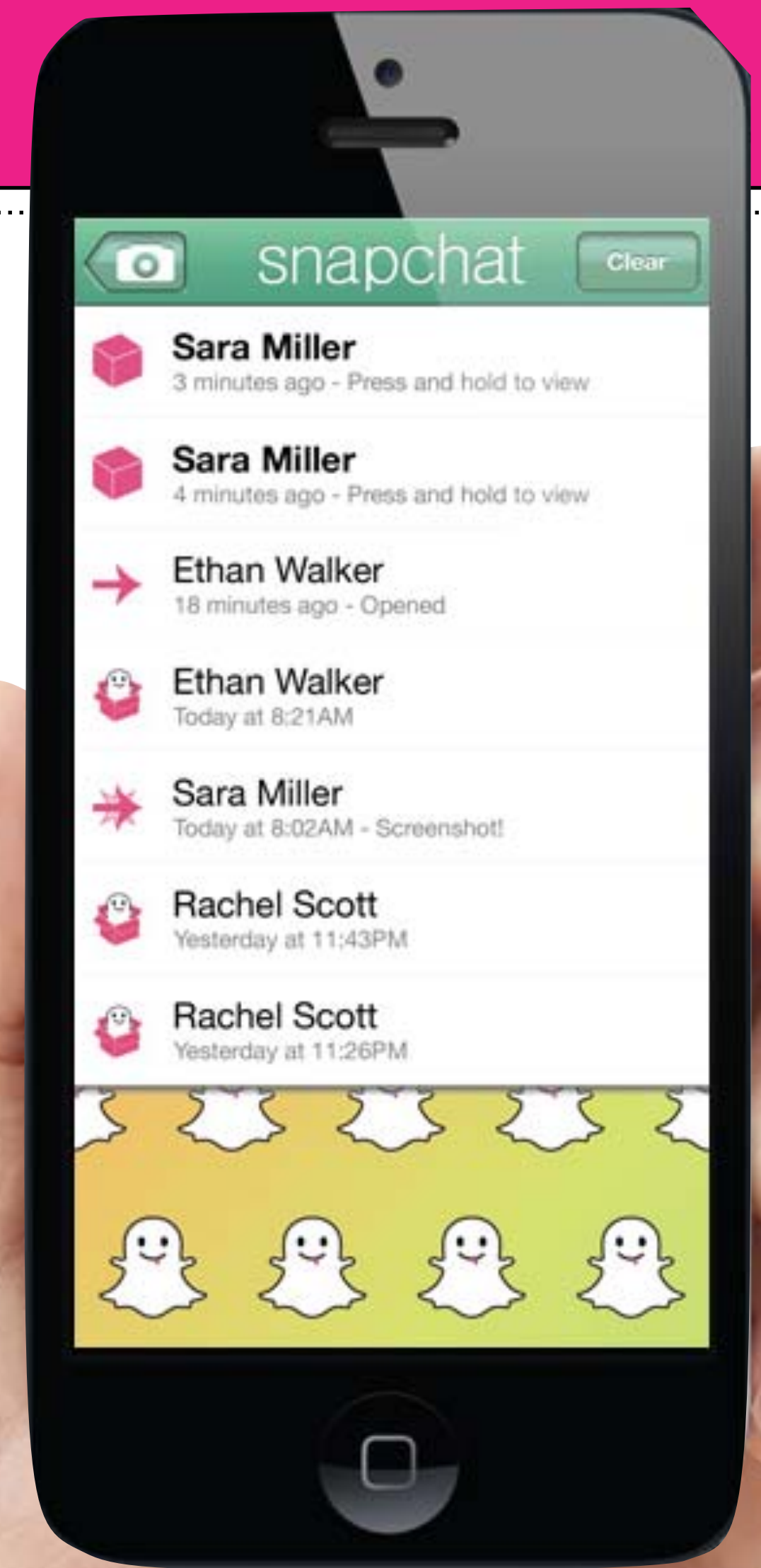
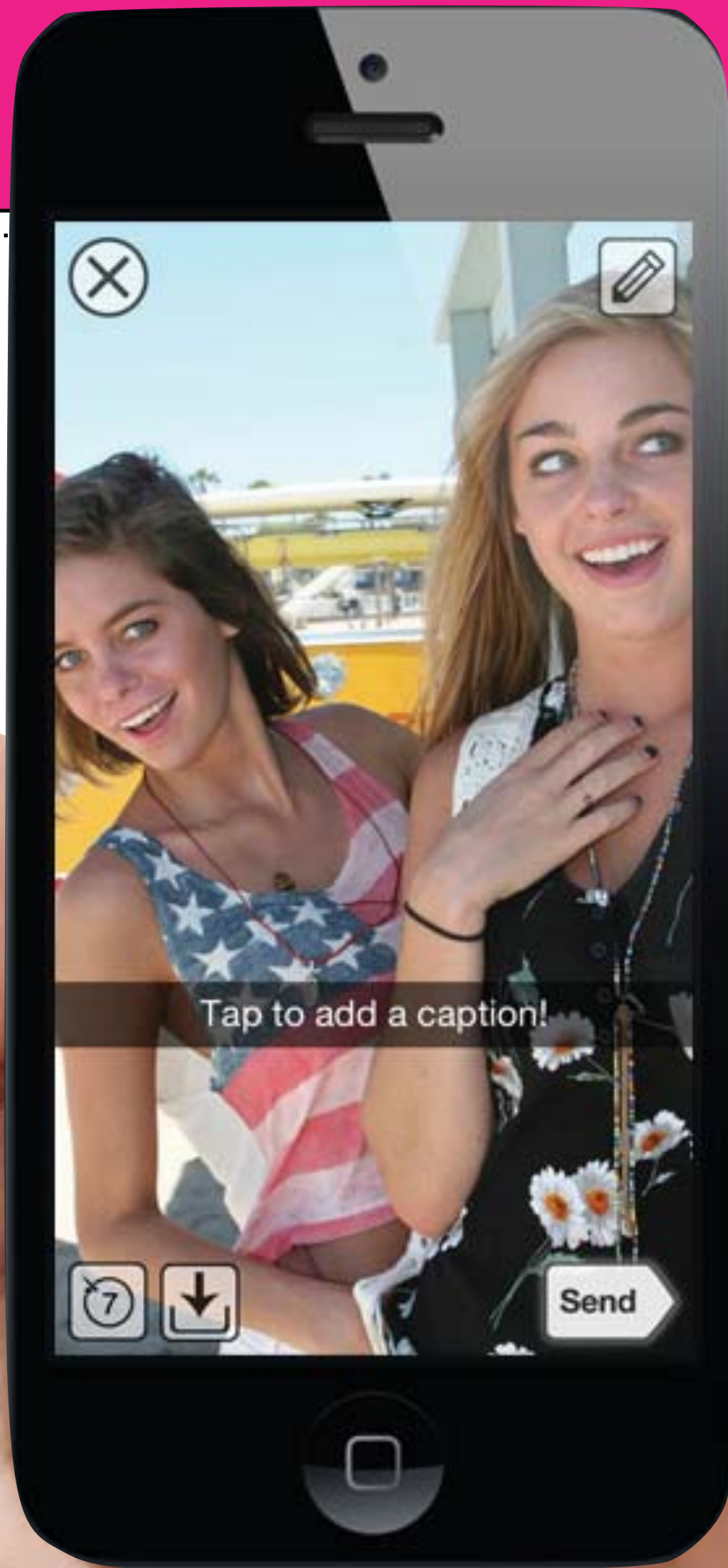
# LINKEDIN & FACEBOOK

**Our new Sweet Potato Pancake mix is flying off the shelves and not just for breakfast! Check out our savory cake recipe to compliment tonight's dinner.**

**[tumblr.com link](#)**







# GARY VAYNERCHUK


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**“ You can market your ass off,  
but if your product sucks, you’re dead. ”**




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**BE AUTHENTIC**



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**LOVE WHAT YOU DO  
AND YOU'LL NEVER WORK  
A DAY IN YOUR LIFE.**



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~~LOVE WHAT YOU DO~~  
~~AND YOU'LL NEVER WORK~~  
~~A DAY IN YOUR LIFE.~~

# RECAP

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- ◆ **LOGO**
- ◆ **BRANDING GOALS**
- ◆ **DESIGN PHILOSOPHY**
- ◆ **SOCIAL MEDIA MARKETING**

# GARY VAYNERCHUK

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**“ “ A penguin cannot become a giraffe,  
so just be the best penguin you can be. ” ”**

# Thank You!

**Amanda Altman**  
**amanda@a3-design.com**

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**A<sup>3</sup>** *design*

**WWW.A3-DESIGN.COM**