



Move People.

Informed, compelling creative that drives people to action.

Unifying The Brand Experience with Archetypal Branding

Q&A Session Featuring Steel CEO Kirsten Cutshall
June 2, 2022

steel
ADVERTISING

Monthly Q&A Session

First Thursday of Every Month

- Covering different industry topics
- Ask us anything

15-30 min Teaching

30-45 min Q&A on Any Topic

How to Participate

- Raise hand to ask a question in real time
- Type questions for later into chat
- Recording available later

There's just something about the brands we connect with. We have an affinity with them that's hard to put your finger on. It's as if we know them. In some cases, love them.

What is it that attracts us to these brands?

Is it awesome ad copy, amazing brand identity design or massive budgets?

The answer? Brand Archetypes.

What is Archetypal Branding?



What is Brand?

Brand is not a logo.

Brand is not a unique selling proposition or point of differentiation. Those are important but....

A brand is a person's collected experiences of a company/product with a certain name. Everything one remembers through communications, personal experience, word of mouth and every other interaction is the brand for that company.

A brand is a memory.

A combination of emotion and fact that resides in the head of the target audience.

Without a good story for audiences to latch onto in order to string together a set of experiences, your performance is either forgettable or frustrating.

How do we align all of the experiences we produce to create one memory?

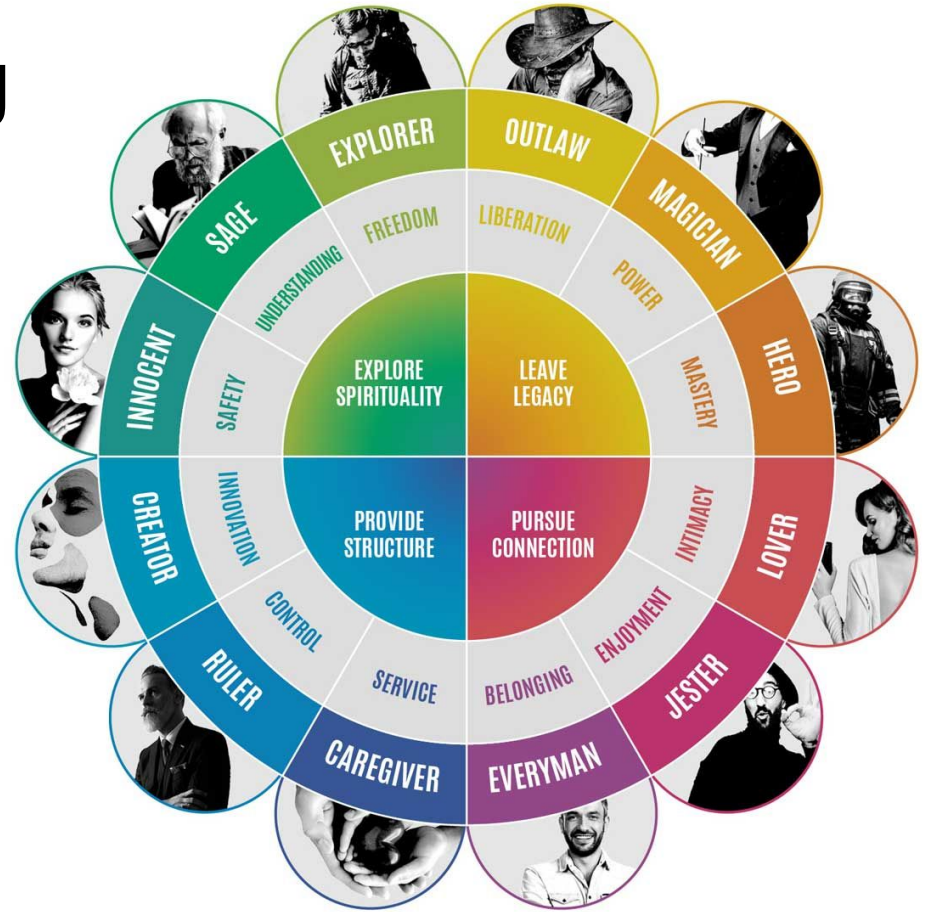
1. Leverage natural stories and characters that we all know.
2. Encourage comprehension not memorization.

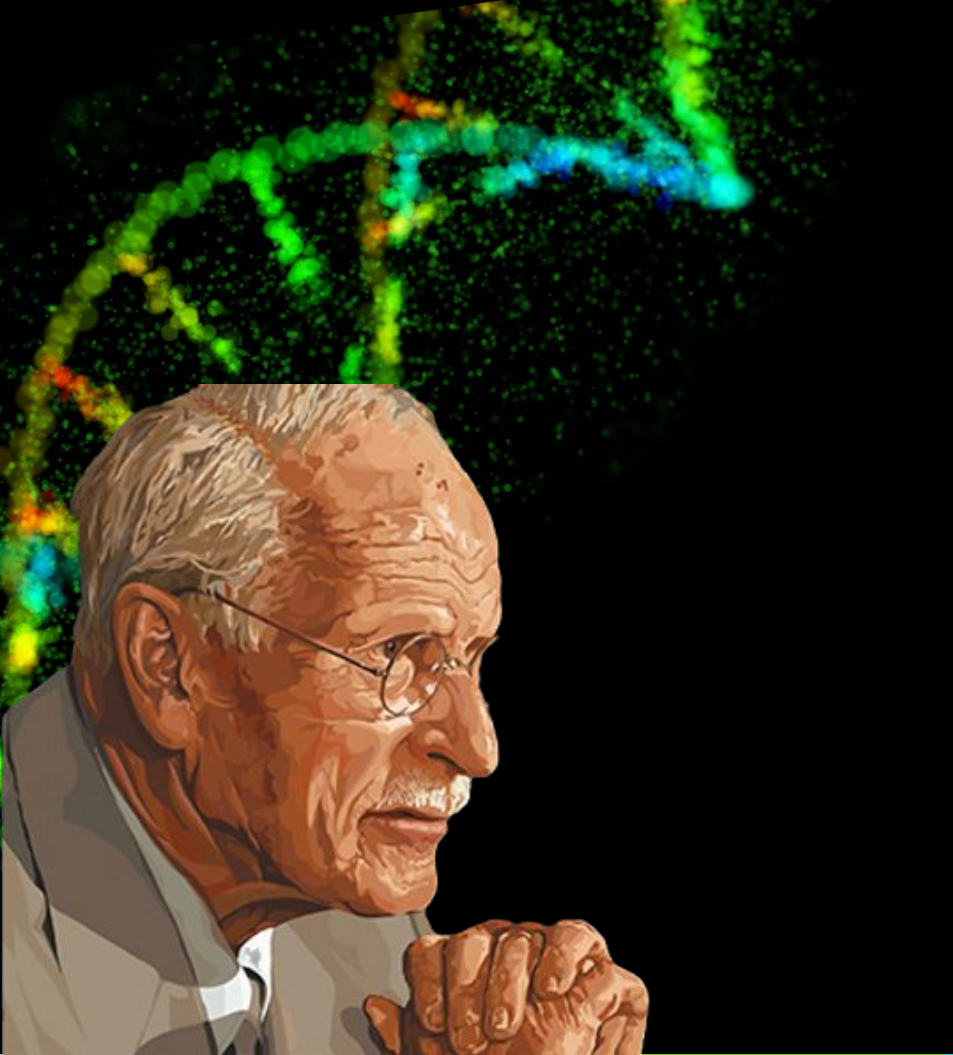
Paint a vision for marketing that is more character than rules, and encourage everyone in the organization to join the improv.

Archetypal Branding

Brands that we feel a strong bond with are built with a solid alignment to an archetype.

- There are 12 brand archetypes that are universally effective to bring a brand to life in the customer's mind
- Consistent use of an archetype creates a familiar, emotional and defined persona – much like meeting an actual person
- They are grounded in decades of psychological research
- While they have silly names, they reflect universal truths

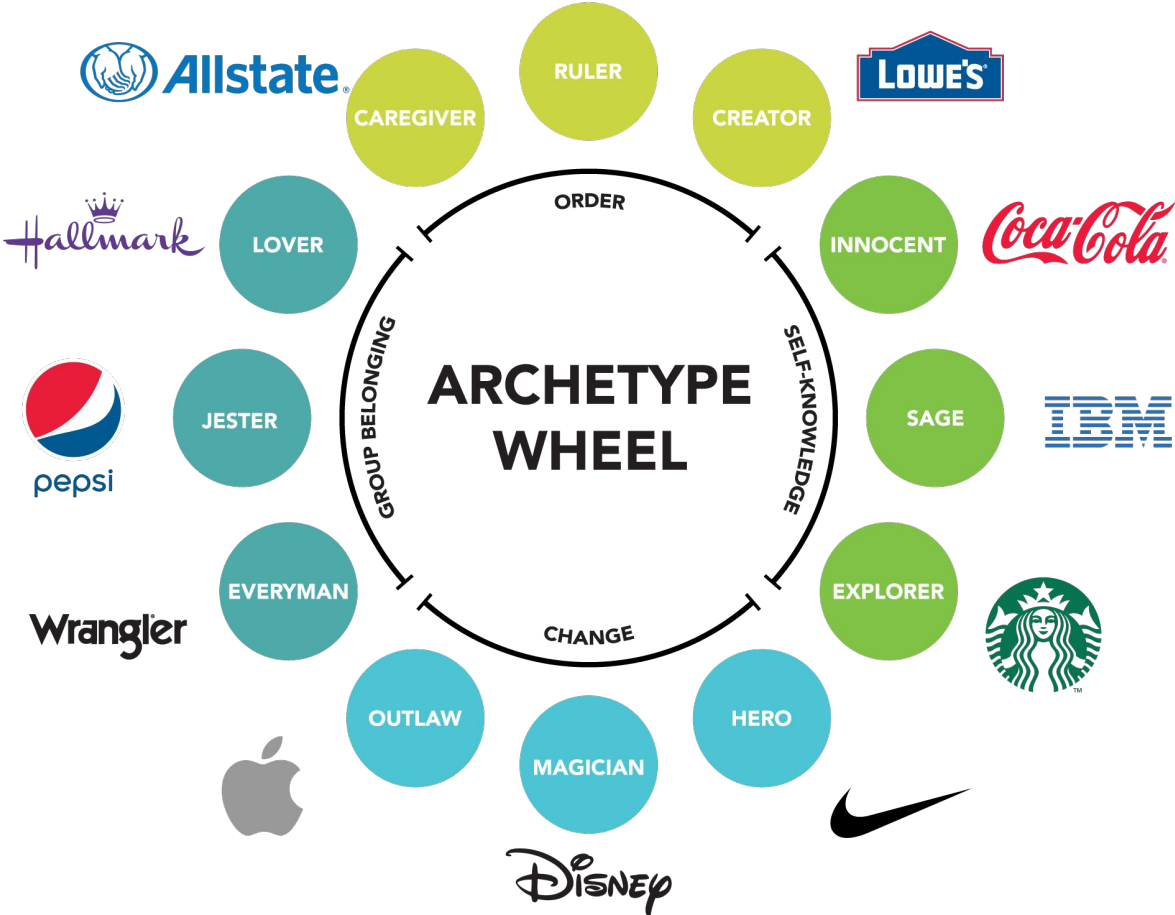




Carl Jung

- Across all cultures and history
- Thriving and surviving books, music, arts and theater repeat characters
- Archetypes have universal meanings across cultures and may show up in dreams, literature, art or religion
- Why? Because they reside in every one of us

Microsoft



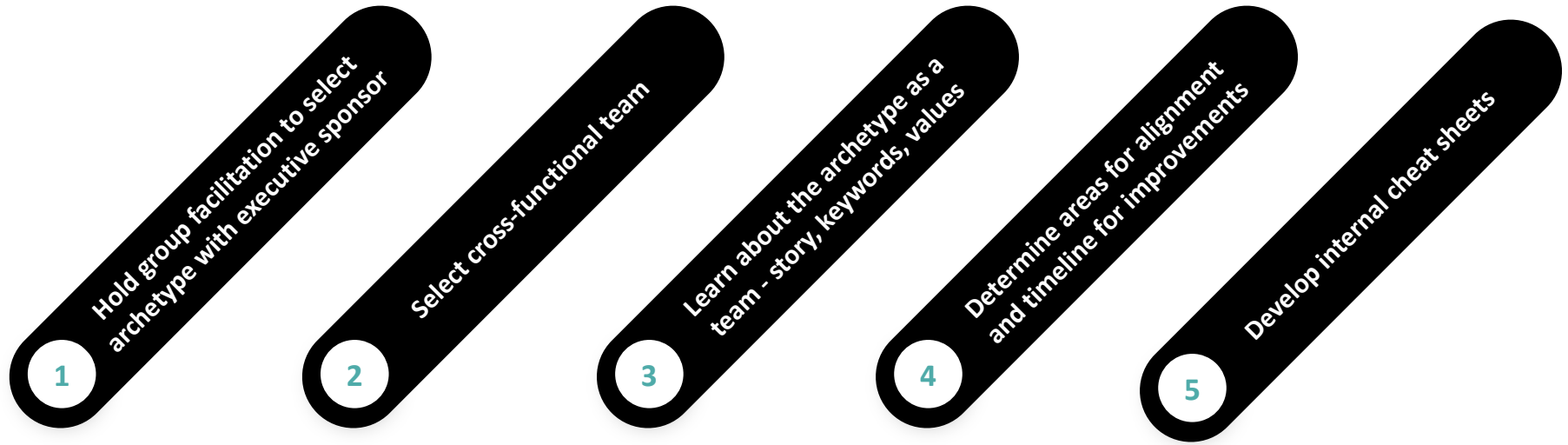
Why Do We Use Archetypal Branding?

- Creates a relationship with customers in a comfortable human manner
- Portrays your brand consistently across word, image and action
- Provides ideas and inspiration for growth so you can “improvise on theme” to create a unified vision for your brand

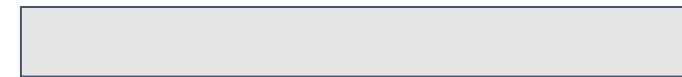
Case Study: Aligning the Organization



How to Implement



Inspiring the Whole Group



Brand Archetype: The Ruler

The Ruler seeks to gain and maintain control over his world to ensure prosperity and success.

- Ruler brands:
- Either reduce headaches or improve prosperity (the safe choice or the best choice)
 - Appeal to people who desire to be successful or want to be in control
 - Make someone feel more safe, successful or prestigious
 - Promise safety, superior quality and predictability
 - Take responsibility and leadership in their field
 - Embrace standards, procedures, QA and training as a means to ensure the quality of the product/service
 - See their customers more as "constituents," seeking to understand their needs to produce products that enhance their lives

- Ruler brands leverage:
- High-status, well-crafted or elite products
 - Power by providing services, standards, procedures, qualifications and training as a means to deliver quality
 - Having more extensive experience
 - Leadership in their field
 - Affiliation with other premium institutions
 - Etiquette, social grace
 - Company leaders as spokespersons

Positioning Statement

Who: FramesDirect.com is
What: the premium online eyewear retailer
For Whom: for highly educated, upscale eyewear consumers globally
Where:
Different From: Unlike overpriced brick and mortar retailers and online competitors who focus on discounts,
Different How: FramesDirect.com is the world's leading prescription eyewear experts
So What: delivering the best quality product and experience.

Mission, Vision and Values

Mission: The mission of FramesDirect.com is to set the standard for purchasing premium eyewear online through our superior quality, prescription lens expertise, attention to style and best customer experience.
Vision: To become the household name for buying premier eyewear online
Values: Quality, Style, Leadership, Integrity, Commitment, Optical Expertise

External Communications

Brand Pillars

Quality: Everything we do is to ensure you get the best possible solution to your prescription eyewear needs.

- Expertise: We are the experts in prescription eyewear.
- Experience: The only way to purchase eyewear online.
- Style: The designer styles you want.

Keywords

- Best
- Quality
- Advanced
- Perfect
- Premium

Communication Recommendations

- Content:**
- Showcase past successes and achievements to establish credibility
 - Communicate all the details
 - Emphasize quality, craftsmanship and attention to detail
 - Use prominent, successful endorsers
 - Back up claims with hard data when possible
 - Be benevolent and giving to avoid coming off as a "dictator"
- Tone and Manner:**
- Communicate in a confident, assured manner
 - Always portray your product as the absolute best
 - Always provide information in an orderly manner
 - Portray your product as reliable and confidence-inspiring
- Visual:**
- Show insignias, badges, crests and other visual symbols to showcase credentials
 - Use dressier attire and classical architecture
 - Make composition stable and orderly
 - Colors: red, gold, purple, silver, monochromatic, tone-on-tone
 - Maintain a strict adherence to the style book



Cross-Functional Brand Team



Case Study: StarTex Power

CEO - Put personal phone number on website

HR - Prioritize local hires who people in the community know

Customer Service - Changed call center metrics to satisfaction over efficiency

Sales - State Fair booth

Operations - Customer journey review, perks, tickets, etc.

Finance/HR - Distributed company shares to staff



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Thank you, Texas - Platform

Star Treatment - Advertising

Return the Favor - PR and Direct Marketing

Both - Social Media and Customer Communications



StarTex POWER

Likes

Aaron Watson

StarTex Power is proud to be Texan and a sponsor of Aaron Watson.



Results

- Ranked #1 for highest percentage increase in market share of any retail energy provider in the State of Texas - JD Powers
- Acquired by Constellation Energy

Nothing outworks your brand. On duty 24/7/365, everywhere your products or services are mentioned. Done right, it's good ideas expressed creatively that give customers comfort and confidence.

Q&A: Any Topic

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