

Hi!

Thanks for having me.

I'm Miles Burke.

I'm an exercise nut, great looking and drive a sports car. I'm humble and never outgoing.

That's all bullshit.

It's me trying to persuade you what is possibly not 'real'. This is often referred to as advertising, marketing or (incorrectly) branding.

Branding .

The idea that a logo or some form of marketing exercise is going to change how I feel about you or your company was fine for the PI* years, but it isn't now.

*PI = Pre Internet.

Branding is .

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Branding is Bullshit.

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What is branding?

A quick search finds about 200* different definitions. Popular belief would seem to be that branding are design elements which help position you in the market.

* 200 = rough guess (exaggeration) based on reading approx. 20 definitions.

Truth is, we make up our own minds.

2007 is a marketers nightmare. Consumers make their own decisions. They even have their own opinions. Each transaction* moulds their opinion of you and your business.

*Transaction = purchase, conversation, browse, complaint, etc.

We no longer trust mass media.

The result of the mass adoption of the internet is that a large slice of the market is now sceptical of all media and advertising.

You may call it a brand,
but it's a **personality**.

I may think of my witty outgoing friendly exterior*
as a brand, but it isn't. It's a personality, and
everyone sees just a slice of it.

* May fluctuate from day to day.

Personalities are **real**.

We all have them; why would you think an organisation wouldn't? My transactions with you help me create my version of your personality.

Personalities are the sum of every transaction.

Each time I talk with you, grab a beer* with you or buy something from you, I further mould my impression of you. That's my version of your personality.

* Beer = yes please! see me after the presentation.

What should you do?

Consider everything you do, not just your advertising. How you answer the phone, how you promote your wares*, the way you handle complaints and compliments.

* May be products, services, theories or beliefs.

We are all consumers.

We're also people. We like to interact with others who we respect, we enjoy the company of and we're comfortable with.

If your business was a person, would I like you?

Make sure your organisation treats its customers with respect, has a set of clear values* and is pedantic about its transactions with others.

* Preferably good ethical ones too.

Would I want to hang out with your business?

You want your clients to love you. They should crave your friendship.

* Preferably good ethical ones too.

How do you treat me?

If I was a client, would I enjoy your personality?

How do you treat yourself as well?

How do you treat your staff and suppliers?

They are the ones with the biggest
chance of personality conflict.

Summary?

Logos and design elements are **bullshit**.
Personalities are not.

Thanks for listening.

Questions, compliments, complaints?

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