**Cool links from the ‘Strategic Branding & Marketing’ course,**

**Presented by Gameplan and Property Council Australia**

Thanks for spending the day with us, exploring strategic approaches to brand, campaign planning and marketing. It’s an ever-evolving field, filled with niches, fads and specialisations. Some of the links on these pages refer to stories or examples we may have touched on during the course (so much to cover, so little time), while others are just interesting in their own right. Either way, everything here is a rabbit-hole - you never know which one will deliver the inspiration for your next campaign or brand initiative. Enjoy.

* Barrie Seppings, Director of Strategy, Gameplan.
* Find me on twitter @barrieseppings

**Branding & Marketing Stories & Case Studies**

BrandZ brand value research

<https://brandz.com/>

Origin stories of popular Brand Names

 <https://gloatt.com/>

Mark Ritson’s Effectiveness Case Studies

<https://www.youtube.com/watch?v=MpyHVXNtOlw&list=PL2gBWW-j3UP5PjSEAL36Oi0PRmLK6BheO>

Logo mashups

<https://www.cda.eu/blog/fast-food-rivals-logo-mashups/>

How much to invest in Brand Building for B2B?

 <https://www.marketingweek.com/b2b-brands-invest-brand-marketing/>

Marketing case studies (more oriented to start-ups, but good for inspiration) [https://marketingexamples.com](https://marketingexamples.com/)

Brand Reputation: Equinox, Soul Cycle & the Trump effect <https://www.nytimes.com/2019/08/09/business/soulcycle-equinox-trump-backlash.html>

Brand Purpose: a cautionary tale

<https://medium.com/fast-company/brand-purpose-is-a-lie-26c9b54fde48>

Taco Bell Hotel – what happens when a brand becomes an experience

<https://adage.com/article/cmo-strategy/what-really-went-down-inside-taco-bell-hotel/2191956>

Dominoes potholes – think through every part of the customer journey and you wind up in places like this

<https://www.citylab.com/transportation/2018/06/dominos-pizza-is-fixing-potholes-now-and-thats-fine/562829/>

**Design resources**

AI powered Colour Palette Picker

<http://colormind.io/>

Canva – the first in a long line of semi-automated design tools

<http://www.canva.com/>

Google Infographics Design Guide: great resource for making sense of infographics and data visualisation

[https://material.io/design/communication/data-visualization.html#](https://material.io/design/communication/data-visualization.html)

Just one of the many ‘Canva for video’ services that are springing up

[https://promo.com](https://promo.com/)

**Pitching**

Some notable attempts to re-design the pitch process

<https://www.fastcompany.com/1680035/10-ways-to-fix-the-agency-pitch-process>

<https://www.adnews.com.au/news/advertising-s-antidote-to-the-pitch>

Trinity P3 – pitch & procurement consultants to help you make decisions about your marketing stack

<http://www.trinityp3.com/>

**Podcasts**

Business Wars – in-depth re-enactments of some of the most famous brand rivalries of our time

<https://wondery.com/shows/business-wars/>

How to create meanings in groups – meeting consultant offers great advice on how to structure our business gatherings for better outcomes

<https://goop.com/the-goop-podcast/how-to-create-meaning-in-groups/>

**Twitter & Newsletter Accounts**

Perfume Ads for Sale – not sure if this is a bot, but these are hilarious

@PerfumeAds

Contagious – part media platform, part consultancy, always interesting

@contagious

Fanbloodytastic – great daily subscriber newsletter covering cool & interesting stuff from the web

<http://www.fanbloodytastic.com/>

**Audience Insights**

Customer Persona Templates and Tools

<https://www.contentharmony.com/blog/customer-persona-tools/>

Empathy Mapping – this ‘first step in Design Thinking’ also provides a great framework for understanding your audience

<https://www.nngroup.com/articles/empathy-mapping/>

Customer Journey Maps – this can get very complex, very quickly, but a basic map is always helpful when you’re Campaign Planning

<https://blog.hubspot.com/service/customer-journey-map>

**Design Thinking**

What is Design Thinking – an intro by IDEO

<https://www.ideou.com/blogs/inspiration/what-is-design-thinking>

AGSM Course – run by Mo Fox, this 3 day course is practical and comprehensive

<https://www.mq.edu.au/about/about-the-university/faculties-and-departments/business/study-with-us/short-courses/innovation/design-thinking>

Sense & Respond – a great book that takes the ‘agile’ software approach and applies the thinking to developing brands and businesses

<https://senseandrespond.co/>

Innovator’s DNA – super-logical breakdown of the behaviours and habits needed to pursue innovation on a consistent basis

<https://hbr.org/2009/12/the-innovators-dna>

**Property & Place Research**

Place Score – custom precinct reports using ‘Voice of The Community’ surveys

[www.placescore.org](http://www.placescore.org)

Neighbourlytics – real-time geographic dashboards powered by social media analysis

[Neighbourlytics.com](http://neighbourlytics.com/)

**Emerging Proptech**

Empirical CRE – comprehensive open-source commercial real-estate database

<https://www.empiricalcre.com/>

Willow Digital Asset Management – exploring what’s possible with digital twins

<https://www.willowinc.com/>

Dealflow – a digital marketplace connecting assets, owners and capital

[Capitaldealflow.com](http://capitaldealflow.com/)