'Strategic Branding'
by Gameplan
for Property Council Australia
WHO NEEDS A DRINK?
LET'S RECAP
PRODUCTION
PLANNING
STRATEGY
WELCOME
JOB #1: MAKE A HOME
GAMEPLAN

a plan is your
best shortcut
let leaders lead,
craftspeople craft
audience insights drive decisions

'Strategic Branding'
by Gameplan
for Property Council Australia
WHO NEEDS A DRINK?
LET'S RECAP
PRODUCTION
PLANNING
STRATEGY
WELCOME
JOB #1: MAKE A HOME
GAMEPLAN

WHO DIS?
brand ≠ logo
Let's do some
HOUSEKEEPING
WHO'S HERE
INPUTS & OUTPUTS
ETIQUETTE
PARKING LOT
BRANDING v
MARKETING

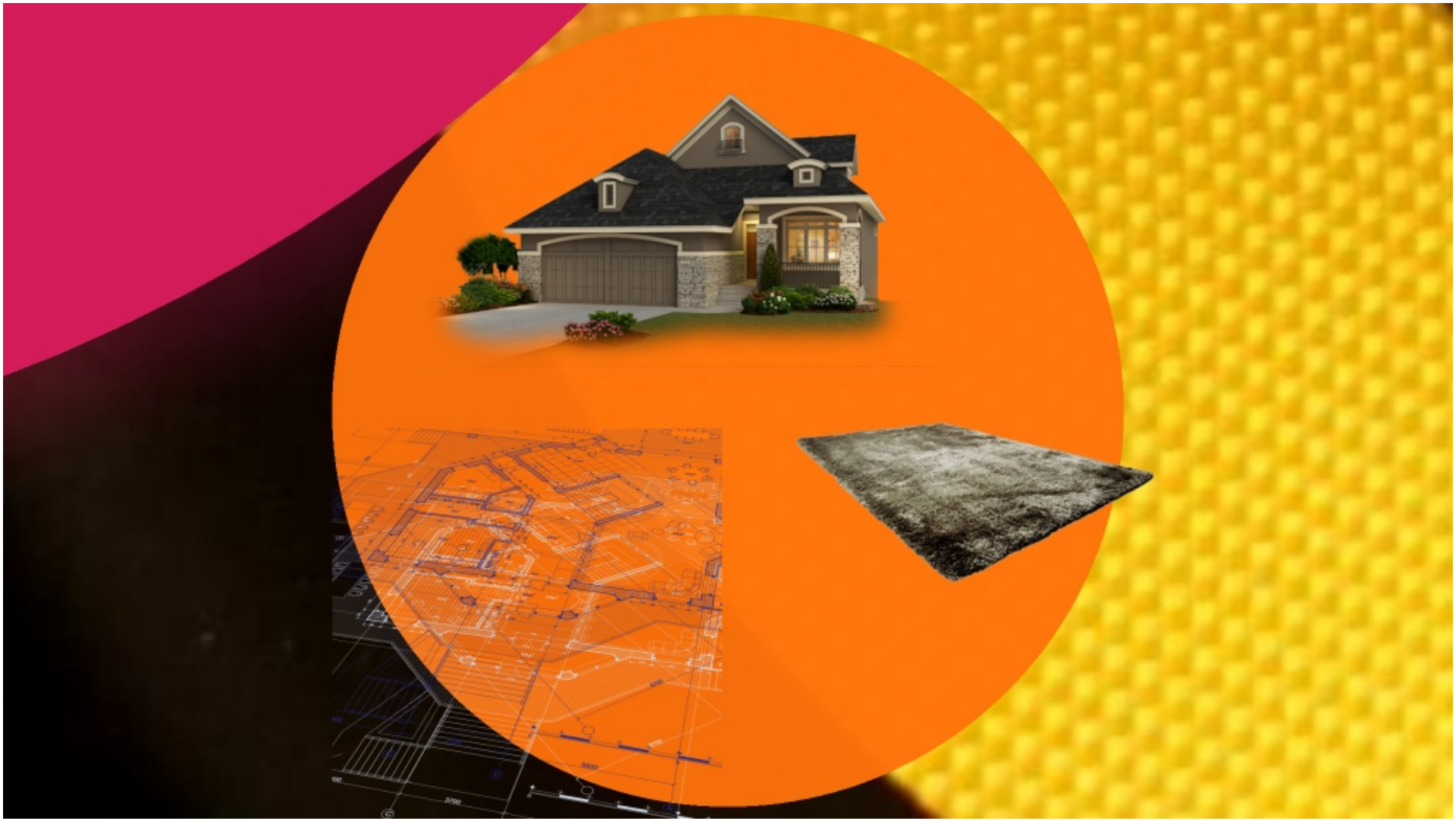
GAMEPLAN
Barrie Seppings
Director of Strategy
yourgameplan.com.au
@barrieseppings
WHAT/
WHEN
10:00 Beverages
11:05 Device Check
12:30 Lunch
2:30 Beverages
3:15 Device Check
4:00 Close
4:15 Drinks @ Morrisson

brand ≠ logo

three point three billion US dollars

BRANDING vs MARKETING

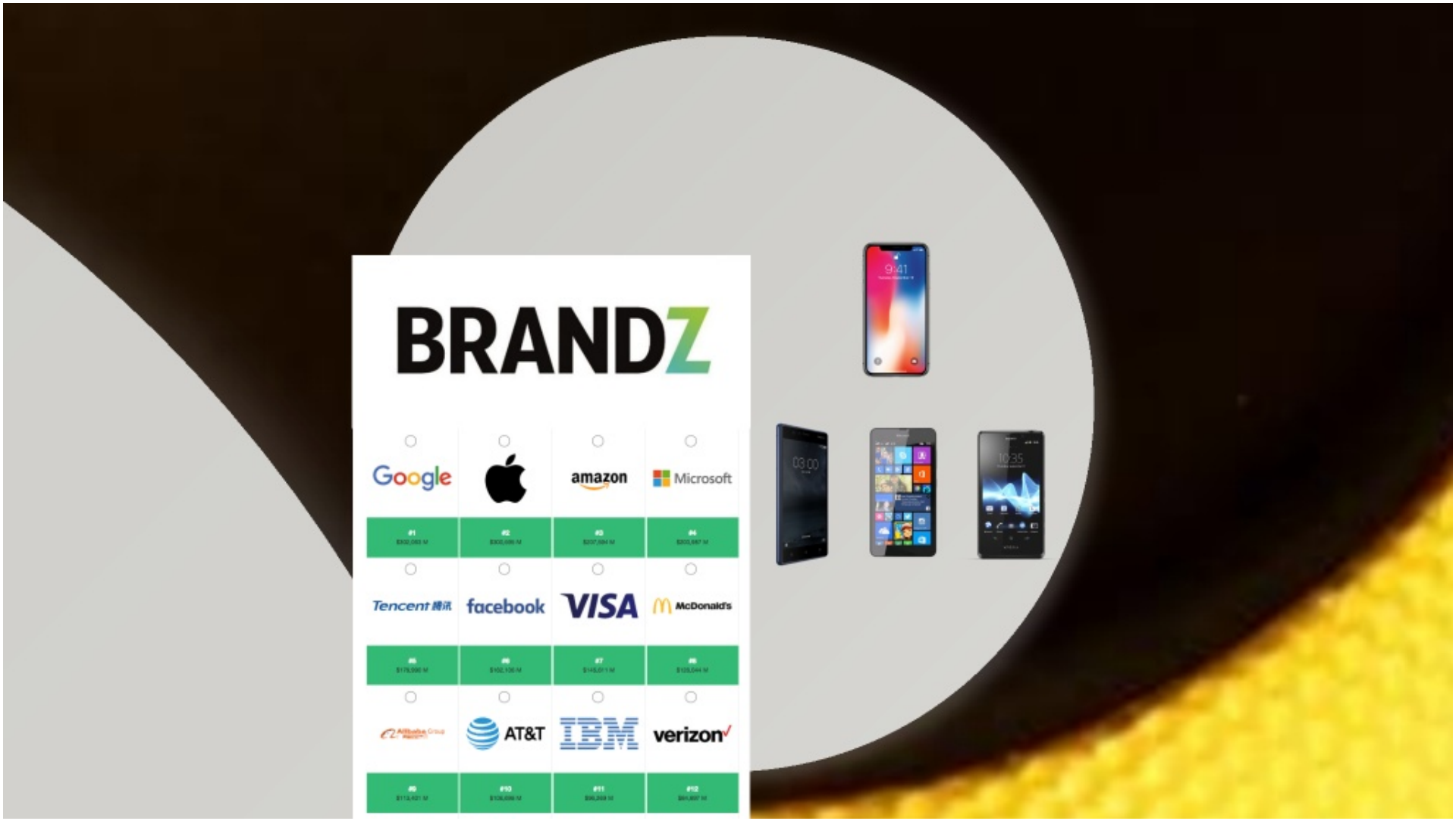
CLIMATE vs WEATHER



'Strategic Branding'
by Gameplan
for Property Council Australia
WHO NEEDS A DRINK?
LET'S RECAP
PRODUCTION
PLANNING
STRATEGY
WELCOME
JOB #1: MAKE A HOME
GAMEPLAN

Why do you want to
BUILD A BRAND?
BRAND OBJECTIVES
SHARED AMBITION
MESSAGING
BRAND RISKS
Exercise: Risky business
USABILITY

1. Increase prices, improve margins
2. Remove dependencies on individuals
3. Create room for future growth
MARGINS
KEY PERSON RISK
HEADROOM
Exercise: set an objective


BRANDZ
Google
amazon
Microsoft
Tencent 腾讯
facebook
VISA
McDonald's
AT&T
IBM
verizon

Virgin

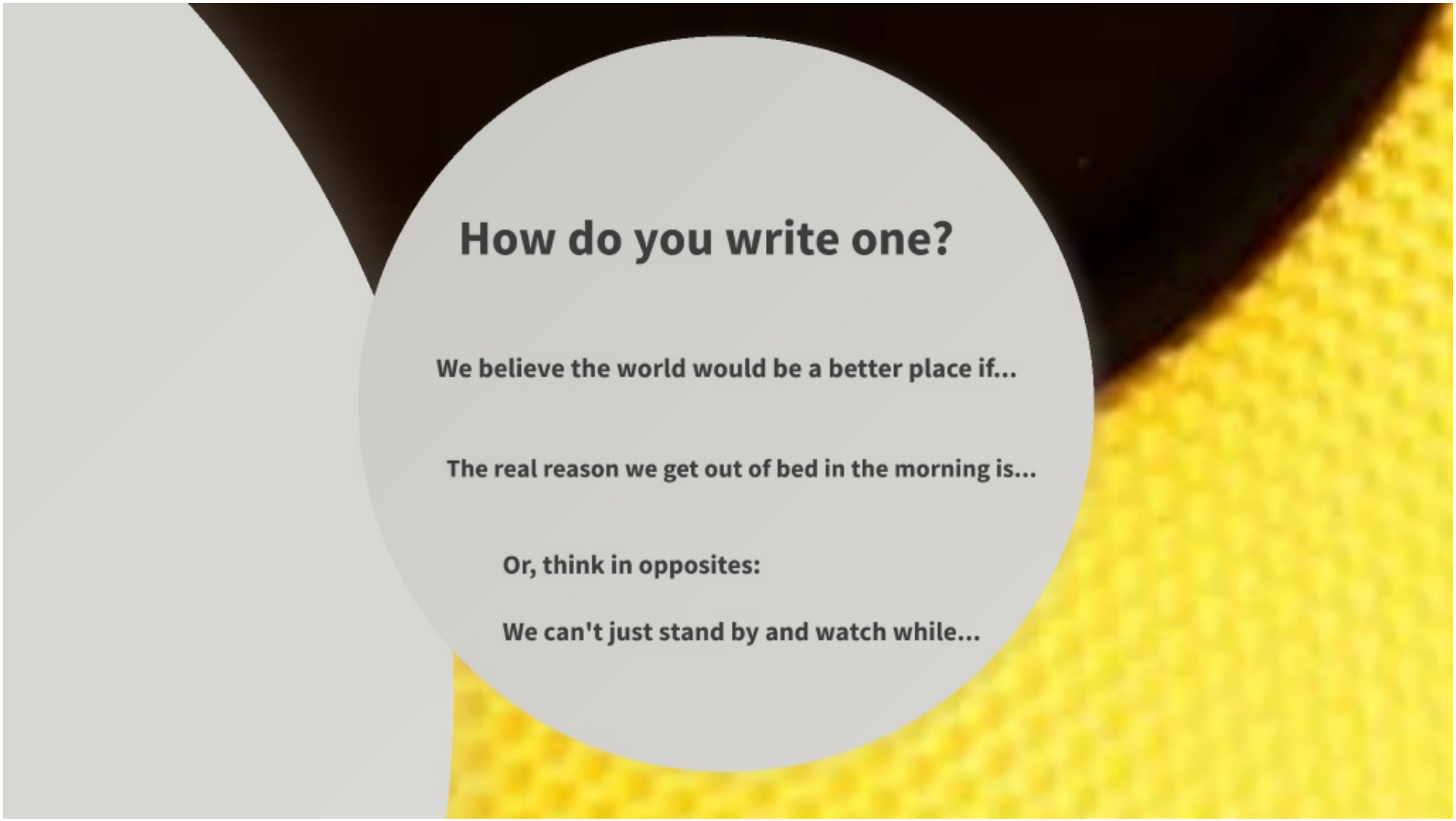
AMG

How do you write a Brand Objective?

Imagine your Brand as an employee.

- Write their job description as an Ad
- Set their KPIs, timeframe and supporting resources
- Read it from an applicant's perspective
- Is it appealing? Is it realistic?
- Edit, refine, shorten.

Shared Ambition
Use the wind,
don't try to generate a breeze.
#hashtag
You arrive late
to a formal
dinner party...
HOW
WHY


How do you write one?
We believe the world would be a better place if...
The real reason we get out of bed in the morning is...
Or, think in opposites:
We can't just stand by and watch while...

What do you use a Shared Ambition for?
identifying cohorts, partners, associations, sponsorships
establishing relevance with influencers, regulators, governance
a North Star for placemaking
leveraging frenemies
a starting point for hiring & procuring

A Brand Message is sometimes also called...
Value Proposition
Brand Purpose
Unique Selling Proposition (USP)
What is your audience listening to?
Feature or benefit?
Who really benefits?
Exercise: Chop Chop - write a prop
Organise your message stack

What is
your audience
listening to?

WIIFM
It's all anyone's listening to.
What's In It For Me?
SONY

WHAT IT IS

vs.

WHAT IT DOES

= be a responsible parent

= stay in shape

= never make a mistake

= run longer

CATEGORY CLAIMS

Exercise: Writing A Brand Proposition

Imagine you are a customer who's just decided to purchase/approve/sign.

You're asked to explain or justify your decision (to someone who matters to you).

Write your answer in 1st person, natural language:

"I decided to **go with <brand>** because…"

Then test your answers against **these** three criteria:

1. **Believable:**
   Does it represent what **the brand** genuinely, consistently offer**s**?

2. **Relevant:**
   Would it get played on **the** WIIFM radio station?

3. **Distinctive:**
   Is it specific to **the brand**, or is it more of a category claim?

Value Proposition
(what you want them to believe)
Evidence
(why they can believe)
Evidence
(why they can believe)
Evidence
(why they can believe)
Category Commitments
(things they expect, but are no longer impressed by)

What could possibly go wrong?

PRODUCT FAILURE

CHANGE OF SERVICE

TAKING A STAND

PRODUCT
FAILURE
uld

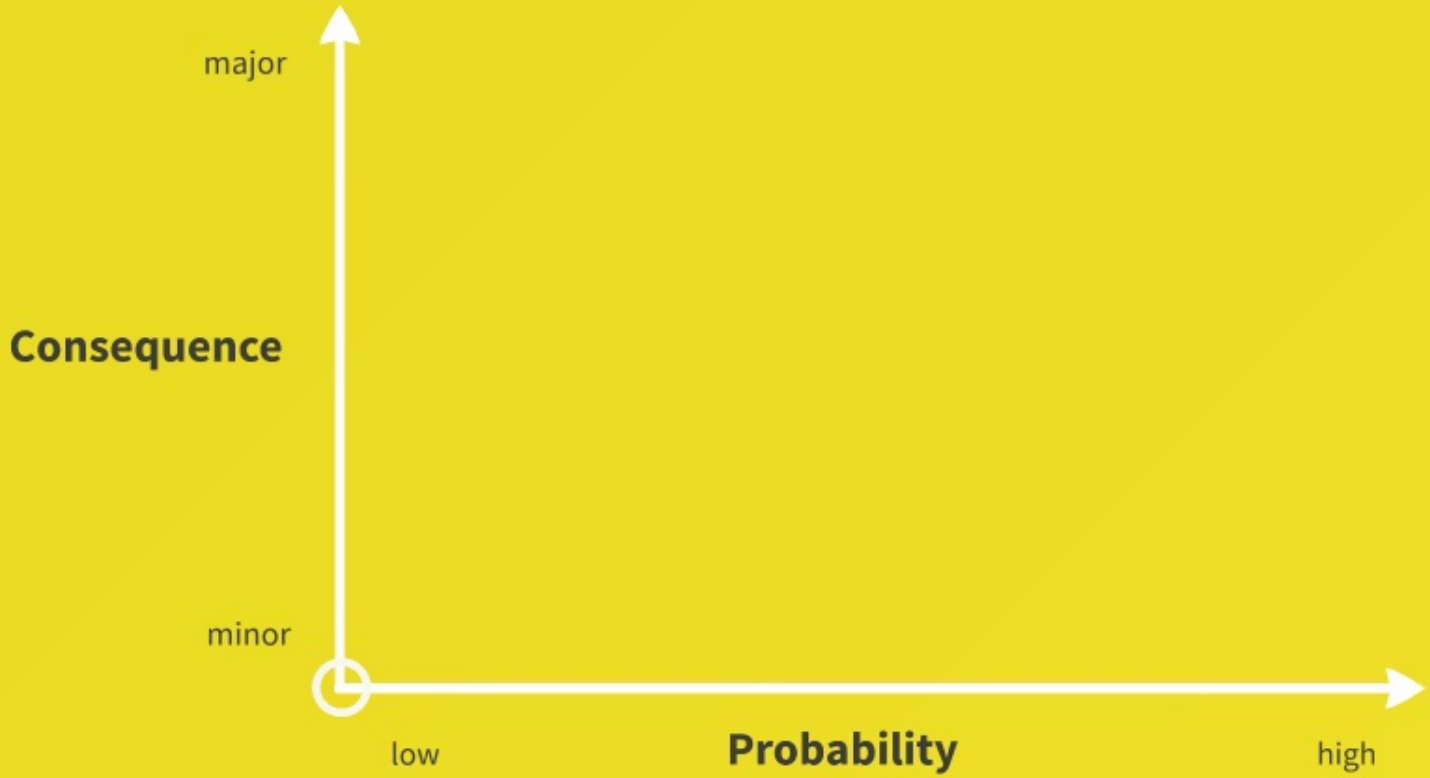
TEST
DCY 967

CHANGE OF SERVICE

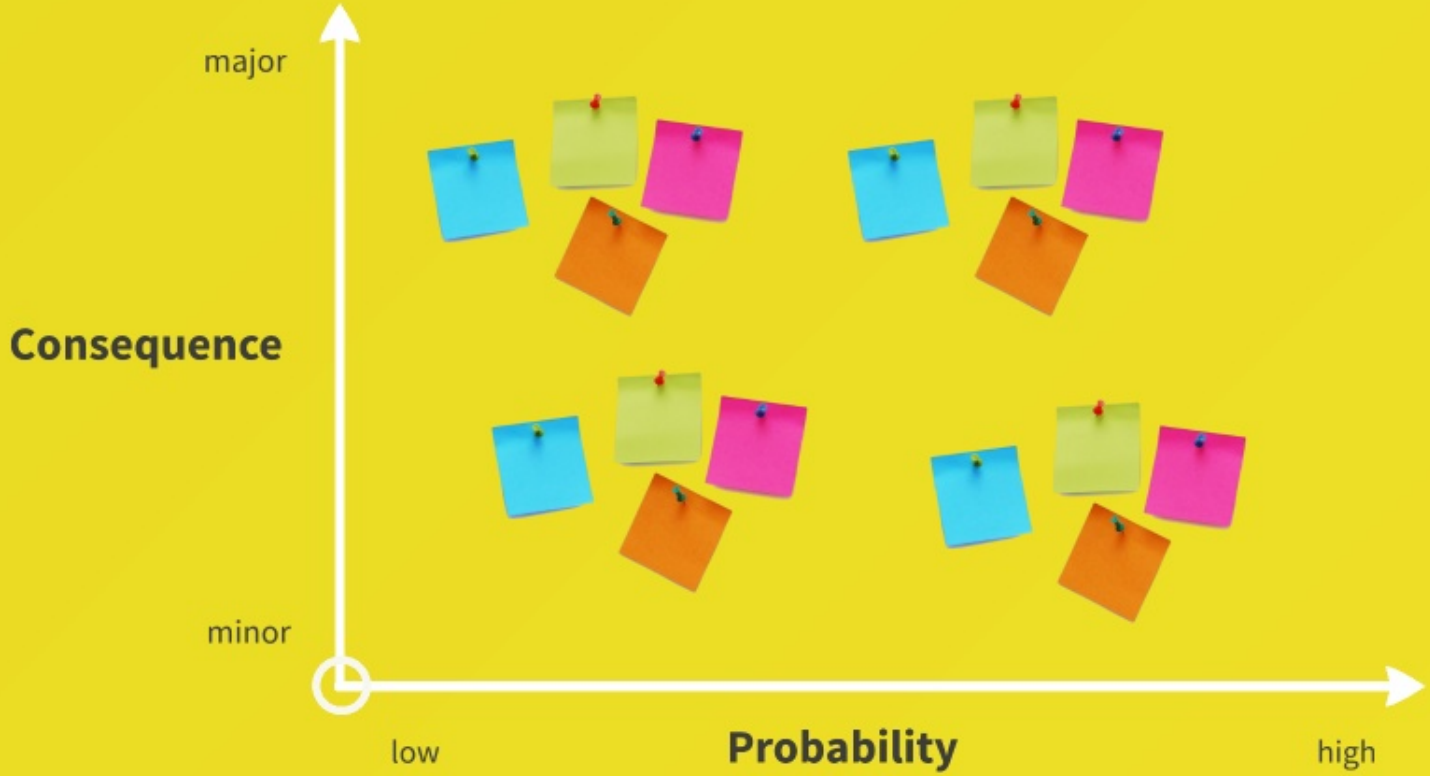
TAKING A STAND

Exercise: Assessing **Brand** Risks

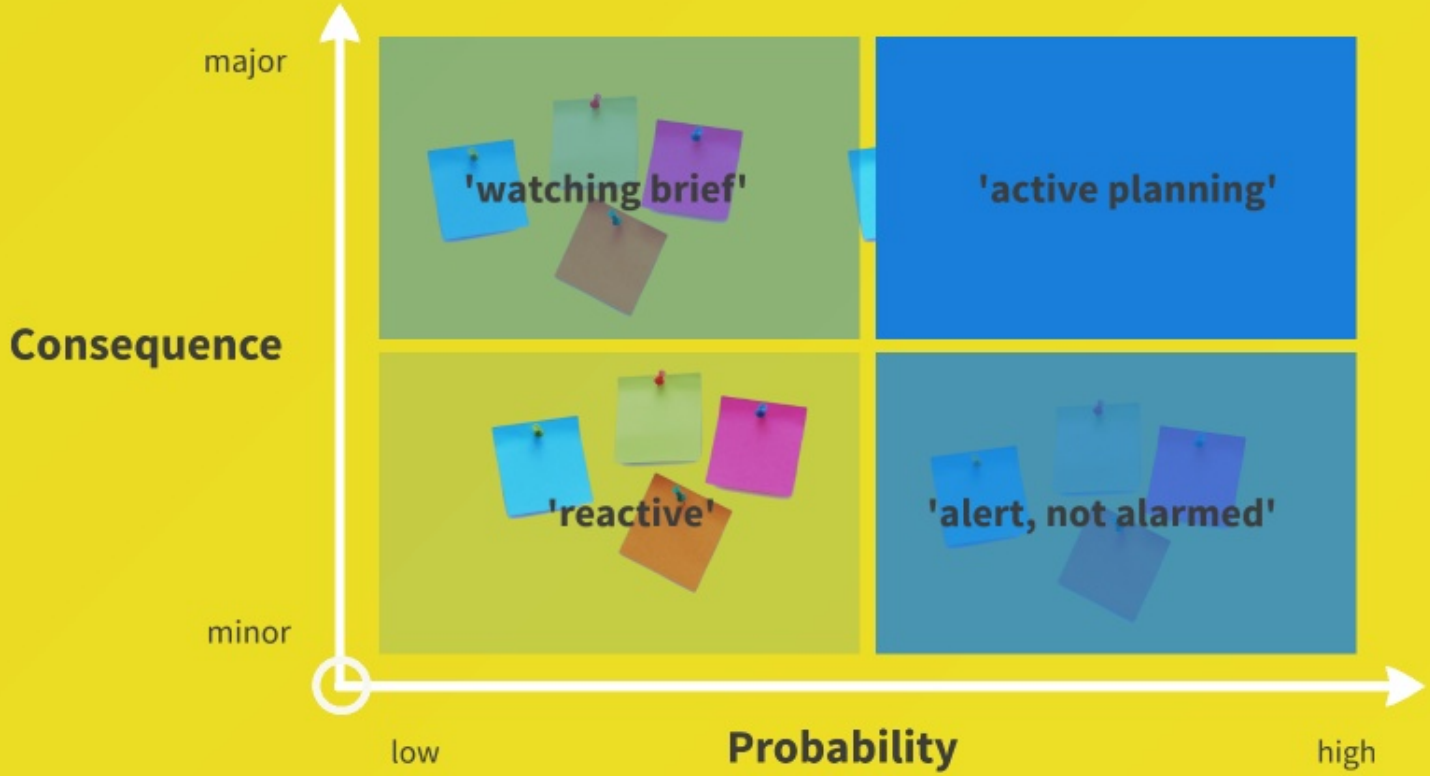
Risk Mapping



Risk Mapping

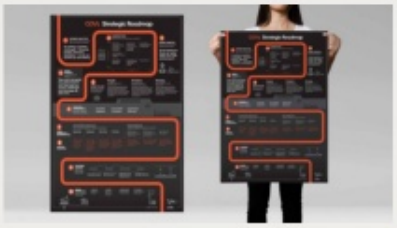


Risk Mapping



USABILITY

If your team can't access your strategy,
you don't have a strategy.



DISCOVER
DESIGN
DISTRIBUTE

simplicity ≠ clarity

BRAND
STRATEGY

'Strategic Branding'
by Gameplan
for Property Council Australia
WHO NEEDS A DRINK?
LET'S RECAP
PRODUCTION
JOB #1: MAKE A HOME
WELCOME
PLANNING
STRATEGY
GAMEPLAN

BEFORE YOU MAKE SOMETHING, MAKE A PLAN
Get organised to get operationalised
CHOOSING THE CHANNEL
UNDERSTAND THEN ORGANISE
EXERCISE: GET IN THEIR HEADS
nom nom nom
THE (NEW) MARKETING STACK
RUNNING A PITCH

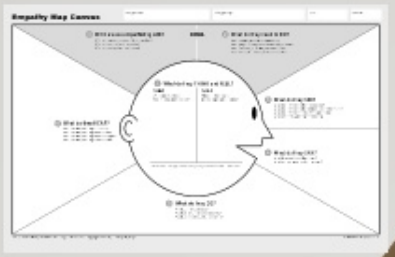
You don't choose your channel, the audience chooses theirs
Look for the breeze, don't build a fan
Context means a lot (flushing brand equity)
Sense & Respond
Start by understanding your audience
Where can I buy some understanding?

Cheap
sources
of insight:
• Field trips
• Social media listening
• Paid research (surveys, focus)
• Adjacent industries
• Blogs & Podcasts
• Conferences
• Sales channel
• Trade magazines
• Search trend analysis
- talk to customers

Turn data into insight, make the insights accessible

Customer Personas
From the Marketing World

Empathy Maps
From the Design Thinking World



What's so funny
'bout peace, love
& understanding?
In pairs - from different teams
Pick an audience (try your own)
Role-play interview:
empathy first,
persona second

The changing makeup of the marketing stack

The changing makeup of the marketing stack

What's driving it?

- Democratised production
- Increased skills
- Maturing creative
- Adtech explosion
- Agency model disruption

A whole industry has sprung up around this issue

The changing makeup of the marketing stack

What's driving it?

- Democratised production
- Increased skills
- Maturing creative
- Adtech explosion
- Agency model disruption

A whole industry has sprung up around this issue

The property industry already knows how to put a stack together.

(Spoiler alert: it's called development)

Developers are the ultimate creatives.

Coalition of experts, know their swim lanes, need to work together to produce best work.

Crucially: needs leadership & management.

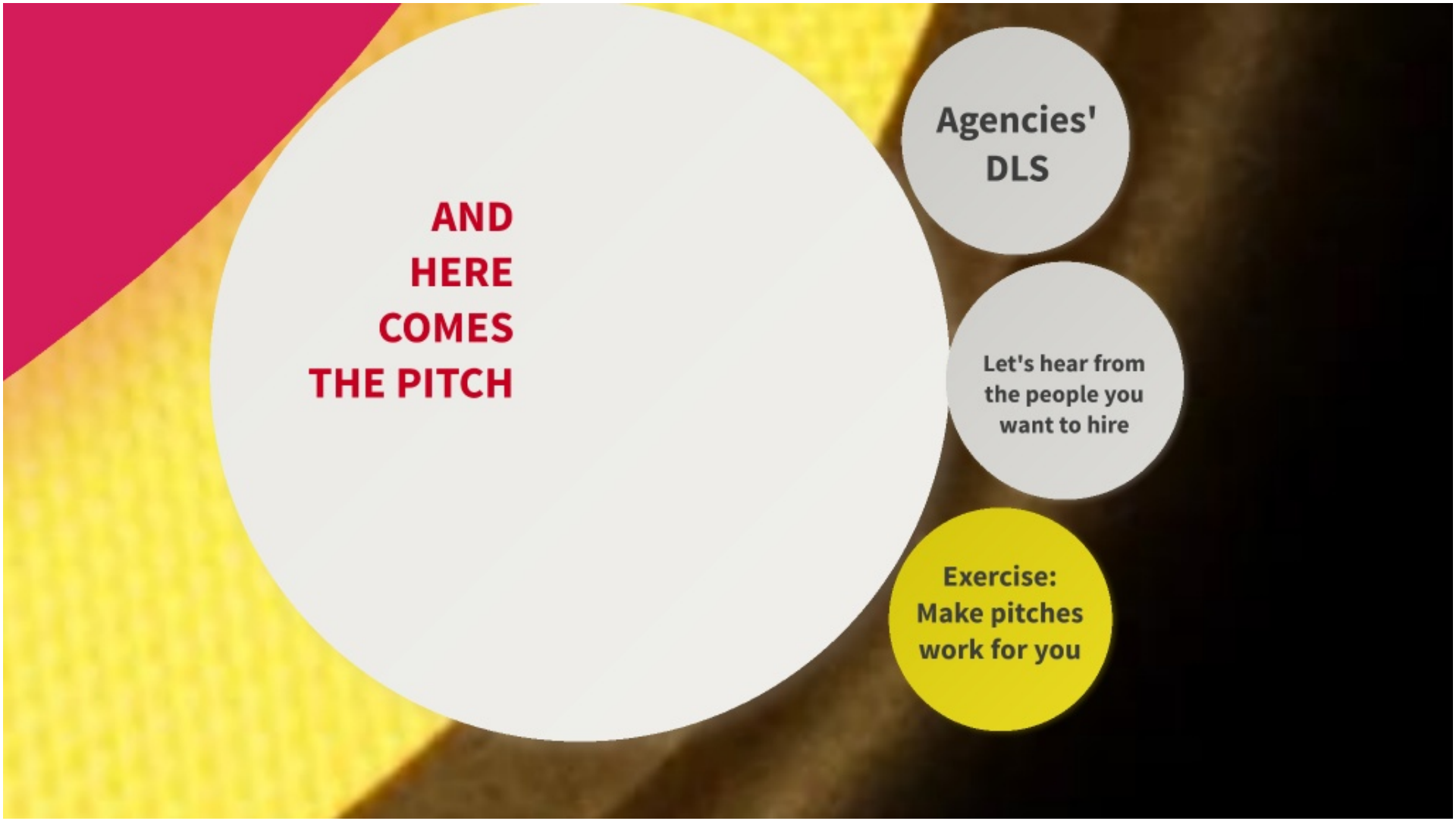
How it all stacks up:

After Business Strategy
(decide what sort of business or product you're building)

Then do Brand Strategy
(decide what Brand your business needs)

Alongside Design, Media, PR & Martech
(assemble your Brand Marketing coalition)

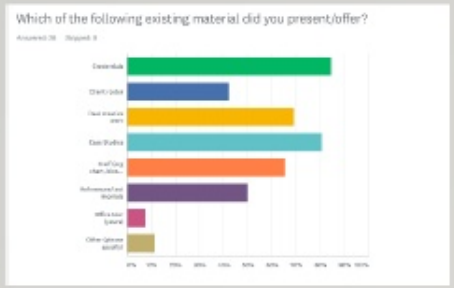
Now you can move into Creative, Campaign Planning, Innovation, Hiring, Partnerships
(choose the markets you're participating in & the ideas you'll use)


AND
HERE
COMES
THE PITCH
Agencies' DLS
Let's hear from the people you want to hire
Exercise: Make pitches work for you

AND
HERE
COMES
THE PITCH
1st QUESTION:
WHAT SKILLS DO
YOU ALREADY HAVE?
2nd QUESTION:
WHAT SKILLS ARE
YOU HIRING FOR?
Things
that are
easy
to assess:
- fees (sample quote)
- experience (case studies)
- reputation (references)
- quality (portfolio)
Is that a meeting, or an email?
Agencies'
DLS
Let's hear from
the people you
want to hire
Exercise:
Make pitches
work for you

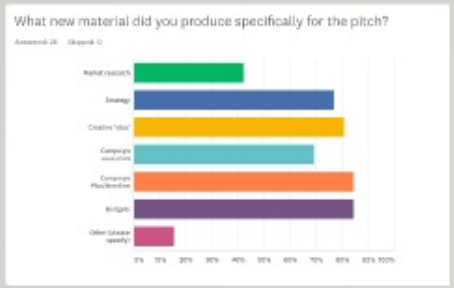
On average,
every pitch involves:
6 people
70 hours
7 new streams of work
$1-5k external costs
x 4 agencies
1 winner
A mathematical answer
to the laws of probability:
The bottom drawer

SURVEY RESULTS



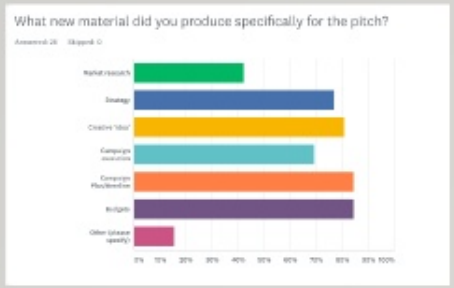
W.A.W

SURVEY RESULTS



W.A.W

SURVEY RESULTS



Scorecard:
75% got 3 stars or less

Biggest fears:

- poor communication
- too many competitors
- absent / changed brief
- IP theft

W.A.W

Suggestions
from the people who
want to work with you

Suggestions
from the people who
want to work with you
- chemistry sessions
- fixed fee/scope
- small paid project
- pitch fee
- no spec creative
- problem solving

Design a pitch test/
task to discover

Design a pitch test/ task to discover

Partnership and chemistry

Responsiveness and attention-to-detail

Market understanding

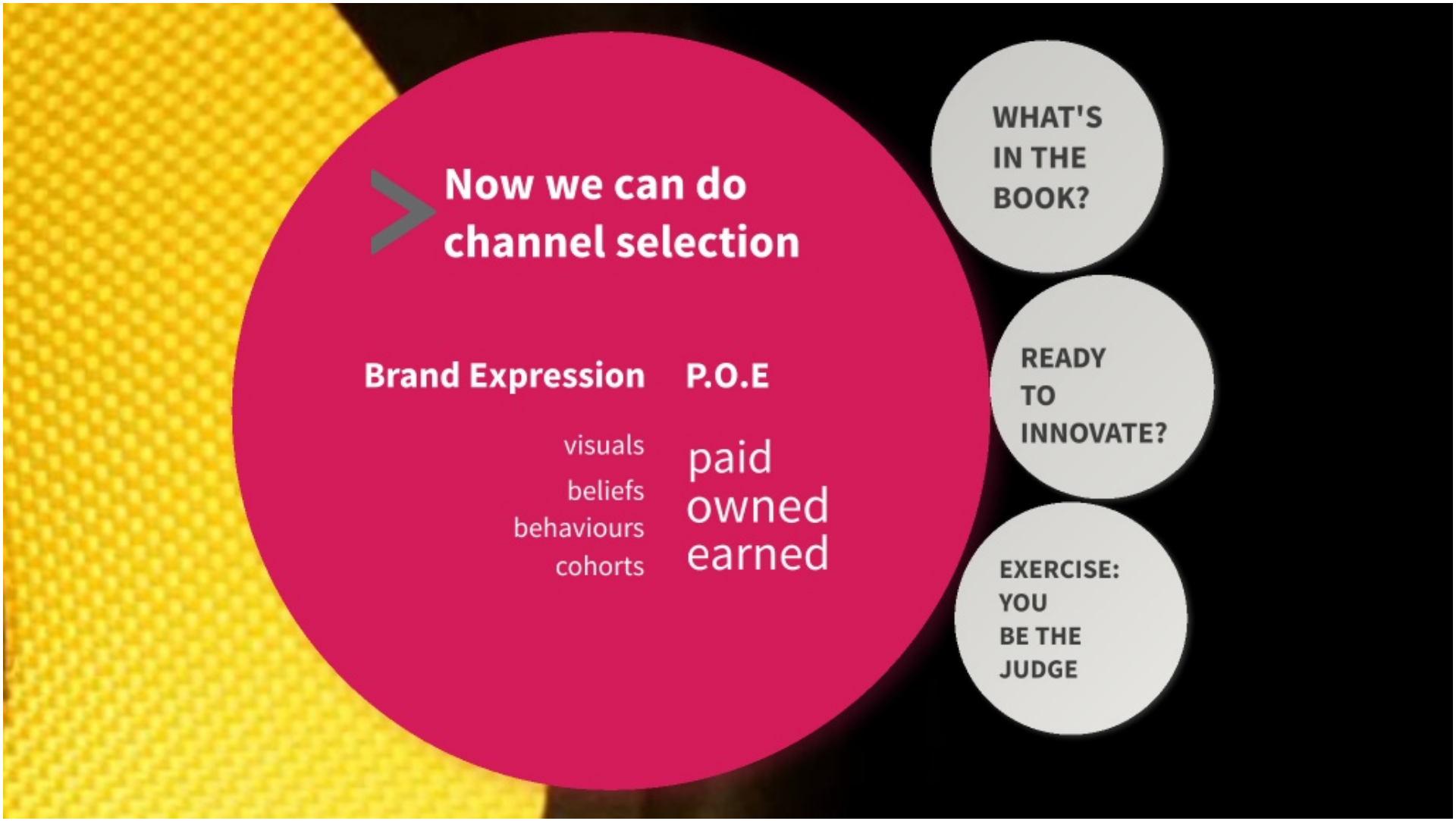
Creativity & innovation

allows apples-to-apples

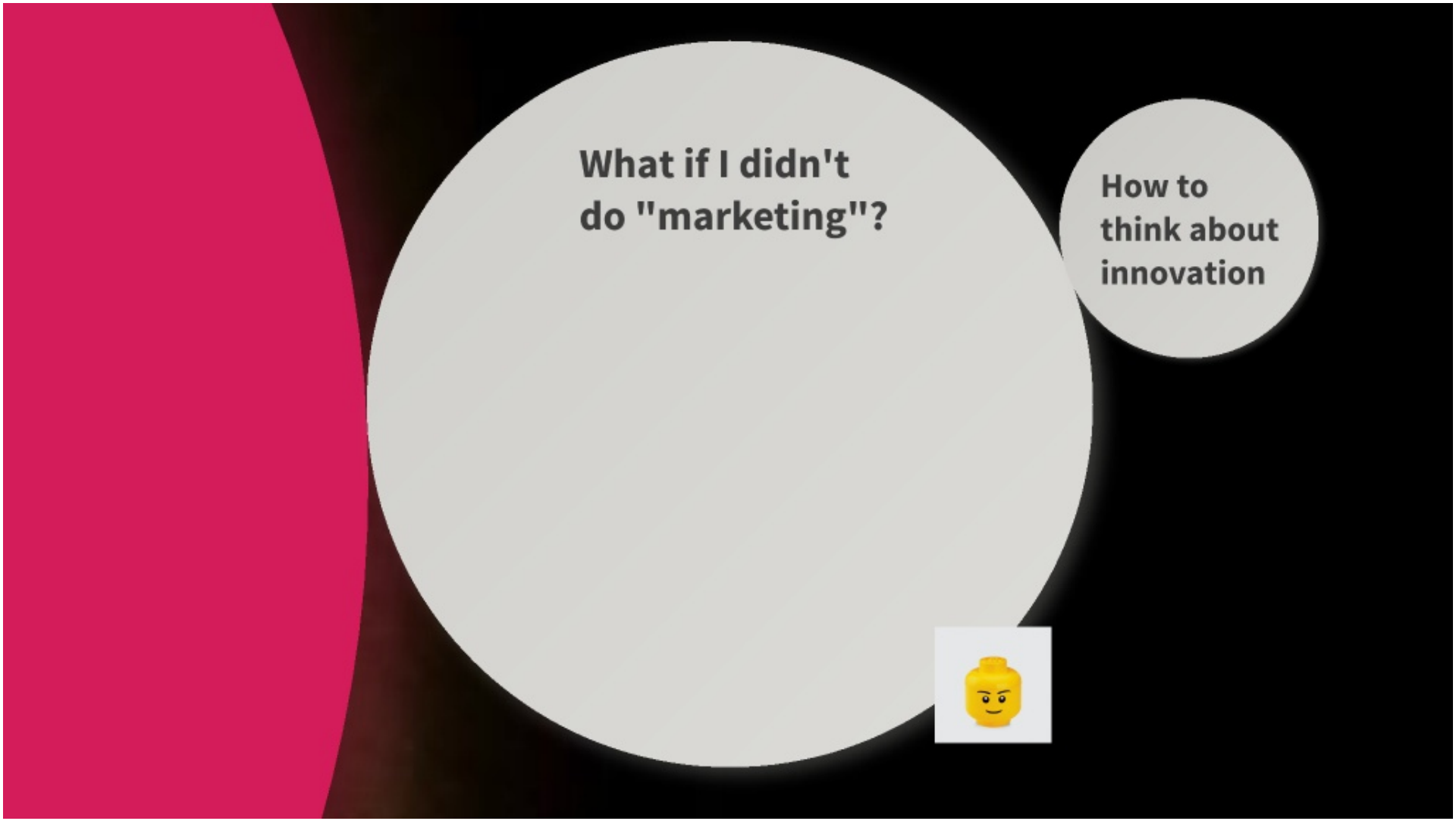
not unreasonable investment

bonus points: test a 2nd skill

'Strategic Branding'
by Gameplan
for Property Council Australia
WHO NEEDS A DRINK?
LET'S RECAP
PRODUCTION
JOB #1: MAKE A HOME
WELCOME
PLANNING
STRATEGY
GAMEPLAN


Now we can do channel selection
Brand Expression
visuals
beliefs
behaviours
cohorts
P.O.E
paid
owned
earned
WHAT'S IN THE BOOK?
READY TO INNOVATE?
EXERCISE: YOU BE THE JUDGE

The Urban Developer
unearthed.
TUD
Property
Marketing 101
Your complete 'How To' guide for creating beautifully effective property marketing campaigns.
wordsearch
- Marketing Suites
- Film & Photo
- Branding & Naming
- CGIs & Renders
- Digital & Social
- AR, VR & Beyond


What if I didn't
do "marketing"?
How to
think about
innovation

What if I didn't do "marketing"?

How to think about innovation

What if I didn't do "marketing"?

How to think about innovation

What if I didn't do "marketing"?

How to think about innovation

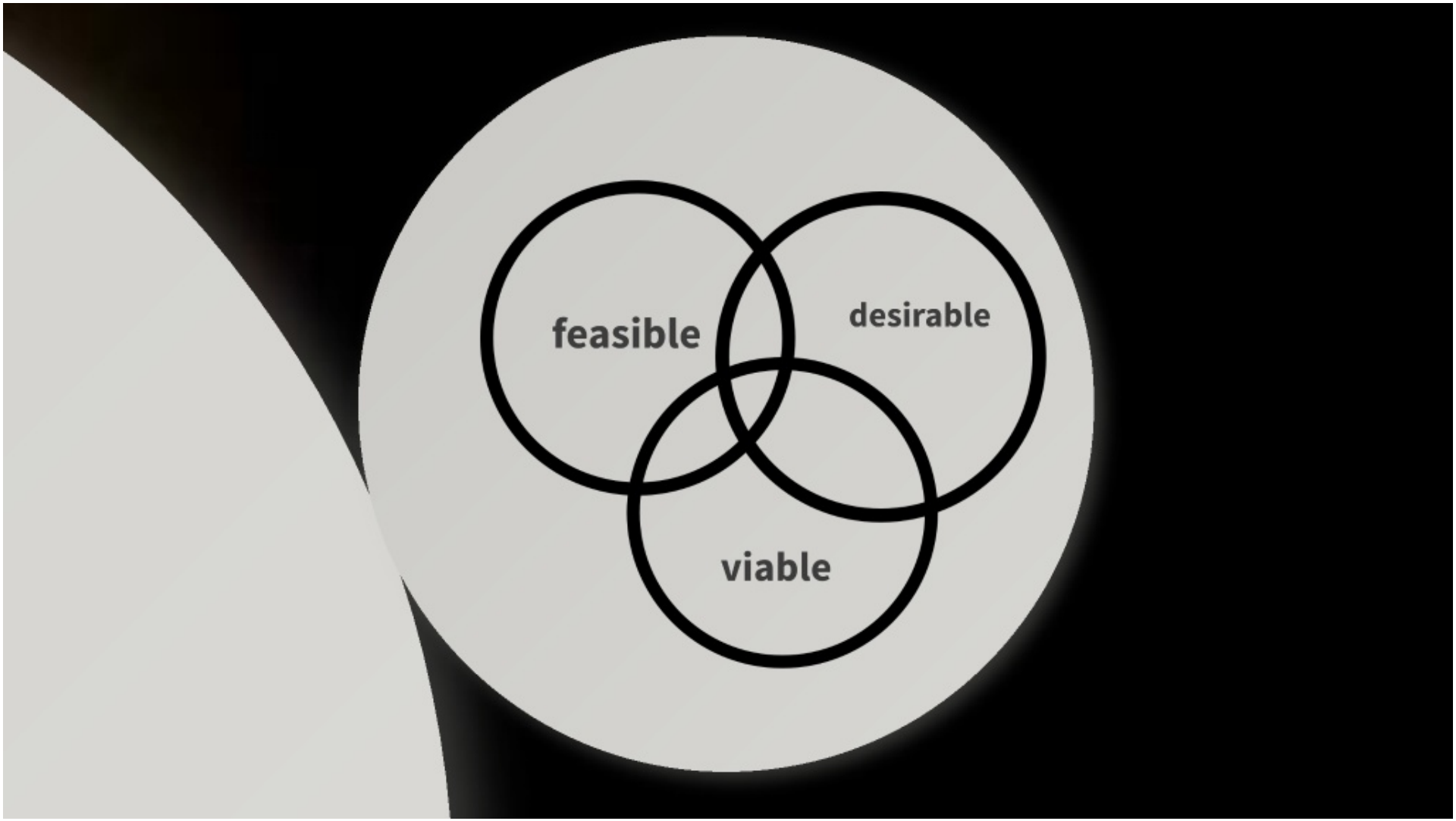
What if I didn't do "marketing"?

How to think about innovation

What if I didn't do "marketing"?

Design Thinking
(Human- Centered Design)

How to think about innovation


feasible
desirable
viable

Exercise: You Be The Judge

Put a red dot on the ad that is the most single-minded

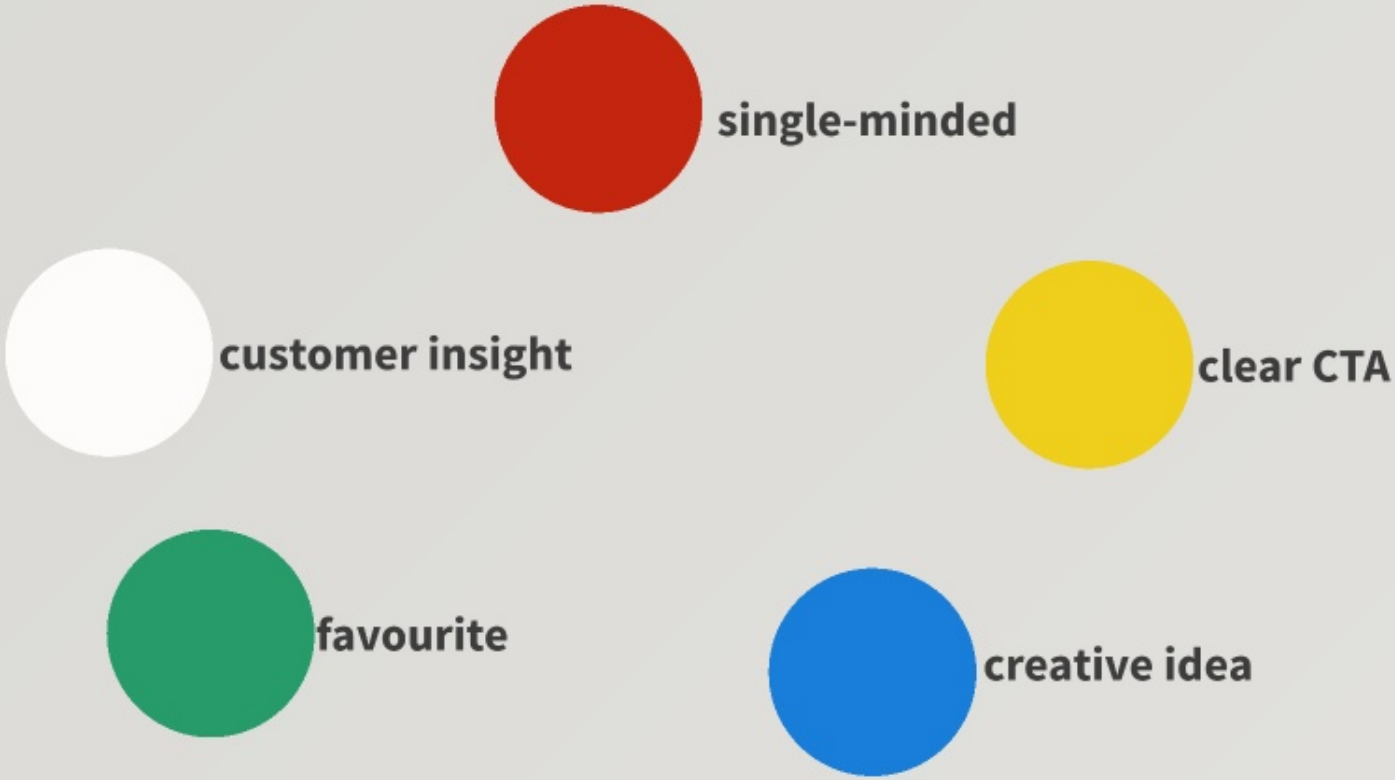
Put a white dot on the ad that demonstrates a customer insight

Put a blue dot on the ad built around the most creative idea

Put a yellow dot on the ad that has the clearest Call To Action

Put a green dot on the ad that is your personal favourite

Exercise: You be the Judge



What did we just teach ourselves?

Too loud: Environment, context, focus

Put it on screen: Without the brief, what are we judging?

Less is more: clarity of brief, clarity of thinking

Similar results: Your 'gut' is informed, but not infallible

A better way to give feedback?

'Strategic Branding'
by Gameplan
for Property Council Australia
WHO NEEDS A DRINK?
LET'S RECAP
PRODUCTION
JOB #1: MAKE A HOME
WELCOME
PLANNING
STRATEGY
GAMEPLAN

what *is* your brand?
almost everything your **customers** experience
what is your *brand strategy*?
a set of decisions that help your team shape those customer experiences: consistently, effectively & creatively.
"Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat."
THINK
PLAN
MAKE
WHAT'S THE PRICE?

BRAND
STRATEGY
DISCOVER
DESIGN
DISTRIBUTE

CAMPAIGN PLANNING

Design your stack

Select your team

Know your audience

> MAKE

Time & Money are gravity

Good creatives love strategy

Judge against the brief

Innovation
requires
structure

THERE ARE CHEAP PLACES TO DO STRATEGY.

THERE ARE CHEAP PLACES TO DO STRATEGY. AND THERE ARE EXPENSIVE PLACES.

36 page Brochure Artwork (revised layout)	$10 - 12 k
3 minute Video Edit (re-structure)	$6 - 9 k
Half Day Re-shoot (stills)	$8 - 12 k
DPS Press Ad (AFR Life & Leisure)	$38.5 k
60m Hoarding Vinyl (Re-print)	$6 -10 k

Use your Brand Strategy to help answer serious brand questions:

Will this sales tactic leverage our brand strengths? Or undermine them?

Should we be appearing on this conference panel?

Is this candidate likely to enhance our culture? Or require substantial onboarding?

Should we respond to our competitor's press release?

Does our 'innovation' show our brand in a new light? Or is it a gimmick for publicity?

Which social media channel should we focus on? Or any of them?

Are our collaboration partners helping or hurting our brand, when they're visible to our clients?

Do we really need to change our logo?

GAMEPLAN

Barrie Seppings

barrie@yourgameplan.com.au

@barrieseppings

download course notes here:

surveymonkey.com/r/PCA_Branding

'Strategic Branding'
by Gameplan
for Property Council Australia
WHO NEEDS A DRINK?
LET'S RECAP
PRODUCTION
PLANNING
STRATEGY
WELCOME
JOB #1: MAKE A HOME
GAMEPLAN