

# Start-Up Branding

@StartUpBranding

**FUEL-UP YOUR IDEAS WITH MEANING**





**РЫНОК**

**Markets are  
conversations**

# PURE MARKETS



# BRAND POWER





# MARKETING COMMUNICATIONS



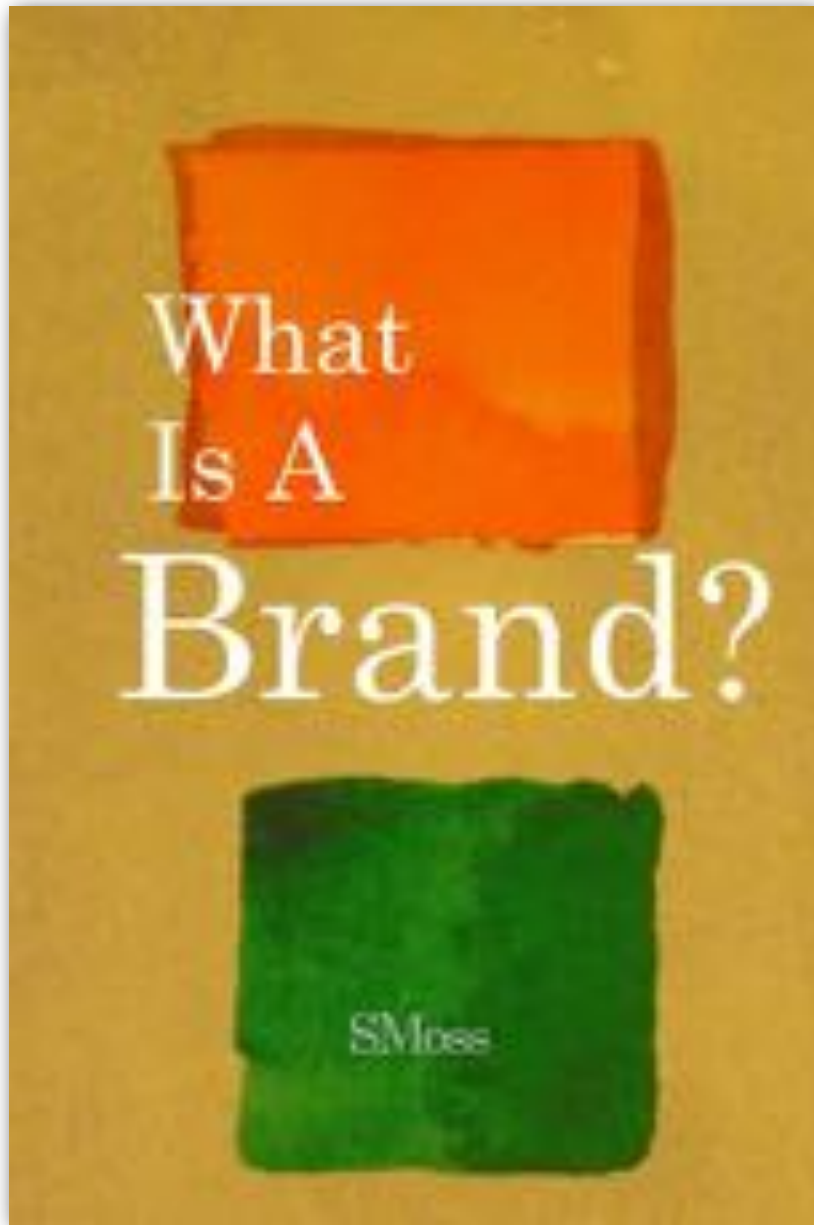
# CUSTOMERS ARE HUMAN





**I can't give you  
a key to success,  
but I know that the  
key to a failure  
is to try  
to satisfy everyone**





**Stanley Moss**  
ex-CEO, Medinge Group

# A promise

Ian Ryder

WHAT IS THE BRAND?



# A conversation

Stephen Rappaport



# A set of expectations

Nicholas Ind

# The good name of a product or organisation

Malcolm Allan



# Symbolic glue

Colin Morley

# A means of differentiation

Jack Yan

# WHAT IS THE BRAND?



**“A brand is what reduces uncertainties, generating attraction by association.”**

- Cristián Saracco

**“A brand is only as solid as the next customer engagement.”**

- Patrick Harris

**“A brand is identity revealed”**

- Erika Uffindell

**“A brand is a means to communicate the organization's internal truth.”**

- Enric Bernal

**“A brand is something you can wake up wanting.”**

- Anindita Ghose



# An inner journey, a search for points of human connection

Stanley Moss

# **BRAND IS...**



**...the central idea that  
drives organization  
toward its purpose.**





**BENEFITS  
ARE IN FOCUS**

**You run a cafe. About 50% of your customers are working on laptops. You have one electrical outlet. I'm talking about you Mr. Dark Horse.**

10:44 AM Jan 15th from Tweetie Reply 1



**apriidunford**  
April Dunford



**@apriidunford** that's awesome... we are in the coffee business, not the office business. We have plenty of outlets to do what we need...

4:09 pm Jan 15th from wab in reply to Reply R



**darkhorsecafe**  
Dark Horse Espresso



**@apriidunford** maybe you should just enjoy the cafe and take a break from your computer for a few minutes... enjoy the space you are in.

4:12 PM Jan 15th from web in reply to apriidunford Reply Retv



**darkhorsecafe**  
Dark Horse Espresso



**@darkhorsecafe** Sorry I mentioned it. Sometimes I show people stuff on my computer (over coffee). Please ignore the cust. feedback.(gee whiz)

9:15 pm Jan 15th from uwt witter in reply to decharmde Reply



**apriidunford**  
April Dunford



# WHY **BRANDING**?

# NO BRAND?



*If you don't do branding people will fill the vacuum with their own **fantasies** about what you are and want to be.*



# WHY BRANDING?



➔ **Smart Entrance to the Market? Higher Growth Speed?**

“The ‘surplus society’ has a surplus of **similar** companies, employing **similar** people, with **similar** educational backgrounds, working in **similar** jobs, coming up with **similar** ideas, producing **similar** things, with **similar** prices and **similar** quality.”

Kjell Nordström and Jonas Ridderstråle,  
Funky Business



# WHY BRANDING?



➔ **Branding is management of perception in peoples minds.**



Photo by SE.Mitrofanov © Paris; December 2004

# WHY BRANDING?



**IP**

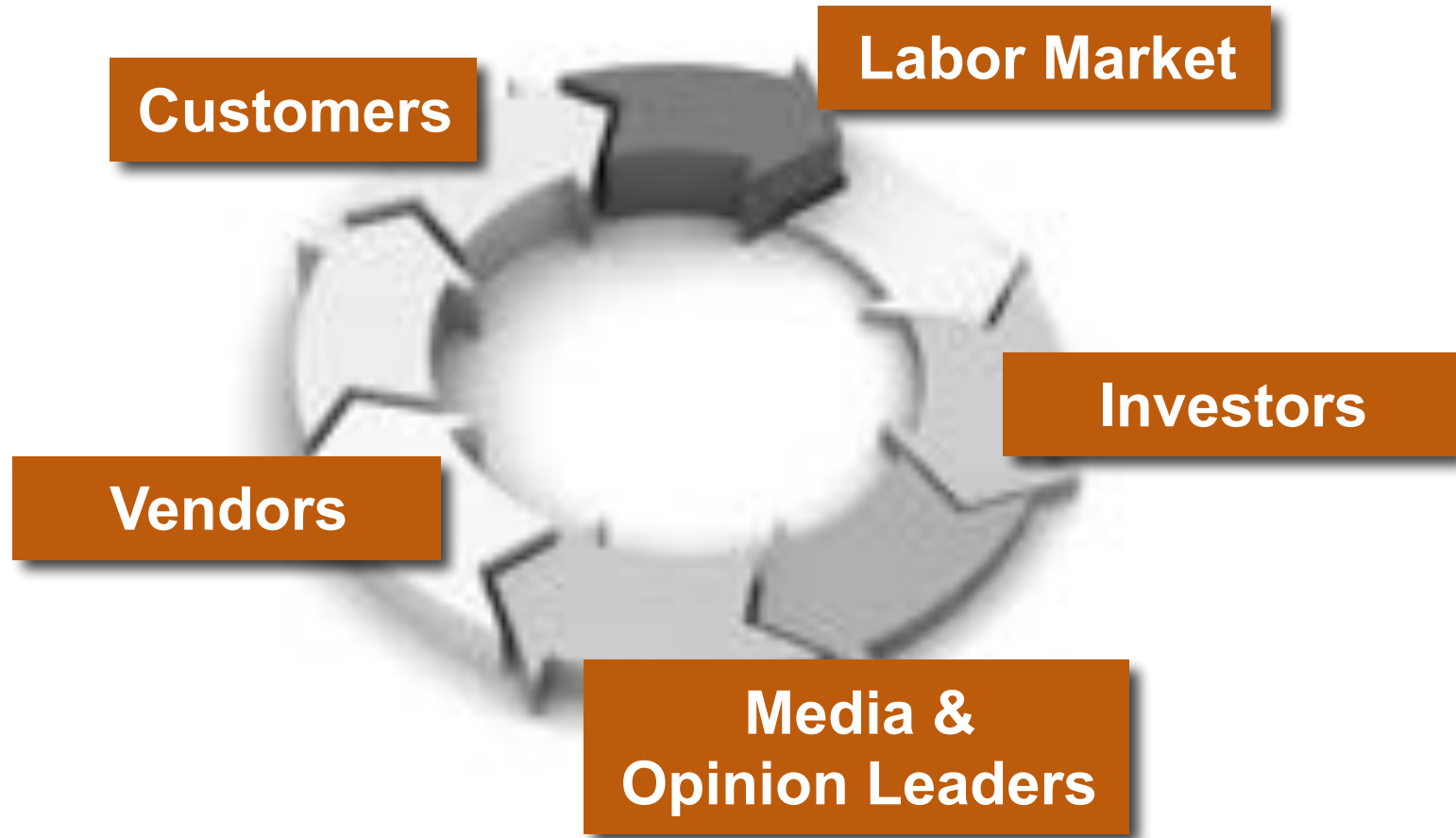


**Brand & User Experience**

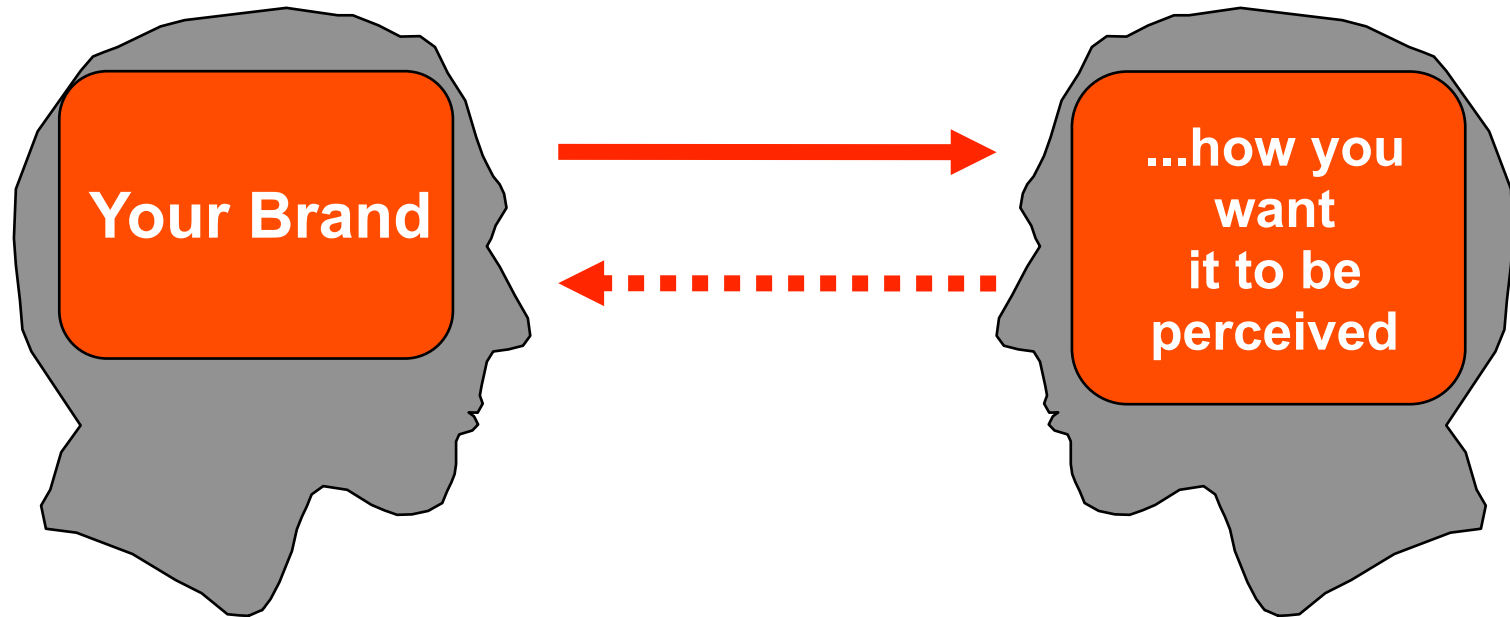
**➔ Branding is protecting your innovation in the minds**



# 360° CONVERSATION



# MANAGING PERCEPTION



➔ **Branding is all about communication...assuring that your brand is perceived the way you want it to be perceived...in order to build longterm mutual beneficial relationships**

# BRAND = RELATIONSHIP

## ▶ Authenticity



# BRAND = RELATIONSHIP

- ▶ Ready for global markets



# BRAND = RELATIONSHIP

- ▶ No compromise with quality



# BRAND = RELATIONSHIP

## ▶ IP respect



# BRAND = RELATIONSHIP

## ▶ Ready for failures





# BRAND = RELATIONSHIP

## ▶ Ecofriendly



# BRAND = RELATIONSHIP

## ▶ Connected!

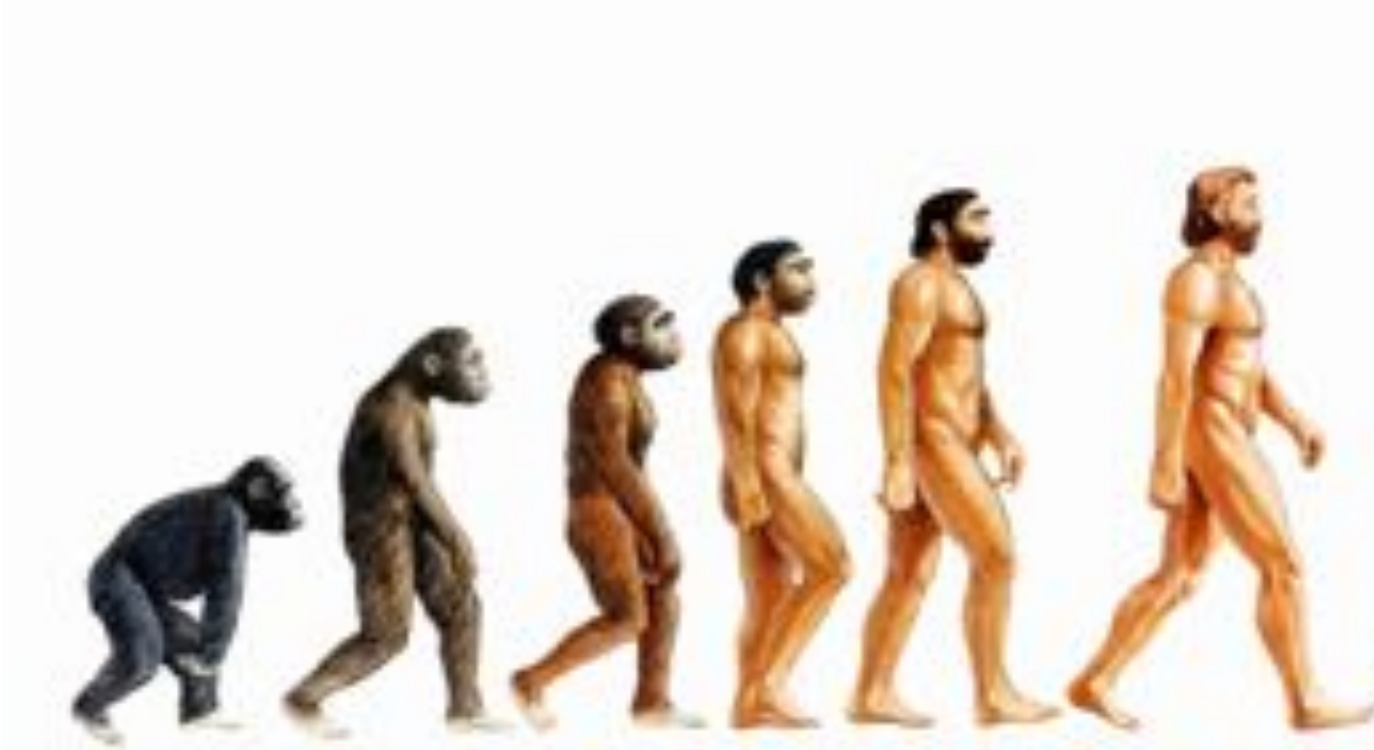


# BRAND = RELATIONSHIP

▶ **Live the Brand!**



# BRANDS FOR TRENDS



The characteristics that **make us human** will continue to be manifest in our relationship with technology development

# BRANDS FOR TRENDS

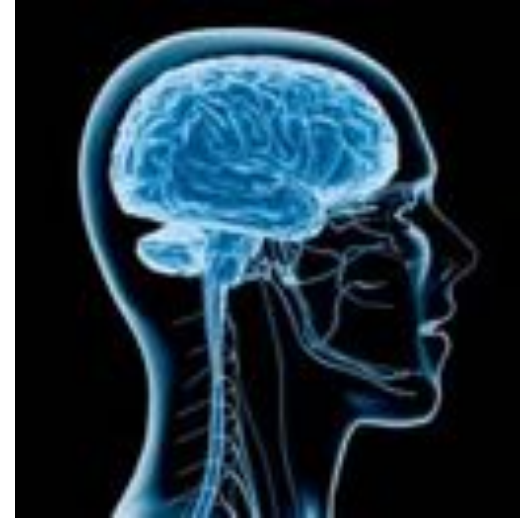
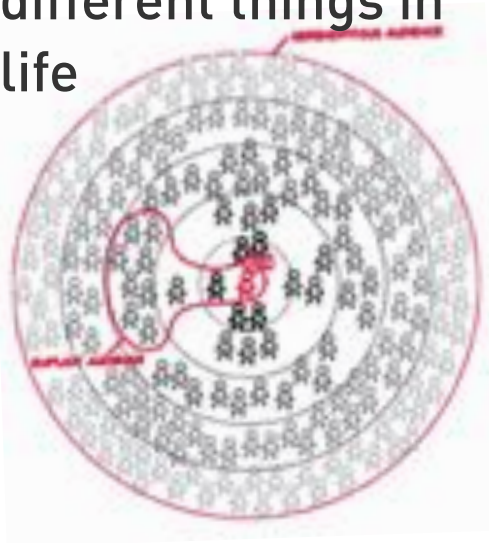


## INTERNET

The exponentially increasing amounts of accessible information everywhere

## SOCIAL NETWORKING

The research based on huge amounts of real data how people relate to each other to different things in life



## NEUROSCIENCE

The latest research how the brain works proving that all decisions are based on emotions and relations

# BRANDS FOR TRENDS

## Generation C





# CLIENT —> CLICKENT



...but the **Customers** are still **Humans**

# BRANDS FOR TRENDS

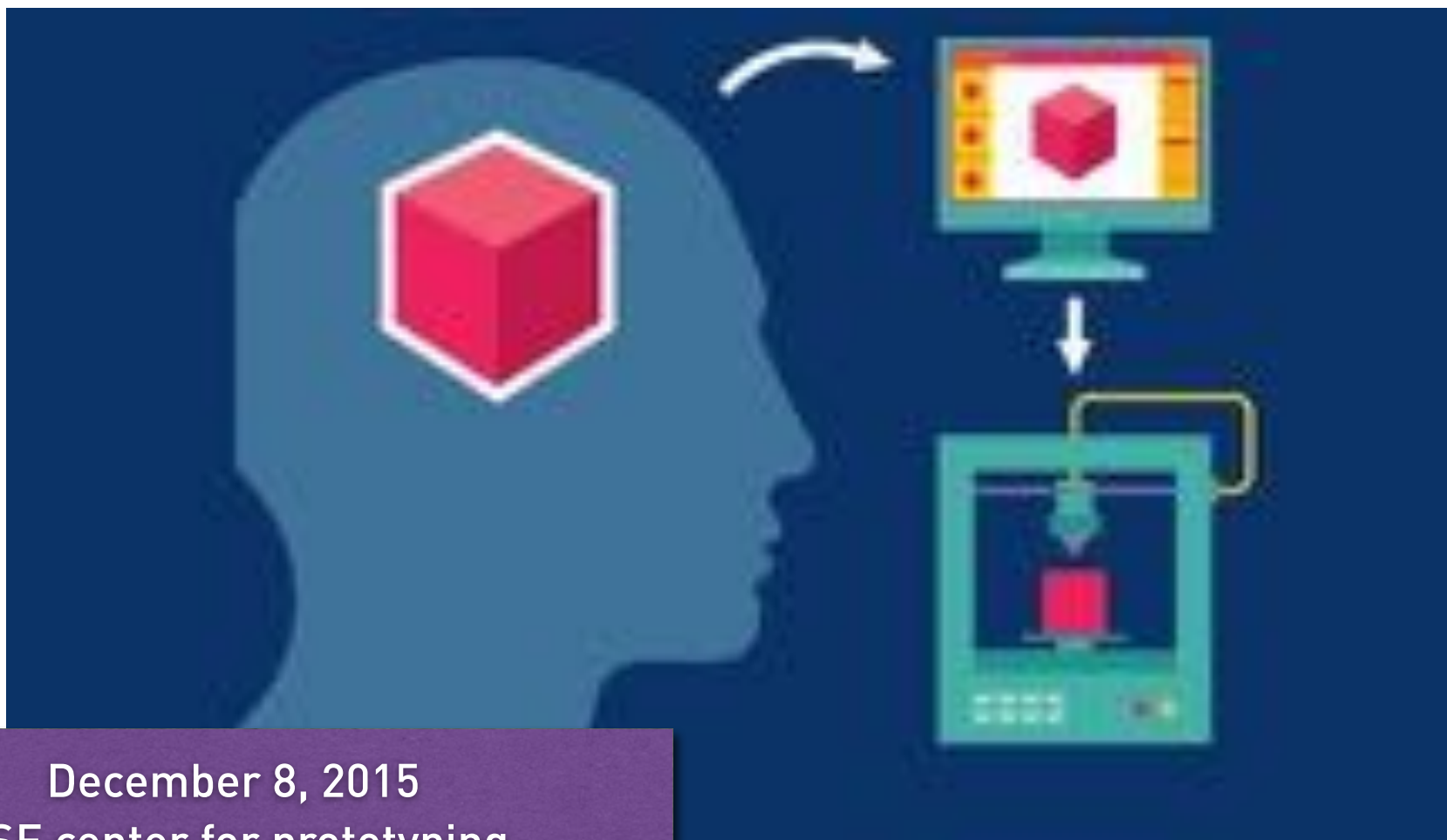
## Youth & Health Preservation







# BRANDS FOR TRENDS



December 8, 2015  
HSE center for prototyping

**BRANDS FOR TRENDS**

**JESUITS**

**U B E R**

**People still are  
the main source  
for our success**



# TWO TYPES OF BRANDS

There are two types of brands...

Transaction Brands

Relation Brands

...the old school and the new

# TRANSACTION BRAND

- Product/commodity focused
- Slow and expensive to establish
- Mass media orientated
- Low levels of loyalty



# RELATIONSHIPS BRANDS

- Purpose focused
- Quicker to establish
- Less media reliant
- More human
- Story/journey orientated





# BRAND AS FRIENDSHIP

- What makes us friends?
- How we develop friendship?
- What is a result?

**= LOYALTY**

# BRANDS ARE ENGAGING



➔ **...engaging all stakeholders, including customers and staff, is the core of successful brands**

# BRANDING IS:

## THE STORY

what and how  
we are communicating

## THE CULTURE

our attitude to the inner  
and outer activities

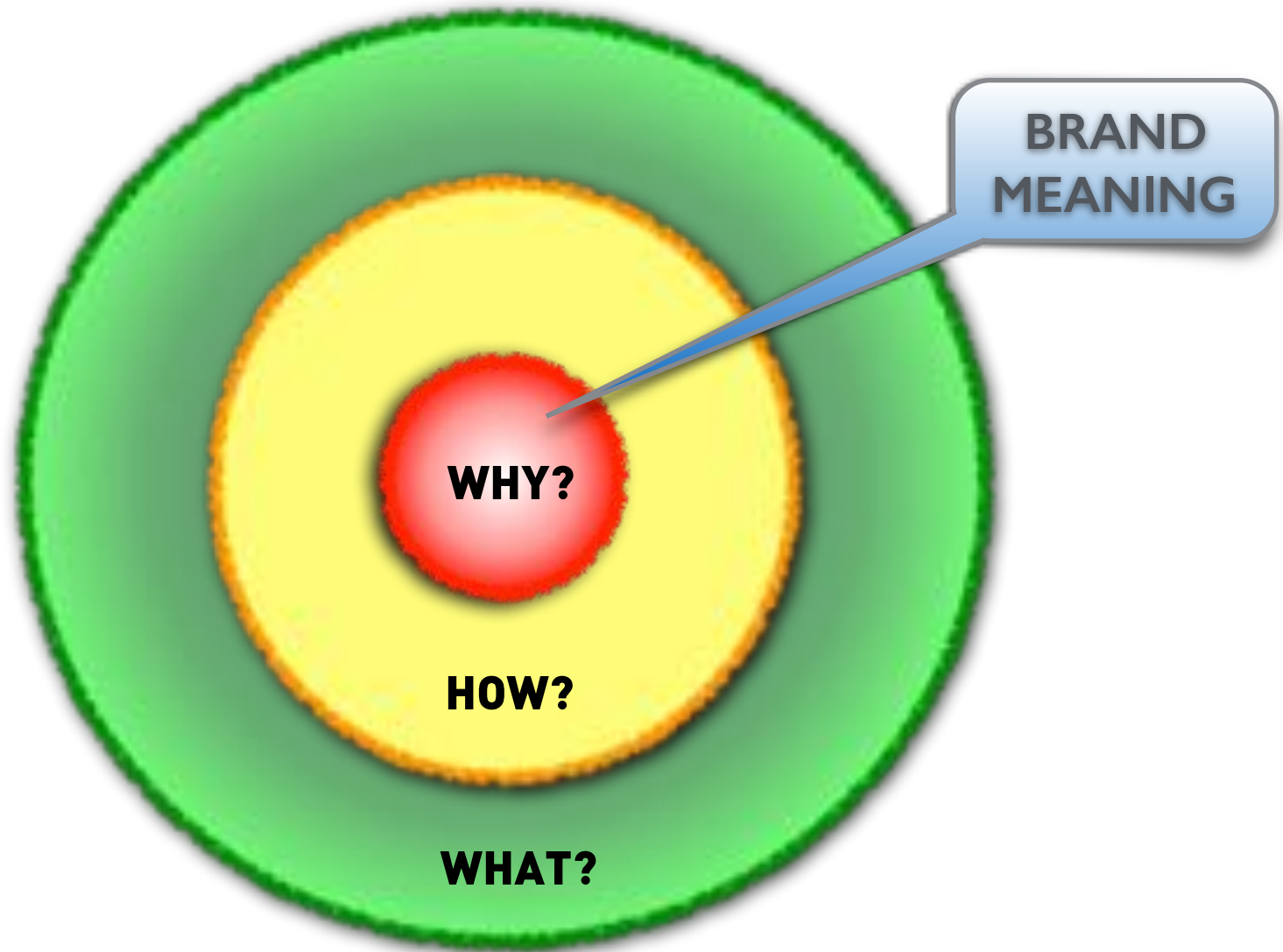
# BRANDROLE



# TAKE PLACE IN MINDS



# BRAND INSPIRE ACTION



BRAND  
MEANING

**WHY?**

**HOW?**

**WHAT?**

# MOBILE ERA BRANDS TOP



**NOKIA**  
Connecting People

**ERICSSON**   
TAKING YOU FORWARD

 **MOTOROLA**

 **MITROFÁNOV  
& PARTNERS**



# PROLOG INVENTER

@SEMitrofanov



**MOTOROLA**





# ACT 1.0 ENGINEER

@SEMitrofanov



# ACT 2.0 MARKETER



solinjong.com

# ACT 3.0 VISIONER





# ACT 4.0 USER

@SEMitrofanov



# ACT 5.0...6.0...

@SEMitrofanov



# VIRGIN BRANDSCAPE

virgin atlantic



MEGASTORE



Virgin Trains

Who we are & what we do





# THE **VIRGIN** ISSUE

**Revolutionary  
&  
Entertaining**



# 4D BRAND MINDSPACE

## FUNCTIONAL DIMENSION

Perceived benefit of product or service

## SOCIAL DIMENSION

The ability to create a social context for a group

## MENTAL DIMENSION

The ability to create insight or guidance for the individual



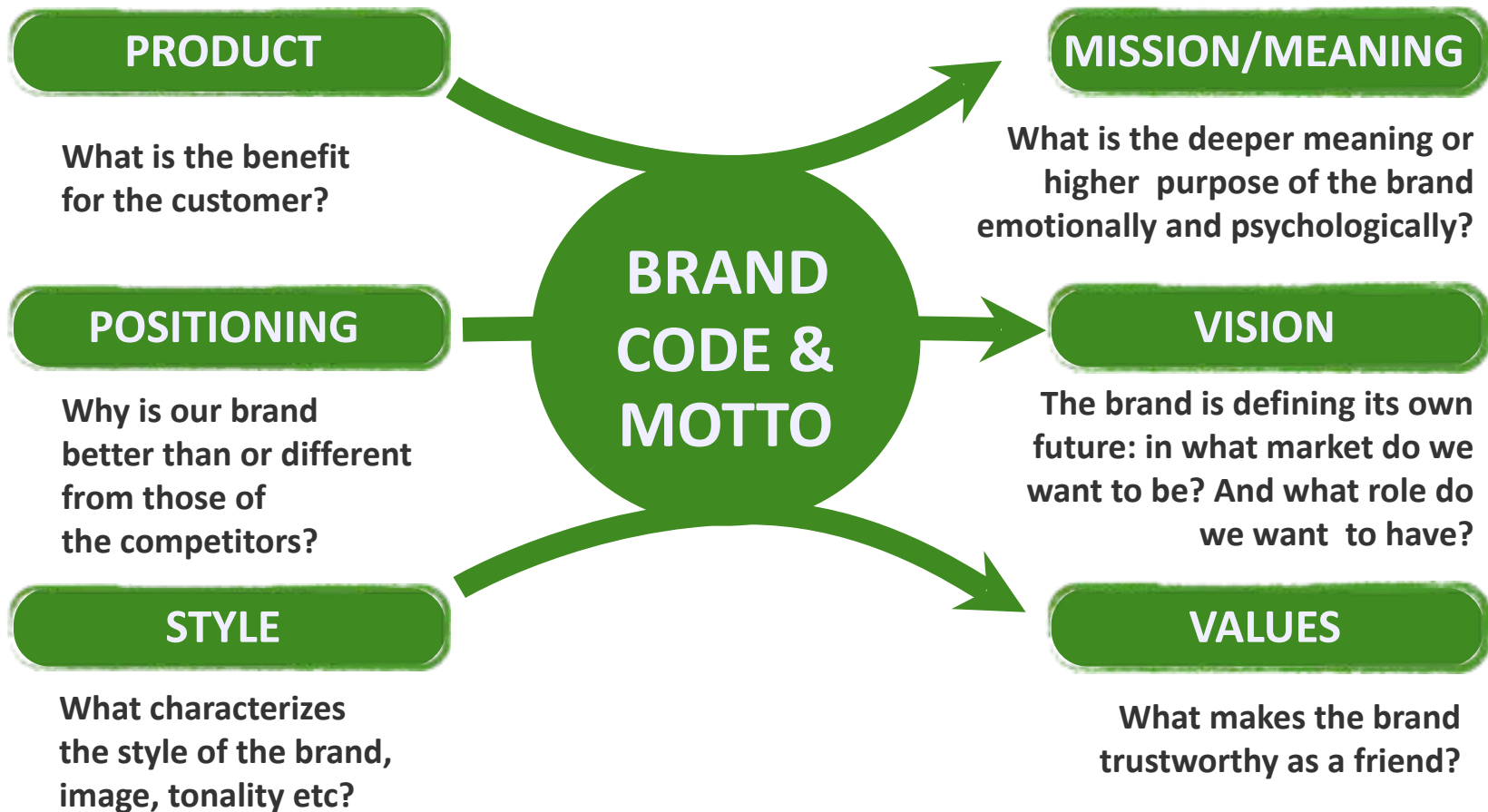
**PURPOSE & MEANING**

## SPIRITUAL DIMENSION

Perception of higher purpose in society, or your industry, individually, locally or globally.



# CODIFY YOUR DIFFERENT



# POSITIONING IS:

Why you are perceived  
**different** and/or **better**  
then competitors from the  
customers' point of view.



# WHY POSITIONING?

## Positioning links together:

- product/proposal
- customers
- competitors



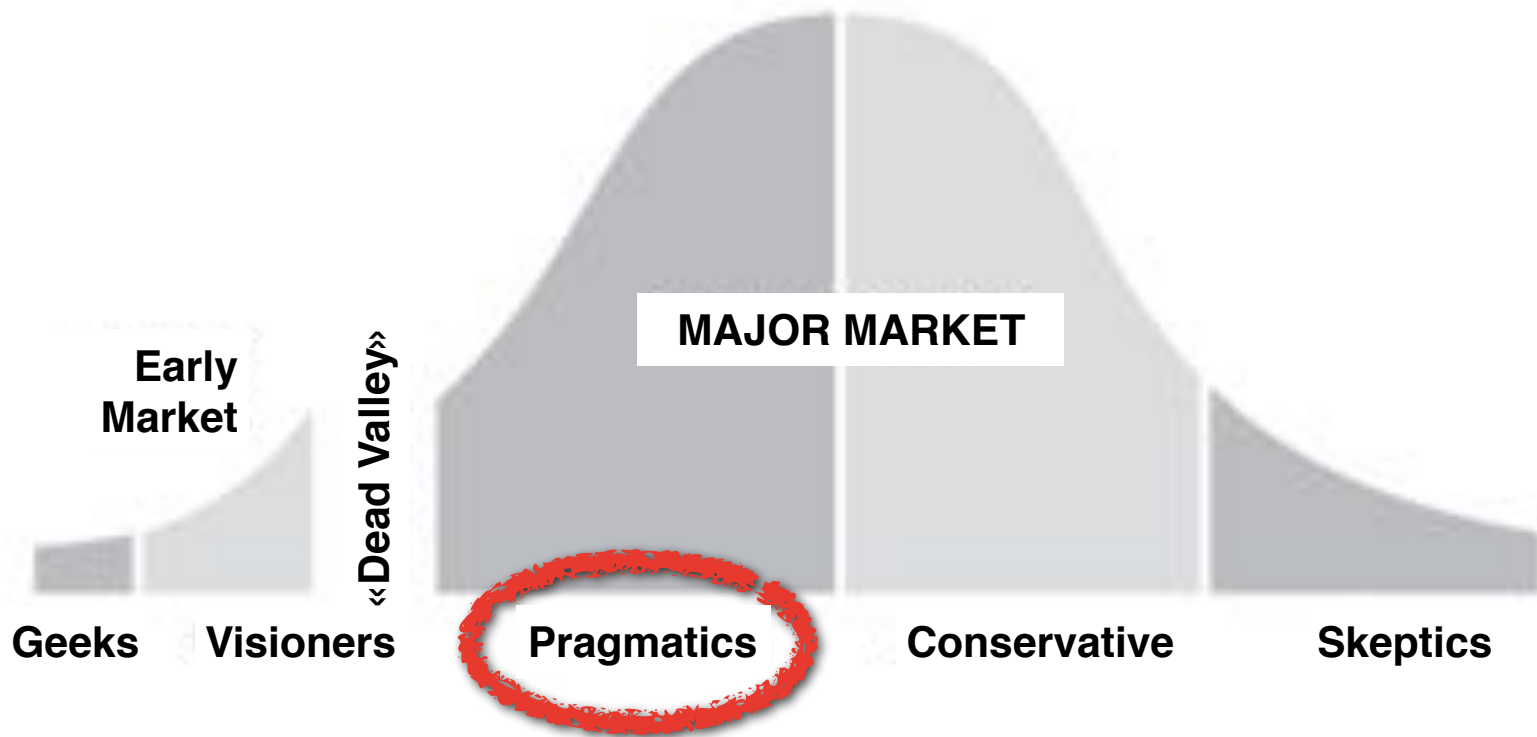
# CUSTOMER IN FOCUS



# CUSTOMERS ARE HUMAN



# CUSTOMER IN FOCUS





# THE PRODUCT IS:

The minimum set of product attributes and additional services/benefits, that are required to create **a compelling reason** within your target audience to purchase your product.





# COMPETITORS:

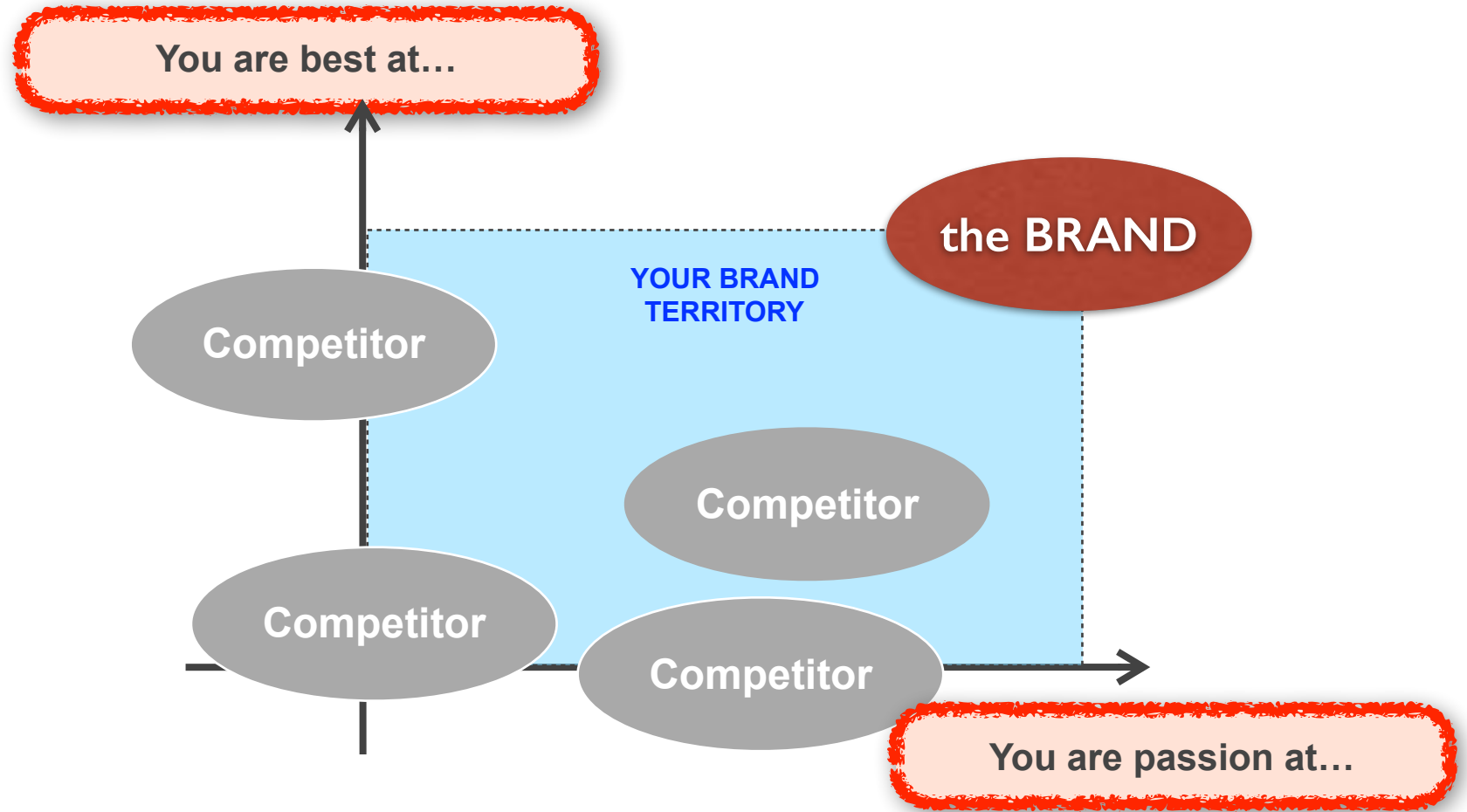




# WHO

are competing  
with him?

# DEFINE YOUR TERRITORY






**Insta**

# DIFFERENTIATE

# DRAMATIZ

## A strong brand

- **differentiate** ... to be different
- **dramatize** ... your differentiation!

Two slices of lime are shown in the background, one slightly behind and to the left of the other, both cut into circular slices showing the internal segments and seeds. The slices are a vibrant green color.

You can create a great  
product but the most difficult  
**is to aware people**  
that it is really great



# TESLA



@PeopleMadeBrand

@StartupBranding | [www.MitrofanovPartners.com](http://www.MitrofanovPartners.com)



## THE FUTURE OF MOBILITY IS NOW!

WHY DRIVE JUST A CAR,  
WHEN YOU CAN DRIVE  
THE FUTURE OF MOBILITY?



PRESENTING THE  
**MAHINDRA e2o,**  
THE NEXT GEN ELECTRIC CAR.

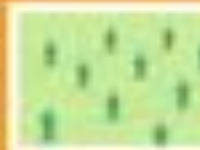


THE 5C'S OF THE FUTURE OF MOBILITY

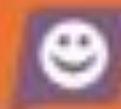


Rising fuel costs, pollution, congested roads.  
The world is looking to alternative transport  
solutions. What about you?

EMBRACE THE FUTURE OF MOBILITY



clean



convenient



connected



clever



cool effective



УЛЬЯНОВСК™

Ребята! Срочно продам подставку для IPAD (IPAD 2). Компактно помещается в женскую сумку и мужской кейс. Нержавеющая сталь. Не Китай. Цена: 500 рублей торг. (почти новая, есть потертости)




сегодня в 10:23

Мне нравится



Jeff Carter 20:40

 **@perpetuallyglenn** 40 likes



37 likes  
rehabilitated I know right where that wall is!  
Have you gone to that post?

 **@shaneand** 40 likes  
1 comment





# BRAND WINDOW

## v1 - BRAND as a NAME





# NAMING STARTUP

- don't use banal words like 'global', 'super', 'nano', etc.
- should not have a negative allusions
- think globally
- don't describe you product

# BRAND WINDOW

## v2 - BRAND as PRODUCT & PACKAGE





# BRAND WINDOW

## v3 - BRAND as an ADVERTISING





It is already proven that  
**advertising works!**  
But today we still don't know  
**how and where** it does.



CELSA  
PARIS-SORBONNE

CELSA FORMATION INITIALE FORMATION CONTINUE RECHERCHE APPRENTISSAGE ADMISSION OBSERVATOIRES DES MÉTIERS INTERNATIONALES



L'Ecole de référence en  
Information et Communication

- ▶ information flow has increased dramatically
- ▶ from broadcasting to many to conversation with many
- ▶ cross generations communication gap
- ▶ individuals influence is growing



# BRAND WINDOW

## v4 - BRAND as a DIGITAL UX





# BRANDEDUX



 **Branded User Experience moves your product closer to the customer**

Great brands are run by people who **genuinely communicate** with each others





[www.mitrofanovpartners.com](http://www.mitrofanovpartners.com)



Sergei.Mitrofanov



SEMitrofanov



@StartUpBranding