BRANDING QUOTES

"If this business were split up, I would give you the land and bricks and mortar, and I would take the brands and trademarks, and I would fare better than you."  
**John Stewart, Former CEO, Quaker**

*“What's in a name?”*

*“In our opinion, Everything.”*

*“Conventional marketing wisdom suggests that a good name is relevant, distinctive, memorable and flexible. We agree. But a* ***great*** *name is a different story. A* ***great*** *name speaks for you. It goes beyond features and benefits. It breaks the rules. It offers something new.”*

**Lexicon Branding, Inc.’s Website**

**PowerBook, DeskJet, Pentium and Vibrance are all brand names developed by Lexicon Branding, Inc.**

The purpose of a brand is to "sweep into the imagination and take up a place associated with a category or product or service," which "In an information maelstrom such as the Web, (brand) is the only competitive advantage that a company can use to build a successful business...They scream 'come back this way' to the consumer, and consumers do come."

## Mitch Ratcliffe

**ZD Net, July 30, 1997**

When managing your business, the emphasis is on "owning your market." Winning the battle of the brands and owning your market require the proper development, testing, and protection of brand names, logos, and slogans that will give you the competitive edge. Worldwide, Brand Identity is referred to as a "company's most valuable asset."

## The Brand Institute

“There are going to be so many sources of information, in the new media world, that brand names count for a hell of a lot. A reader or somebody sitting down at a computer screen has an entirely different reaction to information that comes from a source that he or she believes is credible, authoritative, serious.”

**Richard Smith**

**Editor-in-Chief/President, Newsweek**

“What is a brand? It’s the intangible sum of a product's attributes: its name, packaging, and price, its history, its reputation, and the way it's advertised.”

**David Ogilvy'**

**Advertising Guru**

*“(brand) Equity exists when the customers perceive the brand as having quality…Perceived quality has been linked to strong financial performance. Part of the explanation is the price premium that can be charged for quality products. Consumers are prepared to pay more for products and services that they perceive as having higher quality. Keep in mind however, that* ***quality resides in the mind of the consumer****.”*

**Annika M. Angberg, A.M.**

**Houlihan Valuation Advisors**

**TV Advertising Quotes**

Following from O’berry & Cavanaugh, Marketing Consultants

McDonald's now devotes a third of its U.S. marketing budget to television, compared with two-thirds five years ago.

For marketers, the evolution from mass to micromarketing is a fundamental change driven as much by necessity as opportunity. America today is a far more diverse and commercially self-indulgent society than it was in the heyday of the mass market. The country has atomized into countless market segments defined not only by demography, but by increasingly nuanced and insistent product preferences. "All the research we're doing tells us that the driver of demand going forward is all about products that are 'right for me,"' says David Martin, president of Interbrand Corp. "And that's ultimately about offering a degree of customization for all."

At the same time, the almost-universal audience assembled long ago by network television and augmented by the other mass media is fragmenting at an accelerating rate. The mass media's decline is an old story in many respects; prime-time network ratings and newspaper circulation have been sliding since the 1970s. What's new is that the proliferation of digital and wireless communication channels is spreading the mass audience of yore ever-thinner across hundreds of narrowcast cable-TV and radio channels, thousands of specialized magazines, and millions of computer terminals, video-game consoles, personal digital assistants, and cell-phone screens. **In the 1960s, an advertiser could reach 80% of U.S. women with a spot aired simultaneously on CBS (VIA ), NBC (GE ), and ABC (DIS ). Today, an ad would have to run on 100 TV channels to have a prayer of duplicating this feat.** Adding a few Web sites would help, but not even the biggest new media conduits -- not Home Box Office, not Yahoo, not AOL (TWX ) Instant Messenger, not even X-Box -- is likely to ever match the ubiquity of the Big Three networks in their prime. "Monolithic blocks of eyeballs are gone," declares Eric Schmitt of Forrester Research Inc. (FORR ). "In their place is a perpetually shifting mosaic of audience micro-segments that forces marketers to play an endless game of audience hide-and-seek."

Figuring out the right way to send the right message to the right person at the right time is difficult work.

Even as prime-time ratings fell by 41.5% from 1977 to 2003, network TV's advertising revenues rose nearly fivefold.

"Then, there will be huge segmentation." A recent study by the Wall Street firm Sanford C. Bernstein & Co. predicts that the ad revenues of narrowcast media will grow at 13.5% a year from 2003 to 2010, while the mass media putter along at 3.5% -- well below the projected 5.7% gain in gross domestic product. By 2010, Bernstein predicts, marketers will spend more for advertising on cable ($27 billion) and the Internet ($22.5 billion) than on network TV ($19.1 billion) or on magazines ($17.4 billion).

During the golden age of network TV, from the 1950s through the mid-1970s, the size of CBS, NBC, and ABC's prime-time audience grew roughly in sync with the prices charged for 30-second spots. Ratings and ad rates began diverging in the early 1980s and the gap has since widened into a canyon. By 2002, the networks' average cost per thousand viewers, or CPM, had soared to $16.79 in prime time, compared with $1.96 in 1972, according to the Television Bureau of Advertising.

The same fate has befallen print. Readership of daily newspapers fell to 55% of households in 2002, from a high of 81% in 1964. Magazine circulation sustained itself for much longer, as the dwindling readership of general-interest magazines was more than offset by the growth provided by thousands of new special-interest startups. However, the total number of consumer titles has dropped by 33% since 1999, dragging magazine circulation down by 6.9%. As with broadcast TV, though, generally rising advertising rates have powered huge revenue growth for the print media. The net result: The cost of newspaper advertising per unit of circulation has increased tenfold since the mid-1960s, while magazines have seen a fivefold rise over this period, according to investment bank Veronis Suhler Stevenson.

As levels of affluence rose markedly in the 1970s and 1980s, status was redefined. "From the consumer point of view," says McDonald's Light, "we've had a change from 'I want to be normal' to 'I want to be special."

As a walk down any supermarket aisle makes plain, the consumer is awash in choice. TNS Media Intelligence has 2 million brands in its database and is adding an average of 700 per day. In 2003 alone, 26,893 new food and household products were introduced, including 115 deodorants, 187 breakfast cereals, and 303 women's fragrances, according to Mintel International Group Ltd.'s Global New Products Database.

"Merely describing a product's attributes once was enough to make it stand out in consumers' minds," says Nancy Bachrach, chief marketing officer of New York-based ad agency Grey Worldwide North America (GREY ). "Now, copycatting is so extreme that it's almost impossible to have a unique product unless it's protected by patent, and even then it will be infringed on."

Unilever has applied the principle of brand selectivity on a much grander scale. Not only has it redistributed advertising dollars away from TV to support its most promising product lines with targeted marketing but it also has winnowed its roster of brands to 400 from 1,600.

The logical end point of micromarketing is a personalized message -- and product -- for each consumer. However, few big companies are ready to segment markets as fine as this just yet. They worry about inflaming consumers' privacy concerns, but their hesitation is mainly a matter of economics. Done right, micromarketing is cost-effective, but that doesn't mean it's cheaper. To the contrary, advertisers typically pay a premium rate to reach a defined audience; the closer the targeting, the steeper the CPM.

The mass market will not disappear, nor will the mass media. But the fortunes of many of America's best-known companies now will rise or fall depending on how well they adapt to what is shaping up as a long and chaotic transition from the fading age of mass marketing to the dawning era of micromarketing.

**Curation Nation – Why the Future of Content is Context**

**Quotes**

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Curation is very much the core shift in commerce, editorial, and communities that require highly qualified humans. Humans aren’t extra, or special, or enhancements; humans are curators. They do what no computer can possibly achieve. There’s far too much nuance in human tribes and the taste of groups and individuals. Curation is about selection, organization, presentation, and evolution. While computers can aggregate content, information, or any shape or size of data, aggregation without curation is just a big pile of stuff that seems related but lacks a qualitative organization.

Curation replaces noise with clarity. And it’s the clarity of your choosing; it’s the things that people you trust help you find.

Curation is an exhilarating, fast-moving, evolving idea that addresses two parallel trends: the explosive growth in data, and our need to be able to find information in coherent, reasonably contextual groupings. No one doubts that we’re shifting, as author Clay Shirky says, from an era of content scarcity to one of content abundance. And while that seems on one hand bountiful, it’s also quite impossible. Imagine trying to find a needle in a haystack. Now try to find that same needle in a thousand haystacks. Now, try to find three related needles in a billion haystacks. Yikes! If you think of those needles as words or ideas, forming a coherent sentence is flat out impossible. It’s in just such circumstances that curation comes to the rescue.

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Because the Web is essentially still new, and the speed of its growth and ubiquity is unparalleled in human history, there’s a demand – even desperation – for new systems and behaviors to mange the tsunami of content that envelopes us every day…the sheer volume of digital data available or assaulting us is both dazzling and exhausting.

…And we’re all trying to deal with this, we’re all trying to find interesting stuff and share it with our friends. People need ways to deal with this constant stream of information.

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Gideon Gartner (founder of the Gartner Group) is struck by the frustration of trying to get the right information from the Web in a timely manner. “It’s impossible,” he says, imploring his visitor to see the future with him. “It’s impossible to imagine data and information in the future *without* curation.” He waves his hand toward file cabinets full of clippings that are his self-made curation solution. But he says with frustration, it doesn’t work. Too much data. Too fast. Too unfiltered. At 75 years old, Gartner doesn’t need to be worked up about anything other than the majestic view out his window. But curation is what has him fired up.

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Hired by Tim Armstrong (new head of AOL), Saul Hansell was hired away from the NYTimes – “As Hansell sees it, the issue is that the Internet has changed the fundamental economics of freelance work. His solution is to give work in bundles – 10 tasks rather than 1 – hoping that freelancers will improve their speed over time and make up for the low pay by producing volume.”

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(Bob) Garfield (of Advertising Age) explains in his book. *The Chaos Scenario*:

Mass media, of course, do not exist in a vacuum. They have a perfect symbiotic relationship with mass marketing. Advertising underwrites the content. The content delivers audience. Audiences receive the marketing messages and patronize the advertisers, and so on in what for centuries was an efficient cycle of Economic life. The first element of Chaos presumes the fragmentation of mass media creates a different sort of cycle: an inexorable death spiral, in which audience fragmentation and ad-avoidance hardware lead to an exodus of advertisers, leading in turn to an exodus of capital, leading to a decline in the quality of content, leading to further audience defection, leading to further advertiser defection and so on to oblivion.

The refugees – audience and marketers alike – flee to the Internet. There they encounter the second, and more ominous, chaos component: the Internet’s awkward infancy. The online space isn’t remotely developed enough – nor will it be any time soon – to absorb the advertising budgets of the top 100 marketers, to match the reach of traditional media, or to fulfill the content desires of the audience.

A collapsing old model. An unconstructed new model. Paralyzed marketers. Disenchanted consumers It’s all so…chaotic.

The thing about all this chaos is that it has an impact on far more than just ad agencies or consumer packaged goods. Advertiser chaos has an impact on newspapers, local radio, television, magazines, and all the consumers of media that have enjoyed the subsidized existence of high-quality media.

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…The nexus between big media and big brands is broken. And in between the message and the people formerly known as the audience are curators, whose motivation can’t be assumed to be simply monetary compensation.

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Says (Jean-Phillipe) Maheu (CEO of Publicis Modem), “*The empirical evidence is that when the brand changes the conversation to its benefits, sales accelerate.*”

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But what Maheu and Rubel agree on is content and the need for brands to take control of the conversation and curate.

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(Joseph) Reuter (CurationStation.com) describes good curators as having a clear set of attributes that includes building trust, awareness, conversation, community, participation, interaction, engagement, and affinity. Somewhat paradoxically, Reuter suggests that well-executed brand curation can be “noise cancelling,” which is to say that when customers search for answers and information arrives at their front doors with a trusted brand-published offering, they tune in to solve their problem or answer their question and tune out the extraneous noise and content. This is a powerful brand opportunity but also a complex one. Building trust with a customer is more than offering a biased, positive, brand-centric view of the world – that’s the fastest way to convince customers you’re not an honest broker. Cultivating trust will force brands to develop an honest and sometimes self-critical look at their practices and products.

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In a transparent world, engaging an unhappy customer has a twofold win. You get to hear from a critic with a megaphone and you get to turn a foe into a friend.

“It’s jujitsu, and it’s just so basic and so obvious – but it is also so contrary to all of the instincts of every corporate PR person who has ever lived,” Garfield says. “Their instincts are to deny, to deflect, and to quash. In the connected world, you can’t do that, and so that’s why you should cultivate even your worst critics.”

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(Joseph) Reuter (CurationStation) concludes, “Brands have the expertise, the time, and the money to be great editors and curators of digital content. It seems reasonable to conclude that one part of being a great brand is now also being a great curator.”

This whole new world can’t be easy for brands or their creative partners. It used to be so easy when dollars equaled dominance, but now there’s a digital fly in the ointment. Curation can give brands a way to convene a conversation, keep the tone appropriate, and create a safe space for customers to learn and share. But brands that ignore the need to embrace an editorial voice are bound to be unhappy when consumers use there newfound power to talk about them – whether they like it or not.

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…The volume of content on the Web is rising rapidly, and visitors are coming to each site and asking just one simple question: “Are you a content source I can trust?” If the answer is yes, they’ll be back to read, contribute, and purchase. If the answer is no, it’ll be the last stop on their Web checklist, a place that may offer information but that doesn’t do it in a way that is clear, accessible, and fresh.

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Data will be created with staggering speed, and systems will need to evolve to find, gather, and package data so that you can get what you need, when you need it, in coherent and useful bundles.

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What is broken?

Search is broken. It’s over. Done. Gone.

Why?

Search was effective when the Web was a library, notes blogger Vasu Srinivasan. But a library was a curated collection. And as such, each book in it had a Dewey Decimal System number and a proper place. Today, it’s as if the library doors have been flung open and the shelves are now filled with literature, movies, comic books, cooking recipes, taxi receipts, old worn socks, boxes of love letters, worn truck tires, gum wrappers, and song lyrics. There is no rhyme or reason to what’s on the Web or how it’s categorized, or tagged. It’s a data free-for-all, and it’s just beginning. Today, we can check in our Foursquare or Facebook at a location. But what if your phone allowed you to automatically check in at your favorite places or if – better yet – *any place* you stop at for more than 10 minutes, it would fire of a check in. Your social network would be flooded with check ins. Someone, quick, find me a filter.

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Search is over. Curation has begun.

And while search is about heavy iron and big fast computers, curation is built at human scale. It narrows the wide Web down to a far smaller circle of friends, neighborhoods, and trusted filters. We’re hungry for that kind of reliability – desperate for it, in fact.

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Robert Scoble says the key driver is passion: “Pick some niche that you’re passionate about that you can totally own. If somebody says something about that niche, you should be able to see it in real time and be able to explain it to other people. If you do that and do that well, then you’re going to be able to build up for that.”

Passion and niches, that’s Scoble’s mantra. “Find a niche that you’re passionate about, own it completely. Hopefully, you pick a niche that people care about and that is growing in importance.