



HIGHLINE PARTNERS

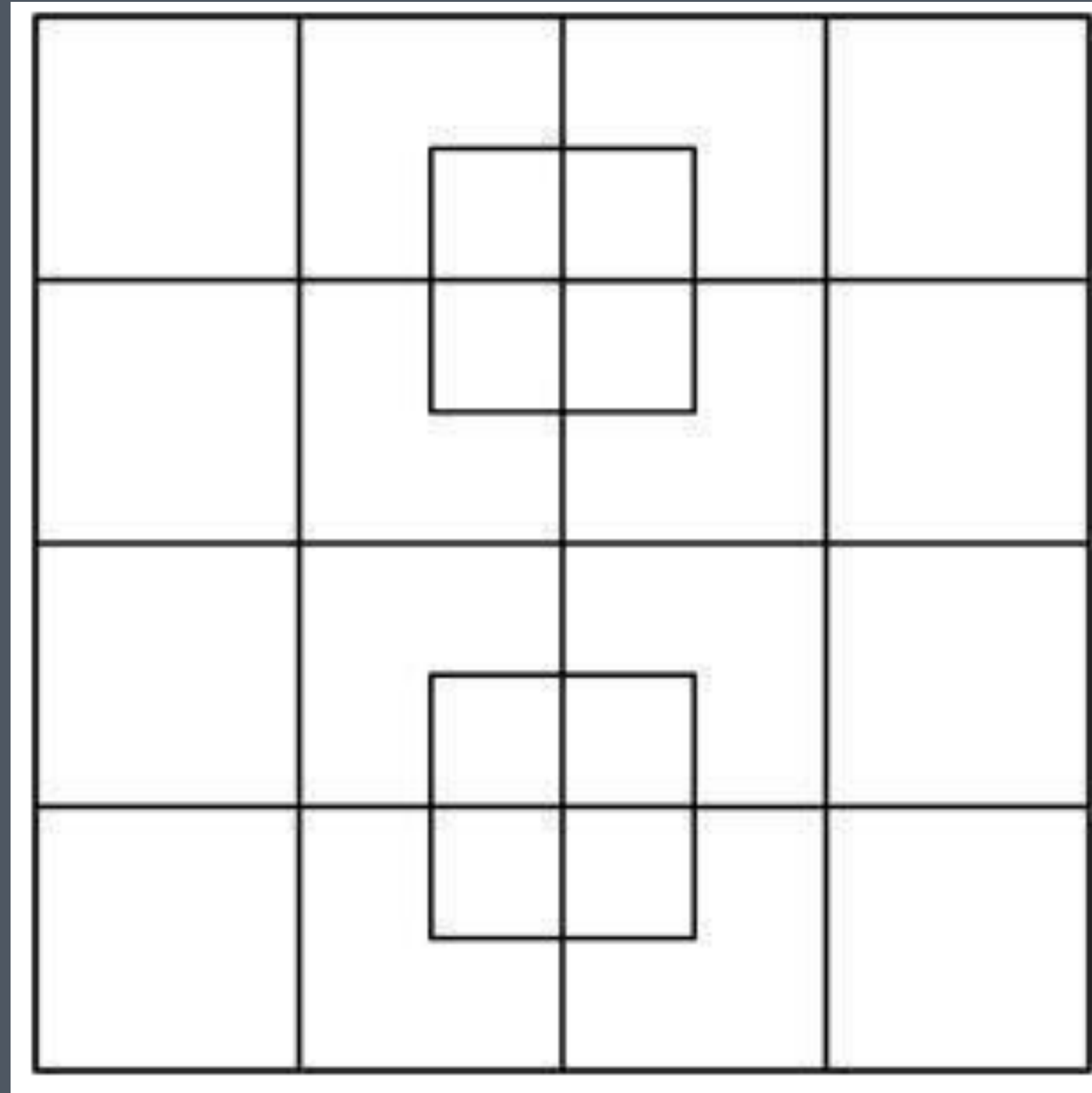
# AUTHENTIC BRANDING

BRETT POSTEN





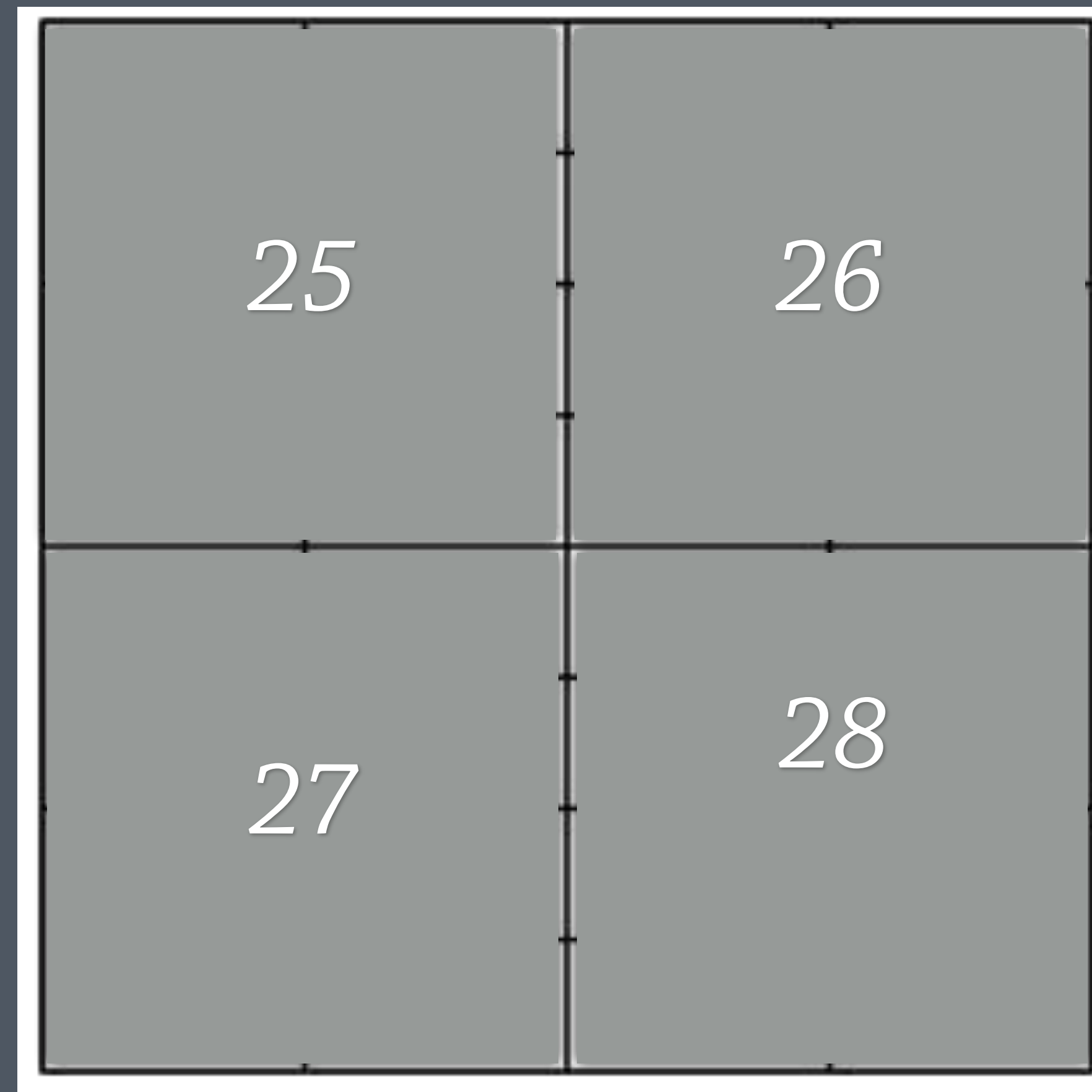
# HOW MANY SQUARES?



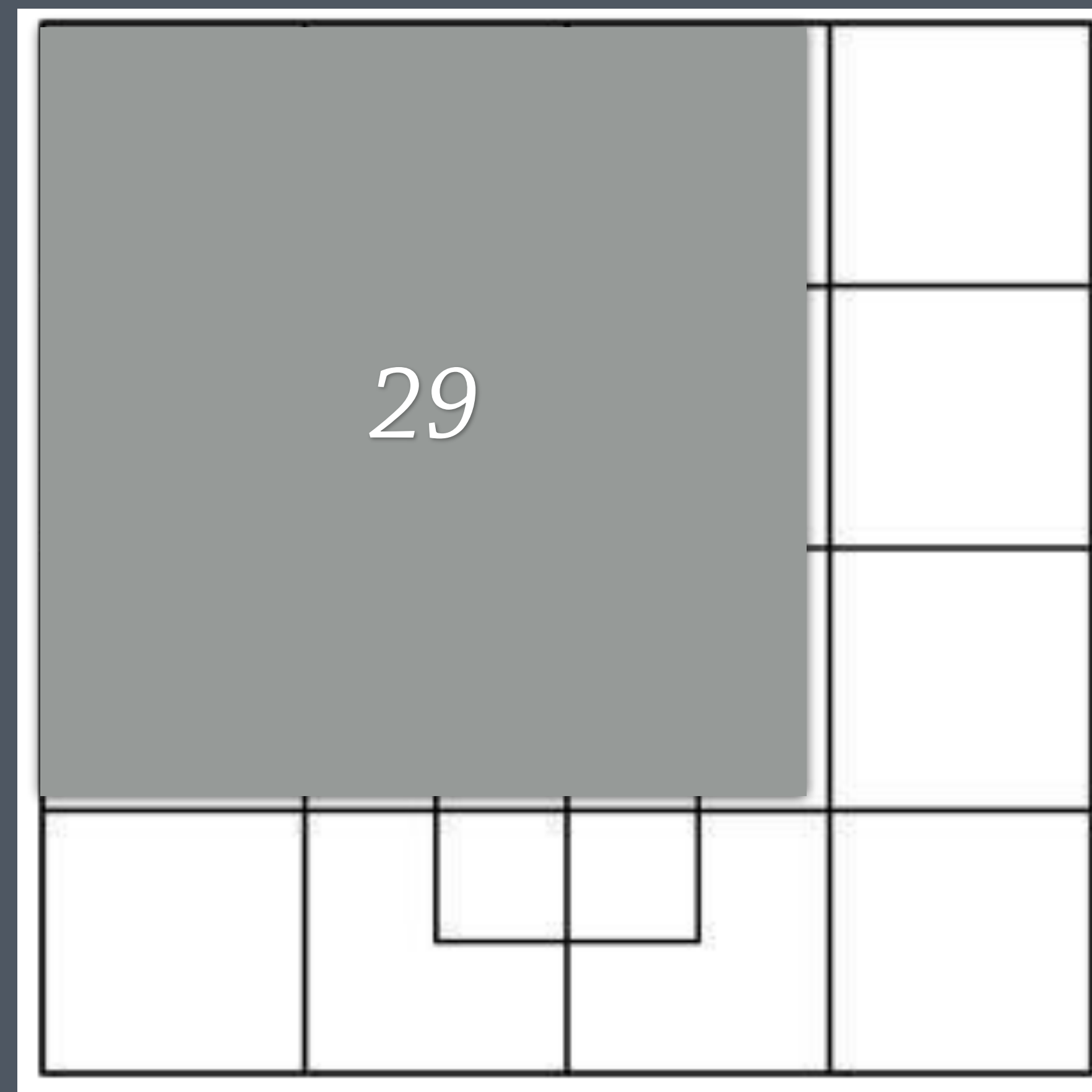
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13	14	15	16

		17 18	
		19 20	
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		23 24	

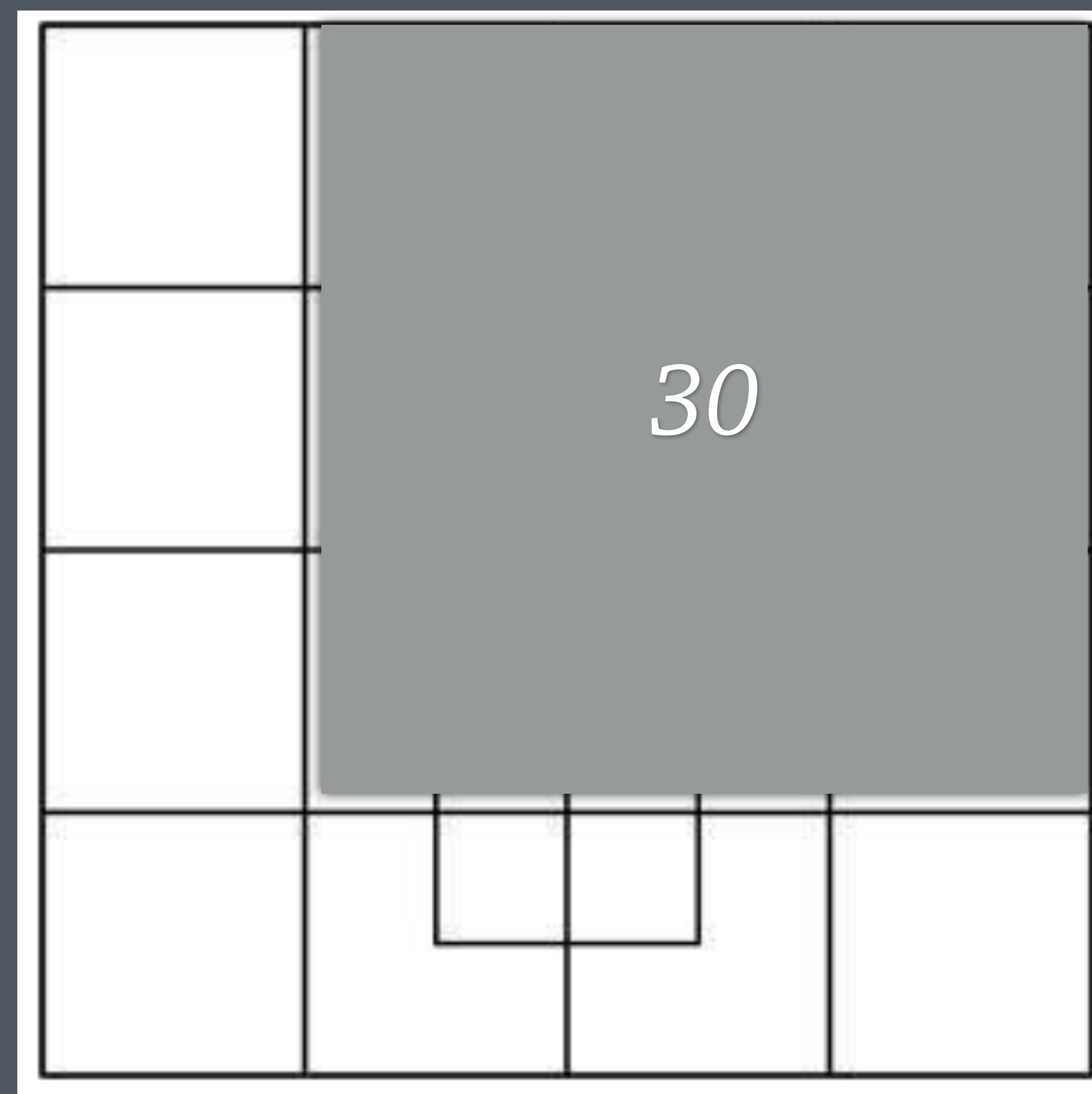




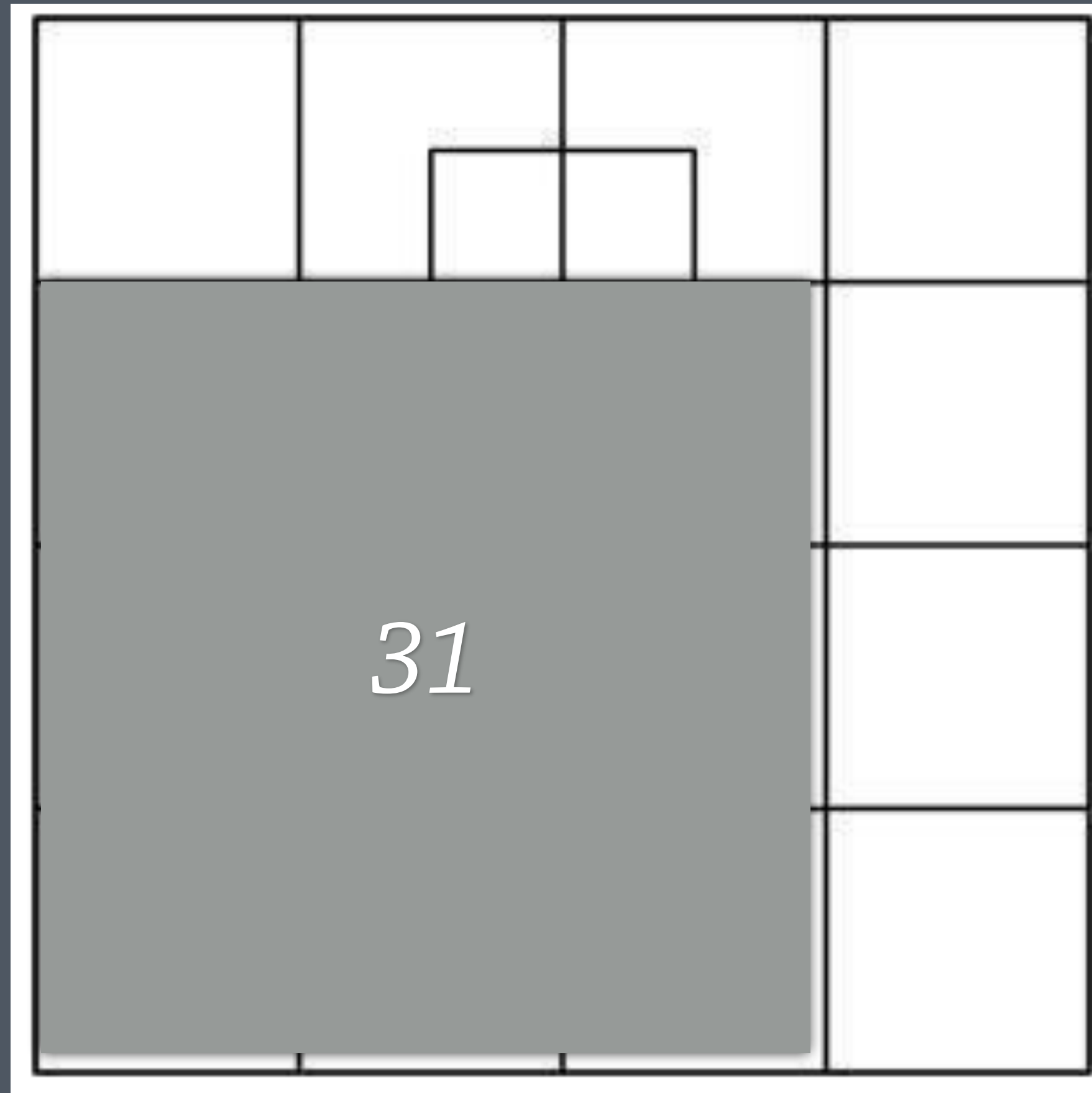




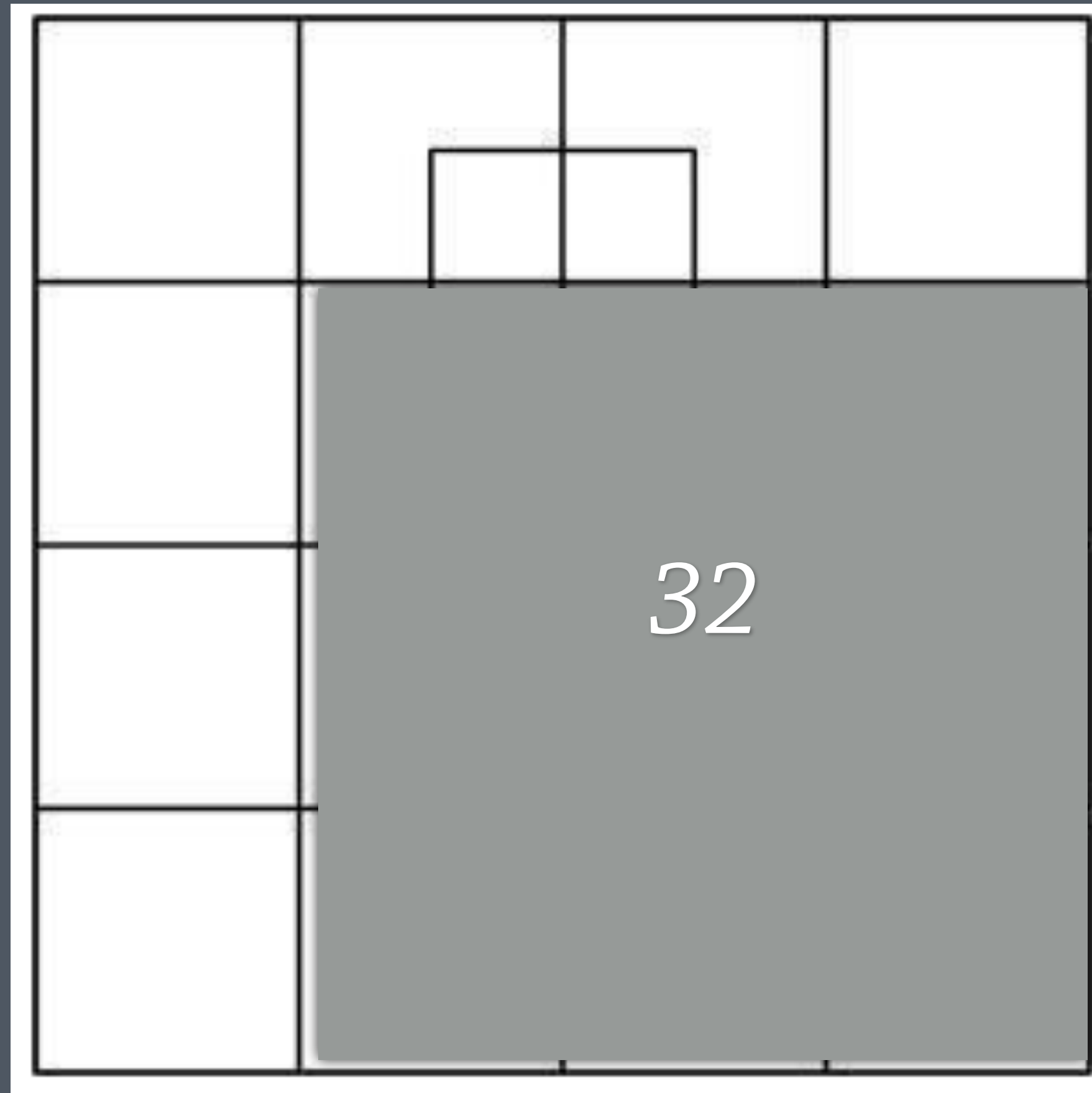


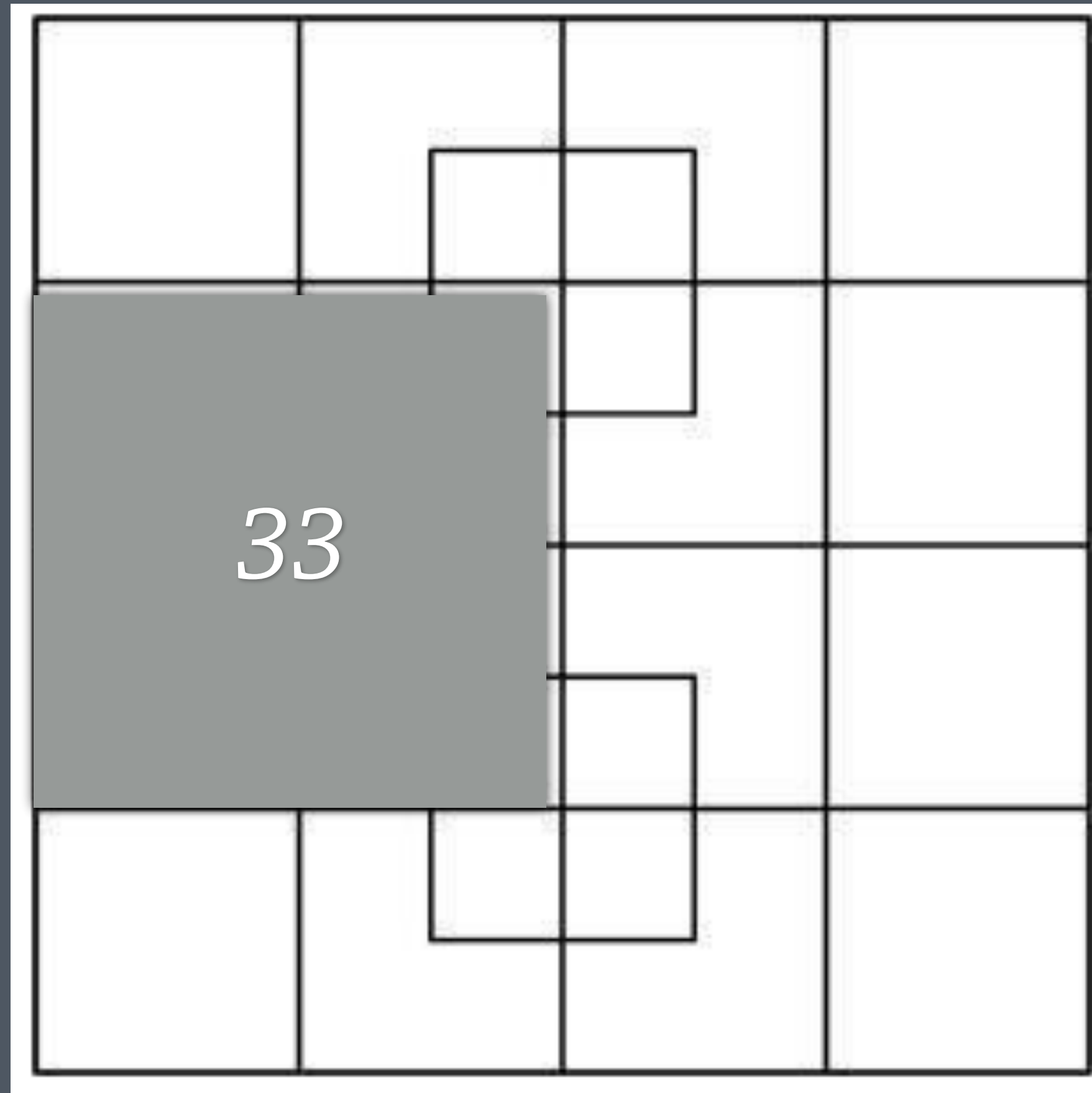




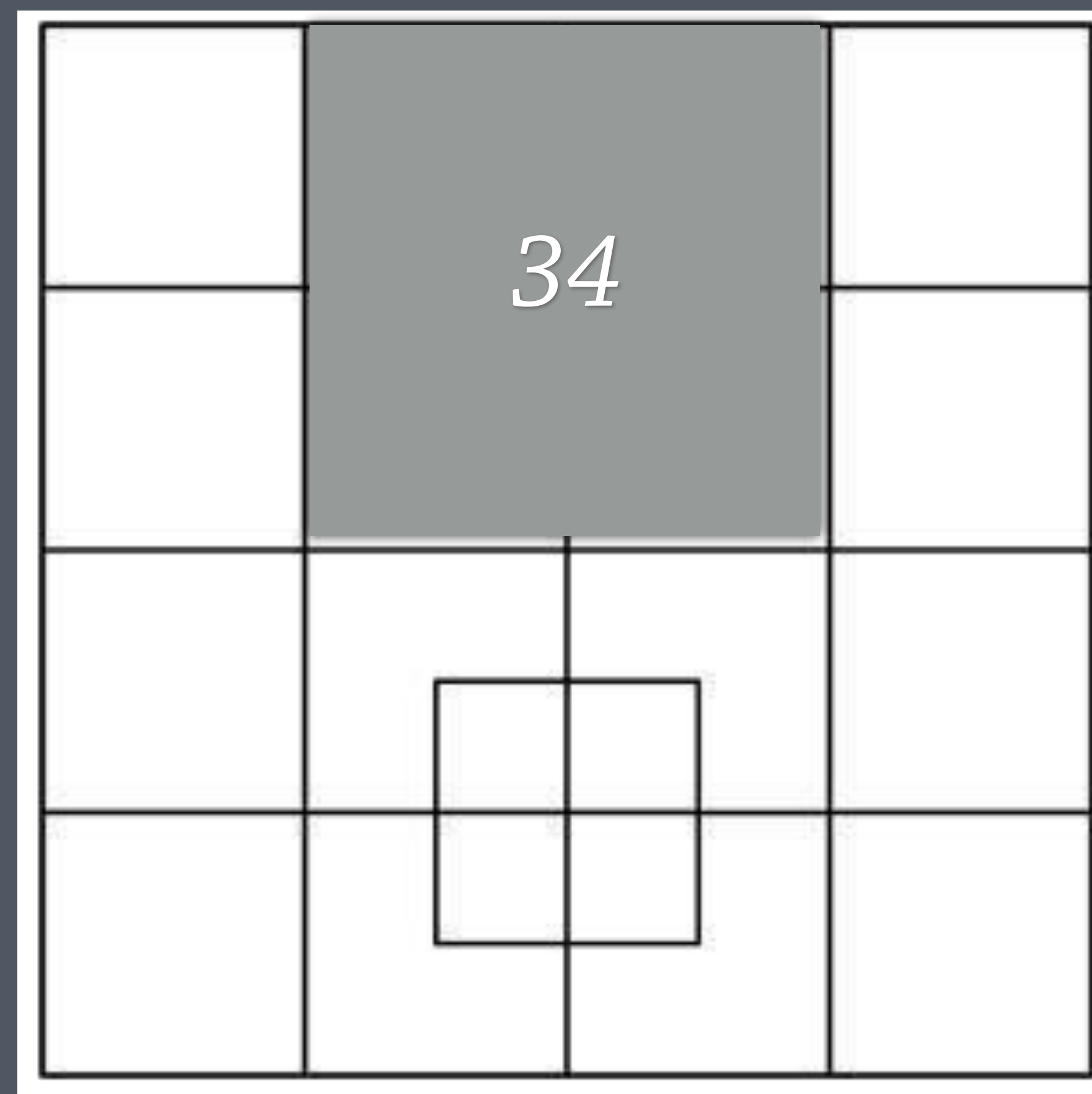


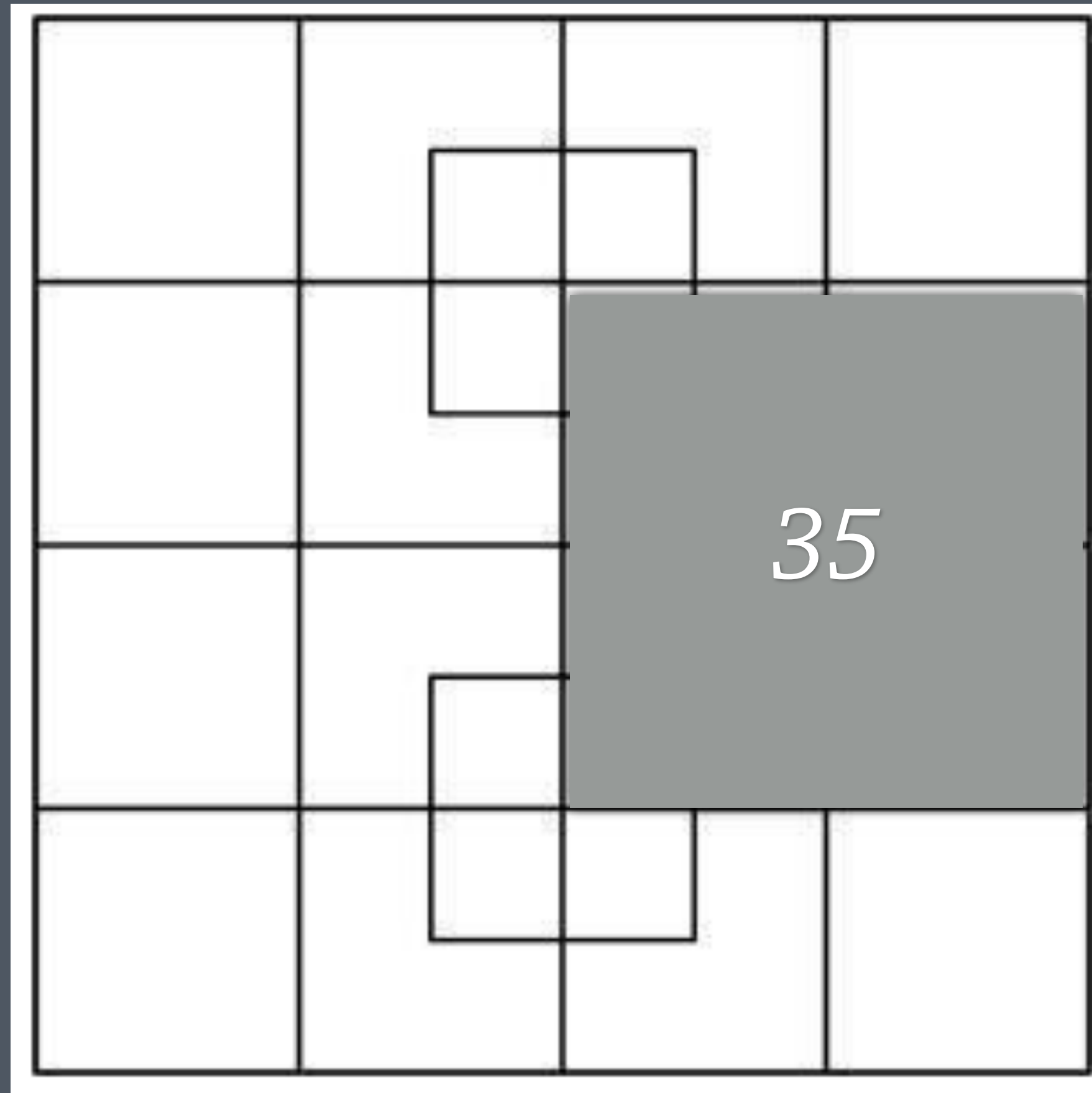




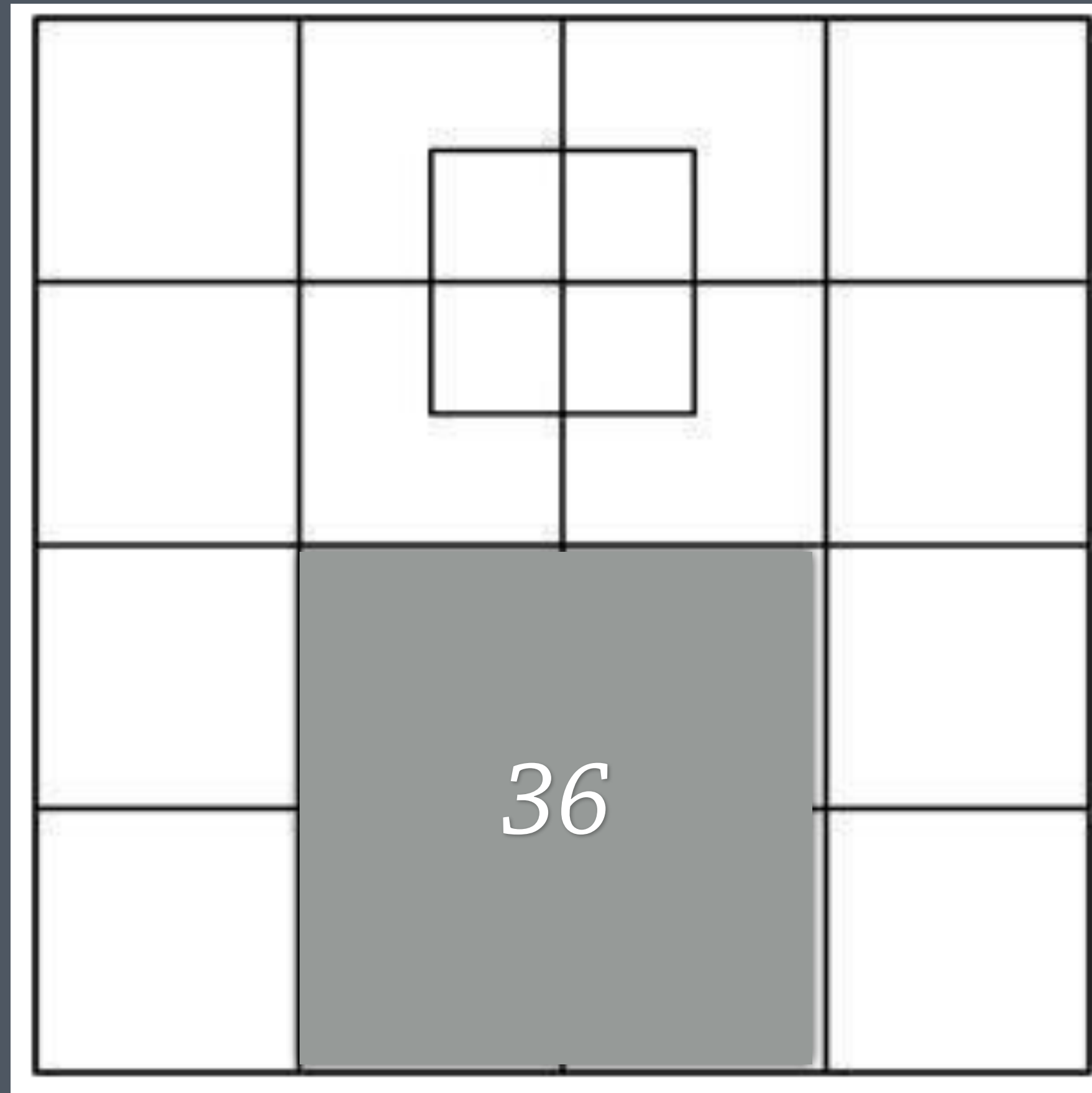


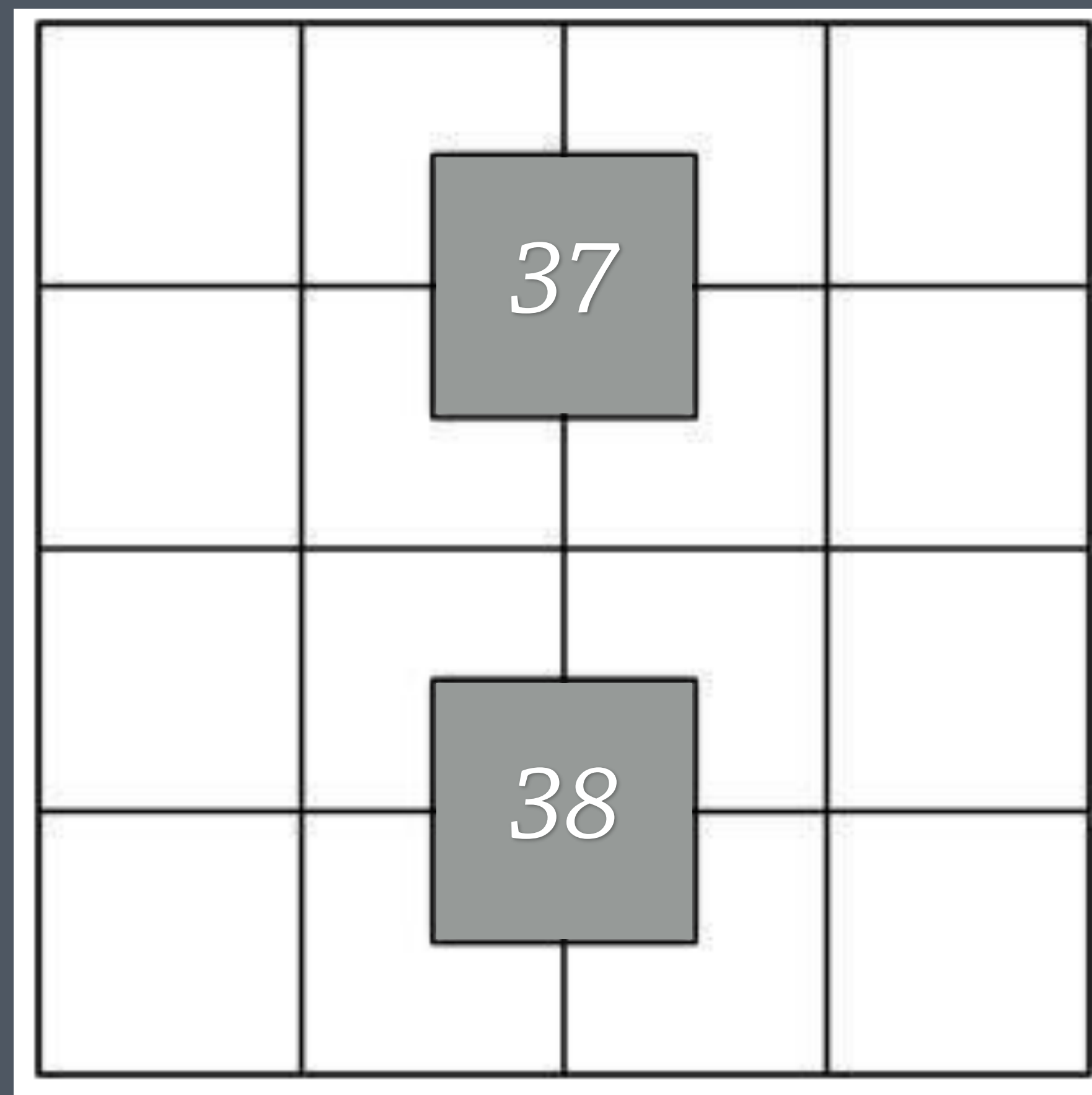




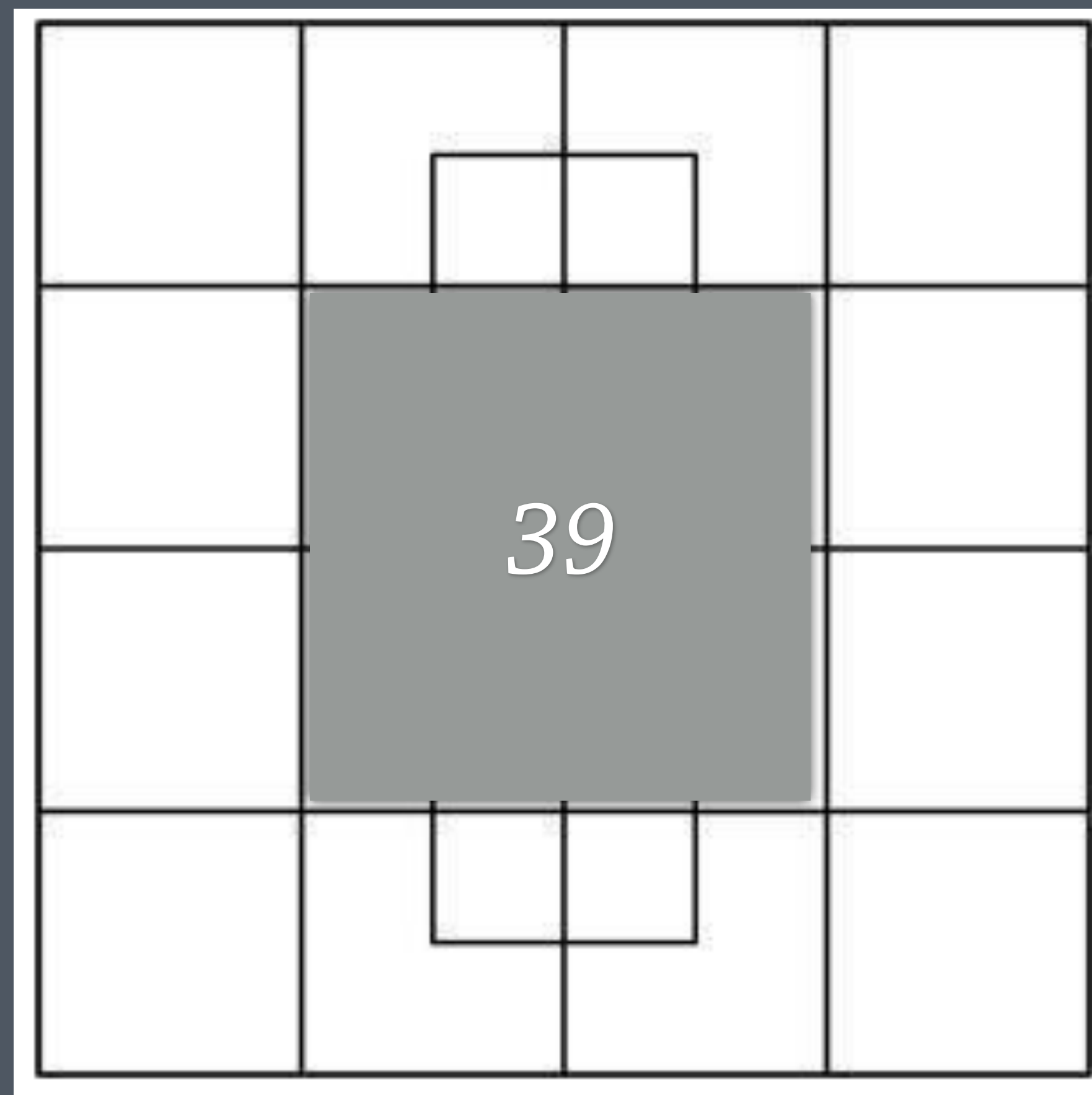








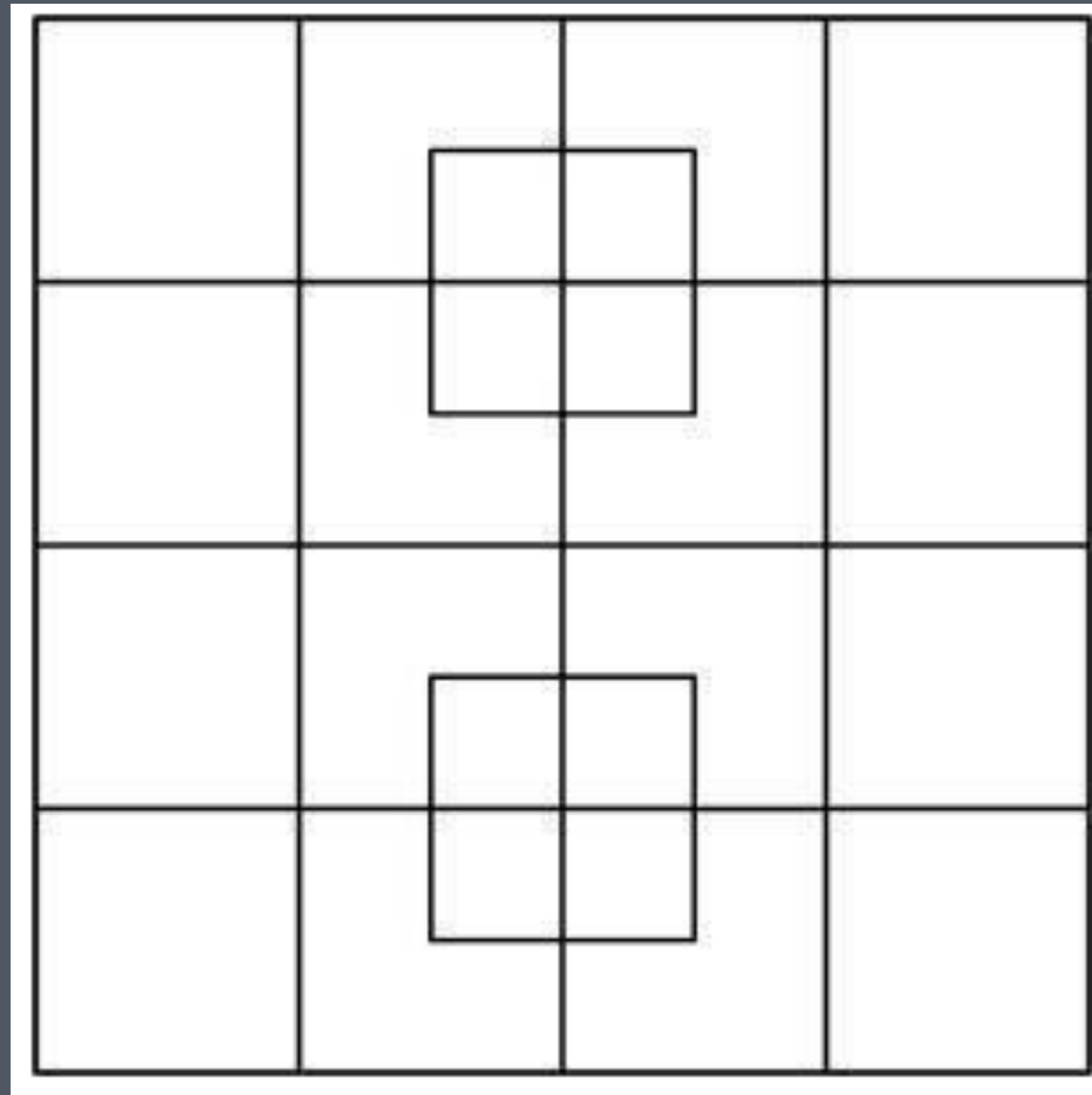




40



Did we miss any?



JUST LIKE THESE SQUARES, A BRAND IS A  
MULTI-LAYERED STORY THAT'S OFTEN  
HIDDEN IN PLAIN SIGHT.

This is going to be a very different presentation  
than most of what you've seen while here.

EDCs

Developers

Civic leaders

Placemakers

Anybody with a story to tell



I'm assuming we're all  
smart and can apply these  
ideas to your organization /  
project.

Who is  
Brett  
Posten?





***MOTOROLA***



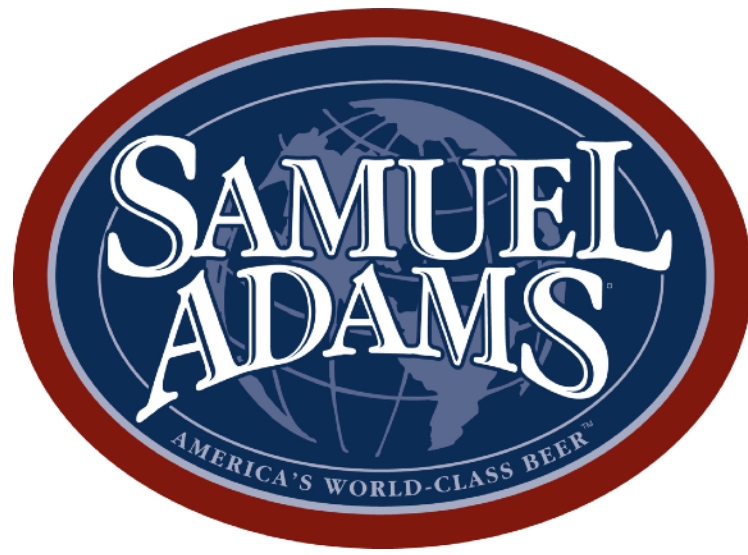






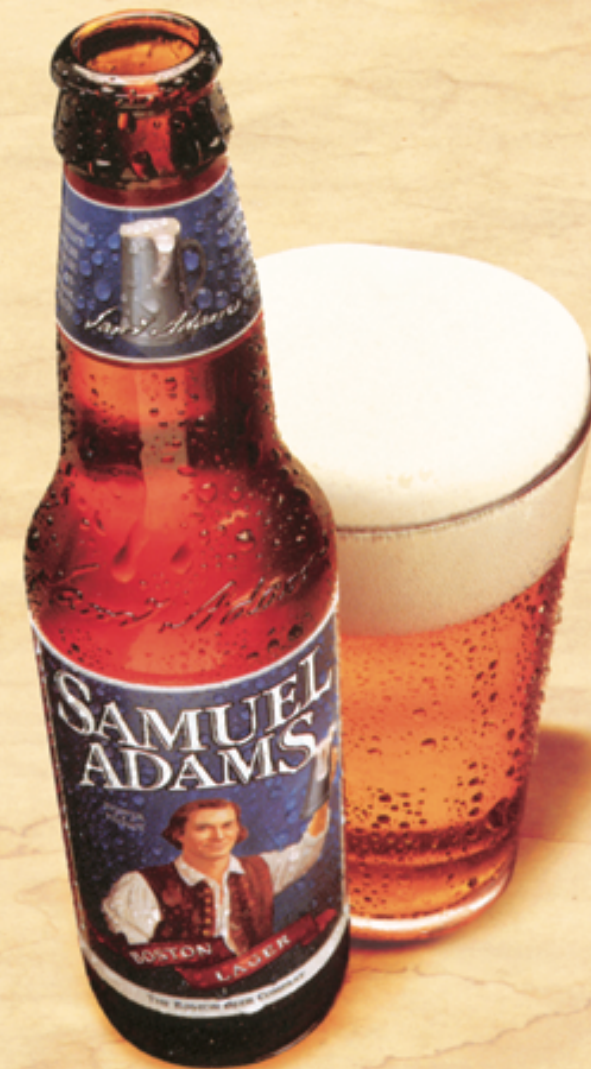








# Never a SAM *LIGHT*.



IT'S WHAT'S INSIDE



Grill & Groove with Sam Adams and VH1 this summer.  
Check out details wherever Sam Adams is sold or visit [samadams.com](http://samadams.com)

© 1999 Viacom International, Inc.

# Never EASY-OPEN CANS.



IT'S WHAT'S INSIDE



Music First

Grill & Groove with Sam Adams and VH1 this summer.  
Check out details wherever Sam Adams is sold or visit [samadams.com](http://samadams.com)

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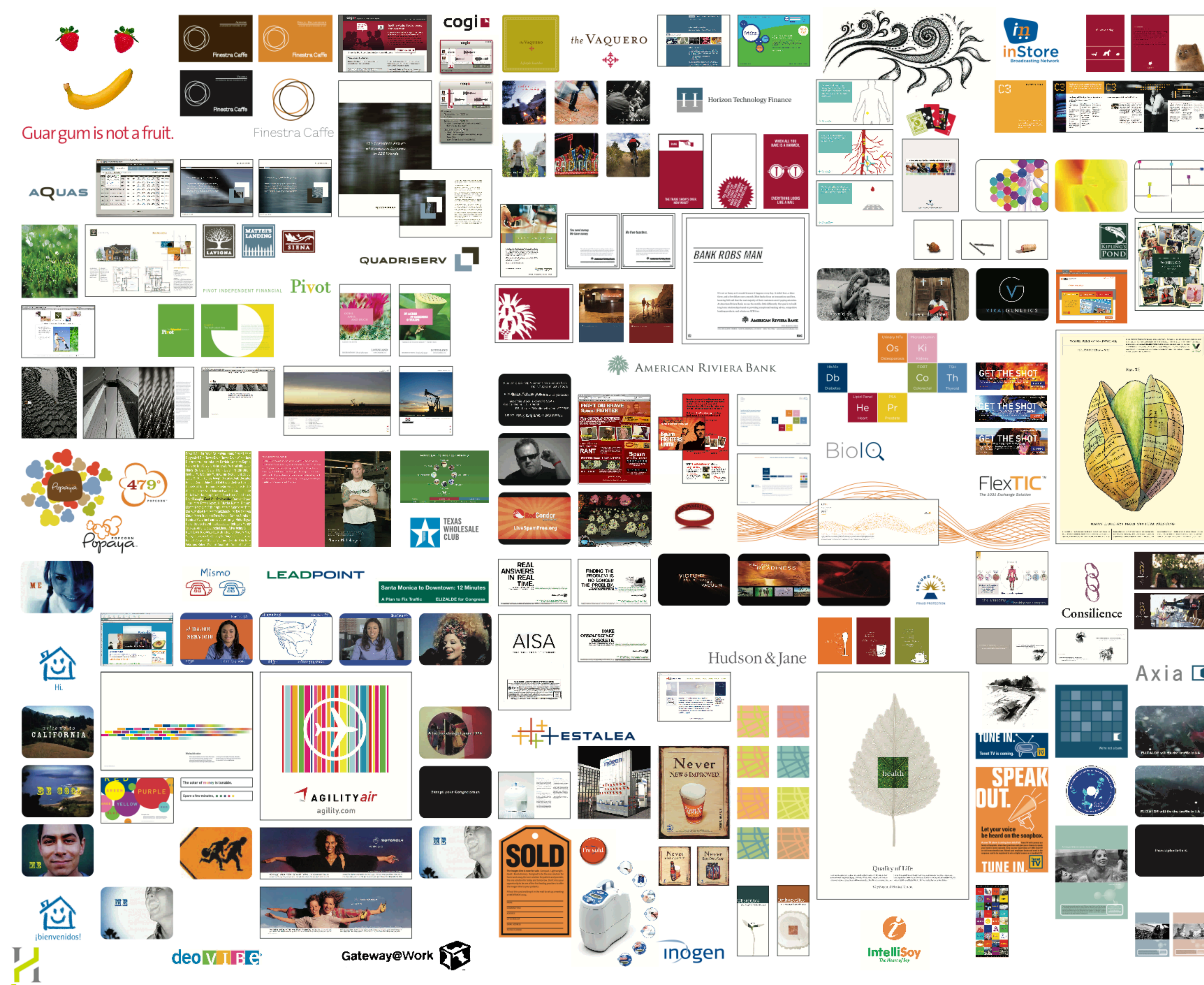












SINCE 1995, I'VE WORKED ON THE BIGGES AND THE SMALLEST BRANDS ON THE PLANET, INCLUDING SOME OF THE STUPIDEST IDEAS EVER, LIKE THIS WITH BMW DESIGN WORKS.





I AM MEDIA *agnostic.*

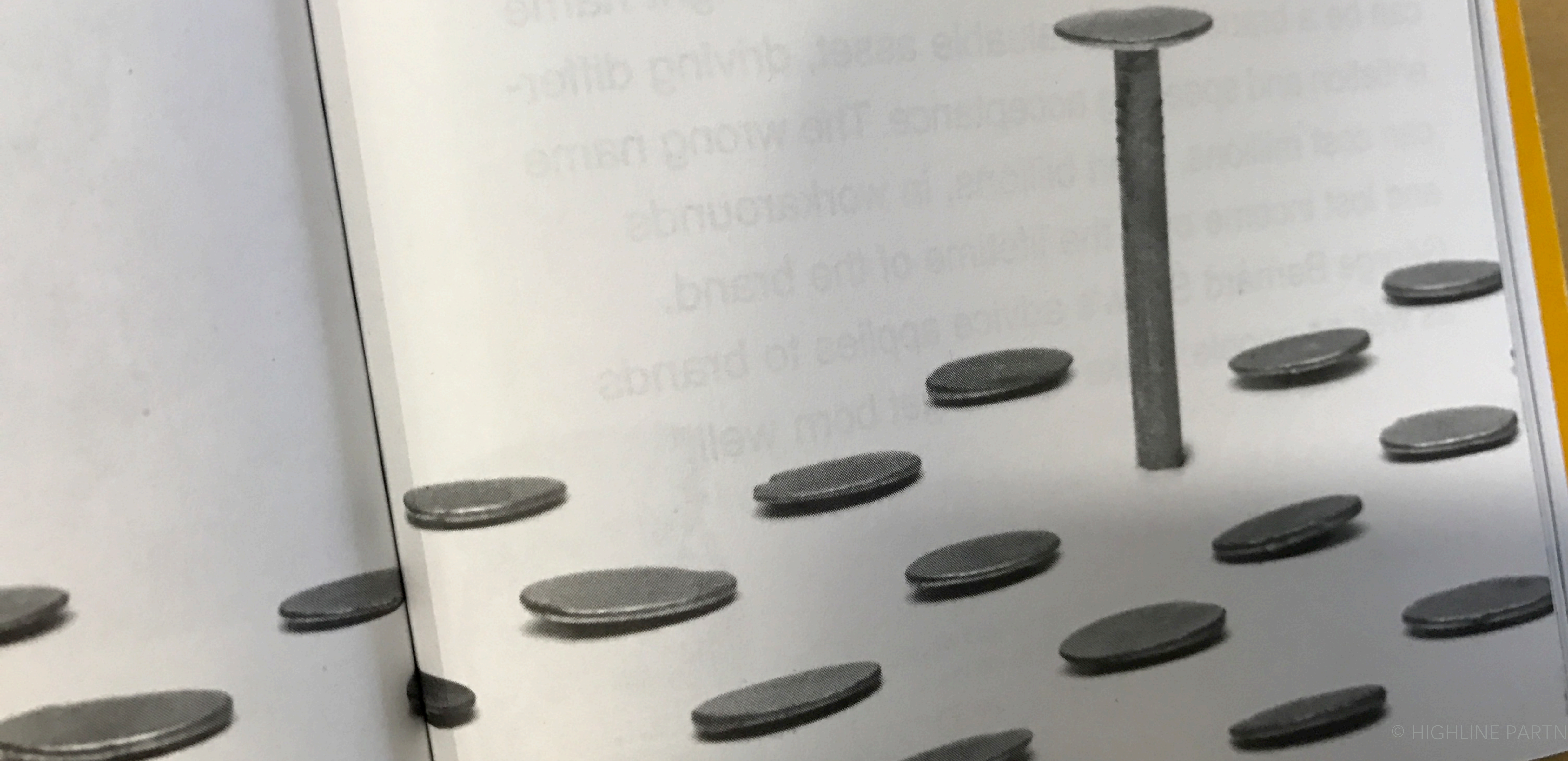
humor, belief, pain, happiness, joy, passion



nt.

# Goal for today:

THE NAIL THAT STICKS UP  
IS ONE BRAVE NAIL.





What is a  
brand?



imagine a horse.

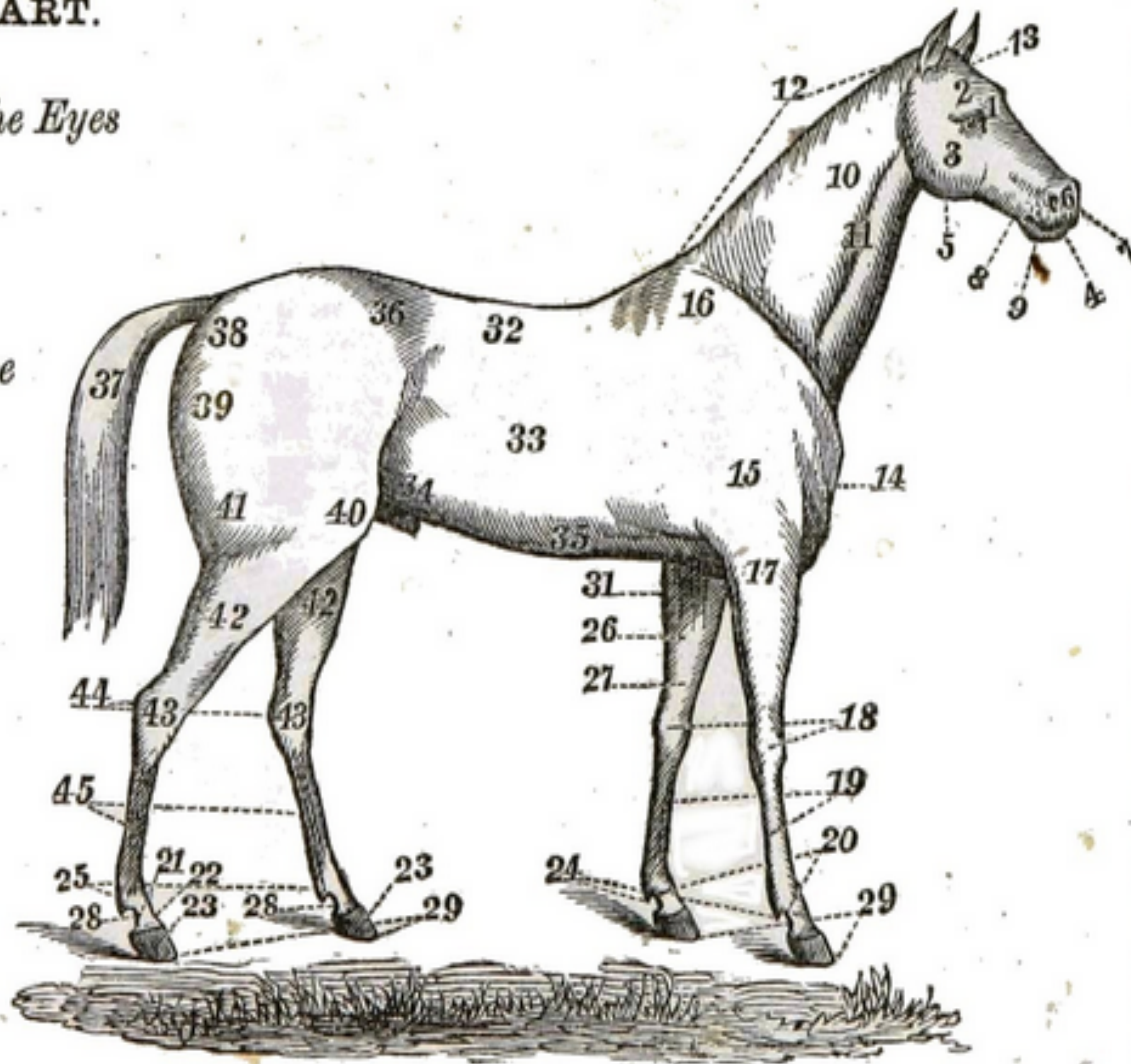






## THE FORE PART.

- 1 Forehead
- 2 Cavity above the Eyes
- 3 Temples
- 4 Lips
- 5 Jaw
- 6 Nostrils
- 7 Tip of the Nose
- 8 Beard
- 9 Chin
- 10 Neck
- 11 Throat
- 12 Mane
- 13 Fore Top
- 14 Chest
- 15 Shoulders
- 16 Withers
- 17 Arm
- 18 Knee
- 19 Shank
- 20 Fetlock Joint
- 21 Pastern
- 22 Coronet
- 23 Hoof
- 24 Fetlock



- 25 { Back Sinews or  
Main Tendons
- 26 Plate Vein
- 27 Chesnut
- 28 Quarters
- 29 Toe
- 30 Heel
- 31 Elbow

## THE BODY.

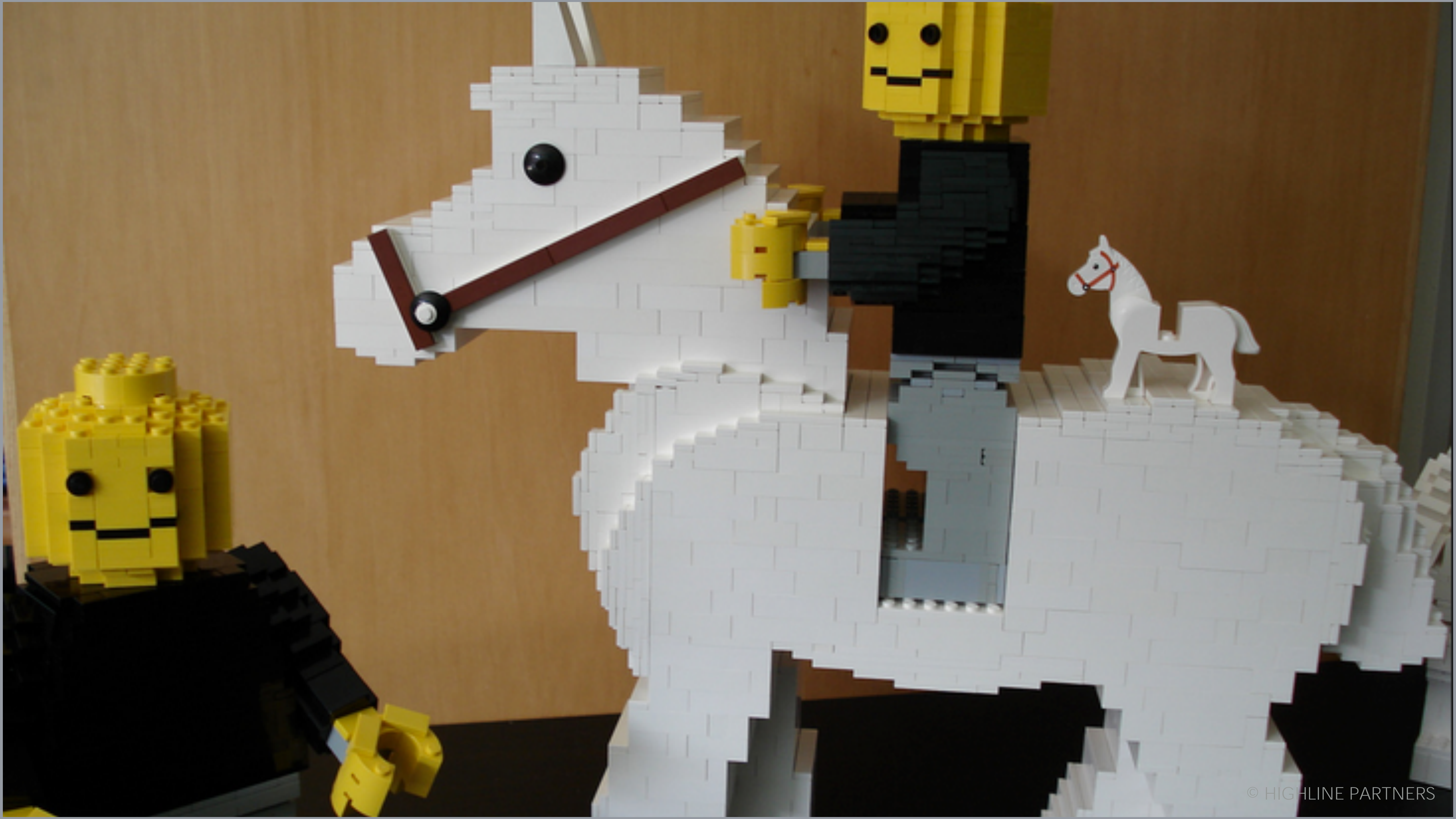
- 32 Reins
- 33 Ribs
- 34 Flanks
- 35 Belly
- 36 Fillets

## THE HIND PART.

- 37 Tail
- 38 Rump
- 39 Buttocks
- 40 Stifle
- 41 Haunches
- 42 Thighs
- 43 Hock
- 44 Point of the Hock
- 45 Instep

The Name and Situation of the External parts of  
**A HORSE.**







**SMELL LIKE A MAN, MAN.**

*Old Spice*





but not this







Why does  
branding  
matter?



Why does Arm & Hammer sell?



**VALUE SIZE!**



**Pure Baking Soda**<sup>®</sup>

America's #1 Trusted Baking Soda Brand

**ONE BOX. COUNTLESS USES.**



Cleaning



Laundry



Deodorizing

NET WT. 4 LB. (1.81 kg)



**OUR LARGEST SIZE**



**CLUMP & SEAL**

**SLIDE**<sup>™</sup>

EASY CLEAN-UP CLUMPING LITTER

**LITTER SLIDES RIGHT OUT**

- ✓ Doesn't Stick to Pan
- ✓ No Scrubbing



**MULTI-CAT** **100% Dust Free**

NET WT. 30 LBS. (13.6 kg)







Why does Tidy Cat sell?









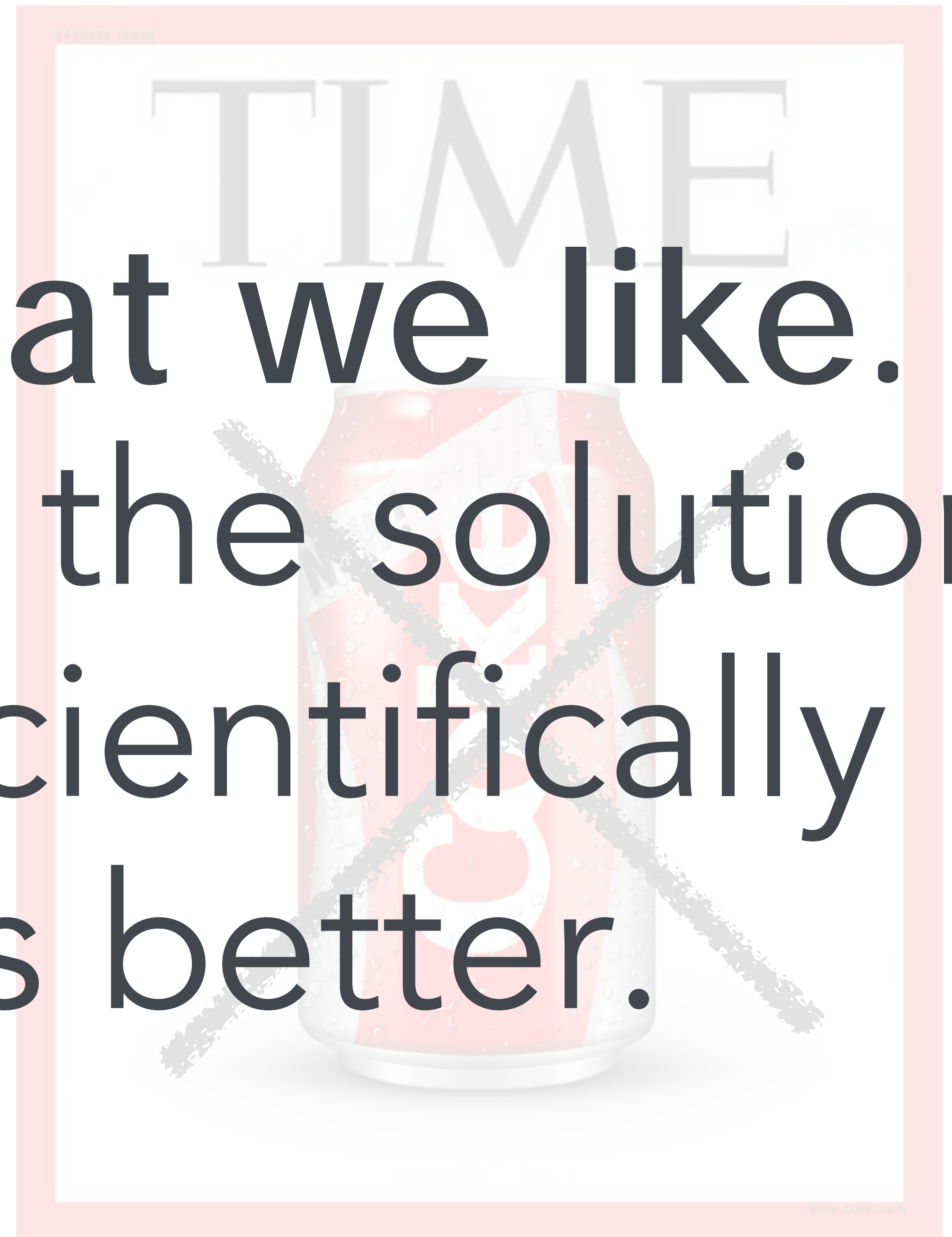








We like what we like.  
Regardless if the solution  
has been scientifically  
tested as better.



**Fine.**

**But what does that have to do with places?**





15 Seconds:

Free Association

15 Seconds:

JEREUSALEM



15 Seconds:

LAS VEGAS

ADVERTISEMENT

# COLUMN ONE : Las Vegas Gambles on Families : Campaign to lure parents and children brings big crowds--and backlash. Holdout casinos decry the image change. Even backers concede that poor planning has caused some gaffes.

The impact was visible all summer long, as the fabled Las Vegas Strip was awash in children. They thronged the walkway in front of the new Treasure Island resort three times a night to watch an elaborate live pirate battle; ogled dolphins and white tigers at the neighboring Mirage, and dropped thousands of dollars worth of quarters into state-of-the-art video games at the new Luxor and MGM Grand casino-hotels.

But the one thing they were not permitted to do was gamble, and therein lies a key reason that the family resort idea is generating perhaps the most important debate about Las Vegas' future since Bugsy Siegel built the original Flamingo hotel-casino in 1946.

"To me it seems funny that we're going after a market for whom the biggest activity in town is illegal," says John A. Schibrowsky, an assistant professor of marketing at the University of Nevada at Las Vegas, who has studied the economics of the phenomenon.

R&R once partnered with NBC and asked travelers to share their own "Vegas stories" for a chance to play poker with the cast of the popular television show "Las Vegas." Most of the stories involved sex.

"I've got to tell you, some of the stuff that people were willing to send and sign their name to made my toes curl," Randy Snow, R&R's creative director, told Brandweek magazine about the experience. "If people think our campaign is too racy, they have no idea what is going on in real life."



What happens here, stays here.®  
(Just a friendly reminder.)

ONLY  
Vegas





LIVE.  
WORK.  
PLAY.



LIVE WORK  
& PLAY







LIVE.  
WORK.  
PLAY.



PALM BEACH  
LIVE WORK PLAY  
PALMBEACHLWP.COM



LIVE WORK  
PLAY

About 1,270,000 results (0.54 seconds)

work play miami  
Group



WORK  
PLAY

live  
work  
play

live.work.play.  
VERMONT







LIVE.  
WORK.  
PLAY.



PALM BEACH  
LIVE WORK PLAY  
PALMBEACHLWP.COM



LIVE WORK  
& PLAY

live work play miami  
Group

LAZY BRANDING LOSES.



LIVE  
WORK  
PLAY



live.work.play.  
VERMONT





No outdoor concert halls

No cell towers

**NIMBY-ISM is equal opportunity.**

No affordable housing

No chicken farms

No Amazon

No power plants

No wind farms

No schools

No churches

No mosques

Everything has a brand, whether or not it is created intentionally is what matters.

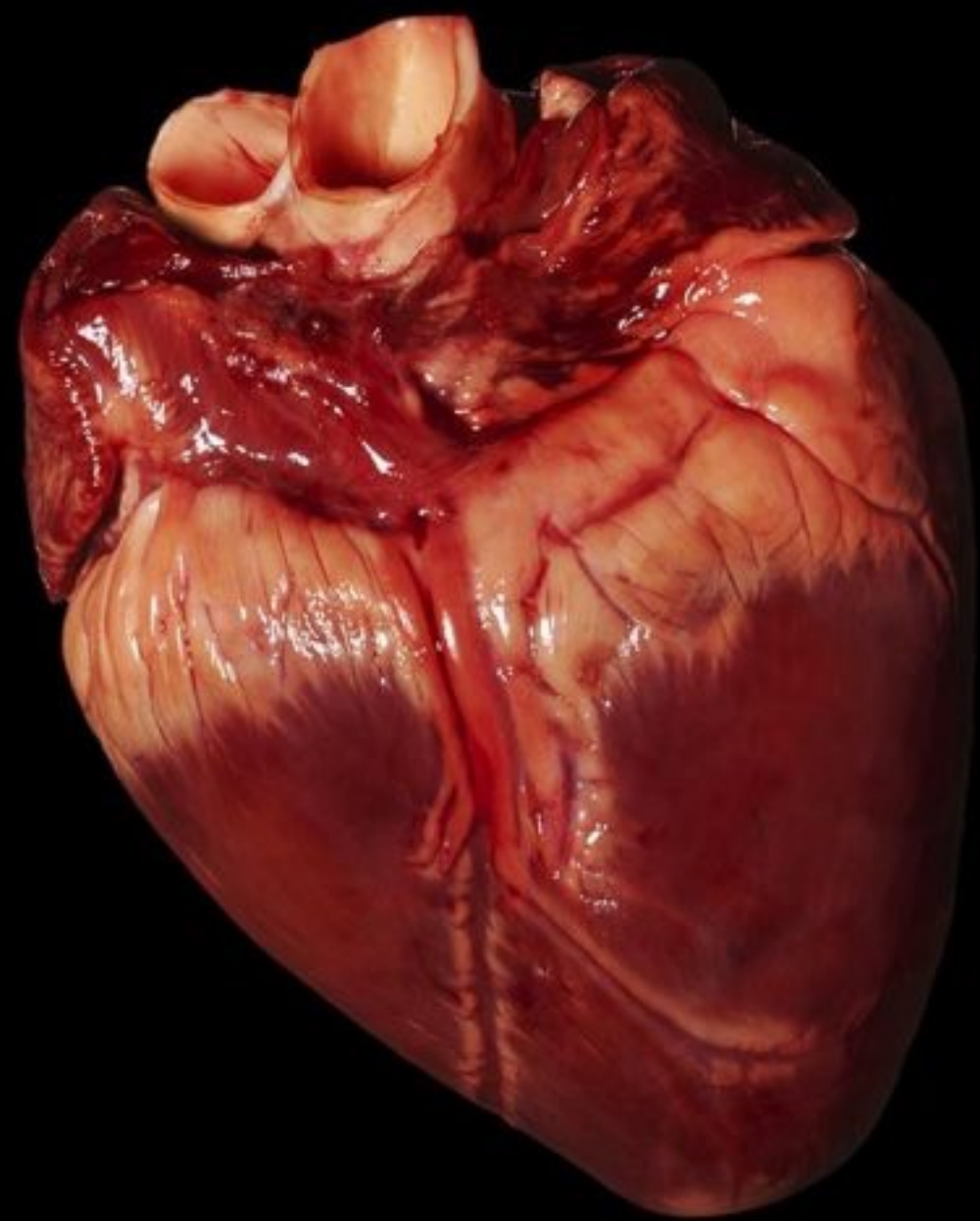


Great brands communicate both broadly & personally.

The truest part of your brand is the residue left over after all the marketing and experiences are done.







**VS.**







Seriously?









## Turned down by a bank? Artis was too.

But after working with the EDCLC, he was able to secure a loan that helped him grow his event space and photography business.

There are three different types of loans we can provide. As long as you're located in Kansas City, MO, have previously been turned down by a financial institution, and are a for-profit business, we can likely help.

[See Other Success Stories](#)

## I NEEDED A LOAN. THEY GAVE ME A LOAN.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.



Stacey Artis  
Photographer

ECONOMIC DEVELOPMENT CORPORATION 

LET'S  
GROW  
KC  
MO





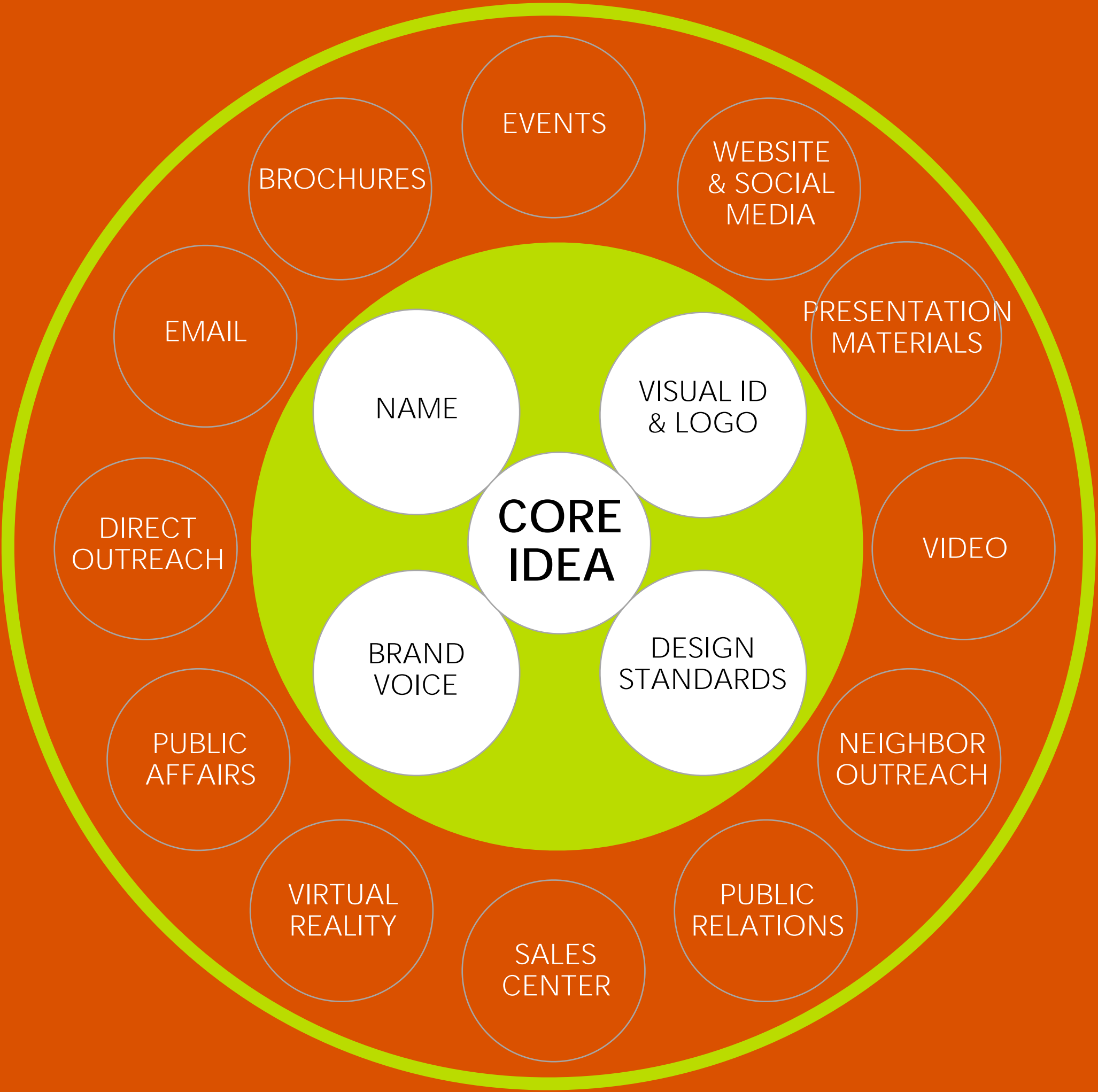
How do  
you create  
a brand?

All brands have a  
Core Idea



Your Core Idea should be at the center of everything you do.

In the first phase, our goal is to bring alignment to all your brand touchpoints, making sure that they emanate from the core of your brand.



# Real Target Audience:

Demographics vs. Psychographics

Who do you want to serve?

Who can you serve best?

Who do you need to attract to succeed?



# Core Desire:

Where is the wind?







# Core Desire:

What is the powerful force that already exists in their lives that you can tap into?  
Creating a new desire is too expensive.





# What role can your brand play to fill that core desire?

This is your grand entrance.

# Compelling Truths.

What evidence compels me to believe you  
are the best in playing that role in my life?



What's the 1 thing you  
do better than  
anyplace else?

# Core Idea:

The perfect match of being brand-based and consumer-informed.



“I belong here.”

# Value Brand / Luxury Brand



QUALITY & HIGH PRICE = "LUXURY"

HIGH FUNCTION  
LOW CONNECTION

HIGH FUNCTION  
HIGH EGO

LOW EMOTION  
+  
FUNCTIONAL  
=  
NEUTRAL

INTENTIONAL  
EMOTIONAL  
CONNECTION  
=  
PERSONALITY

OK FUNCTION  
LOW EGO

OK FUNCTION  
HIGH FUN

LOW PRICE + ACCEPTABLE QUALITY = VALUE



LUXURY



NEUTRAL

PERSONALITY



VALUE



LUXURY

virgin atlantic 

 DELTA

NEUTRAL

PERSONALITY

Southwest 

VALUE





LUXURY

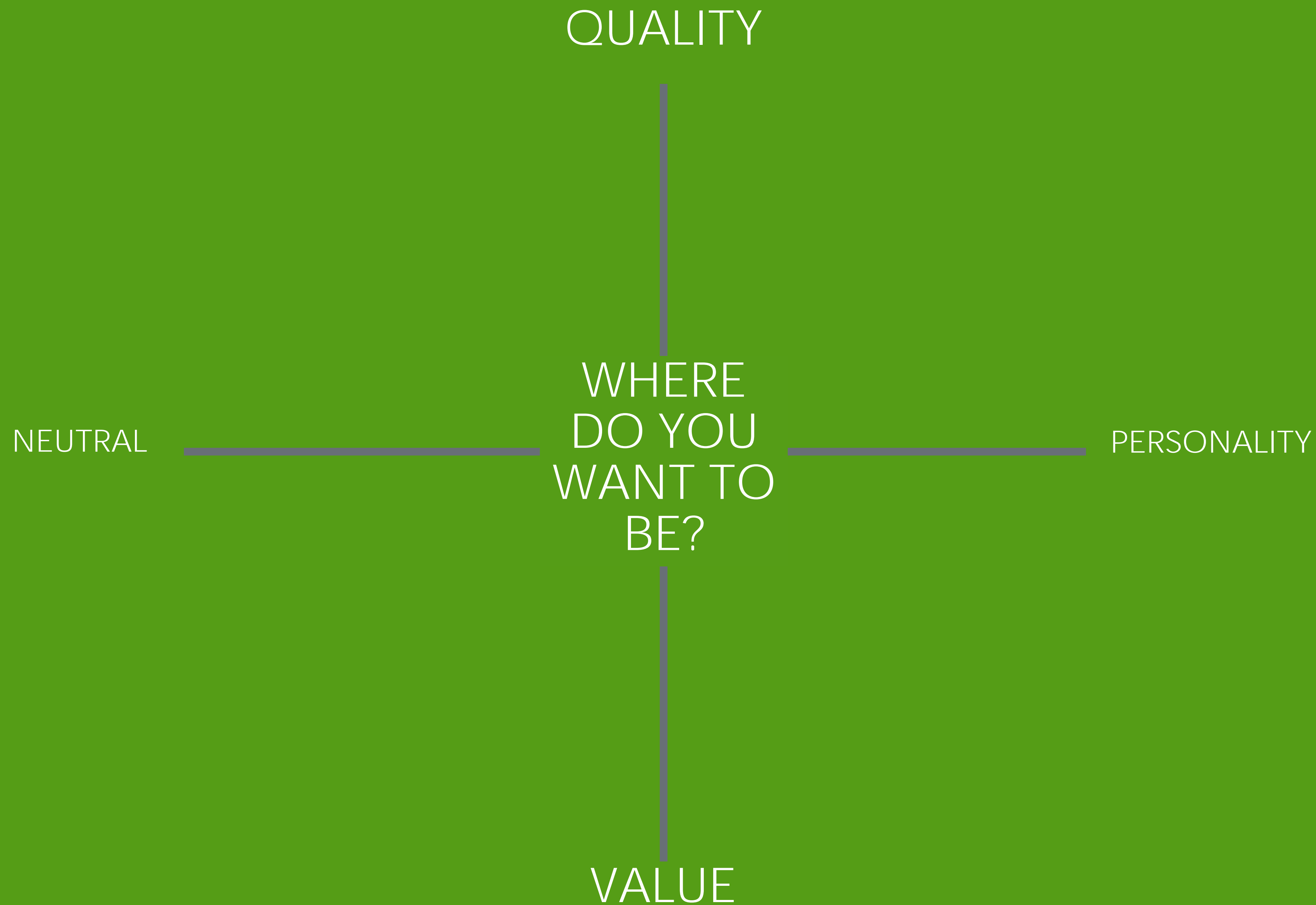


NEUTRAL

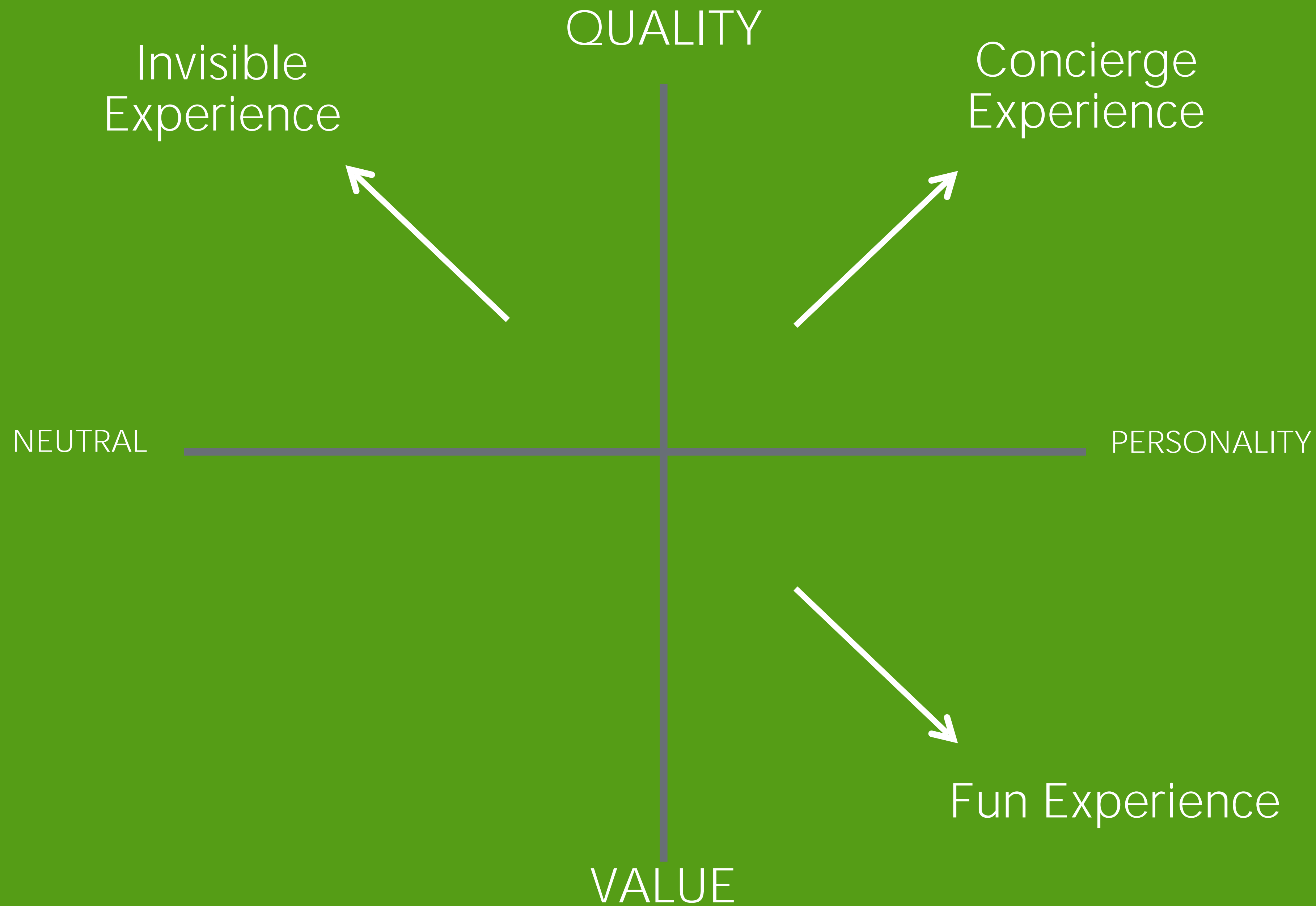
PERSONALITY



VALUE











# Branding vs. Marketing vs. PR vs. Sales?

# Your Brand

Marketing  
Advertising  
Social Media  
PR  
Sales  
Promotions  
Customer Service

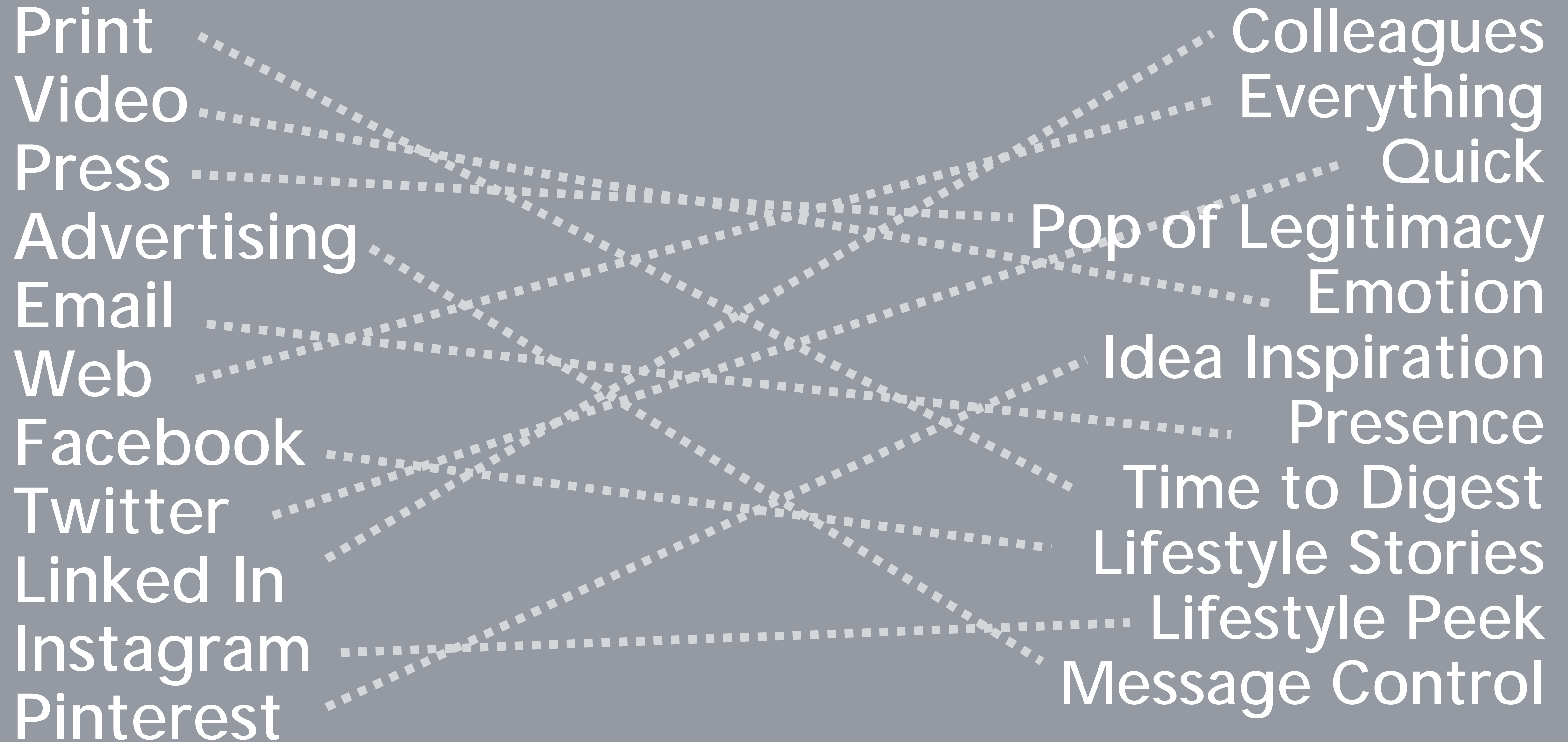


Print  
Video  
Press  
Advertising  
Email  
Web  
Facebook  
Twitter  
Linked In  
Instagram  
Pinterest

Print  
Video  
Press  
Advertising  
Email  
Web  
Facebook  
Twitter  
Linked In  
Instagram  
Pinterest

Colleagues  
Everything  
Quick  
Pop of Legitimacy  
Emotion  
Idea Inspiration  
Presence  
Time to Digest  
Lifestyle Stories  
Lifestyle Peek  
Message Control





Why  
branding  
wins.







Obama and Trump  
are brands.

McCain and Hillary  
are politicians.



The best brands  
invite people to  
bring hopes, dreams  
and aspiration to  
the party.





HIGHLINE PARTNERS  
**BP@HIGHLN.COM**

BRETT POSTEN





