Strategist
Helping Individuals, businesses and communities Reach their FULL Potential.

General Market Multi-Cultural Cultural Strategy Insights & Innovation
TRANSFORMATION
TRANSFORMATION
TRANSFORMATIONAL BRAND STRATEGIES

New Methods for a New Era in Communications
Foundational Questions

• What is a Brand?
• What is Transformation?
• What is a Transformational Brand Strategy?
• Why is it relevant, today?
Foundational Questions

• What is a Brand?

• What is Transformation?

• What is a Transformational Brand Strategy?

• Why is it relevant, today?
Simply put:
A **BRAND** is your promise to your customer.
BRANDR

(Derived from Old Norse meaning "to burn")
and also:
a set of EXPERIENCES seared into hearts & minds.
Foundational Questions

• What is a Brand?

• What is Transformation?

• What is a Transformational Brand Strategy?

• Why is it relevant, today?
n.

a change or alteration, esp a radical one
the act of transforming or the state of being transformed

a change in position or direction of the reference axes in a coordinate system without an alteration in their relative angle (mathematics)

an equivalent change in an expression or equation resulting from the substitution of one set of variables by another (mathematics)

a change in an atomic nucleus to a different nuclide as the result of the emission of either an alpha-particle or a beta-particle (physics)

an apparently miraculous change in the appearance of a stage set (theatre)

another word for transformational rule—a rule that converts deep structures into
Foundational Questions

• What is a Brand?

• What is Transformation?

• What is a Transformational Brand Strategy?

• Why is it relevant, today?
A series of strategic actions designed to radically transform a brand's trajectory, enabling it to inspire and activate audiences and create deeper levels of engagement, all while making a meaningful, lasting contribution.
Foundational Questions

• What is a Brand?

• What is Transformation?

• What is a Transformational Brand Strategy?

• Why is it relevant, today?
Because success hinges on taking this:
and being able to do this:
Transformation
The Experience Economy

The Progression of Value

- Differentiated
- Undifferentiated

Competitive Position:
- Market
- Pricing
- Premium
Evolution for every stage

A commodity business charges for undifferentiated products.

A goods business charges for distinctive, tangible things.

A service business charges for the activities you perform.

An experience business charges for the feeling customers get by engaging it.
More advanced experience businesses can begin charging for the value of the "transformation" that an experience offers. This, they argue, is a natural progression in the value added by the business.
The Transformation Economy
The Transformation Economy

The exchange of cash for goods or services that could considerably improve the quality of life of the consumer who buys them, for the long term.  

~Jess Greenwood, r/ga
2011...Said to be the future

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2013...That future is today

Rethinking value in a changing landscape: A model for strategic reflection and business transformation, Reon Brand, Simona Rocchi
In the transformation economy, businesses need to connect to an audience by building a long-term customer relationship and engineering or reengineering a fully transformative process.
CULTURE is at the CORE of this process.
Forward-thinking corporate leaders will build their marketing strategies not around media but around culture. ~Faith Popcorn
What is CULTURE?
**Culture** is a shared system of meanings.

It dictates what we pay attention to, how we act, and what we value.
The lens through which we see the world.
culture is our operating system
~Terrance Mckenna
Let’s be clear. Without a connection to culture, Coke is merely carbonated water and syrup.

Without culture It’s just a fizzy drink. So Culture Counts.

~Grant McCracken
BRAND MOLECULES

A brand is a cluster of Strategic Cultural Ideas

~John Grant
LINKAGES ARE MADE

Grant, Brand Innovation Manifesto
THEMES START TO EMERGE

- The TED price [organisation]
- Strong social conviction [radical]
- Remarkable speakers [leadership]
- Global following [crowds]
- Free online video archive [crazes]
- Prestigious alumni [clans]
- Limited attendance [exclusivity]
- Distinct location [exotic]
- Specialized spin-off events [localized]

Grant, Brand Innovation Manifesto
CONSCIOUSLY adding it to Marketing Mix

- **Culture:**
  - What meanings can we create or capture?

- **Consumers:**
  - That consumers will want?

- **Company:**
  - That we can do?

- **Competitors:**
  - Better than others...

- **Communication:**
  - What are others saying?

- **What business are we in and what value do we create?**
Looking at brands this way allows us to transcend the stiff dichotomy of focusing solely on function & emotional benefits.

It allows us to focus on delivering experiences that leverage and engage a wider network of meaning.
Successful brands & social/cultural movements have always used the elements of culture to maintain relevance over time and to evolve their value synergistically with the evolution of the culture around them.
Brand Relevance Relies on Transformation

Meaning

Interaction

The Experience Economy, B. Joseph Pine II and James H. Gilmore
Transformation of Relationships

Meaning

Transformation of consumer

Transformation of economic offering

INTERACTIVITY
Consumers will therefore choose a product or service not only according to how closely it matches their likes and interests (product preference), but also on the basis of how it will transform them, their lives or their ways of thinking (political, social and moral inclinations).
The Players: Aspirants & Elicitors

Transformation Apparatus

Seeker of Change

Reference of Brand as “Transformation Apparatus” first coined by O.E.
Creating a transformational experience based on meaning will therefore become the next point of focus for the marketing director and brand manager.
TRANSFORMATIONAL BRAND STRATEGIES SEEK TO IGNITE CULTURAL CHANGE
As businesses begin to engineer fully transformative processes, it is essential that they adopt a principled perspective.
INSPIRED EXCELLENCE

5 KEYS TO UNLOCK BRAND POTENTIAL
INSPIRED EXCELLENCE

A STRATEGY. A METHOD. A PATH.
3 ways to turn ideas into businesses

This Friday, Ozioma Egwuonwu, the founder of the New York-based BurnBright Lifeworks is speaking at TedX Brooklyn. When not working at her startup, a consultancy specializing in helping brands reach their full potential, the 31-year-old entrepreneur teaches a course on Developing and Implementing Ideas at Columbia University.
The 5 Transformational Keys

**KEY I:** Embrace Purposeful Intention

**KEY II:** Surround yourself with inspiring source material

**KEY III:** Identify and commit to your values

**KEY IV:** Honor your uniqueness

**KEY V:** Be generous with your walk and your work

*Inspired Excellence* Transformational Framework Invented by Ozioma of BurnBright Lifeworks, Inc. [www.burnbright-lifeworks.com](http://www.burnbright-lifeworks.com)
5 Brands who embody Inspired Excellence

Dove

Nike

TOMS

Facebook

Red Bull
PURPOSE
Organize brand efforts around a power principle and use it to inspire intentional action
The Dove Campaign for Real Beauty is a global effort that is intended to serve as a starting point for societal change and act as a catalyst for widening the definition and discussion of beauty.

The campaign supports the Dove mission: to make women feel more beautiful every day by challenging today’s stereotypical view of beauty and inspiring women to take great care of themselves.
Purpose: Campaign for Real Beauty

☐ wrinkled?
☐ wonderful?

Will society ever accept ‘old’ can be beautiful? Join the beauty debate.

campaignforrealbeauty.co.uk  Dove
Dove had their finger on the pulse of their consumers. They entered the market at the perfect moment; women were tired of being made to feel less than beautiful in order for a company to sell their beauty products. Dove became the trendsetter, innovator and a breath of fresh air in the beauty industry. Dove challenged the industry to see women as they really are: beautiful in their own unique way. The Campaign for Real Beauty shattered the stereotype of the size zero, blonde, perfect model. CFRB made a splash; it did not enter the market quietly. Commercials, billboards and magazine ads soon had the media and households across the United States buzzing. ~Melinda Brodbeck and Erin Evans
PURPOSE

Organize around a power principle and use it to inspire intentional action
CURATION

Strategically align and integrate assets that support the expression of your desired narratives
The Power of CURATION
Curation: From launch to Sponsored Stories

2004 Launched February 2004

2010 Open Graph

Allows websites to draw information about more objects than simply people, including photos, events, and pages, and their relationships between each other. This expands the social graph concept to more than just relationships between individuals and instead applies it to virtual non-human objects between individuals, as well. 

en.wikipedia.org/wiki/Social_graph

2012 Curated Stories
Businesses such as Google, Facebook and others understand that the value lie not so much in business-to-consumer branding, but in building scaling platforms that would inspire and motivate people to invite their peers to join and participate. People do not go to Facebook to read about Facebook, but to see and interact with other people and to build their own profiles. The knowledge age shifted value away from staged brand experiences to empowering people to fulfill their own ambitions, develop and showcase their skills and, in many cases, unleash their entrepreneurial talent for their own benefit.

–Rethinking value in a changing landscape A model for strategic reflection and business transformation, Reon Brand, Simona Rocchi, A Philips Design paper
CURATION

Strategically align and integrate assets that support the expression of your desired narratives
VALUE

Define/Design/Develop based on what matters and what will change lives, business & culture
Value: Sport

Gerard (Geert) Hendrik Hofstede, Cultural Onion Model
Value: If you have a body, you are an athlete
Value at work: #counts

Surface culture (can be observed)  

- Symbols

- Heroes

- Rituals

Deep culture (hidden from view)  

- Values

http://www.throughline.co.uk/2010/10/28/the-elements-of-culture/
http://www.wired.co.uk/news/archive/2012-10/25/jess-greenwood
VALUE

Define/Design/Develop based on what matters and what will change lives, business & culture
UNIQUENESS

Tailor efforts to boldly, imaginatively emphasize your USP in a way that honors your audience
Perhaps the most interesting element of Red Bull’s marketing mix is its approach to promotion. Red Bull embraces innovation within its promotional activities and as such is able to create a lasting impression on consumers. The concept behind its promotional activity is to give people ‘Wiiings’. This translates as pushing the boundaries of what is possible and nurturing people’s talent so they can achieve their goals and dreams. ~businesscasestudies.co.uk
http://www.redbullstratos.com/gallery/?mediaId=media1900707044001
Uniqueness: Stratos giving the world wings

October 12, 2012

Austrian skydiver Felix Baumgartner broke three of the four planned records—the highest manned balloon flight 128,000 ft, the first human to break the sound barrier without the assistance of a vehicle, and the highest skydive. He failed to break the record for the longest time in free fall. The entire world was watching (e.g. 8,000,000 live youtube viewers).
Uniqueness: Honoring the next frontier

• This mission contributed important scientific data to make space missions safer and developed a new generation of space suits.

• STRATOS also provided data for the development of high-performance, high-altitude parachute systems. It has been stated these will inform the development of new ideas for emergency evacuation from vehicles, such as spacecraft, passing through the stratosphere.
UNIQUENESS

Tailor efforts to boldly, imaginatively emphasize your USP in a way that honors your audience
GENEROSITY

Turn around. Take stock. Give back:
share the journey, share the lessons, share your product
Generosity: One for One

• In 2006, American traveler Blake Mycoskie befriended children in Argentina and found they had no shoes to protect their feet. Wanting to help, he created TOMS Shoes, a company that would match every pair of shoes purchased with a pair of new shoes given to a child in need. One for One. Blake returned to Argentina with a group of family, friends and staff later that year with 10,000 pairs of shoes made possible by TOMS customers.

• Over 2,000,000 shoes for children in need

• Expansion into Eyewear

http://www.toms.com
Shoes for Better Health

Millions of children are at risk of injury, disease and soil-transmitted infections.

Why Go Without Shoes?

Curiosity  Conversation  Action  Change

The One Day Pocket Card will help fuel your conversations!

Shoes can help protect against injury, and in combination with basic hygiene and sanitation, help prevent disease and soil-transmitted infections.

http://www.onedaywithoutshoes.com/
GENEROSITY

Turn around. Take stock. Give back:
share the journey, share the lessons, share your product
The 5 Transformational Keys

KEY I: Embrace Purposeful Intention

KEY II: Surround yourself with inspiring source material

KEY III: Identify and commit to your values

KEY IV: Honor your uniqueness

KEY V: Be generous with your walk and your work
The 5 Transformational Keys in Action

PURPOSE
Organize brand efforts around a power principle and use it to inspire intentional action

CURATION
Strategically align and integrate assets that support the expression of your desired narratives

VALUE
Define/Design/Develop based on what matters and what will change lives, business & culture

UNIQUENESS
Tailor efforts to boldly, imaginatively emphasize your USP in a way that honors your audience

GENEROSITY
Turn around. Take stock. Give back: share the journey, share the lessons, share your product
So *where* is this all going?
Brand Strategies will remain in Perpetual Beta

Life in perpetual beta.
*exploring the evolution of purpose*.

My questions:
Is the planned life worth living? Technology is changing so fast and that's changing everything... If business is moving more towards a collaborative, creative platform, what am I supposed to be doing? How can I still do what I am passionate about and still make money? What's next?
Reliance on story to hold the threads together

- Complete discursive analysis to establish cultural context:
  - Combination of primary and secondary research to explore and delineate macro and micro trends
  - Steep test: sociological, technological, economic, environmental, political

- Comprehensive social media audit to establish social context:
  - Conversations, commentary, social objects and memes

- DISCOVERY

- CAPTURING/PROCESSING/ANALYSIS OF DATA

- Role & Story
A shift in focus from Consistent to Persistent
Today, brands must create persistent worlds where their **purpose** is expressed through a **curated**, designful experience that not only honors what is **unique** about themselves and their customers, but also **generously** creates shared **value** for the long term.
The skillful application of these 5 keys can support brands in their never ending quest to unleash their FULL potential and drive heightened levels of engagement.
Soon **people/customers/creators** will ONLY want to stay connected to brands and/or remain in communities that **TRANSFORM** their lives and this world for the better.
The Transformational Brand Imperative:

Evolve

or become obsolete.
THANK YOU

www.burnbright-lifeworks.com
@culturalmaven
@bblifeworks
The business models necessary to achieve these ambitions are not mature; they are only just emerging. They will be developed and refined through experimentation and through piloting collaborative ventures in various geographical and social-cultural contexts. 

—Rethinking value in a changing landscape A model for strategic reflection and business transformation, Reon Brand, Simona Rocchi, A Philips Design paper

BUT WAIT! There’s more!
Now it’s your turn to experiment

• Let’s apply Inspired keys to a brand in need of transformation.

• Break into groups select a key and apply it to this brand...
MTV Situation Analysis

Does the M really belong in MTV anymore? Interbrand notes that MTV continues to steer further away from its musical roots and continues to experiment into low-cost content, leading to an “identity crisis.” The agency added, “MTV would do well to push the boundaries and recapture some of its lost edge — the very thing that made it a household name more than 30 years ago.” Even some of its staple programming is hitting turbulence. Jersey Shore, which became the most popular show in the history of MTV, started declining in the ratings in the beginning in 2011. The show will now come to an end following Season 6. Meanwhile, the ratings for the MTV Movie Awards in June were down 29% from a year ago.

Beset with an identity crisis and in the midst of a tough game of catch-up with its target audience, the brand has some distinct challenges ahead. Constant innovation is mandatory for a youth-oriented brand such as MTV. It will need to pursue an aggressive creative strategy in order to capture the attention of a generation with an exceptionally short attention span. MTV would do well to push the boundaries and recapture some of its lost edge — the very thing that made it a household name more than 30 years ago.

> Parent company: Viacom Inc.
> 1-yr. change in revenue: 9.7%
> Pct. brand value decline: 12%
> Brand value: $5.6 billion (67th)
> Industry: Media

MTV has declined long before the YouTube boom. Blame the "surreality" craze.

MTV’s decline started in the late 90’s when they started phasing out more of the genre based music shows like Headbangers Ball, Alternative Nation, 120 Mins and Yo MTV Raps for more non music programs. By the time they brought some of these shows back, we had Youtube so the demand for music videos on MTV died out. Hell they even cancelled the worst of them all, Total Request Live, because of the digital age.

The last really relevant music show mtv had was trl which peaked in the early 2000s but even at that shows peak mtv wasnt really much of a music channel anymore

In the aspect of sticking to it’s roots of music, of course they’ve declined. Music won’t bring in viewers anymore when you have every and any song/music very on demand on Youtube and/or places like Piratebay. There’s no reason for them to air music videos anymore.

In 2010 MTV took the Music Television off their logo.
So are we absolute fools for wanting, expecting, looking for meaning from MTV? Short answer: Yeah. Long answer: Surely we can’t be to blame here. It must be MTV’s fault! It may seem silly that we grasped for deeper meaning in this MTV show, but once upon a time that meaning wasn’t too hard to find in MTV programming. When I talk about The Music Television with those older and wiser than me, I hear a strong attachment to MTV that I’m not sure our generation has.

I’m not interested in the usual large “monoculture vs. the Internet age” arguments. What about MTV specifically? Did the programming falter? I’m not sure MTV means that much, if really anything, to people our age.

MTV helped spark my transformation from mushy blank slate to sentient fan. Back then I fiended music culture coverage and any music video I could watch. But in my first year of middle school, I began to grasp for deeper subcultures (thanks, skateboarding!), gradually turning elsewhere for music discovery.
The transformation economy, Tina Mermiri, Research Manager, Arts & Business