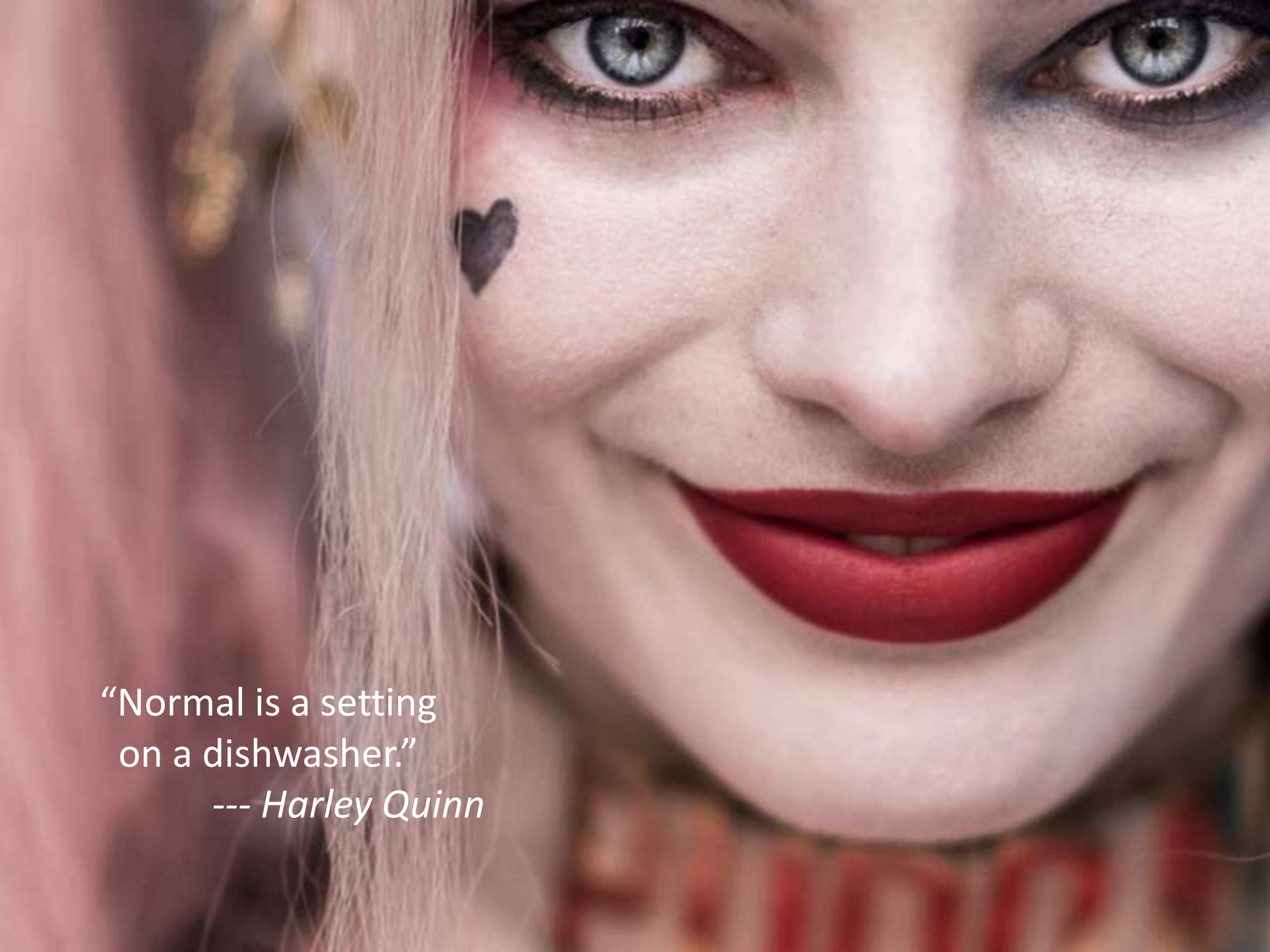


International BRAND MANAGEMENT ICM





“Normal is a setting
on a dishwasher.”
--- *Harley Quinn*

**DARE
TO BE
AWKWARD**

THINK

Here's to the crazy ones. The misfits. The rebels. The trouble-makers. The round pegs in the square hole. The ones who see things differently. They don't follow the rules and they want to break the status-quo. You can hate them, love them, glorify or vilify them. But you can't ignore them. Because they change things. They push us forward. And while most see them as crazy ones, we know they're geniuses. Because people who are crazy enough to think they can change the world, are the only ones who can change the world. Therefore, be crazy, open your mind, think different. And please change the world!

<https://youtu.be/8139lfi-Xps>

Group 1 and 2

Strategy on Monday
from 8.30 am until 12.30
pm

Wednesday

Monday

Project on
Wednesday
from 13.30 pm
until 16.30 pm



Lecturers : Georges Bloemen and Els Van Betsbrugge

We communicate via

The Canvas logo graphic consists of a solid blue rounded rectangle in the background, with a white rounded rectangle in front of it. The white rectangle has a thin blue border.

Canvas

The Microsoft Teams logo graphic consists of a solid blue rounded rectangle in the background, with a white rounded rectangle in front of it. The white rectangle has a thin blue border.

Microsoft
Teams

Concrete planning

WEEK		Course	Present	Prep. for next
39	21/09	Intro to course		Read article 'shared value'
		Overview year		Target audience information
		Assignment semester		Register group online
		Create groups		
		Branding intro + Aspects		
40	28/09	Customer Journey	First insights	User observation
		Dreams and Fears	User observation planning	
41	05/10	Insights and Empathy mapping		User observation
42	12/10	Laddering	User Insight based on observation	Persona
		Persona	customer journey	
43	19/10	Vision Exercise	Persona	User video
		Field of competence		
		Competitive field		
44	26/10	International cases		User video
45	02/11	No class		User video
46	09/11	Brand Archetypes	User video	Golden circles
		Brand Architecture		
47	16/11	Logo		Logo
48	23/11	Brand book = meaning and purpose	Status & Logo	Elevator pitch
49	30/11	Elevator pitch Coaching session	Status & Logo	
50	07/12	Hand in Portfolio Coaching Brand Book		Final portfolio
51	14/12	Coaching brand book	Preparation	
Exam period		Brand Book		

2 groups

Group 1 : form teams
of 4 or 5 students

Group 2 : form teams
of 4 or 5 students

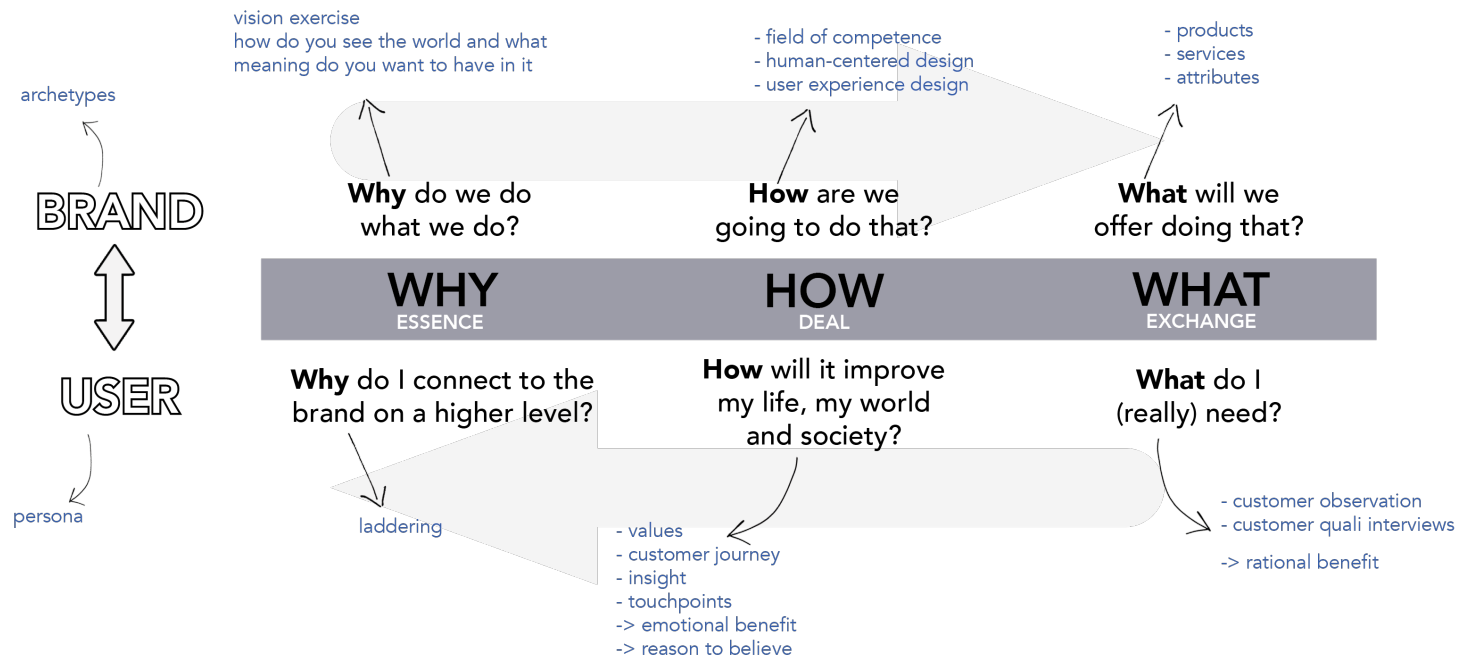
Choose a paper from
the hat

Great ! You know your
team members and
the target audience
you will work on

You will create a brand in this industry :



SHARED BRAND MODEL[©]



ABOUT THE CONTEXT OF BRANDING

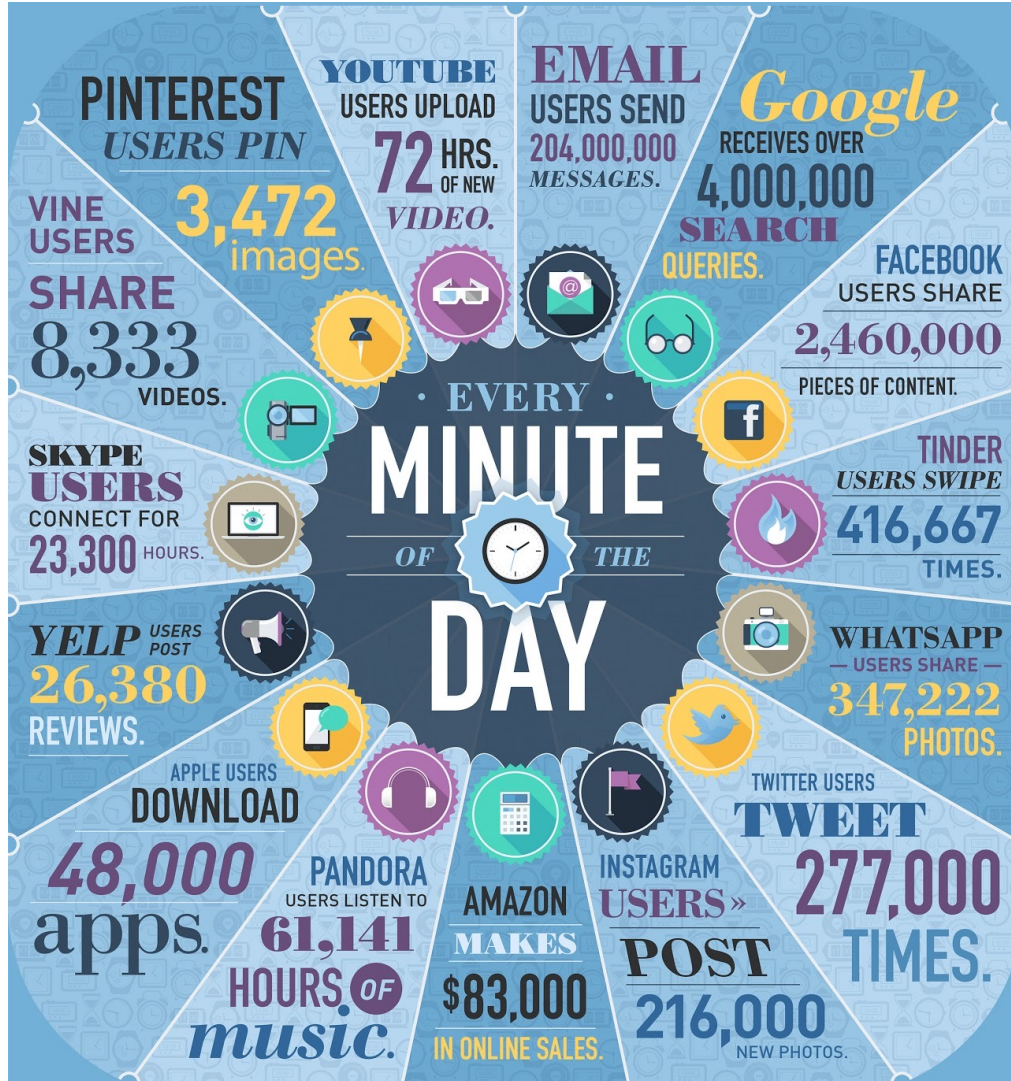


CONTEXT

IS

EVERYTHING





YOUTUBE

= 72 hrs x 60 minutes

= 4.500 minutes of footage / minute

= 13.500 people

needed to watch

new YouTube footage

in 3 shifts



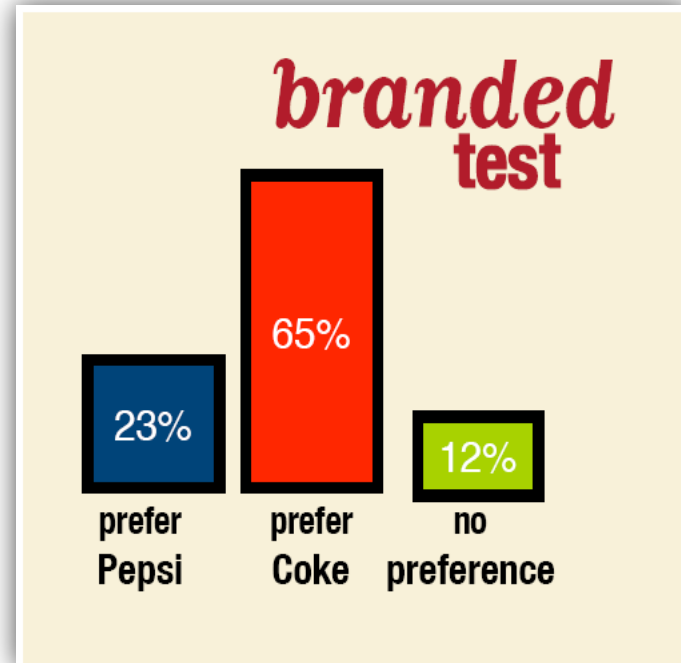
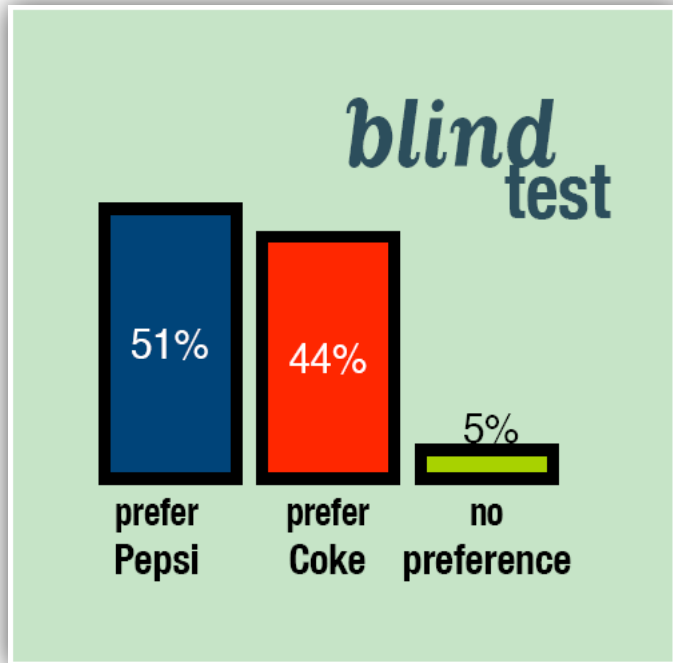
POWER BROWSERS

= skimming

>< reading in depth



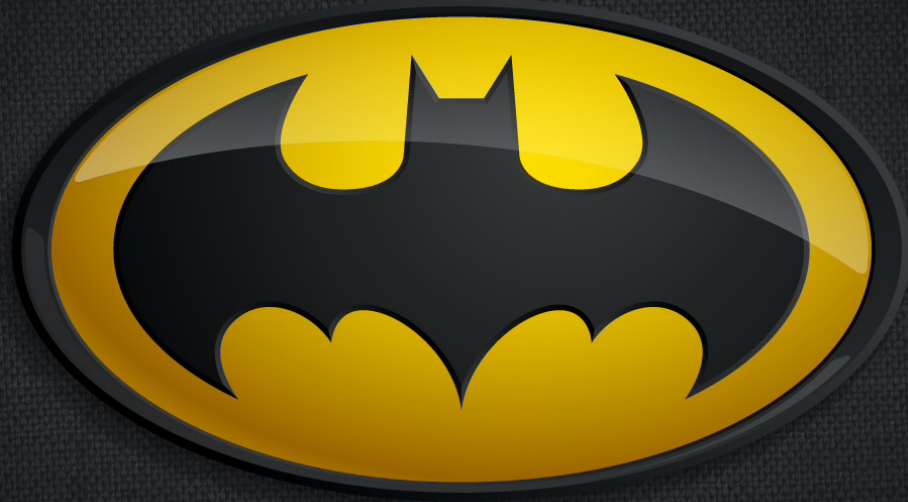
HOW BRANDS CAN HELP

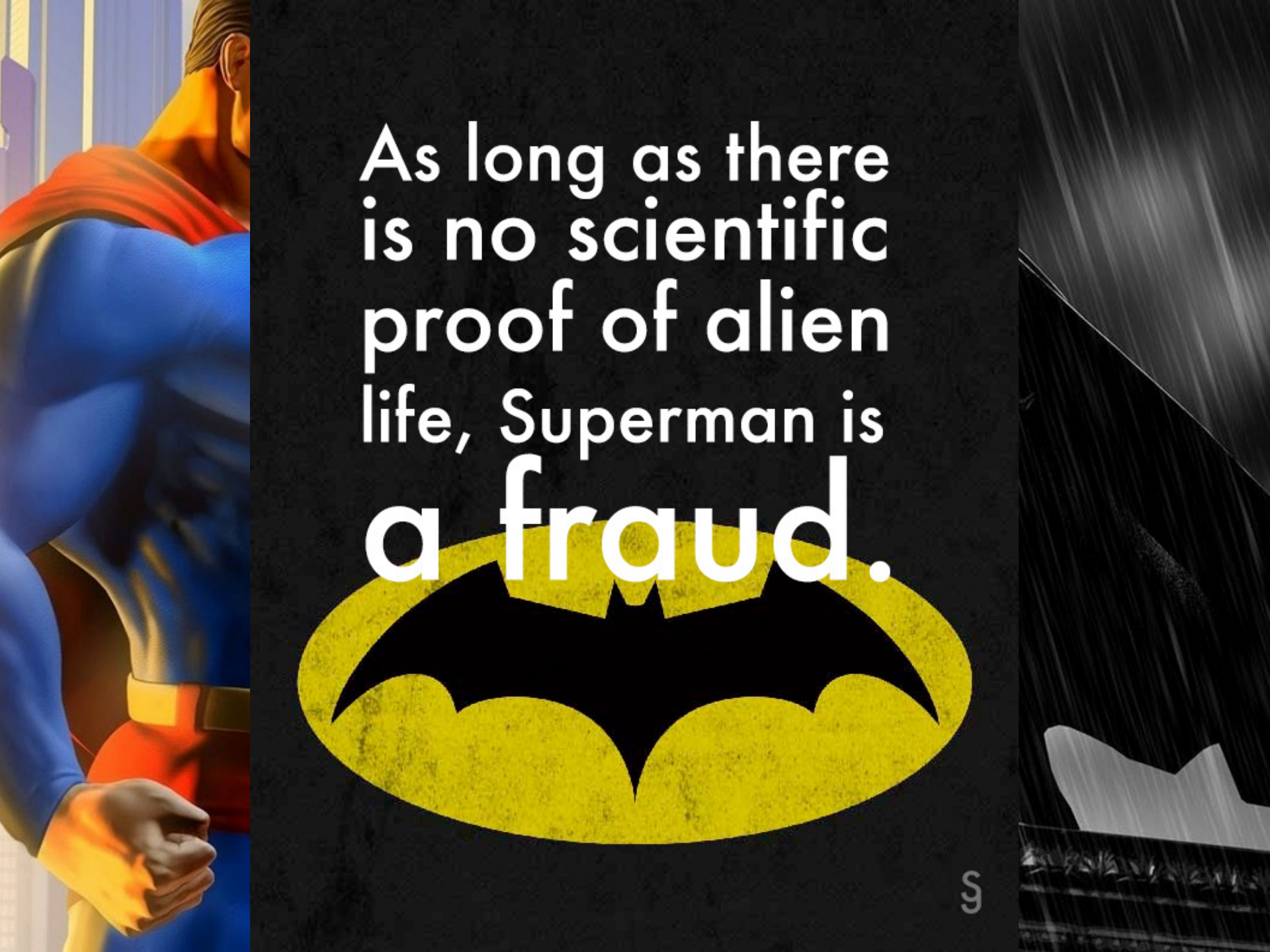


WHAT IS A BRAND?









As long as there
is no scientific
proof of alien
life, Superman is
a fraud.



A brand is a distinctive symbol



The Coca-Cola Company 2010 Annual Review

ADVANCING OUR GLOBAL MOMENTUM



A brand is a distinctive
symbol




with a specific heritage



and a relevant meaning



that touches ratio and
emotion.



BRANDS OF THE FUTURE
ARE BRANDS WHO
CONSIDER YOU
A USER
NOT A CONSUMER

AND YOU, YOU
WANT SOMETHING
MORE THAN
JUST A PRODUCT

User video



(re)portfolio

B^MARK Portfolio

Cezara Panzari
Irene De Prez
Joan Morato I Roig
Petra Kardaš

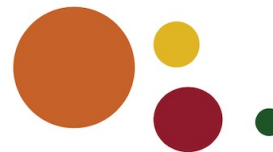
Table of contents

USER

1. RESEARCH ON THE USER AND THE MARKET.....	2
1.2. Research.....	3
1.3. The general data about our respondents based on online questionnaire...	3
1.4. Questions asked (a summary of qualitative interviews).....	5
1.3. Findings on our target audience.....	6
1.4. The chocolate industry resources.....	6
1.5. Motivational segmentation.....	7
1.6. Persona.....	8
1.7. The chocolate industry resources	8
1.8. Costumer journey.....	9
2. VALUES.....	11
2.1. Laddering.....	11
2.2. Golden circle.....	12
2.3. Shared Values.....	13
2.4. User video.....	13

PRODUCT

1. PRODUCT DESCRIPTION.....	16
2. ARCHETYPE.....	20
3. VISION AND MISSION.....	20
4. BRAND MODEL.....	21
5. BRAND ARCHITECTURE.....	23
6. COMPETITIVE FIELD.....	24
7. FIELD OF COMPETENCE.....	25





1. RESEARCH ON THE USER AND THE MARKET

1.1. Target audience and how we defined it more specifically

Initially, we saw our target audience as being students, introverted book lovers that isolate themselves not only to read but to enjoy their leisure time too. We thought of our target audience as being young, but anxious to socialize, book worms, love to study and not having many friends; quiet, shy, easily intimidated.

After a bit of thinking, we decided to limit ourselves to the age range of 20-24, target the international students and/or part-timers that struggle financially. We decided to make affordable chocolate for this type of people considering that they want to eat tasty, but cheap snacks regardless of their hobbies, occupation, or personality.

After our research, however, our target audience took a clearer shape in terms of values, goals, characteristics, emotions, personality, and preferences.

In the end, our target audience is defined by young booklovers (20-24 years old) that enjoy reading books and see this enjoyment as an important part of their life. They are the ones that read to educate themselves, emerge into that and relax, but also to guide and grow through reading. They escape into another world of fantasy and get absorbed fully into the story they are reading. They are energetic, dynamic, enthusiastic, outgoing, creative, open-minded, funny, and curious.

They are youngsters, with no well-defined goals, dreamers and just people that have the main mission of making the ones around them HAPPY.

Customer journey

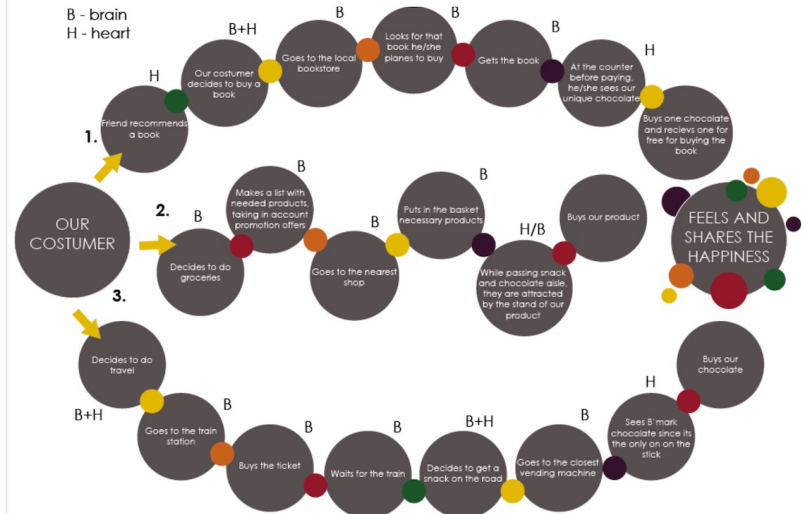




TABLE OF CONTENTS

OUR IDEAL4

TARGET AUDIENCE6

LOGO/S8

PRODUCT10

VALUES14

FLAVOURS16

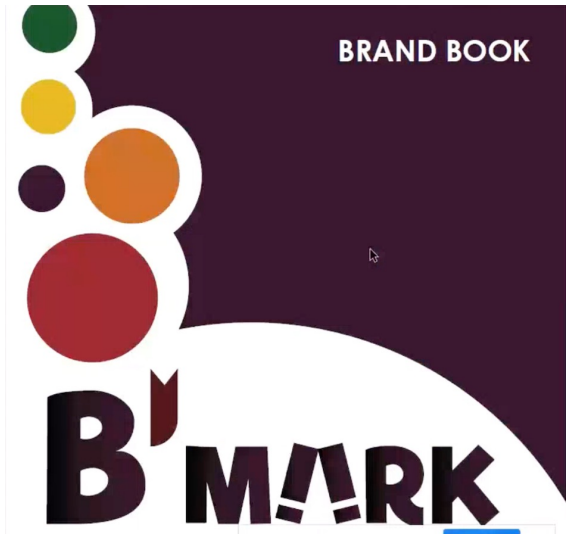
VISION18

MISSION20

TONE OF VOICE22

BRAND DEFINITION24

COMMUNICATION26



Brand book

PRODUCT

"Share and care. It's all about you and the ones you truly treasure."



Stain free book GUARANTEE!

B' MARK

The bookmark that is present in our main logo has its presence indirectly in our brand name too. B' Mark is the short version of the word "bookmark" and the quote "be a mark", combining these two meanings.

On the letter A, the negative space makes an illusion of two books leaned against each other which is an association to the books on the bookshelf.

Using the gradient in the letters, gives the "B' mark" logo a more fantastic and mystic feel to it. Colors are carefully picked to seem appealing. The font used for the logo is RRR: Free Bold.

B'you

Individuality is not plain, it is unique. There's no better way to label a classic, regular chocolate flavor than calling it by its name. We want to enhance that simplicity can be a fabulous taste too.

B'dreamer

Those moments with hands around the bonfire, toasting clouds and dreaming of fantasy stories... That is what we wanted to convey with this chocolate dream. Munchy marshmallows are like clouds!

B'creative

Think differently! Creative minds always think outside of the box and do things differently and in an innovative way. The sweet cherry flavor is different and it boosts your creativity!

B'energetic

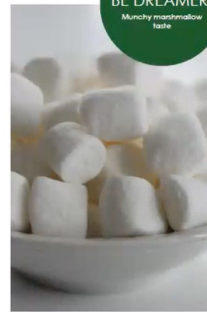
Moving at your own pace through life is what helps us achieve our goals. Actually it's not about moving mountains but making slow steps towards what is important in our lives. Stay true to yourself and be active. Sassy caramel brings us an energetic flavor.

B'happy

Optimism and positivity are what makes us, the flavor that represents happiness is butter popcorn. Because they always make you smile!

LOGO/S

BE DREAMER!
Munchy marshmallow taste



BE ENERGETIC!
Sassy caramel taste



BE HAPPY!
Butter popcorn taste



BE CREATIVE!
Sweet cherry taste



FLAVOURS



B'

B'happy

Butter popcorn

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

Unwrap and look inside! Find a quote that inspires You!

"It does not do to dwell on dreams and forget to live." — J.K. Rowling, *Harry Potter and the Sorcerer's Stone*

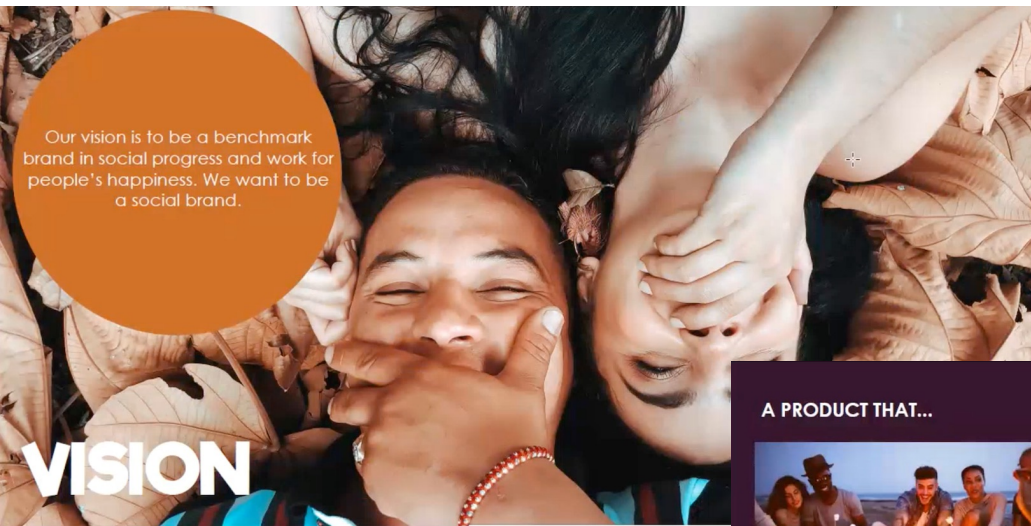
"Happiness (is) only real when shared." — Jon Krakauer, *Into the Wild*

"Love is that condition in which the happiness of another person is essential to your own." — Robert A. Heinlein, *Stranger in a Strange Land*

"Those who dream by day are cognizant of many things which escape those who dream only by night." — Edgar Allan Poe, *Eleonora*

"The worst enemy to creativity is self-doubt." — Sylvia Plath, *The Unabridged Journals of Sylvia Plath*

"Beware; for I am fearless, and therefore powerful." — Mary Shelley, *Frankenstein*



VISION



MISSION

A PRODUCT THAT...



...You can share



...You can enjoy by yourself



...makes You and the people around You happy



...encourages You to promote education



...makes your day creative through short quotes and tasteful experience

VALUES



OUR IDEAL

BRAND DEFINITION

Essence:

Make happiness sharable

Discriminator:

A chocolate with fun flavors on a practical and innovative stick

Persuader:

We have flavors that meet the craving of everyone

Emotional benefit:

Sharing happiness with those around

Functional benefit:

We offer affordable, sharable and clean chocolate (no stains on your book)

B'Mark lights up the pages of your life.



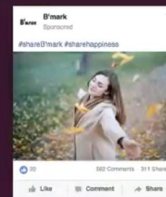
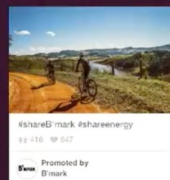
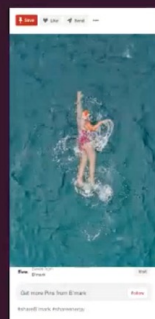
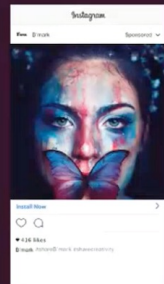
SHARE WITH US!

Share your happy, creative, energetic, dreamy photos. Share your favorite quotes and moments.

Share B'MARK!

Join our online contests, challenges and raffles.

By launching a social media campaign we want to engage the consumers and encourage them to read, create, dream, be happy and share this happiness.



COMMUNICATON