

A large iceberg floats in a dark blue ocean under a cloudy sky. The tip of the iceberg is visible above the water, while the much larger, submerged part is visible below the surface. The text is overlaid on the image.

—SYLLABUS—

# BUILDING INNOVATIVE BRANDS

A brand is much more than surface branding. We focus on 4 deeper habits from which modern innovative brands draw their power—they start human-centered, create with purpose, invite participation, and spark stories.

## **FACULTY**

JENNIFER AAKER  
CHRIS FLINK

## **SUPPORT**

KARINA LONGINIDIS  
([KARINAL@STANFORD.EDU](mailto:KARINAL@STANFORD.EDU))

## **WHEN**

3:00-5:50 PM  
1/25, 1/27, 1/29, 2/8, 2/10  
LAST DAY 2/11 5:30-7:30

## **WHERE**

STANFORD GSB CO-LAB  
MCCLELLAND 101D

# TEACHING TEAM



**JENNIFER AAKER**

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A social psychologist and marketer, Jennifer Aaker is the General Atlantic Professor of Marketing at Stanford University's Graduate School of Business. Her research delves into time, money and happiness—how people spend and save time, how they spend and save money, and how those choices impact their well being. Much of this work illuminates the psychology of meaning (vs. happiness). She counts winning a dance-off in the early 1980s among her most impressive accomplishments. She cooks very poorly.



**CHRIS FLINK**

[cflink@stanford.edu](mailto:cflink@stanford.edu)

Chris Flink is a Consulting Associate Professor and part of the founding faculty team of Stanford's Hasso Plattner Institute of Design ("d.school"). He's also a Lecturer in Marketing at the GSB. Chris is a partner at IDEO, where he's played a range of leadership roles such as heading the Consumer Experience Design practice, co-founding a NYC studio, and guiding strategic client relationships. Chris serves on the board of directors for large public companies and lives in an undergraduate dorm.



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DAY	TALK	INNOVATOR	LAB	DUE
 <b>JAN 25</b>	<b>dive in!</b> get acquainted with the course & one another	<b>us</b>	<b>d.thinking</b> reinventing the thank-you gift	team formation, book team meeting schedule
 <b>JAN 27</b>	<b>start human-centered</b> build brands inside out	<b>Blue Bottle</b> David Bowman, CFO	<b>field work</b> observing & interviewing stakeholders @ HanaHaus in Palo Alto	gathering relevant project information and inspiration; work on brand audit
 <b>JAN 29</b>	<b>create with purpose</b> know thyself	<b>Virgin America</b> Luanne Calvert, CMO	<b>inspiration board gallery</b> generating ideas, bringing them to life	to share in class: bring in your inspiration board (photos, visuals & quotes from brand audit)
 <b>FEB 8</b>	<b>invite participation</b> co-create experiences; collaborate to create value	<b>Uber</b> Laura Jones, Product Marketing & Creative Strategy	<b>storyboard sharing</b> get feedback and hone your story	Bring in rough storyboard showcasing new experience
 <b>FEB 10</b>	<b>spark stories</b> create and invest in stories that build value as they grow	<b>Salesforce</b> John Zissimos, Chief Creative Officer	<b>iterating</b> evaluating and evolving your idea	beta of your final project
 <b>TH FEB 11 (5:30-7:30)</b>	<b>team presentations</b> pitch your concept	<b>everyone</b>	<b>celebrate</b> graduation & reception	to share in class: final project

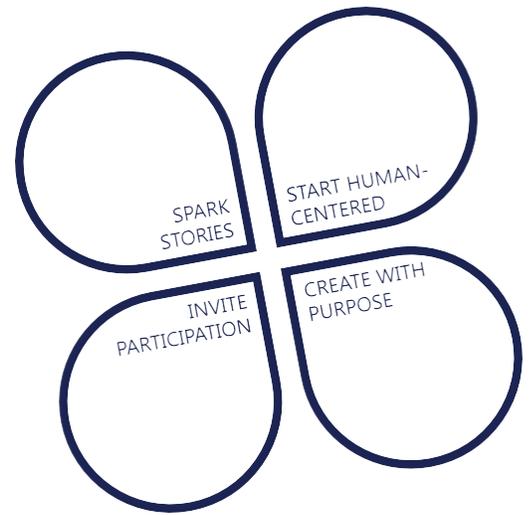
\*On-time attendance to all classes is essential; however, if you must miss one class please discuss with a TA immediately.

# ABOUT THE CLASS

Building Innovative Brands is a hands-on two-week dive into how leading brands may leverage a Design Thinking approach to become ever more participatory, experiential and experimental.

Together, we will explore how leading organizations stoke conversations, co-create experiences, spark stories and build engaging relationships. To do so, we'll rely on the "butterfly" framework that highlights four habits of modern innovative brands. They start human-centered, create with purpose, invite participation and spark stories.

Inspired by provocative real-world examples and industry guests, diverse student teams will employ human-centered design methods to conceive of and visualize their own creative proposals for how Blue Bottle Coffee could interact in innovative, brand-enhancing new ways. Teams will ultimately pitch their design concepts to Blue Bottle leadership for feedback and consideration.



## COURSE PROJECT

This accelerated course challenges student teams to harness design thinking to help fuel innovation within an organization. The project focuses on envisioning a remarkable and implementable customer experience.

### YOUR DESIGN CHALLENGE:

Based on your audit of the Blue Bottle brand and your insights into HanaHaus customers, re-imagine and prototype a uniquely-Blue Bottle ordering and/or waiting experience to better align with Blue Bottle's goals and aspirations. While this brief may be interpreted loosely, all teams must very quickly build empathy for brand participants, develop a focused point-of-view, generate bold new ideas, and prototype a solution.

### FOR THE FINAL PRESENTATIONS:

Final projects will be communicated using a short concept video. You will be evaluated on both the caliber of your team's final concept and the quality of your creative process. We expect your approach to be strategic, human-centered, insightful, imaginative, and iterative. For inspiration from previous years' projects (different challenges), please peruse the course website.