

A large iceberg floats in a deep blue ocean under a clear blue sky. The visible tip of the iceberg is small and jagged, while the much larger, submerged part is hidden below the water line. The text is overlaid on the submerged portion of the iceberg.

**BUILDING
INNOVATIVE
BRANDS**



welcome to day 5!

One for one



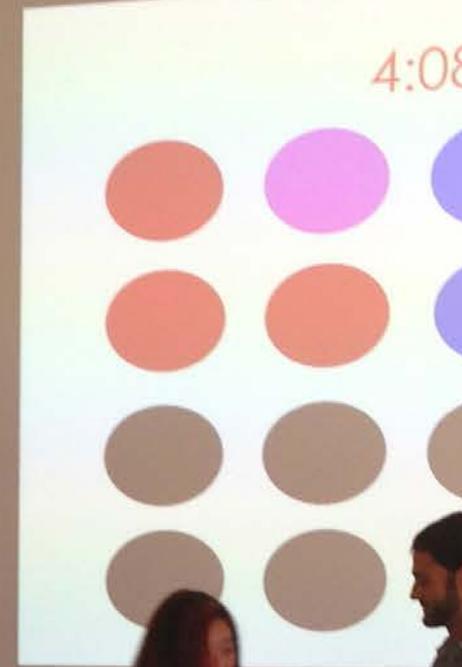
<https://www.youtube.com/watch?v=xkF4X5MfW0w>

Syllabus

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

Presentation Day

Thursday: 5:30-7:45



4:08



Tomorrow!

Final Presentation

Before 3, email the presentation or video to Stephany
2:45-3:00 set up any prototypes/artifacts in CoLab
5:30-6 introductions and summary of class
6-7 your 4 minute presentations
7-7:20 graduation + evaluations
7:20 reception with guests

Context
(1.5 minute)

1

Your video
(30-45 sec)

2

Your activation plan
(1.5 minute)

3

Final Presentations

4 min pitches + 1 min transition

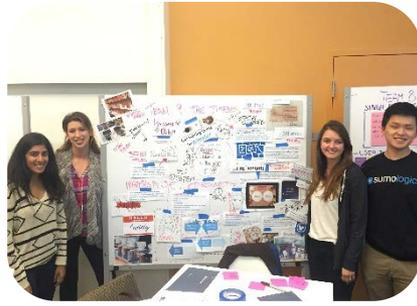
Team 1, 9, 3, 4, 5, 6, 7, 8, 2, 10, 11, 12

Send ppts/videos to Stephany Yong by Thursday
at 3pm

Audience: BB stakeholders and others. Evaluation
on one page (no grade)



Team 1 – Morning Fix



Team 9 – The Jitters



Team 3 – Team Bean



Team 4 - Smurfs



Team 5 –Alive!



Team 6 -
DaLatteLuvvaaz



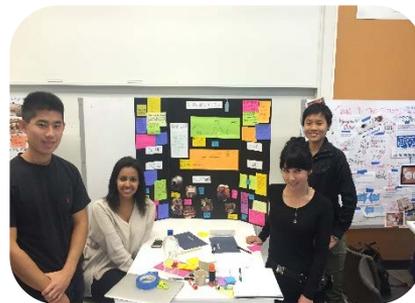
Team 7 – Blue Beans



Team 8 – Brew'd Awakening



Team 2 -
MonoKrome



Team 10 – Blue Latte



Team 11 – Dreamers



Team 12 – Kale Mojito

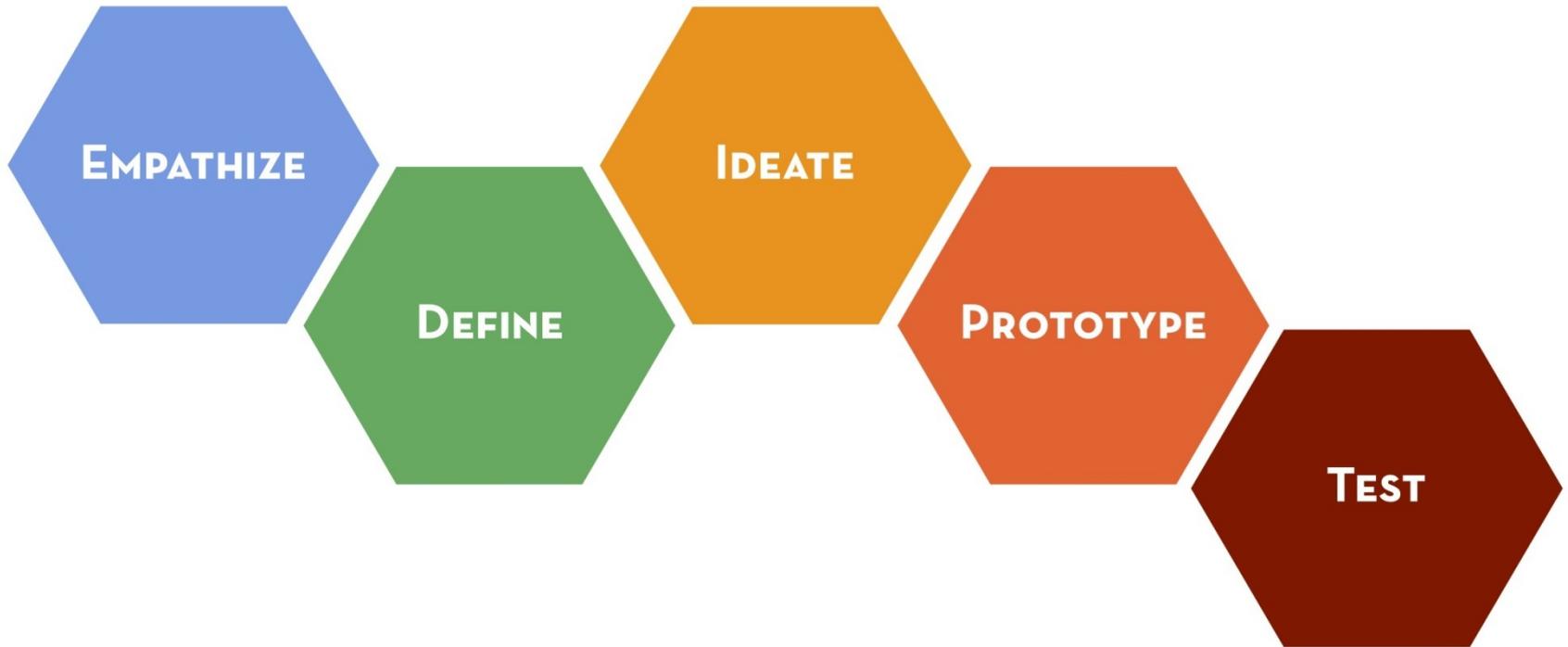
Day 5



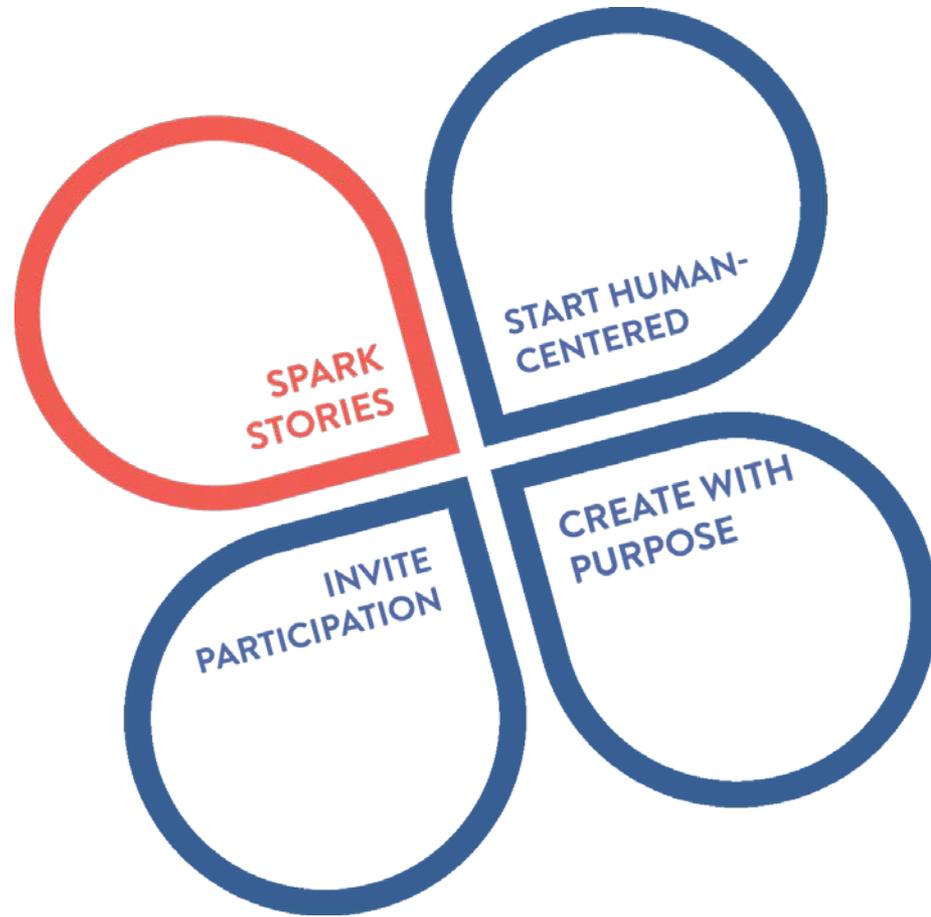
STEP

- 1 30 min Spark stories (Jennifer)
- 2 60 min Salesforce (John Zissimos)
- 10 min Half time refreshments
- 3 60 min Team Lab

Design thinking



Rethinking brand



Storytelling

It's not new





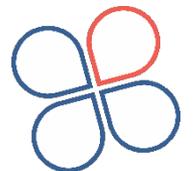
“

Humans are not ideally set up to understand logic; they are set up to understand stories.

— Robert Schank, cognitive psychologist

”

what is the difference
between a situation
and story?



STORY

=

Situation
Desire

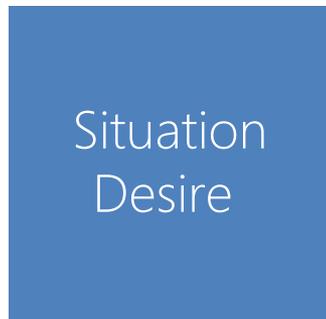
Complication
Obstacle

Solution
Outcome

The three act structure

the storytelling template

ACT I:



ACT II:



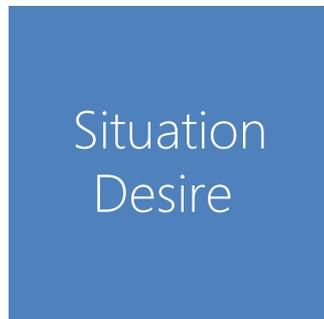
ACT III:



The three act structure

the storytelling template

ACT I:



Set up your story.
Who? What? Where?
Establish dramatic question.

ACT II:



Core action happens here.
This is what your story's
about.
Stakes, conflict and tension
should be escalating.

ACT III:



Resolve the dramatic
question.
Show the
consequences of the
story.

jetBlue

AIRWAYS®





Example: Jetblue

"You Above All" Campaign

ACT I:



Situation
Desire

Passengers are forced to endure a cab driver who is stingy with the legroom.

ACT II:



Complication
Obstacle

The passengers argue with the cab driver.

ACT III:



Solution
Outcome

The passengers leave.
"If you wouldn't take it on the ground..."

Grand Central Station
NYC

Story tips



1. GET THE AUDIENCE'S ATTENTION FAST!

Begin with a description of a place, circumstance, or premise that everyone understands



2. FOCUS ON THE CHARACTER(s) and TENSION

Personalize the protagonist so the audience feels a personal stake



3. ENSURE AUDIENCE KNOWS POINT OF STORY

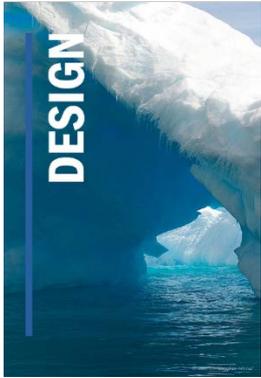
What is the aha



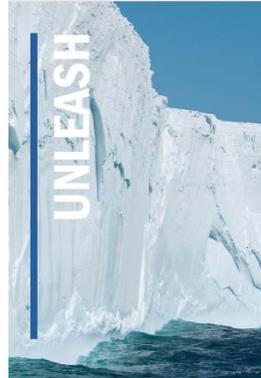
4. KNOW WHAT YOU WANT AUDIENCE TO DO

Be clear with your ask

Spark stories



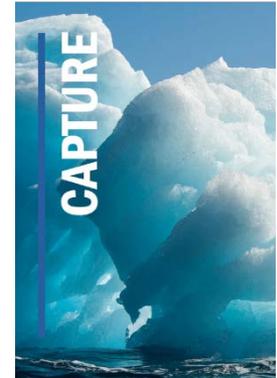
Create and invest in stories that build value as they grow.



Unleash network benefits.

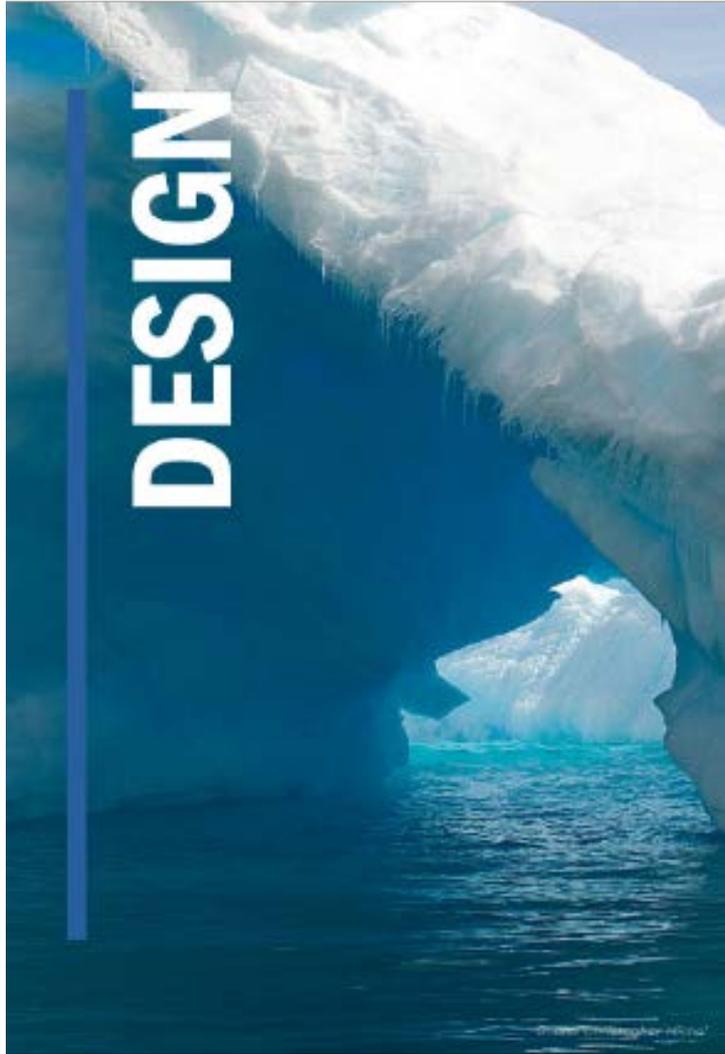


Optimize shareability.



Build a story bank.





Create and invest in stories that build value as they grow.

Brit + Co



home about blog jobs subscribe

what are you looking for?

SEARCH

LIVING

TECH

FOOD

STYLE

HEALTH

EVENTS

EPISODES

TUTORIALS

BRIT+CO.



COOK OR DINE OUT?

- COOK**
 - ZipList
 - Gojee
 - Punchfork
 - Foodpairing
- DON'T COOK**
 - Munchery
 - Kitchit
 - Zaarty
 - Postmates
- DINE OUT**
 - Uber
 - Chef's Feed
 - OpenTable
 - Live Star

SET THE MOOD

Use a couple's app like Pair to text sweet nothings to your partner. It will get them excited about the night to come.

GET A GIFT

Use TaskRabbit to pick up a bouquet of flowers, or have Exec write a custom love poem from you.

poem	13%
flowers	44%
jewelry	32%
insurance	19%

PLAY MUSIC

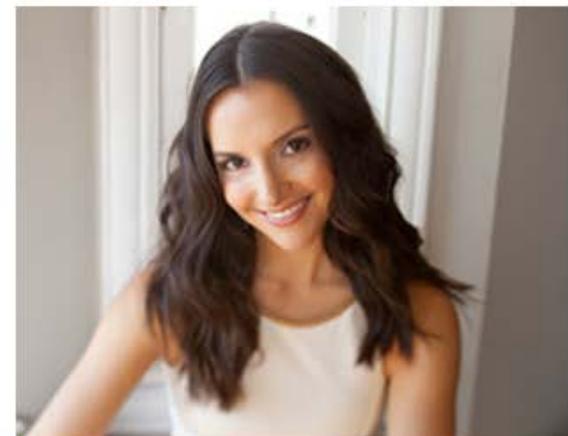
Opt for music apps like Spotify, Pandora or Sonos. Then find a phone amplifier.

ADD ROMANCE

Things going well? Try upping the heat with a product from your Roikbox subscription.

HOW TO PLAN AN ENTIRE DATE NIGHT FROM YOUR PHONE

- 3351
- 38
- 1

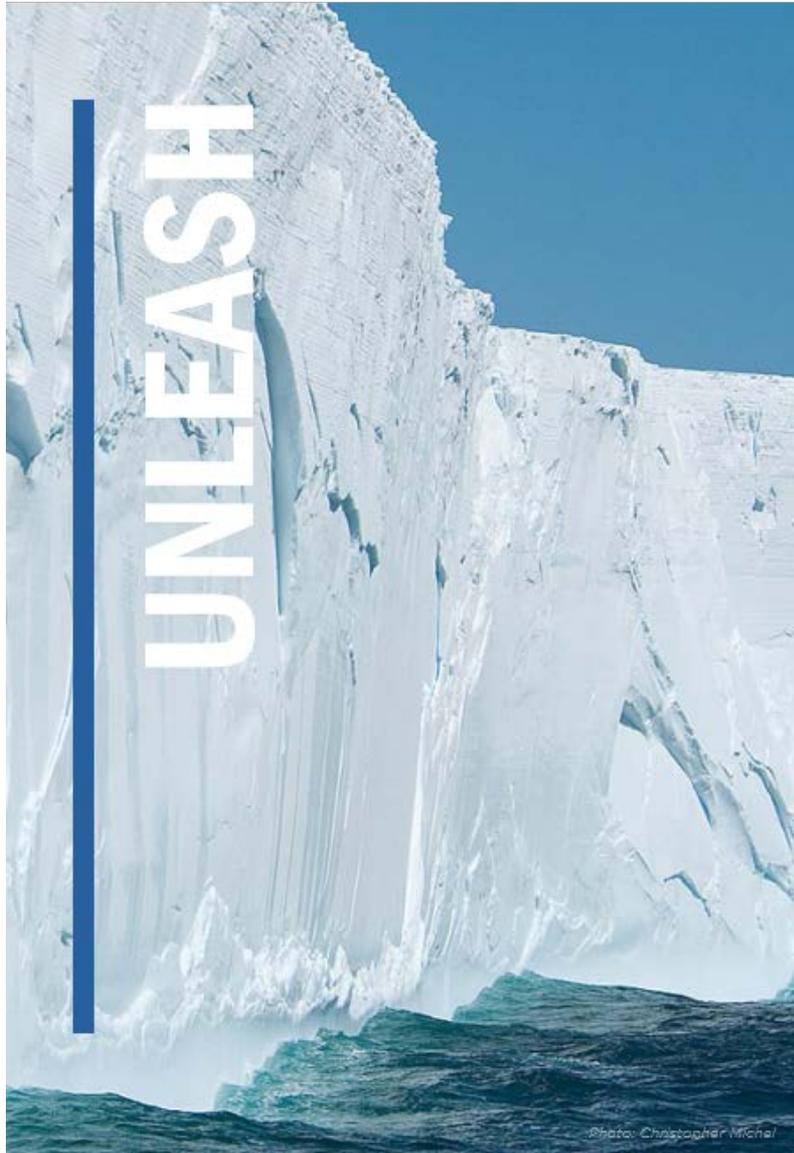


HELLO I'M BRIT!

MY TEAM AND I HELP TEACH PEOPLE INNOVATIVE IDEAS FOR SIMPLE, BEAUTIFUL AND CREATIVE LIVING, ONLINE AND OFF.

[learn more](#)

ABOUT



How might the story grow, where partners feel they are part of the story.



Shawna Sharie
Retail Operations



Arion Paylo
Retail Design and Development



Neil Day
Digital | Technologies



Alexandra Chan
Retail | Northern California



Conner Burns
Retail | Pab Alto



Tim Shi
Digital | Omnichannel

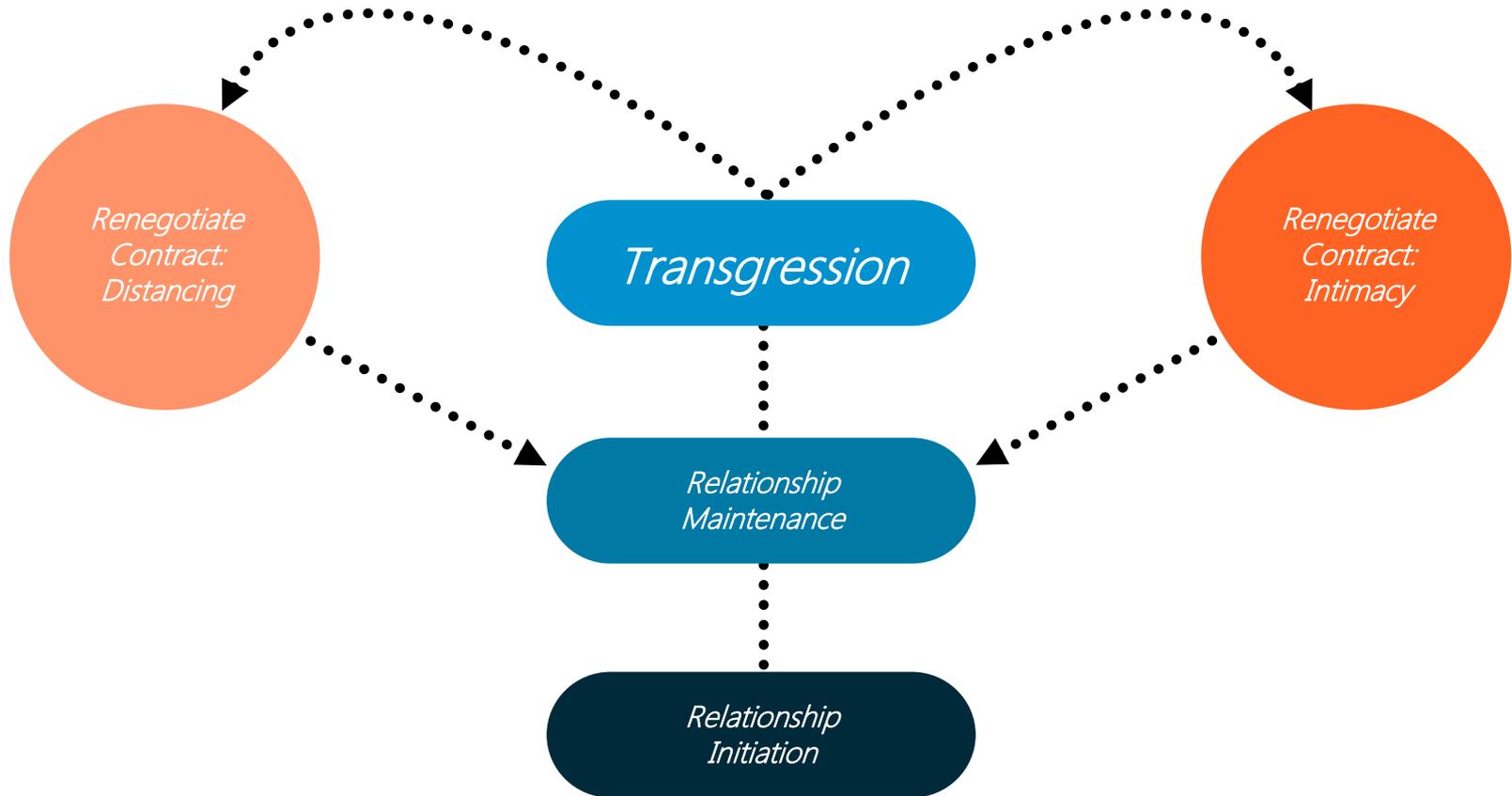
“

In any relationship, one partner
will eventually fail.

- A really smart person

”

Mistakes don't always hurt; it depends on how you recover





There are stories you want to hear and stories you want to share.

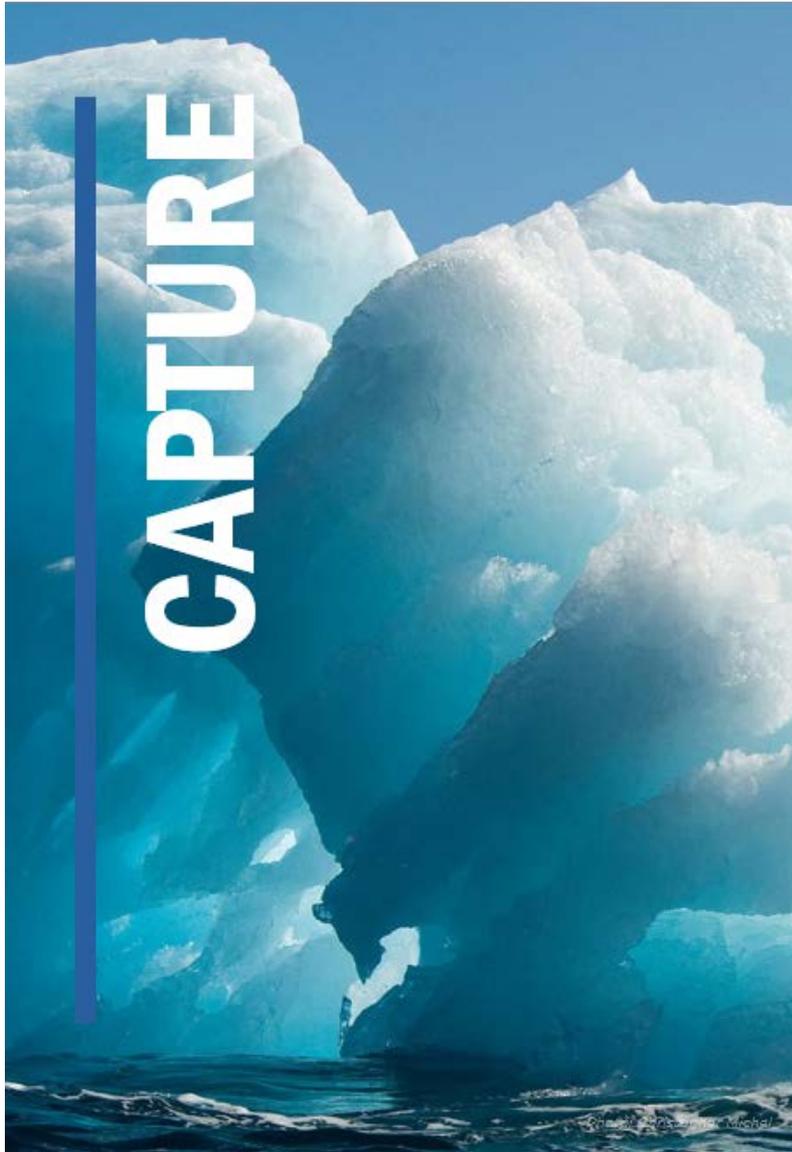
Know why someone would want to hear a story or share a story – before you invest in that story?



Kevin Durant 

@KDTrey5

This lockout is really boring..
anybody playing flag football in Okc..
I need to run around or something!



Build a story bank, based on different types of stories.

Think of yourself as an editor of a magazine.

narrative



Plays out like a commercial or movie. Never breaks the fourth wall.

process



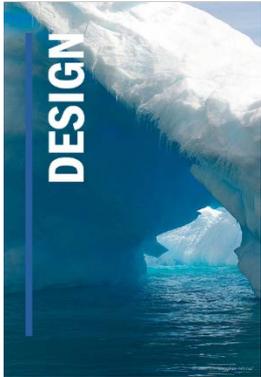
The process of creating the experience is part of the story.

participatory



The story encourages participation with the brand and serves as a call to action.

To recap...



Design for story. Create and invest in stories that build value as they grow. Some stories should be never-ending; others should be designed with the end in mind.



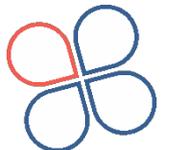
Unleash network benefits. How might the story grow, where partners feel they are part of the story.



Optimize shareability. There are the stories you want to hear and those you want to share. Know the reason why someone would want to hear or share the story.



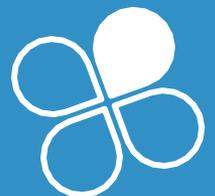
Capture. Build a story bank. These stories define you but can and should change over time.



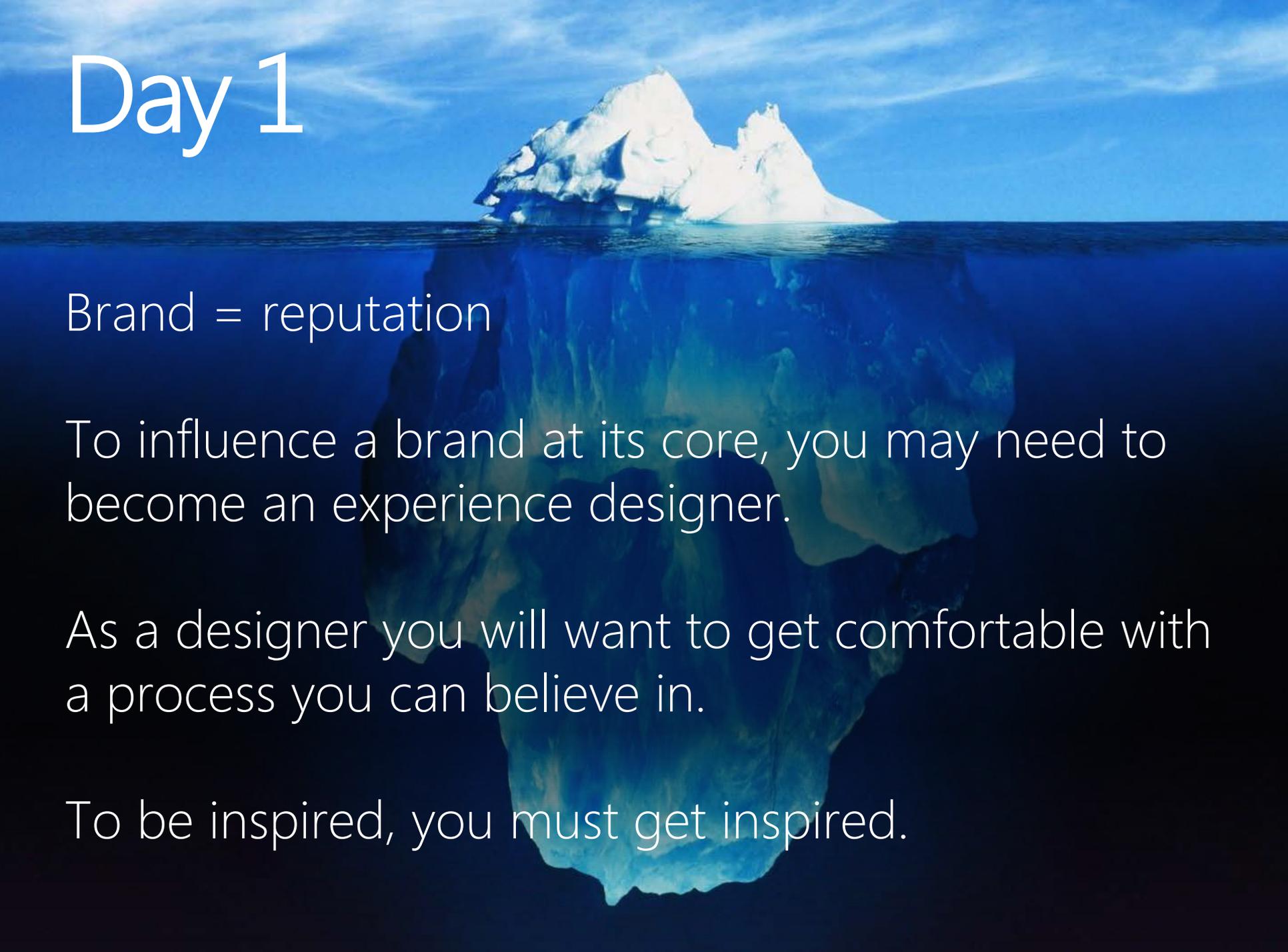


what stories are sparked at Blue Bottle?

what stories do you want to spark at Blue Bottle based on your prototype?



Day 1



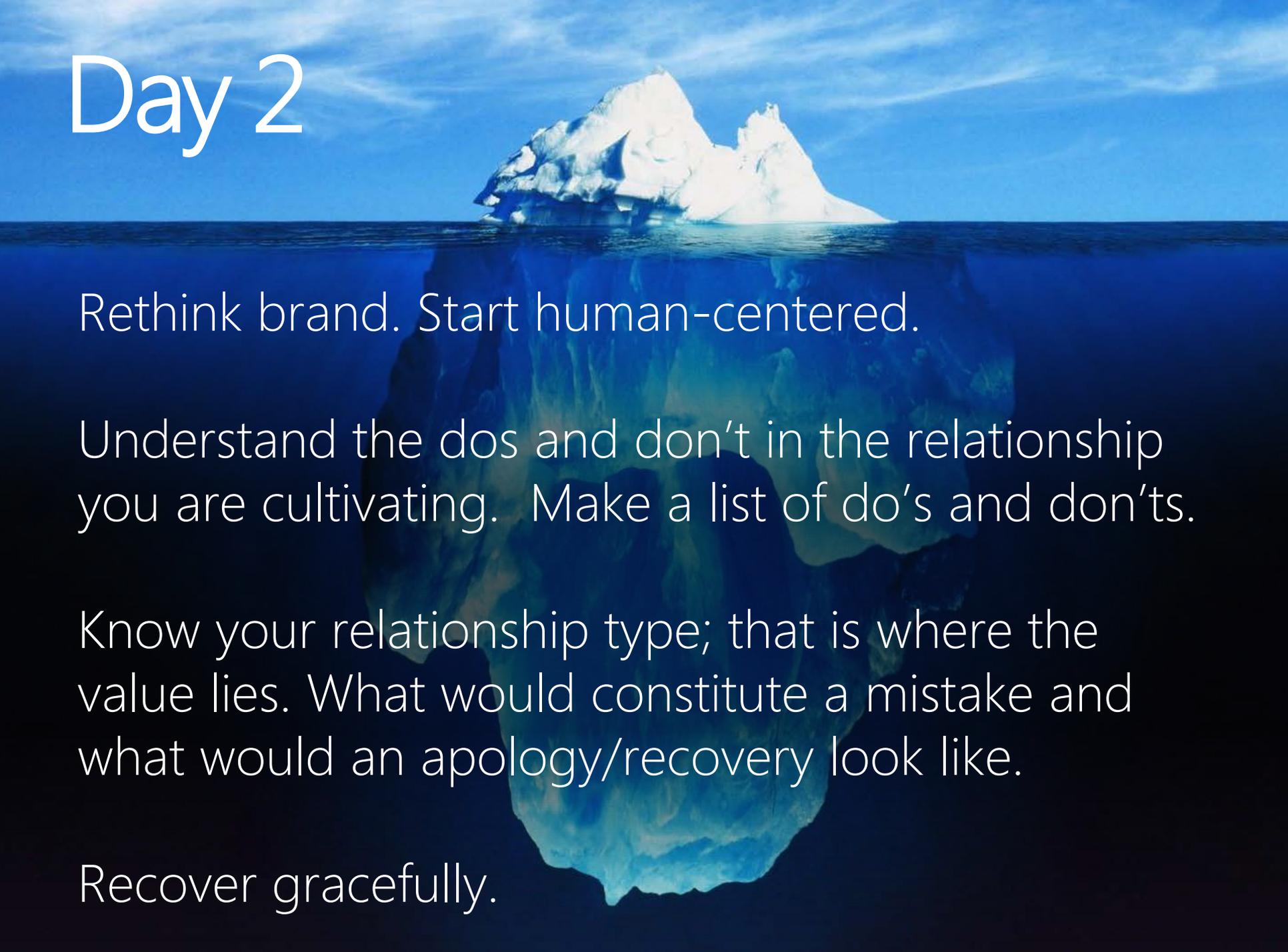
Brand = reputation

To influence a brand at its core, you may need to become an experience designer.

As a designer you will want to get comfortable with a process you can believe in.

To be inspired, you must get inspired.

Day 2

A large iceberg floats in the ocean. The visible tip is small and jagged, while the submerged part is much larger and more complex. The sky is blue with light clouds, and the water is a deep blue.

Rethink brand. Start human-centered.

Understand the dos and don'ts in the relationship you are cultivating. Make a list of do's and don'ts.

Know your relationship type; that is where the value lies. What would constitute a mistake and what would an apology/recovery look like.

Recover gracefully.

David Bowman

Blue Bottle, CFO

Blue Bottle is trying to scale perfection – fascinating single focused goal.

Fastest way to learn is by building something, then iterating on it

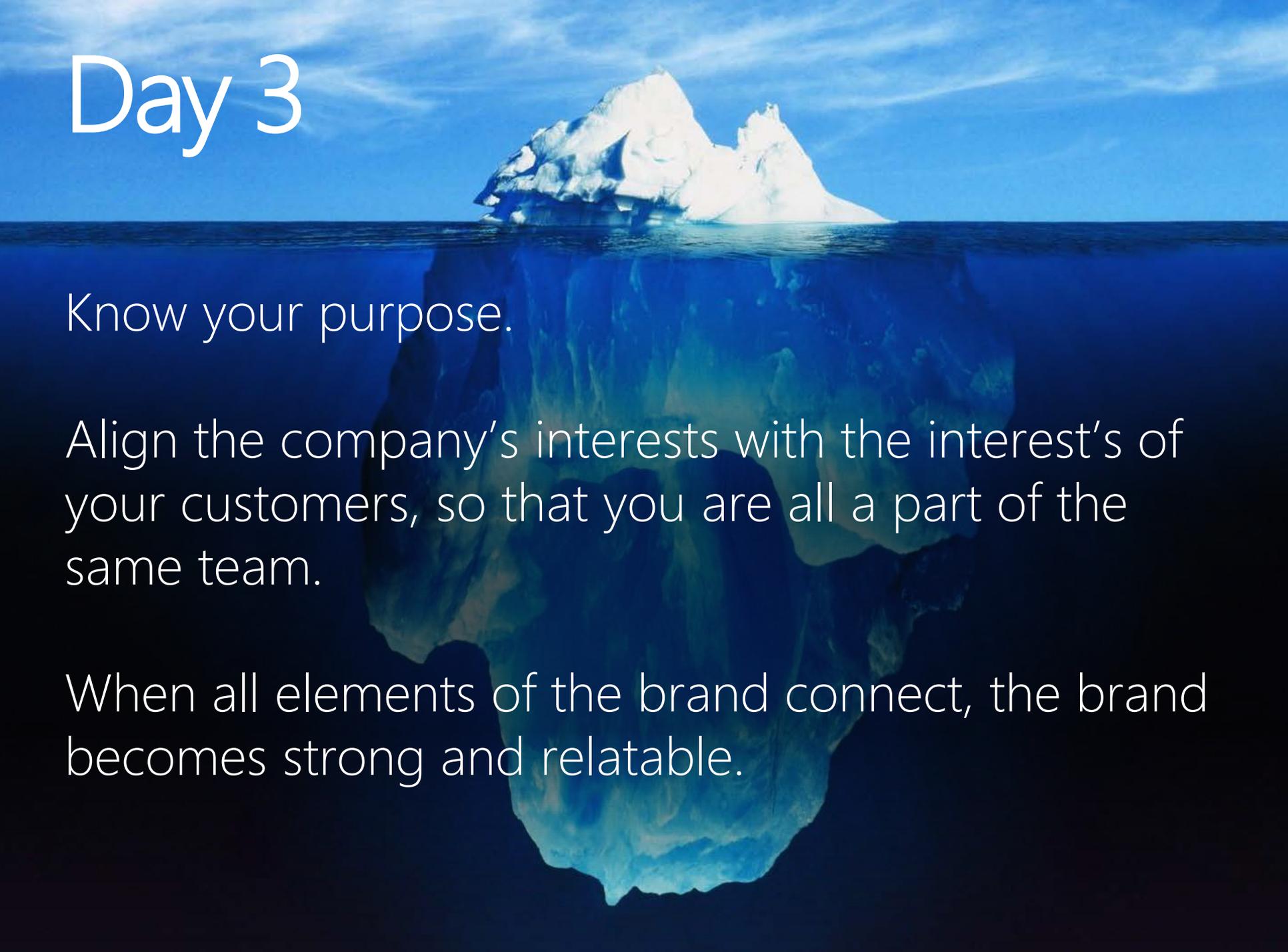
Good design often starts by thinking quantity over quality.

Interesting that customers speak for your brand whether you want them to or not (e.g. one guest said, "I didn't really this was so tech-sawy, everyone is on their laptops..I feel out of place.)
Strong brands attract the right customers.

Blue Bottle has done an impressive job of building die-hard engaged customers who refuse to drink ANY OTHER coffee and would drive 45 min out of the way to get it. Wow!

The challenge of moving from strategy to action and execution is simplified when it is clear what the brand cares about.

Day 3

A large iceberg floats in the ocean. The tip of the iceberg is visible above the water line, while the much larger, jagged base is submerged below the surface. The sky is a clear, bright blue, and the water is a deep, dark blue. The overall scene is serene and serves as a visual metaphor for the text.

Know your purpose.

Align the company's interests with the interests of your customers, so that you are all a part of the same team.

When all elements of the brand connect, the brand becomes strong and relatable.

Luanne Calvert

CMO, Virgin America

Asking unexpected questions (such as "How to make lines fun?") open new spaces for creativity.

Having many people work on the same problem gives many ideas to choose from. Innovation can come from the simple things like changing a safety video and help in building the brand of the company.

Luanne completely embodied the Virgin America voice in her personal style. It made me wonder whether that is necessary in order for a CMO to authentically lead a brand.

The value of managing expectations. Customers come to expect a lot from Virgin, and Virgin needs to stay ahead of its competitors as well as its customers growing imaginations.



Day 4

A large iceberg floats in the ocean. The tip of the iceberg is visible above the water surface, while the much larger, jagged base is submerged below. The sky is a clear, bright blue, and the water is a deep, dark blue. The overall scene is serene and serves as a visual metaphor for the concept of hidden potential or the 'tip of the iceberg'.

Open up. Create ways to invite participation with your brand in unconventional ways.

Leave things unfinished enough. Unpolished is good - it invites participation, creativity, and iteration.

Promote a 'yes, and...' approach.

Laura Jones

Uber, Product and Creative

Working on a controversial brand can be more rewarding than working on an accepted brand.

You can't control or be everything.

The deductive approach to brand strategies can be both a blessing and a curse, depending heavily upon the socialization of local offices.

Branding increases in difficulty with additional outside influences on that brand which detract from the marketing team's control over customer perceptions. In response, perhaps great branding is agile, always adapting to a changing environment and diverging influencers.

Brand value can be created even you do not interact directly with customers (just like Uber partners with Deaf drivers, it helps increase customer value to Uber)

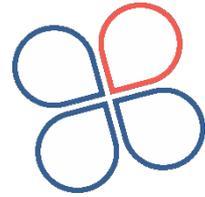
John Zissmos

Salesforce, Chief Creative Officer



Share key learning

Write down 1-2 biggest takeaways for you personally.



team lab

