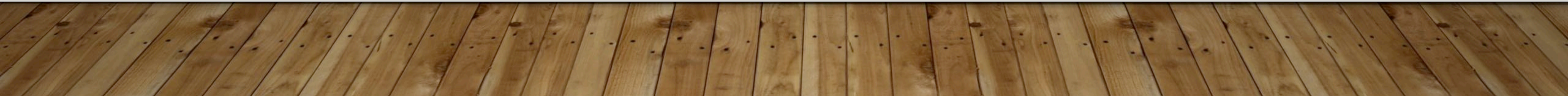


BRANDING

WE ARE FICKLE CREATURES.

QUALITY BRANDING TAKES ADVANTAGE OF THIS.



WHAT IS BRANDING?

- A promise to your customer.
- A set of expectations that YOU create.
- Who you are...
- Who you want to be...
- Who people perceive you to be.

SO WHAT IS YOUR COMPANY ALL ABOUT?

- Playful and fun?
- Urban and sophisticated?
- Nature-Based, Hipster-Motivated?
- Cute, family-driven?
- Luxury, with high-cost, high-quality option?
- Affordable, low-cost, low (commodity)-value option?

WHO ARE YOU ATTRACTING?



WHO ARE YOU ATTRACTING?



WHO ARE YOU ATTRACTING?



WHO ARE YOU ATTRACTING?



WHO ARE YOU ATTRACTING?



WHO ARE YOU ATTRACTING?

- The company trains us (the audience) on how to perceive them through their branding.
- *The Bud Light audience and the Budweiser audience could have been flipped...*

THE HANDCRAFTED, ARTISAN WORLD

- The number one reason why handcrafters [generally] don't have a quality branding message is because they [almost] never consider the true work of marketing, advertising and promotion.
 - *How can you market your products without a strong brand message?*
- *So, how do you convey a strong message?*

MARKET VALUE PERCEPTION

Market value perception is created by both the consumer AND the company.

MARKET VALUE PERCEPTION

A side-by-side comparison of two pairs of athletic shorts. On the left, a person wears grey Target shorts with a dark waistband. On the right, a person wears dark blue Nike shorts. A large pink banner with the text 'OTHER EXAMPLES?' is overlaid across the middle of the image.

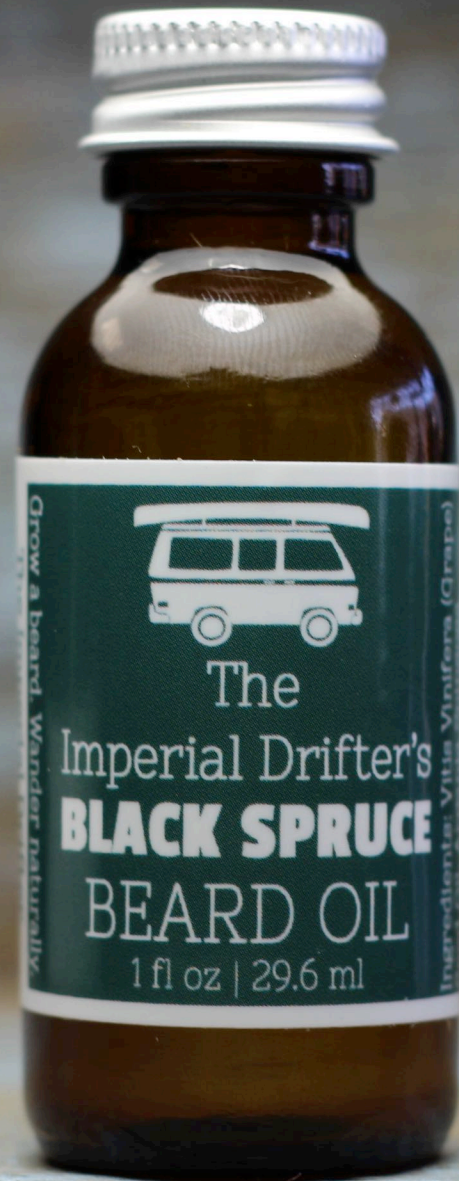
OTHER EXAMPLES?

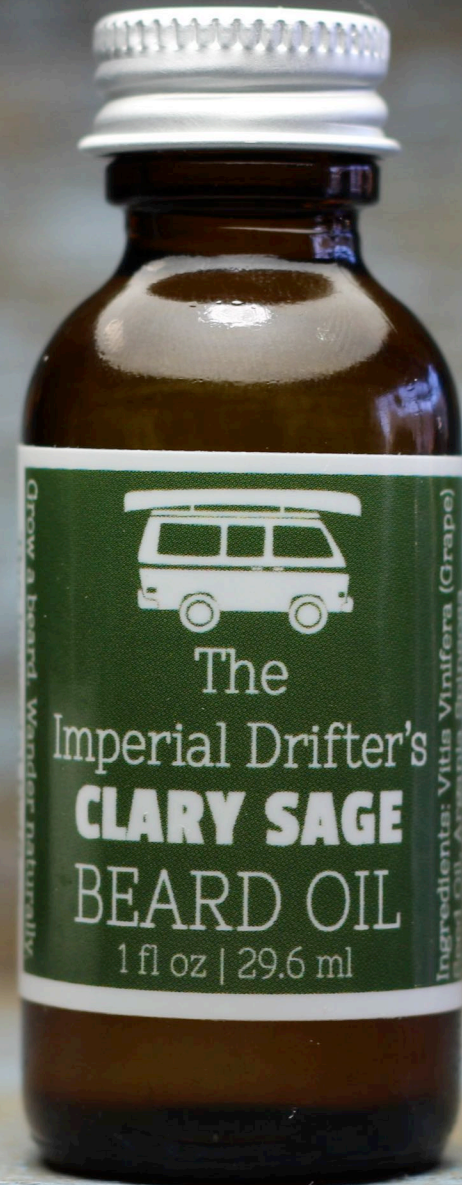
TARGET
\$15

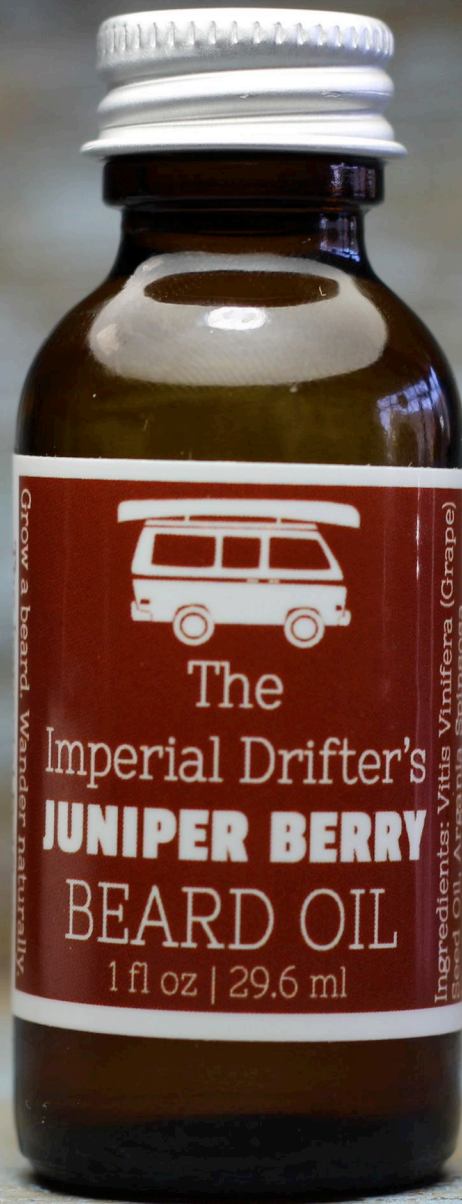
NIKE
\$55

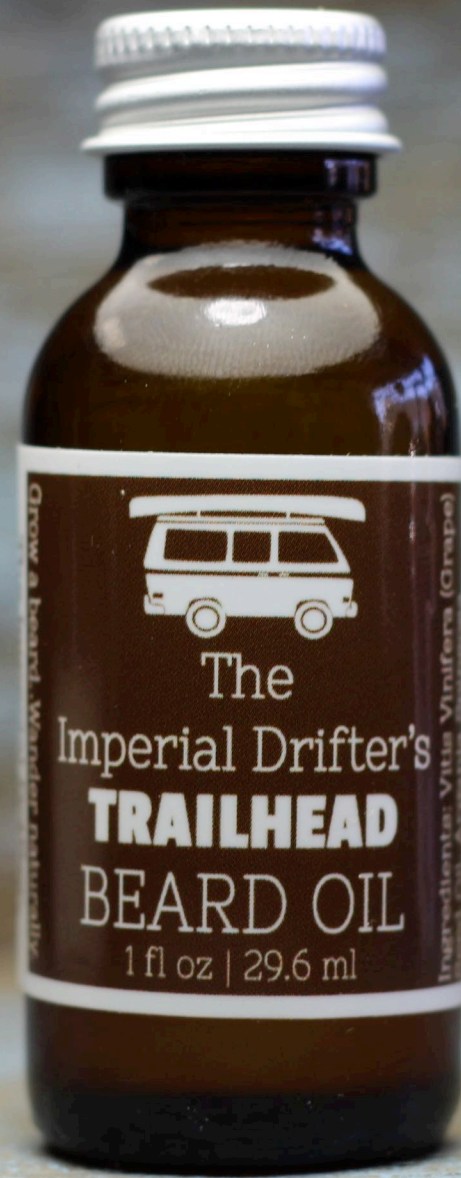
CASE STUDY:THE IMPERIAL DRIFTER

LIKE IT OR NOT, LOOKS MATTER.

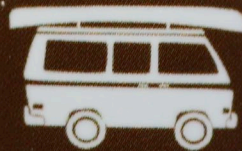








Grow a beard. Wander naturally.



The
Imperial Drifter's
TRAILHEAD
BEARD OIL
1 fl oz | 29.6 ml

Ingredients: Vitia Vinifera (Grape)



IMPERIAL DRIFTER

BEARD OIL

SWEET
EARTH



WANDER
NATURALLY
1 fl oz | 30 mL

BEARD CARE
LIFESTYLE
EMPOWERMENT

GROW A BEARD.
EMPOWER WOMEN.





IMPERIAL DRIFTER

BEARD OIL

JUNIPER
MINT



WANDER
NATURALLY
1 fl oz | 30 mL

BEARD CARE
LIFESTYLE
EMPOWERMENT

GROW A BEARD.
EMPOWER WOMEN.
The Imperial Drifter Beard Oil



IMPERIAL DRIFTER

BEARD OIL

HEMLOCK
SPRUCE



WANDER
NATURALLY

1 fl oz | 30 mL

BEARD CARE
LIFESTYLE
EMPOWERMENT

GROW A BEARD.
EMPOWER WOMEN.



IMPERIAL DRIFTER

BEARD OIL

TRAILHEAD

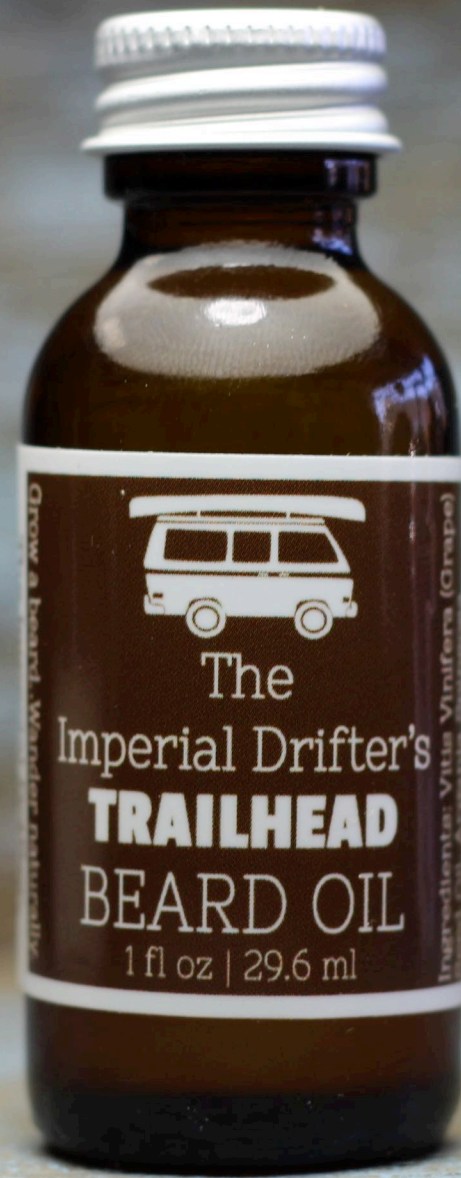


WANDER
NATURALLY

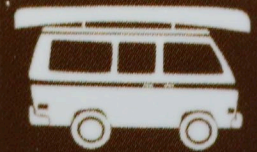
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BEARD OIL
1 fl oz | 29.6 ml

Ingredients: Vitia Vinifera (Grape)
Essential Oil, Argan Oil, Jojoba Oil

**BEFORE YOU BRAND
(OR RE-BRAND)...**

THINK!



HIKING

NATURE

"ALL WHO WANDER ARE NOT LOST."

CAMPING

OUTDOORS

ECO-MINDED

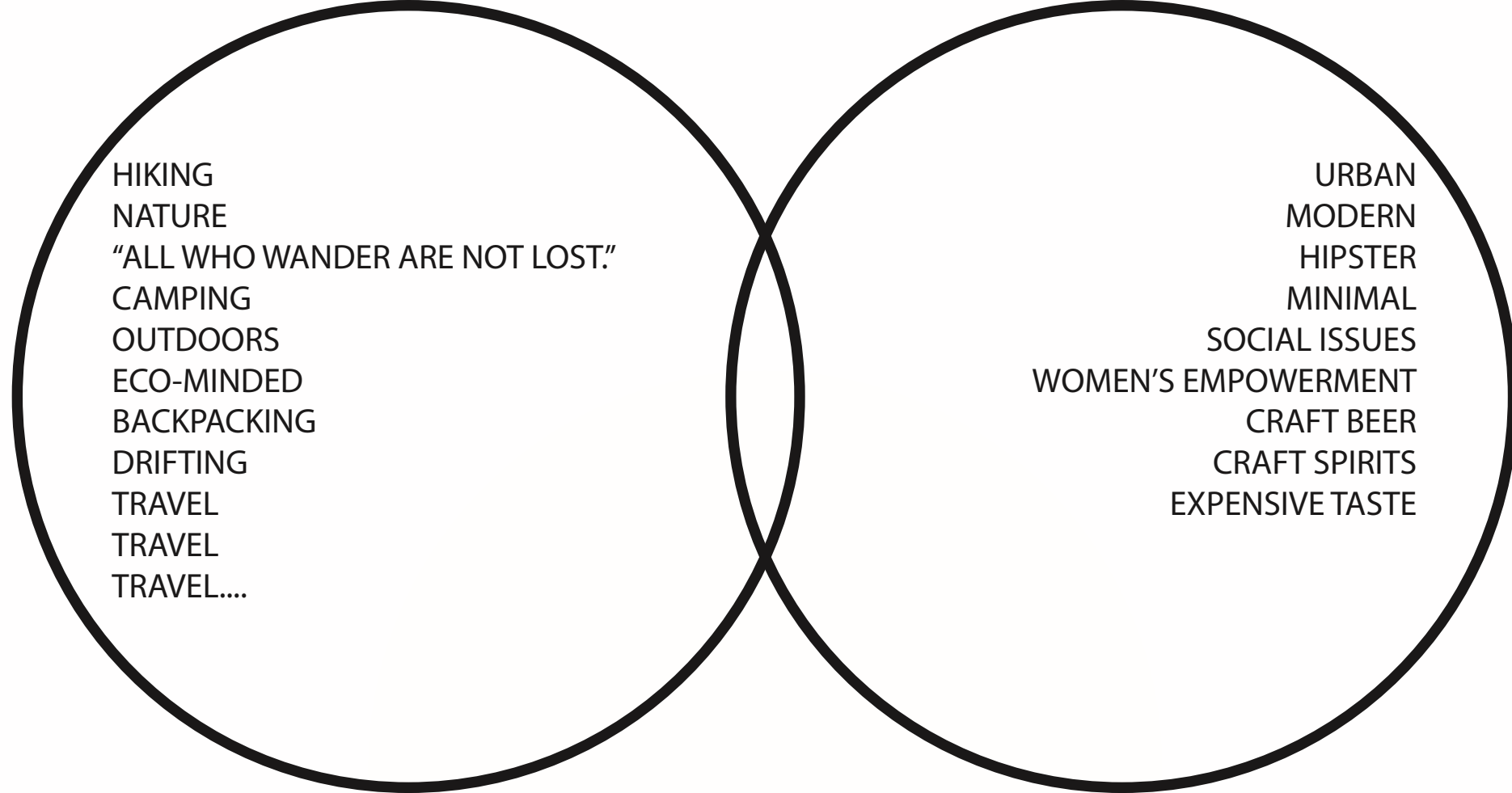
BACKPACKING

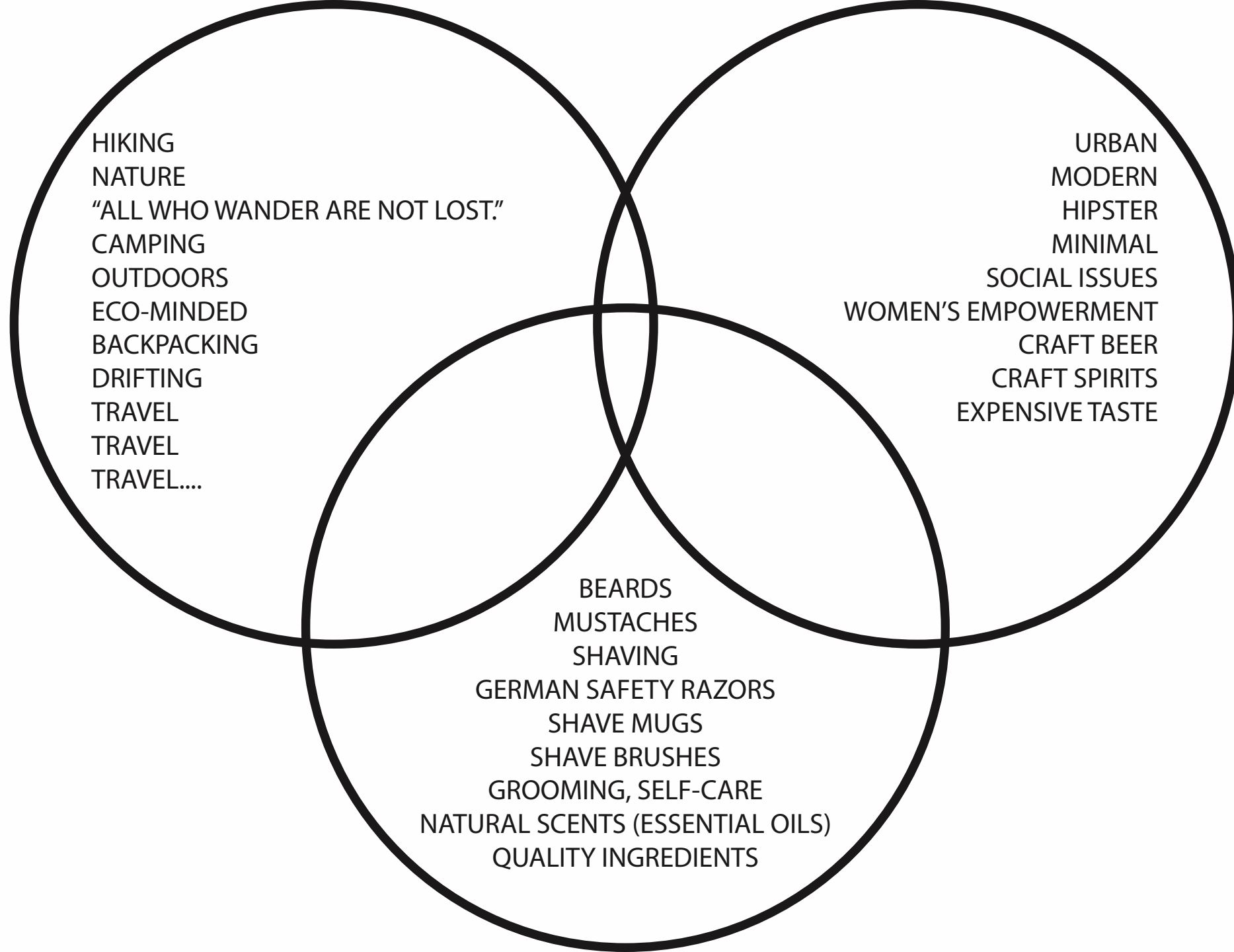
DRIFTING

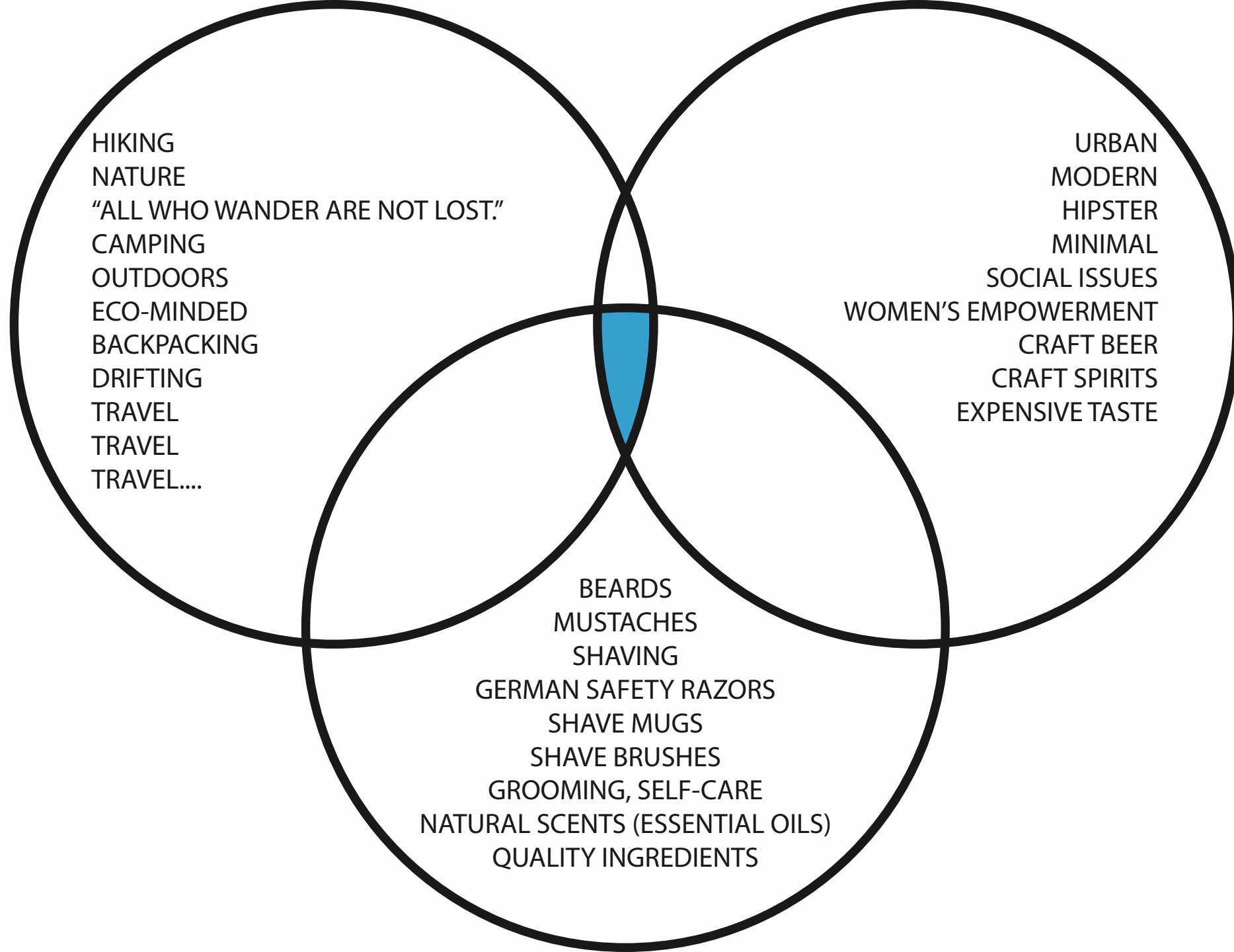
TRAVEL

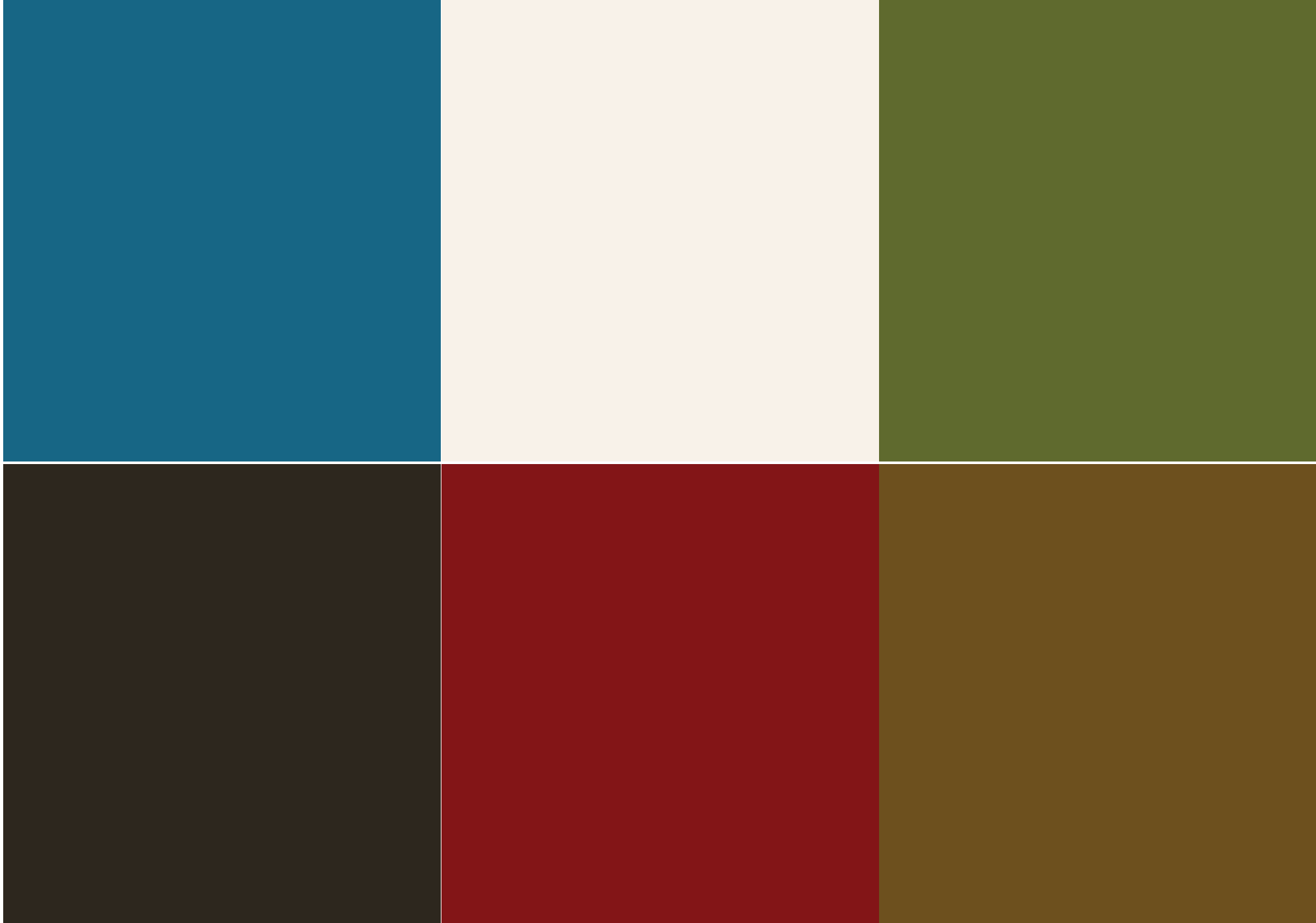
TRAVEL

TRAVEL....





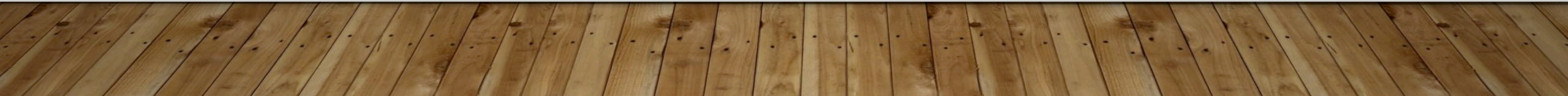




WHAT IS YOUR MISSION?

THE IMPERIAL DRIFTER'S MISSION IS TO USE THE ABUNDANT QUALITIES OF NATURAL OILS FOR THE GROOMING NEEDS OF MEN, WHILE EMPOWERING WOMEN AROUND THE WORLD WITH EVERY PURCHASE.

- *What is the mission of your company beyond the utility of your products?*





WHAT PROBLEM ARE YOU SOLVING?

Create a MUST HAVE!
...not a IT'S NICE TO HAVE...

DO THE WORK

- **WRITE!**
 - What brings you joy in life?
 - What do you love to do?
 - What are your talents?
 - How does this translate into your company?
 - How can you solve people's problems?

DO THE WORK

- **WRITE!**
 - What is your company doing to bring about a more shared sense of belonging with its communities?
 - Local? Regional? National? International?

ONLY AFTER YOU PUT IN THE WORK...

- *THEN...*
 - Create a logo.
 - Find a quality color palette that jives with your message.
 - Find 2 fonts that fall in line with how your company should be portrayed.
 - Design and print your labels and packaging professionally.
 - Create a tagline.
 - Build a website that utilizes all the above.
 - **Create a solid and unique foundation.**

“

Your entire company should be considered
your branding department.

”