



January 11-15, 2010

Professional Development January 11-12

Exhibits Open January 13-15

3-D Billboard Branding

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MAS - 1.0 pts
Tuesday, January 12
7 - 8 am



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3D Billboard Branding

Introduction

Welcome to *Brand Central Station*. Your train departs now; it's scheduled to arrive at your ultimate *Brand X Factor @ 7:49a!*

Stops will include:

- a. Reaping the rewards of better brand building
- b. Improving your brand equity
- c. Avoiding *contra-brand* experiences
- d. Mastering your *reverse branding* strategy
- e. Discovering the vital *third dimension* of 3D Billboard Branding

1) What business are you in?

- a. What attracted you to our industry?
- b. My experience
- c. Fit: Avoid trying to fitting in; instead seek places, people and opportunities that fit.
- d. Remember 3M: what *matters most motivates*
- e. Keep your "P's" in alphabetical order

2) Brand Styles

- a. Typical branding
 - based on focus groups, surveys and buzz words
 - trendy and temporary; from the *OUTSIDE IN*
 - frequently produces confusion and doubt
- b. Reverse branding
 - based on core values
 - enduring, from the *INSIDE OUT*
 - inspires trust, and produces long-term mutually beneficial relationships
- c. Reverse branding separates our customers from the herd so their message can be heard
- d. Nike's *contra-brand* experience
- e. World's #1 brand... 5 senses, dives in *heart* first!
- f. Willy & Marty
- g. Marty's *Brand Slam*

3) Be Your Own Best Brand

- a. Everyone has a brand, create yours; if by default, your fault.
- b. Remember the “paparazzi factor”
- c. Include your 3M
- d. Avoid best, be the only one... no comparisons or substitutes
- e. Be a CIA agent: make others feel comfortable & important, always
- f. Brand building basics:
 - Remember names
 - Arrive early
 - Listen loudly
 - Carry thank you cards/stamps
- g. Performance mirrors promise
- h. Avoid *self-service* elevator speeches and verbal pollution
- i. Respect “eye time”
- j. Personal video 30-60 seconds
- k. Use brand relevant self-promotions
- l. Self-promotion’s 3U’s: useful, unique and unforgettable

****BYOB (Build Your Own Brand) Party**** (10 minutes)

4) 3D Billboard Branding

- a. Define, design and demonstrate
- b. *Case Study: “Healthy Return on Investment” Silver Pyramid Award 2009*
- c. Brand ambassador - portable interactive billboard

5) Your Brand’s Ultimate *X Factor*

- a. Singer sells 17,621 tickets in 37 minutes
- b. Dennis the Menace
- c. Your brand’s ultimate differentiating *X Factor*

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