

# The Future of Branding

In a Social Media Driven World,  
The Relevance of Visual Branding

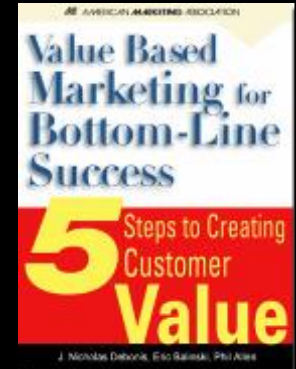
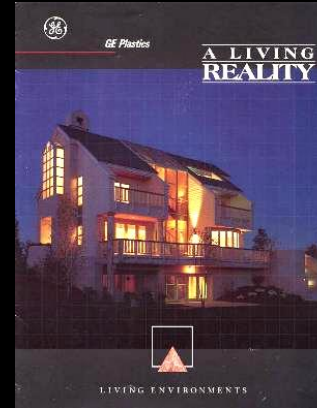
By Eric Balinski, February 2014

# About me

In the late 80's, I led a marketing effort at GE, a 3,000" sq. ft. experimental home which, also pioneered green and sustainability, long before they were popular. Our team appreciated the human aspects of life and enhancing user/customer experiences and they showed in the design and ideas displayed in the home. Along with 53 participating companies, such as Masco, J&J, Kohler, Sony, USG, Carrier, Bose, Andersen, Weyerhaeuser, the project gained worldwide recognition and launched numerous innovations. The reaction we got from everyone who visited it was, *Gee, this is a place I'd love to live in*. Equally rewarding, we made money doing it, stimulating sales in home, consumer, health, and building products.

In the 90's, I worked on the question of whether a company could sustain profitable performance. This effort in marketing and growth practices was the basis of my 2003 book, co-authored with two other colleagues, Value-Based Marketing for Bottom-Line Success, published by McGraw Hill and the American Marketing Association. The book featured the dramatic turnaround of Dow Corning Corporation out of Chapter 11, who implemented our value acceleration framework.

Today, I advise business people on numerous topics including, improving their business model; marketing, branding, and growth challenges; international expansion; finding growth capital, and leadership transition strategies.



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# Here's What I am Thinking Now

In a world of competing messages, to gain and retain customers requires a brand to stand out and a strategy that is based on :

- Target Audience
- Message & Images
- Relevant Location
- Creative Media
- Getting Remembered



Social Media is also Demanding Branding  
Efforts move at the Speed of Thought

# Yet, the thing is...

In an increasingly digital world, we are often focusing communications on the two dimensions of:

- **Text** and/or **Pictures**

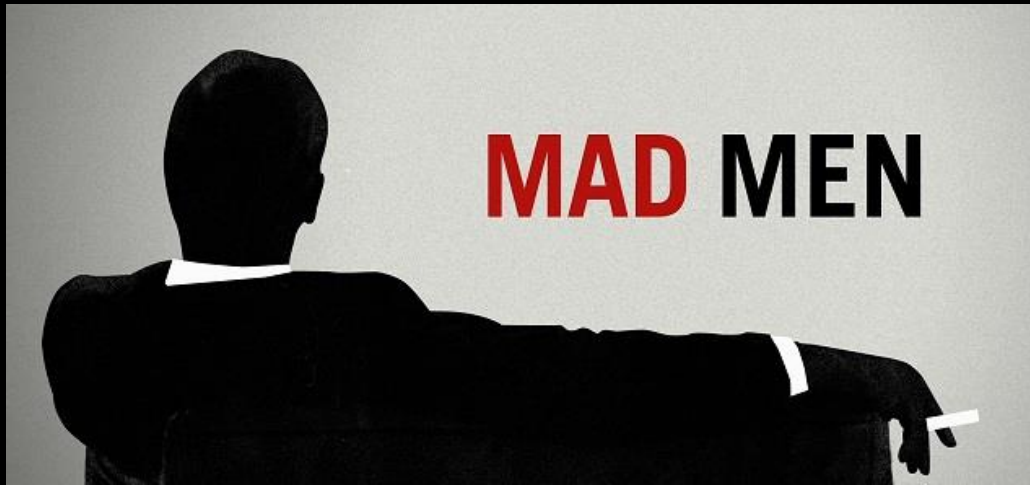
So ask yourself...

Is the future a world of human communications losing Context?

Do images and words still have a place working together?

# And if there is a place....where?

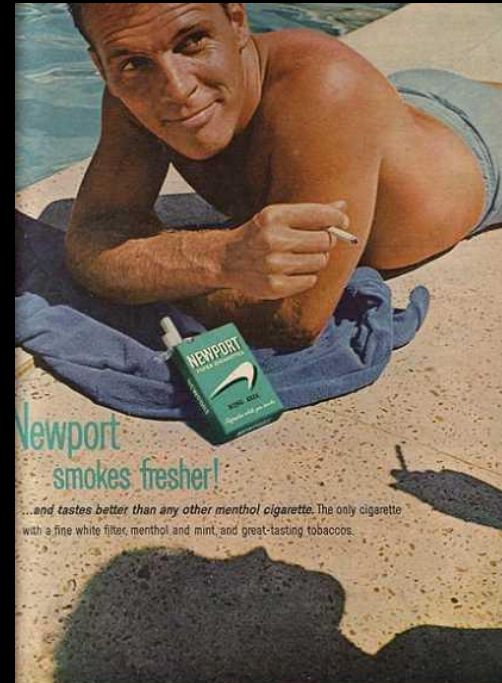
# Visual Branding is the Place



*If you don't get noticed, you don't have anything. You just have to be noticed, but the art is in getting noticed naturally, without screaming or without tricks.*

-- Leo Burnett

# But that was another time in History



## Does Visual Branding Matter Anymore?

# Yes. It Matters More Than Ever

The average attention span in 2000 12 seconds

The average attention span in 2012 8 seconds

The average attention span of a gold fish 9 seconds

Sources: The Associated Press, research date- April 28, 2013



## Because You Have Less Time to Get Noticed



But You Also Have to Ask Yourself?

**What Do People Remember?**

**Text**

Or

**Images**



# What Gets Remembered

**Words have only a 10% message retention\***

*“While on vacation out west, we drove through Wyoming and passed by this old barn in the middle of a field.”*

\*According to research from UCLA, retention that after three days.

# What Gets Remembered

**Visuals have 50% retention.\***

*“and this is the old barn...”*



\*According to research from UCLA- retention after three days.

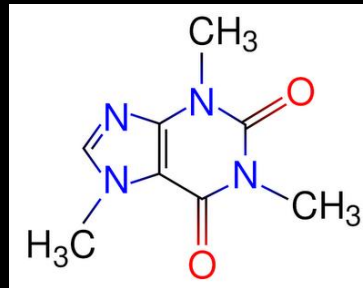
# Which Would You Remember Most?

## Words

Ingredients		Brewing Data	
Malt	14,000 lbs.	First wort	18.5% Balling
Caramel malt	300 lbs.	Last wort	0.9% Balling
Corn flakes	2900 lbs.	Mashing time	2 hours & 4 min.
Malto dextrine	560 lbs.	Conversion Temp.	54 deg. R - 18 min.
Wheat Flakes	400 lbs.	Lautering time	5 hours & 45 min.
Corn syrup	1325 lbs.	Sparge water	300 bbls. @ 60 deg. R
Seedless hops	170 lbs.	Boiling time	2 hours & 15 min.
Burton salts	50 lbs.	Kettle knock out	448 bbls.
KMS	5 qts	Kettle wort	11.8% Balling Break good
4 qts in mash tub		Kettle sparge	10 bbls. H2O @ 78 deg. R
1 qt in kettle		ph brewing water	5.75
Salt	1 qt.	first wort	5.40
with hops in kettle		last wort	5.80
		kettle wort	5.30

Fermentation Brew # 3 Jan. 6, 1953  
421 lbs. of Schaefer yeast. 1st generation washed, pitched at 7 deg. R. 421 bbls. of wort 7 day fermentation. Attenuation 12.1% Balling to 2.8% Balling. (AE)  
ph drop 5.0 to 4.3 Temp. Start 7 deg. R, Max. 12.2 deg. R, end 5.5 deg. R.  
Fassed at 0 deg. R on Jan 13, 1953.  
Fassing additives - 16 lbs. activated charcoal. 3 lbs. KMS (potassium metabisulfite)  
Ruh (primary storage or aging) 17 days at 0 deg. R  
1/30/53 Beer transferred to secondary storage after diatomaceous earth filtration and carbonation.  
Additives - Chillproofing 4 lbs., Isona (antioxidant) 11/2 lbs., Kelcoid (foam aid) 4 lbs.  
2/2/53 Beer transferred to packaging tanks after cotton pulp w/asbestos filtration and carbonation.  
2/3/53 Beer packaged. CO2 content - draught 2.63 vols., bottled 2.78 vols.  
Beer at packaging. Beer age 28 days. Hopping rate = 0.4 lbs. per bbl.  
Alcohol = 3.91% by wt. or 4.89% by vol. A.D. of A = 76.9% RDA = 62.3%

## Images



## Logo



Visual Branding Makes an Immediate Human Connection

# 5 Trends Driving the Need for Visual Branding

- 1) Anyone can Publish Anything
- 2) Customer Interactions going Digital
- 3) Images are Shareable
- 4) Data/Info Visualization
- 5) We are Losing Touch

The Brand Image still... has Instant Meaning

# 5 Trends Driving the Need for Visual Branding

1) Anyone with a phone, tablet, or computer can publish anything



*Never have so many  
people written so much to  
be read by so few.*

- Katie Hafner, NY Times

Not enough time to read everything coming at us

# 5 Trends Driving the Need for Visual Branding

2) Customer Interactions & experiences are increasingly digital

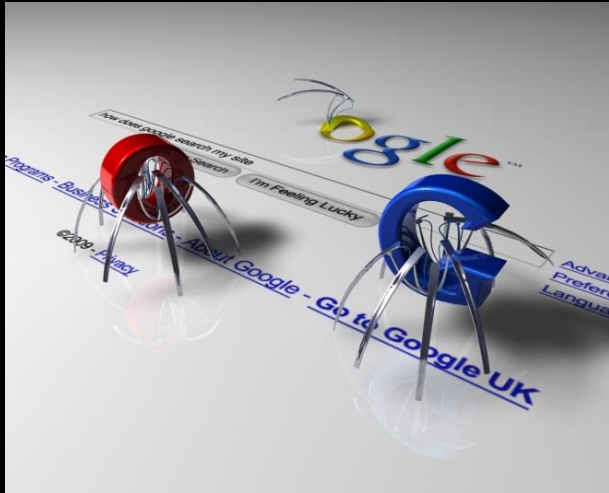


Omni channel marketing is blending digital with physical touch points



# 5 Trends Driving the Need for Visual Branding

## 3) Images are more shareable than text



Search engine spiders increasingly prioritize images over text in determining page rankings.



# 5 Trends Driving the Need for Visual Branding

## 4) Data/Info visualization adding power & context to text

**Perfect combination of hardware...**

**TECHNOTE #01**

**HARDWARE PERFORMANCE**

- Display:** 5.5" HD Super AMOLED screen for an unparalleled viewing experience.
- Battery:** Li-ion 3,100mAh battery to power all the features of the Samsung GALAXY Note II.
- S Pen:** New ergonomic design for easier use and new rubber tip for **INCREASED SENSITIVITY** and responsiveness.
- Computing:** With a 1.6 GHz quad-core processor and Android 4.1 (Jelly Bean) OS, the Note II is fast and responsive.

**AMAZING TOOLS FOR EXPRESSION**

- Photo Notes:** Transform photos into original artworks with handwritten notes on the back of your photos.
- Paint Artist:** Create the **PERFECT PHOTO** by capturing the best pose of each person.
- Video Sketch:** **VISUALIZE YOUR IDEAS** using the S Pen.

**MULTI-TASKING**

- Multi Window:** **DO TWO THINGS AT ONCE** on the same screen, at the same time.
- Air View:** Preview contents without opening them.
- Picture Video:** Watch videos while performing other tasks.

**...and software**

Samsung GALAXY Note II | Be creative

Source: <http://idgknowledgehub.com/19804/2013/01/11/>

**Samsung MultiView MV800**  
Life, from all angles

- Live Panorama:** Sweep and live your scene in one shot.
- 3.0" Wide Flip-Out Display:** Easily capture your unique perspective.
- Low Angle Shot**
- High Angle Shot**
- Self-Shot**
- Picture in Picture Shot:** Show both sides of the story.
- Smart Touch 3.0:** Personalize your home screen.
- High Picture Quality (16MP, 5X Zoom, 26mm):** Elevate your photography to the side of the centerpiece.
- Slim & Stylish Design:** Sleek form factor with stylish metallic cover.
- Magic Frame:** Add focus to your photo.
- Funny Face:** Bring on the laughter.
- Smart Filter 3.0:** More fun, more artistry.

Source: Samsung MV800 Infographic @ IFA2011

## Visual Design reflects the experience and meaning of the brand

# 5 Trends Driving the Need for Visual Branding

## 5) We Are Losing Touch With Other People



# TEXTING

Killing genuine human interaction two thumbs at a time.

\o/ MotivatedPhotos.com

## Yet, Customers want a Personal Experience with a Brand

Visual Branding Bridges the Trends because...

We are swamped by TEXT and IMAGES and

Daily Life and Technology can move us apart.

Visual Branding gives instant context,  
and can connect at a human emotive level.

# For Instance...



*"Long standing findings from design, art, and advertising research indicate that visual elements such as shape, color, logo, and typeface are not only perceived in terms of their formal or technical properties but also in terms of the symbolic or affective connotations they embody."*

Source: Article- *Symbolic Meaning Integration in Design and its Influence on Product and Brand Evaluation*, by Thomas J. L. van Rompay \*, Ad T. H. Pruyn, and Peter Tieke, International Design Journal, Vol 3, No 2 (2009)

## Whatever happens in... the Memories go Home



# Visual Branding, More Relevant Now

The Brand image still has instant meaning.

Ever more so in an omni-channel, social media rich environment.



But it's Just Not Good Enough to have a Logo

# Today's Omni Channel Marketing

Live your Brand strategy like the old saying:

*“Use it or lose it”*

And Remember the slogan: *Unseen is Unsold*

# Ways to Get Seen & Get Sold

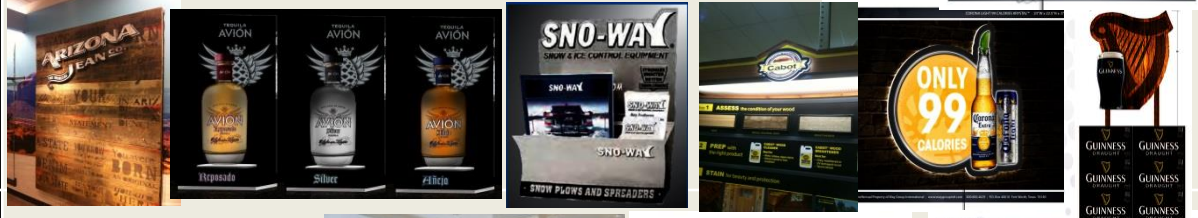
## Ways to Use Visual Branding

## Examples

### Brand Identity Programs



### Store Displays & Merchandising



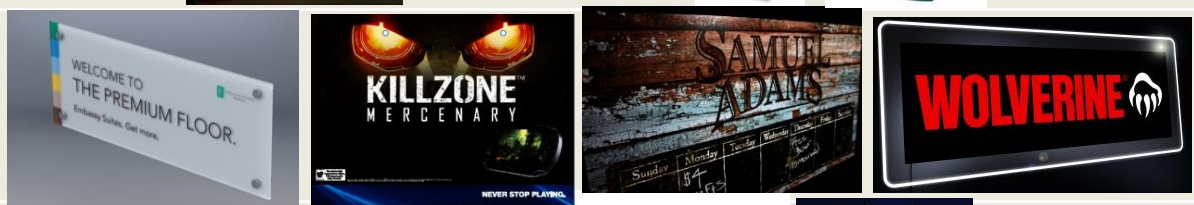
### Permanent and Semi-Permanent Décor



### Self Serve & Kiosks



### Signage & POP



### Information Displays





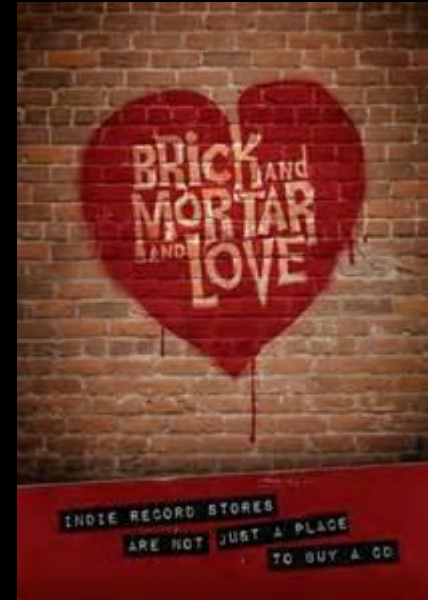
# What about the Dynamics in Retail

April 20th 2013 was Record Store Day

“Shopping is about entertainment as well as acquisition. It allows people to build desires as well as fulfill them—if it did not, no one would ever window-shop. It encompasses exploration and frivolity, not just necessity. It can be immersive, too. While computer screens can bewitch the eye, a good shop has four more senses to ensorcell.”

“And shops make money. Bricks-and-mortar retail may be losing ground to online shopping, but it remains more profitable. The physical world is also increasingly capable of taking the fight to its online competitors. Last year online sales of shop-based American retailers grew by 29%; those of online-only merchants grew by just 21%.”

- The Economist, July 13, 2013



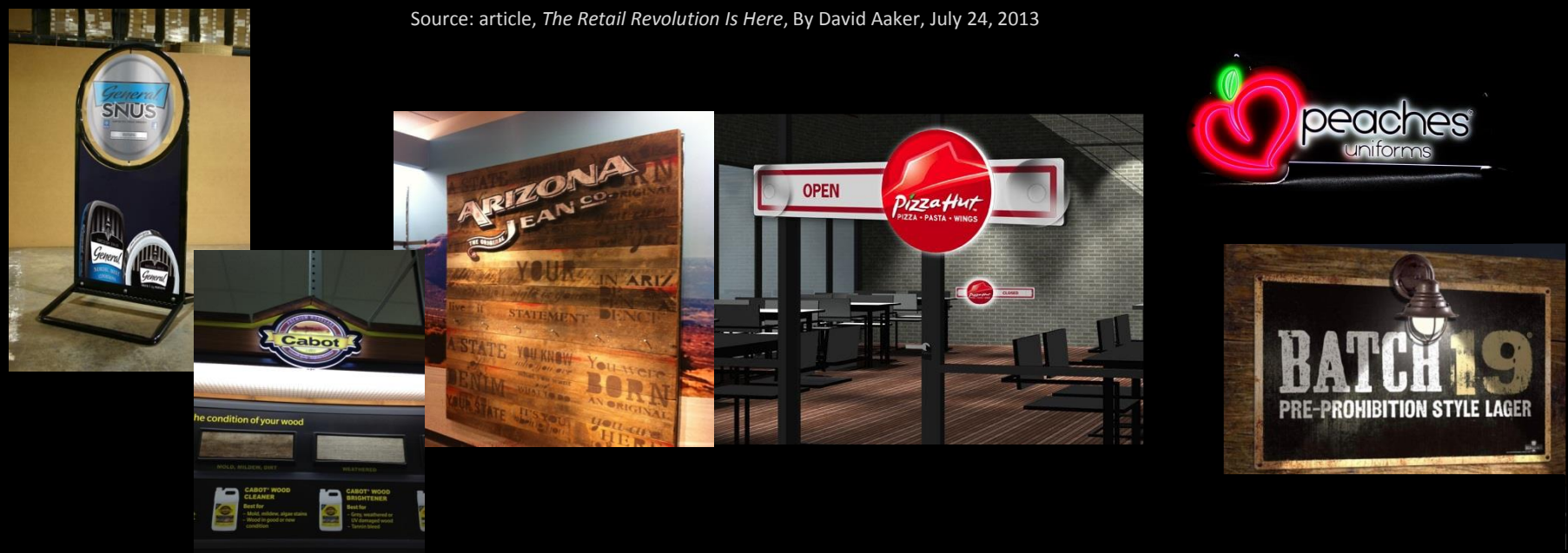
The film documentary, ‘Brick and Mortar and Love’ focuses on Louisville independent store, Ear X-tacy as it struggles to maintain its very existence.

Ear X-Tacy, having served the community for decades, had become a much-loved institution, where acts such as the Foo Fighters, Kodiaks and Nappy Roots were given a chance to be seen, heard and would play for free.

# Implications for Retail Environments

- As brick & mortar retailers move into the online world, a new role for their store fronts.
- Physical retail outlets are now charged with building the brand and its value proposition, in addition to creating sales.
- A store is a place to provide information, energy and entertainment, none of which is readily available in online only retailers.
- Online-only retailers have pressure to create a brick & mortar presence in order to give their brand visibility, clarity and credibility.

Source: article, *The Retail Revolution Is Here*, By David Aaker, July 24, 2013



The Timely Relevance of Visual Branding

# 5 Principles for Creating Great Visual Branding

1. Discover what matters to your Target Audience
2. Complement Messages and Images with Visual Branding
3. Interact in Locations that reinforce brand experience
4. Design with Visual Media that stands out to Audience
5. Get Remembered by tapping into Human Emotions



Nothing like a beer party to get people to put their mobile devices away

# Key Points about Visual Branding

- Brand images has instant meaning and cuts through a world of clutter
- The convergence of the physical environment with online and mobile is creating new arenas to engage and create customer experiences.
- Presence in the physical world is critical to the brand visibility, credibility, and reinforcing the customer's experience with the brand.
- Physical environment are critical to building the brand and its value proposition, in addition to generating the customer relationship and sales.
- The physical environments provide information, human energy and touch points, which cannot be easily duplicated in the mobile or on-line worlds.

And Frankly, We Need Human Context in Life