# Branding

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PROGRAM

# Brands and their identities

## What comes to mind when you think about…

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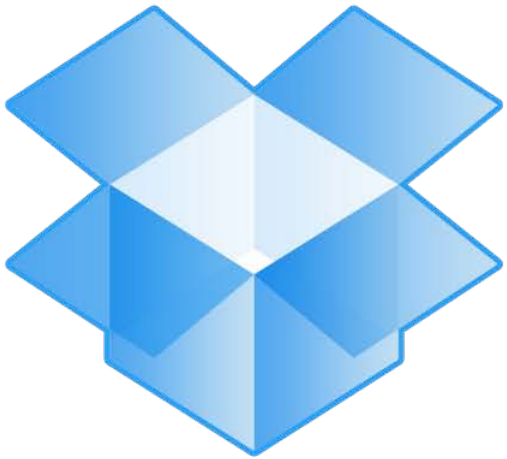

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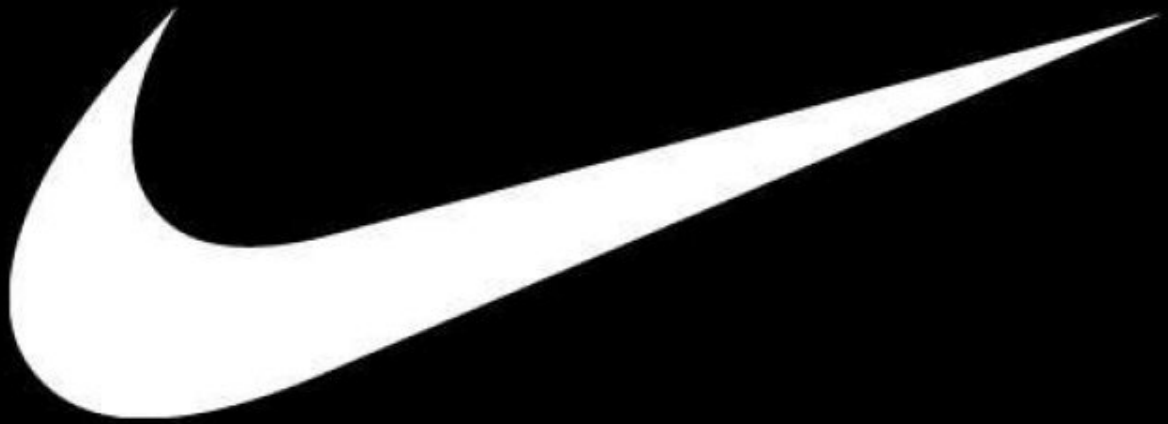

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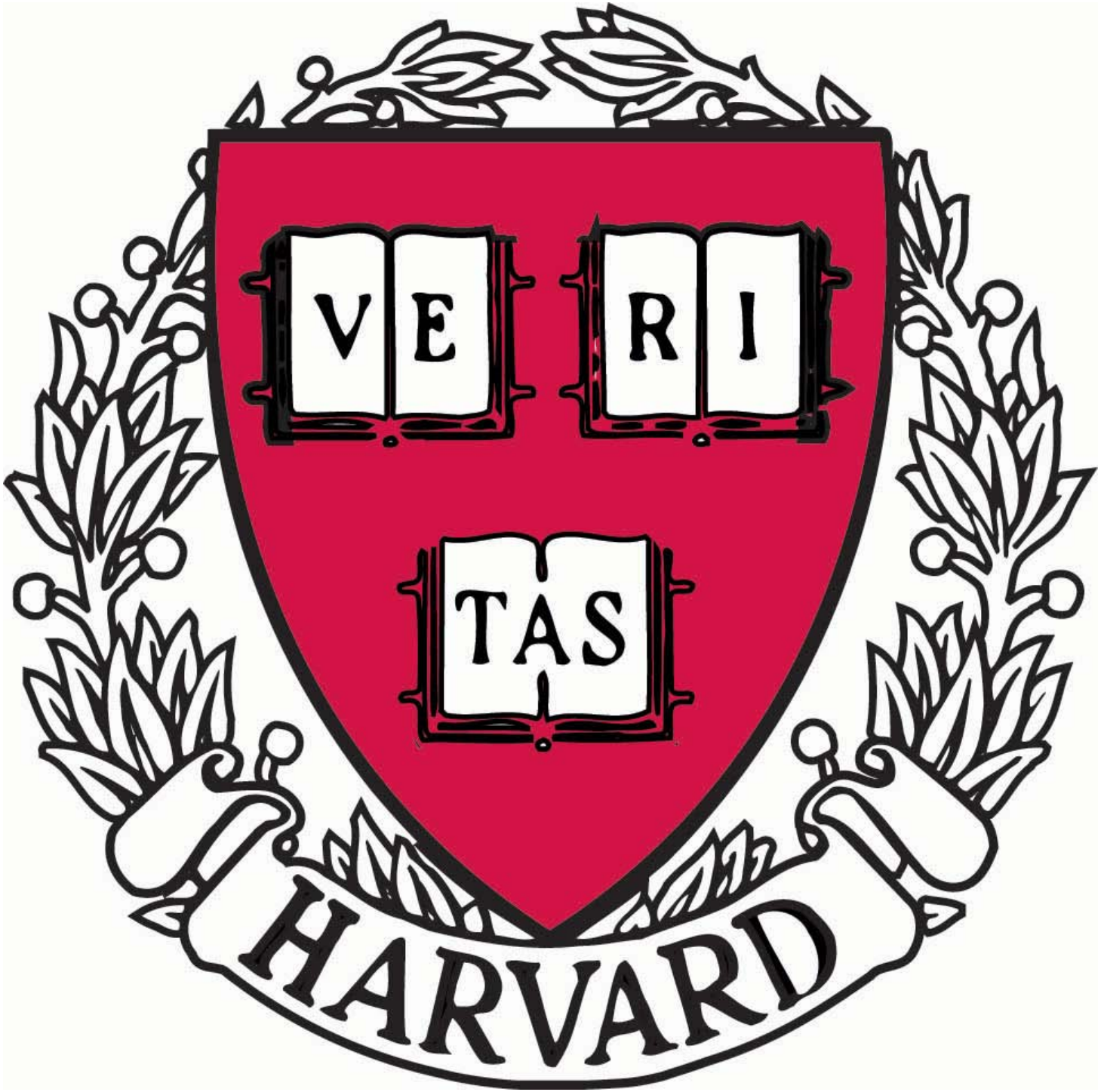


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# Branding Basics

- What is it?
  - The unique identity the company occupies in the mind of the customer.

- How do you reach the customer?
  - In every communications vehicle / touch-point

# Good Branding

- Awareness ("You've got mail", Yahoo! yell)
- Loyalty
- Appropriate associations
- Consistent message/voice
- Uniqueness: avoid brand erosion from competitors

- Consider branding in terms of manufacturing process
  - Approach of design
  - Approach of manufacturing process
  - Expectation setting with customer

# Personality Expressed

- Voice Talent : Tom Glynn

- Application 1
  - Hotel information line –
    meant to sell

    Links to audio files removed due to copyright considerations.

- Application 2
  - Machinery Info line –
    designed to inform older users

    Links to audio files removed due to copyright considerations.

# Identity Expressed

Ex. 1 Ex. 2

Links to audio files removed due to copyright considerations.

## FedEx

- Scaffolding: Structure to help the caller learn.

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"What's the approximate length of your package, in inches? Please round off to the nearest inch."

"What's the approximate width, in inches?"

"What's the height?"

## Implication of FedEx System?

- What does the FedEx teaching approach indicate to users of the system?

## User Personas

- Persona is a description of a user in context
- Can be deep or shallow
  - Bullet points
  - Paragraphs
  - Pictures
  - Type
- Must communicate enough to guide the design

# Voice Brand: Example Amtrak

- User persona
  - Older traveler
  - Take more time
  - Wants to know they're doing things correctly
- Production Implications:
  - Reassure callers using *explicit confirmation* to make them feel in control of the interaction
  - Friendly language use:
    "…and its just you for the return, as well?"
  - Young, smart (*not* saccharine), female (nurturing) voice
  - System introduces itself because it is typical for this type of sales interaction

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# Exercises

1. Travel company (as a class)

   Decide on the **user** persona (typical user), and the **brand** implications (what should the brand represent?)

2. College Loan Payment system (5 min)

   Decide on the **user** persona (typical user), and the **brand** implications (what should the brand represent?)

## Creating the brand

- United airlines in-flight recordings “Can’t or don’t want to” vs. “will no or can not”

## Voice Casting

- Same words, spoken by different people…

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Professorial - (descriptive adjective)

Industrial

Motherly

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## Direction of Voice

- Same text, directed differently (or not directed at all!):

*"Would you like the gate information for the international flight?"*

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# Direction of Voice

Welcome to the SpeechWorks flight information line. I can give you up to the minute arrival and departure information for all flights. please tell me which flight you need information about. if you don't the number of the flight you're interested in, say "i don't know it", so we can look it up some other way. otherwise, please enter or say the flight number. for example, you could say "one six zero nine."

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**= Real**

**= TTS**

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# Voice Casting

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# Interpreting the Brand

Think *Speed!*

# Your objective: Conduct a brand audit

# Yamaha Motorcycle / Nissan Maxima

Image of Yamaha Motorcyle and Nissan Maxima car removed due to copyright restrictions.

**Describe the speech system for each point-brand**

# Volkswagen

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## The Continental Brand

- Objective: Caller forgot to add their OnePass number to their PNR, wants to do that now.

- Realization: Caller determines that the top menu won't contain the right option.

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