



FORMULA >

8grape Insight

Query + Sync

Collect facts for market culture.

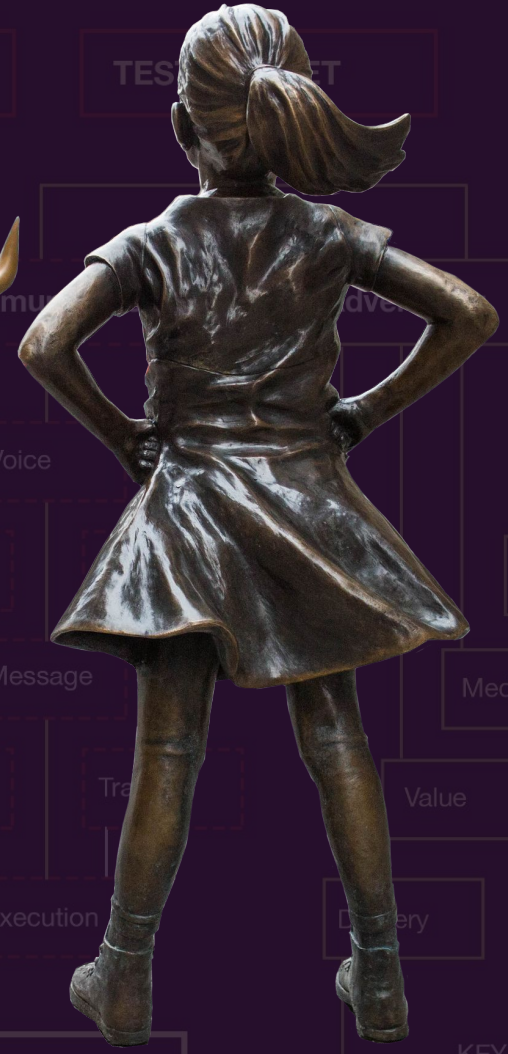
BRANDING

vs.

COMMODITY

MMXXIII

by Breuk Iversen



Purpose

Beliefs

Persona

Emotion

Culture

Shape

Font(s)

Style

Logo

Icon(s)

Color(s)

Standards

Voice

Imagery

Message

Staff

Execution

Position

Creative

Medium

Value

Delivery

8grape Formula™

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8grape.com

COSTS



REVENUE

KEY

--- Intangible  
— Tangible







BRANDING

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COMMODITY

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# Brand Defined

CONTRARY to popular belief **logos, insignias, symbols** are **NOT** brands.

These designs are the face of a company, its a physical manifestation, which reflect the intangibles of a brand's *purpose(s), belief(s)* or *promise(s)*.

If a company were to close tomorrow, what would people say about the brand?

If they don't have control over what others say and feel, they don't have a brand.





# Brand Defined

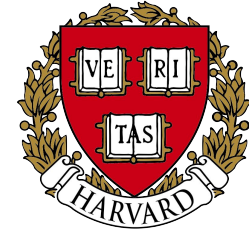
**Consider:** • *countries* • *sports* • *religions as brands.*



BRANDING

## Brand Defined

COMMODITY



A brand is a collection of **thoughts** and **feelings** which have a direct impact on customers or clients. Brands create a memorable or remarkable experience in their customer.

**Thoughts** and **feelings** are intangible perceptions. These are in sharp comparison to the tangible assets which you can see, hear, taste, touch and smell. Brands are things you **think** and **feel**. The nature of a brand are its intangibles.

What you make people **feel** is more powerful than what you make them **think**. What you make people **feel** is even more important than what you **make**. Brands are the **feelings**.





# Scaled Brands

COMMODITY



“The chance to make a memory is the essence of brand marketing.”

— Steve Jobs





# BRANDING vs COMMODITY



**Brand**  
(intangible) | **Commodity**  
(tangible)

**“Victory”** sneakers



**Brand**  
(intangible) | **Commodity**  
(tangible)

**“Freedom”** motorcycle



**Brand**  
(intangible) | **Commodity**  
(tangible)

**“Google it”** search engine



**Brand**  
(intangible) | **Commodity**  
(tangible)

**“Luxury”** handbag



**Brand**  
(intangible) | **Commodity**  
(tangible)

**“Fame Fortune”** coffee shop

\*

An in-depth observation suggests that the Starbucks name is a two-part compound word: **Star** (fame) + **Bucks** (fortune).





# Commodity



“Your **brand** is what other people say about you when you’re not in the room.”

— Jeff Bezos





BRANDING

# Commodity

COMMODITY

## COMMODITY:

1. a raw material or primary agricultural product that can be bought and sold, such as copper or coffee.
2. a useful or valuable thing, such as water or time.

**COMMODITY** is a product, service, cause or organization with **NO** perceived attributes similar to a brand.





BRANDING

# Commodity


COMMODITY

On Wall Street, commodities are bought and sold regularly and are perceived in simple categories.

Potatoes are potatoes unless you perceive a brand difference.

These are basic economic commodities:

- Sneakers are sneakers
- Motorcycles are motorcycles
- Search engines are search engines
- Handbags are handbags
- Coffee is coffee.

A computer is only a computer unless it is an Apple,  the most recognized **computer** brand in the world.



BRANDING

# Commodity

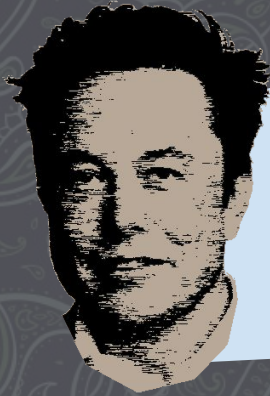
COMMODITY

When one can't perceive the intangible attributes of a brand, it means that it defaults to a mere commodity. Commodities are things you buy with a price in mind. Commodities are concerned with P&L (profit/loss). Commodities are **NOT** brands.

Brands can set a higher price point than commodities. This is due to their intangibles: *purpose, beliefs, persona, emotions* and its *culture*.



# Perception



“Brand is just a perception,  
and perception will match  
reality over time.”

— Elon Musk





BRANDING

## Perception

COMMODITY

Perception of these intangibles are in the eye of the beholder. Depending on the brand, some people will **'get'** the message and others won't. For the company's that do get branding, they gain a stronger, more loyal customer. This type of brand is worth more than the item itself.



# BRANDING

## Perception

### COMMODITY

**Brands compete on their intangible attributes.  
Commodities compete on price or convenience.**

- **NIKE** means *Victory*.
- **Harley-Davidson** means you are *Rebel Badass*.
- “**Google** it” means you can search and *Find it*.
- **Louis Vuitton** bags signify to others: *Luxury, Status*.
- **Starbucks** means you’re more *Sophisticated*.
- **Apple** makes computers for *cool, fashionable* people.



**If any of their offices or factories CLOSED tomorrow, would they still have a brand?**

BRANDING

## Perception

COMMODITY

The magic to Branding is to make people **think** and **feel** a certain way about a brand. Each experience they have should make people **feel** a certain way. Once the **thought** and **feeling** is perceived, then it has to be consistently enforced and repeated for a brand to stick.

Brands live in our heads. How you **think** and **feel** about a brand are its intangible assets. Yes, there are tangible aspects to brands like a logo and its symbols, but the beliefs and perceptions that come with what people say about a brand is what the actual brand is. Brand are these intangible company assets.





BRANDING

# Perception

COMMODITY

Every day everyday people make hundreds of decisions based on how they **feel** rather than on logical and rational choices. We purchase clothing, eat at restaurants, seek entertainment, drive cars, and make purchases, they're based on perceived emotions and also on habitual behavior.

A Brand can be a product, service, cause or organization with perceived intangible attributes. The intangible value of a brand **MUST BE** perceived by the receiver in order to connect to people through **feelings**. Once you control the perception of a company, through its brand, *intangible attributes*, you then have all the makings of a great brand. Brands are perceived and habitual.



# Activation



“Your premium brand had better be delivering something special, or it’s not going to get the business.”

— Warren Buffett





BRANDING

# Activation

COMMODITY

Into a brand experience.

A Brand can never be epic unless the people in the organization embrace the brand. This begins at the top, with the leadership of the company, *the proprietor, president or chief executive(s)*. Today's notable brands activate their brand internally and it emanates from the employees' mouths to the customers ears. Branding is perception.

Every strong Brand stands for something and they make no apologies for conveying this to their staff and their audience. Great brands have notable attributes: values, a promise, and a purpose or set of beliefs that stands out from their competition.

Our **Formula** (on page 25) is developed: *Purpose, Belief, Persona, Emotion* which inspires loyalty and ultimately, the brand's *Culture*.



BRANDING

# Activation

COMMODITY

Things that add meaning,  
definition and relevance to companies:

- Life Force • Strength • First Nature • Signature • Meaning
- Soul • Personality Proposition • Core Attributes • Messaging
- Description • Core Values • Mantra • Promise • Experience
- Persona • Individuality • Heart • Uniqueness • Connection.





BRANDING

# Activation

COMMODITY

**Brands are an Organizational Business Function.**

Every person at an organization contributes to shaping and activating a brand into reality. This happens through their words and deeds and how they treat the customer or client (audience). The audience's experience with a brand happens even when there's **NO** direct contact with them. Brand is reputation.

Then, the intangible brand assets comes to life through its Design (tangibles): *a logo, the website, printed material and its merchandise*. These are the tangible manifestations. The brand gives a company full control of how the audience **thinks** and **feels** about them and how that brand is perceived. Design activates Brands.



BRANDING

# Activation

COMMODITY

- Events
- Partnership(s)
- Packaging
- Outdoor marketing
- Internet marketing
- Guerrilla Strategy
- News stories
- Native advertising
- Company spokespeople
- Ambient advertising
- Endorsements
- Sales materials
- Company uniforms
- Mass media (PR)
- Point of Sale
- Informational directories
- Investor communiqué
- Product placement
- Customer Service
- Vehicles (body wraps)
- Tele-market
- Office interior/exterior
- Direct Mail
- Sales outlets
- Website(s)
- Personnel
- Trade shows
- Sales people
- Content market
- Email blasts
- Promotions
- Subversive intervention





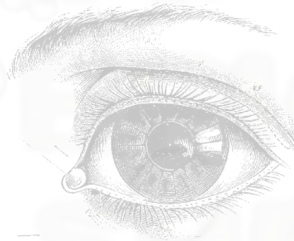
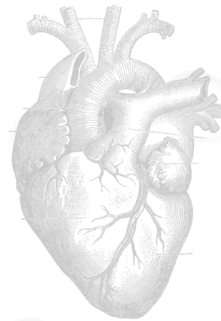
BRANDING

# Activation

COMMODITY

*“If you speak to their intellect, you’ll have their ear. If you speak to their heart, you’ll have their whole body.”*

— Breuk Iversen



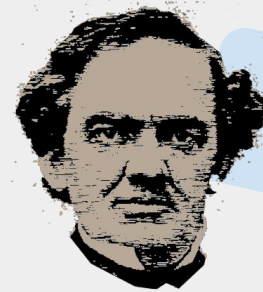
# Quotes

BRANDING  
vs.  
COMMODITY



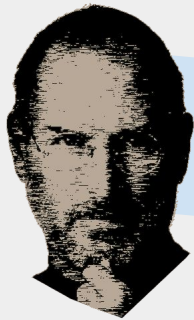
“Either write things worth reading or do things that are worth writing.”

— Benjamin Franklin



“No one ever made a difference being like everybody else.”

— P.T. Barnum



“The chance to make a memory is the essence of brand marketing.”

— Steve Jobs



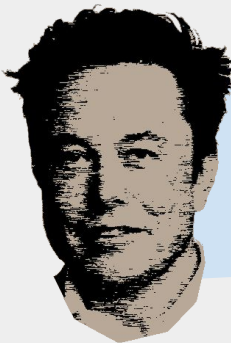
“If your business is **not** a brand, it is a commodity.”

— Pres. Donald Trump



“Your **brand** is what other people say about you when you’re not in the room.”

— Jeff Bezos



“Brand is just a perception, and perception will match reality over time.”

— Elon Musk



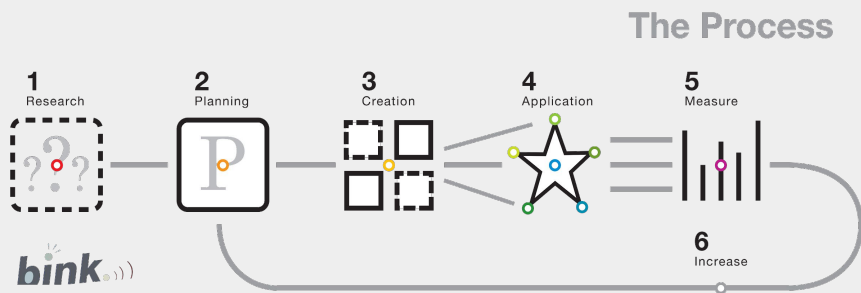
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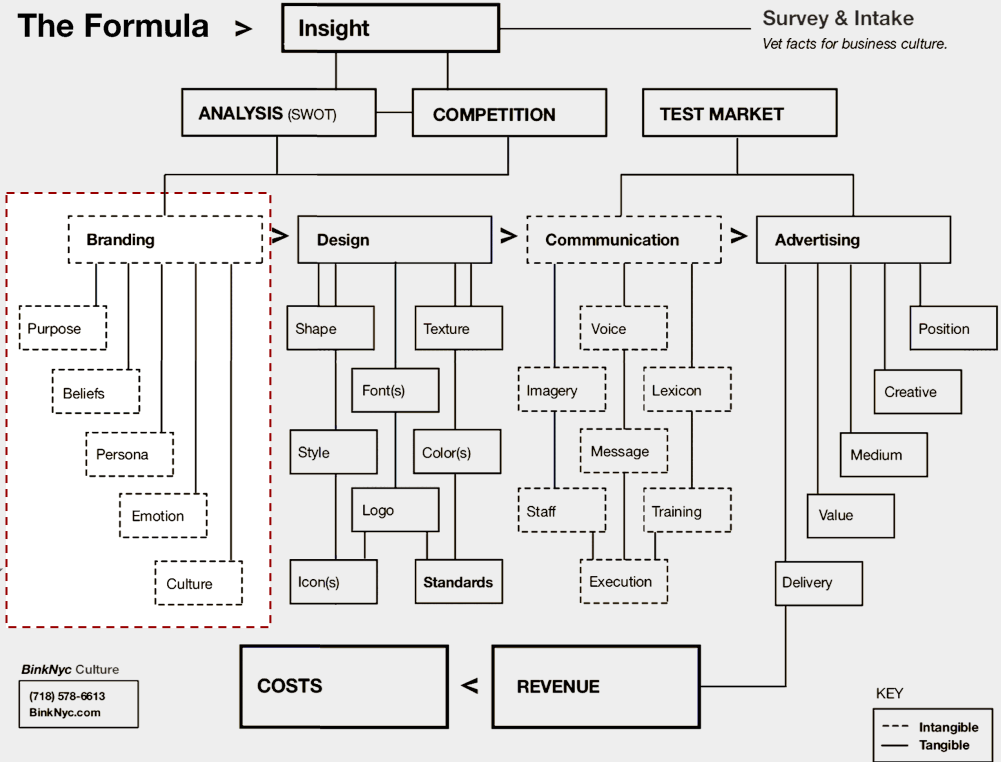




# The Process & Formula



BRANDING  
vs.  
COMMODITY



This PDF covers some of the finer points in this **Formula** section.







FORMULA >

8grape Insight

Query + Sync

Select facts for market culture.

# Connect

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Getting started is easy.  
Call or drop a digital line.



COSTS

REVENUE

KEY

- Intangible
- Tangible



# Big Apple Tree [ a metaphor ]

Science shows that it's the type of soil that creates the flavor in apples. Sour soil makes sour apples. Sweet soil makes sweet apples. If you want to create the biggest apples so, you sow the soil to create big apples.

Knowing beforehand who will buy those apples is **research**. Why you prefer to sell sweet or sour apples is **branding**. Convincing people that sour apples taste better is **persuasion**.

The logo on the sign you create along with its size, color, fonts and style is **design**. You tell people about the big apples you are growing, that's **communications**. You design a big sign which reads "*Come and see where the biggest apple tree is growing*" that's **advertising**.

If you you cut up apple slices so they can taste it, that's **promotion**. The tree grows really big and falls on a neighbor's house and the local newspaper writes about it, that's **publicity**. And if you get the neighbor to laugh and talk about it, that's **public relations**.

You explain the many health benefits of apples and can also be used to make an apple sauce or delicious pie, that's **sales**. And if you devised the whole thing, start to finish, that's **marketing strategy**. Doing all this is a **marketing plan**.





# Return on Investment [ ROI ]

A loyal audience wants repeated good brand experiences. They'll recommend the brand to others through brand loyalty which drives a whopping 70% of all their returning purchasing decisions. Loyalists are willing to pay a 20% premium over others in a similar market. They do it as “their” brand choice.

## ADVANTAGES

- Branding is the intangible value a company has in and of itself. If the customer has an affinity to a brand's persona, the **Company Name** itself becomes its most valued asset.
- The customer initially searches to find truth, in both word and deed. They trust a company through its purpose, beliefs, persona, emotions & culture. Brands win.
- A brand should be known for ONE special attribute. This attribute occupies real estate in a customer's mind (through memory).
- Brands can destroy most marketing plans that are often transfixed on mere pricing strategies and foot traffic. Price-based, commodity-based businesses aim for “hits” and short-term results, watching their businesses shrink or grow, day by day, whichever direction the wind is blowing.
- Branded companies generate long-term results for decades instead of years. A brand requires trusted **brand disciples** and **ambassadors** to connect to customers through an organization's operational structure. Optimally, this starts with its staff.

