

Branding Your Club

Steve Hill

VP of Strategy
HyperRelevance

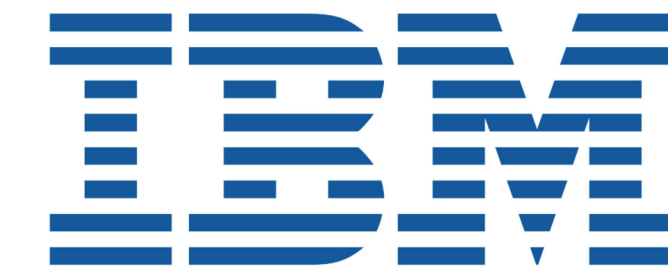
September 20, 2014

Standing Out

- Every club and market is different
- This is about challenges faced by the Silicon Valley chapter of the AAF
- And a brand framework used to create a new site architected to help it stand out
- Helped in defining who we are, what we believe, and the value we want to provide

My Background

- Twenty years in brand strategy and messaging on agency side
- Taught Digital Branding at UC Berkeley extension; lectured at San Jose State University on marketing
- Former Web Strategy Forum Director for the American Marketing Association (AMA) of Silicon Valley
- Joined the board of AAF/Silicon Valley late last year





Branding

Ain't Easy

- It's essentially a survival mechanism
- Empowered and opinionated consumers; collapse of evaluation and engagement time
- Requires combination of resources, tools, and talent interacting consistently in the right ways in the right platforms over time
- Requires a clear understanding of what it is and why it matters

Brand Is

- **Everything put out by, from, or about an organization and its products, services, and people**
- **Only in the minds of customers, prospects, and employees**
- **Tribal**
- **Built over time by consistent interactions with environments, communications, offerings, and people**
- **Emotional and intellectual**

Brand Is

- Every organization's most important asset – worth multiple times more than its physical infrastructure and equipment
- Is born and built in websites, emails, social, ads, collateral, PR, outdoor, retail experiences, office environments, product and service performance, and employee and executive behavior
- Teaches you how to think of the organization
- About an idea—brand building is a series of strategies working in harmony that articulates and conveys that idea

Apple

To create and deliver insanely great technology that people want to use and makes their lives better.

Disney

To entertain every child and the child in every one.

Google

To categorize the world's information and make it available to everyone.

The Brand Is Not

- The logo
- Something only marketing and senior executives need to understand
- Something that resides only in market facing channels or only in product or service performance
- Something that stays static



Defining The Brand

Silicon Valley

- Geographical and emotional center of innovation
- Plenty of dynamic and cutting-edge organizations
- Few independent resources for mentoring and attention
- Creative marketers oddly underserved
- Advertising a small component in an expanding range of strategic communications: web, collateral, social, mobile, thought leadership

AAF/Silicon Valley

- Chapter at a crossroad
- Membership low
- Awareness through regional Addy Awards
- “Advertising” legacy
- Not communicating a strong sense of the brand

Offsite Session Themes

Passion

The Power of the Tribe

**The energy of learning and educational development;
intellectual stimulation**

The Power of Creative Marketing

Regional Pride

Where creative is valued and relevant

A Non-Virtual Social Network

The Valley's creative and marketing professionals are underserved

Wanting to help others grow and share

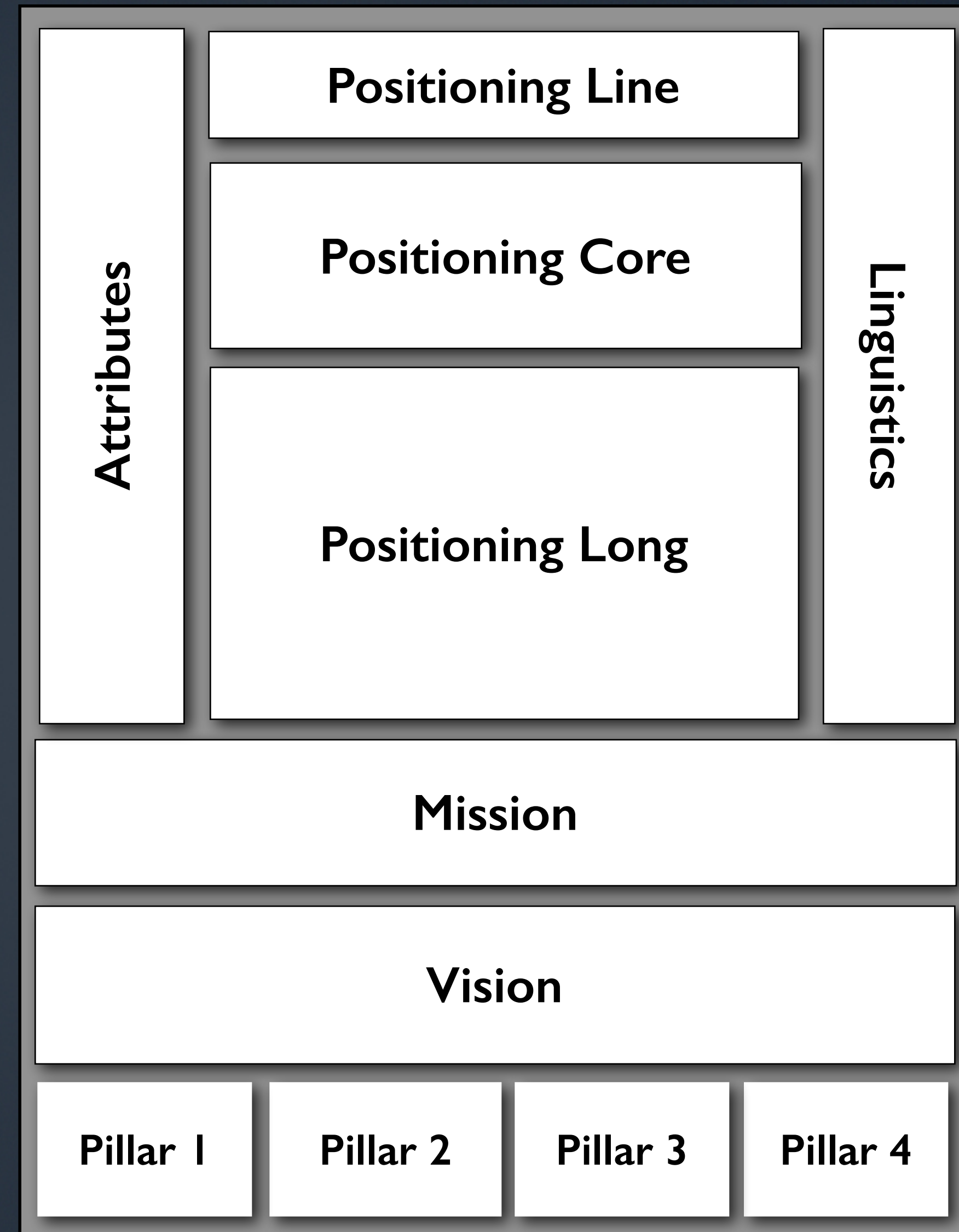
Re-igniting the creative community in the Valley

Giving back

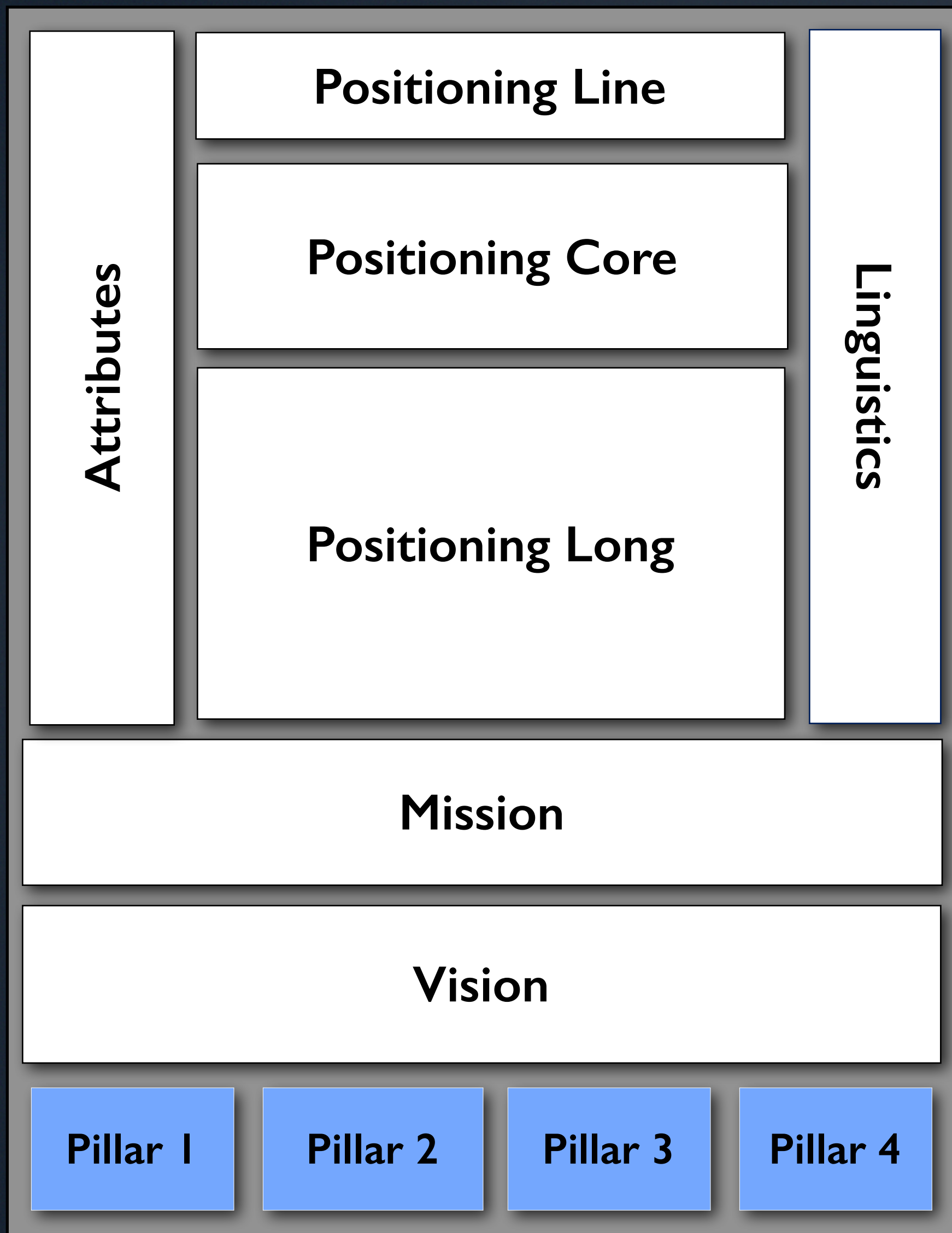
Building a true community of like-minded

Brand Architecture

- Pillars
- Vision
- Mission
- Positioning
- Attributes
- Linguistics



Pillars



- “The Foundation”
- Fundamental truths about the organization and its offerings, beliefs, audiences, and/or leadership
- Relevant, defensible, compelling, and easy to understand
- A solid base on which to build brand messaging

AAF/SV Pillars

Experienced & Passionate
People

Experienced & Passionate

We are professionals focused on elevating the creative and intellectual profile of the Silicon Valley marketing community. This can only be achieved in a forum for exchanging information and insight and allowing access to and with other industry professionals. The quality of a tribe is defined by the quality of its members. Because we are passionate about what we do, we seek others as excited about the transformative potential of marketing communications excellence as we are.

AAF/SV Pillars

An Appreciation of Trade Craft

The Value of Craft

We believe creative marketing communications should be treated as a craft. Like all trades, it is complex and rewarding and must be continuously studied, honed, and refined. While the principles of modern communications are founded on advertising standards developed over the last hundred and fifty years, applying them requires sensitivity to a constantly-changing, technology-driven culture. One equal parts art and science, head and heart.

AAF/SV Pillars

A Non-Virtual Social Network

A Non-Virtual Social Network

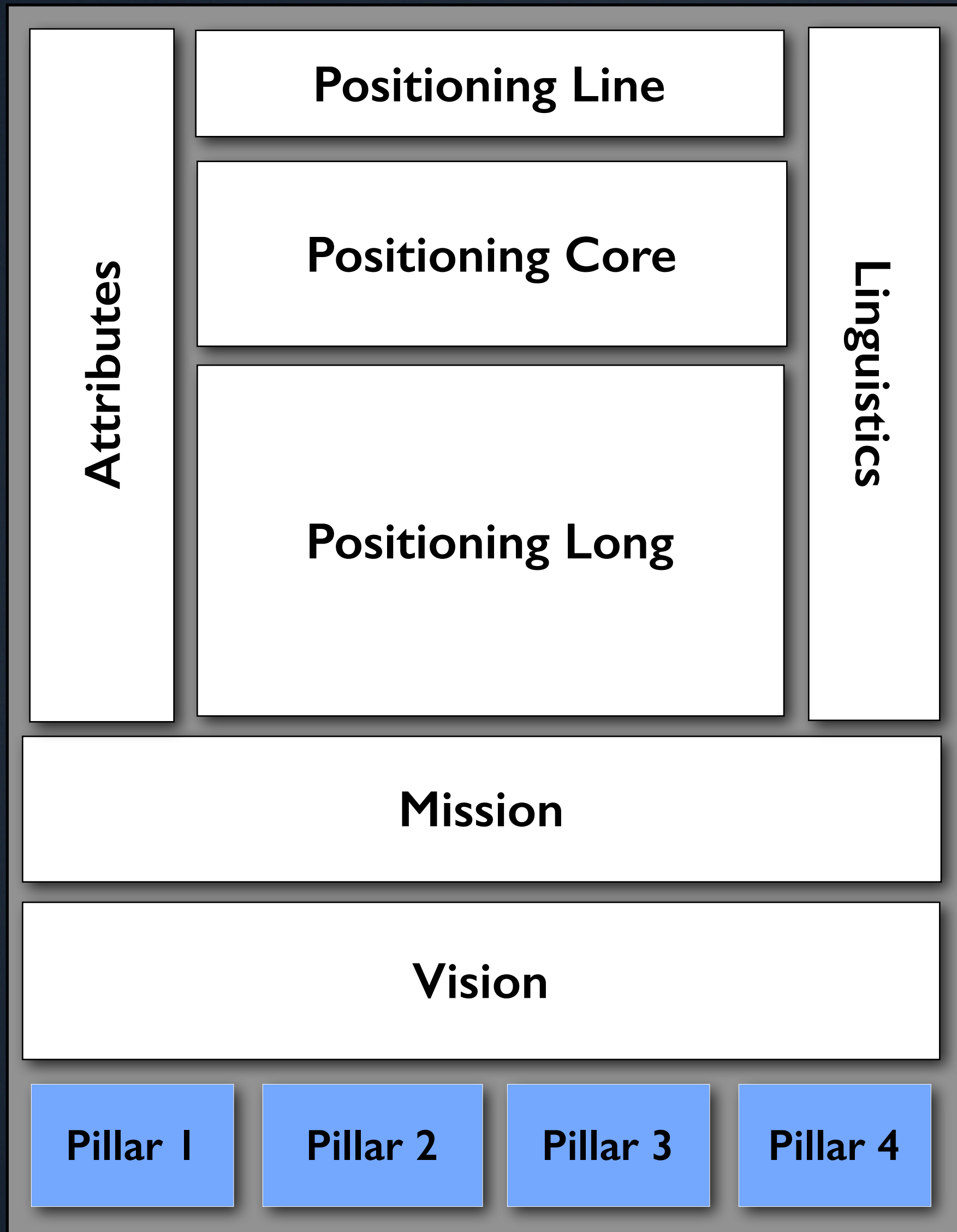
While we live in the heart of technology innovation, the quality exchange of ideas and learning happens best in face-to-face interactions. As a “living” [non-virtual] social network, we do not offer webinars or online tutorials but require active participation in meetings and activities.

AAF/SV Pillars

The Valley of Silicon

Location, Location, Location

Silicon Valley is the heart of the creation of platforms and tools that define modern marketing. We're at the center of the development of more services and solutions that impact the way the world interacts than any other region. Given this, we believe the Valley's professional creative marketing community is underserved. We offer a unique resource for exposure to people, companies, and ideas driving this change faster than anywhere else. We provide networking and educational opportunities for advertising, marketing, and communication professionals looking to get the most from this truly unique area.



Pillars

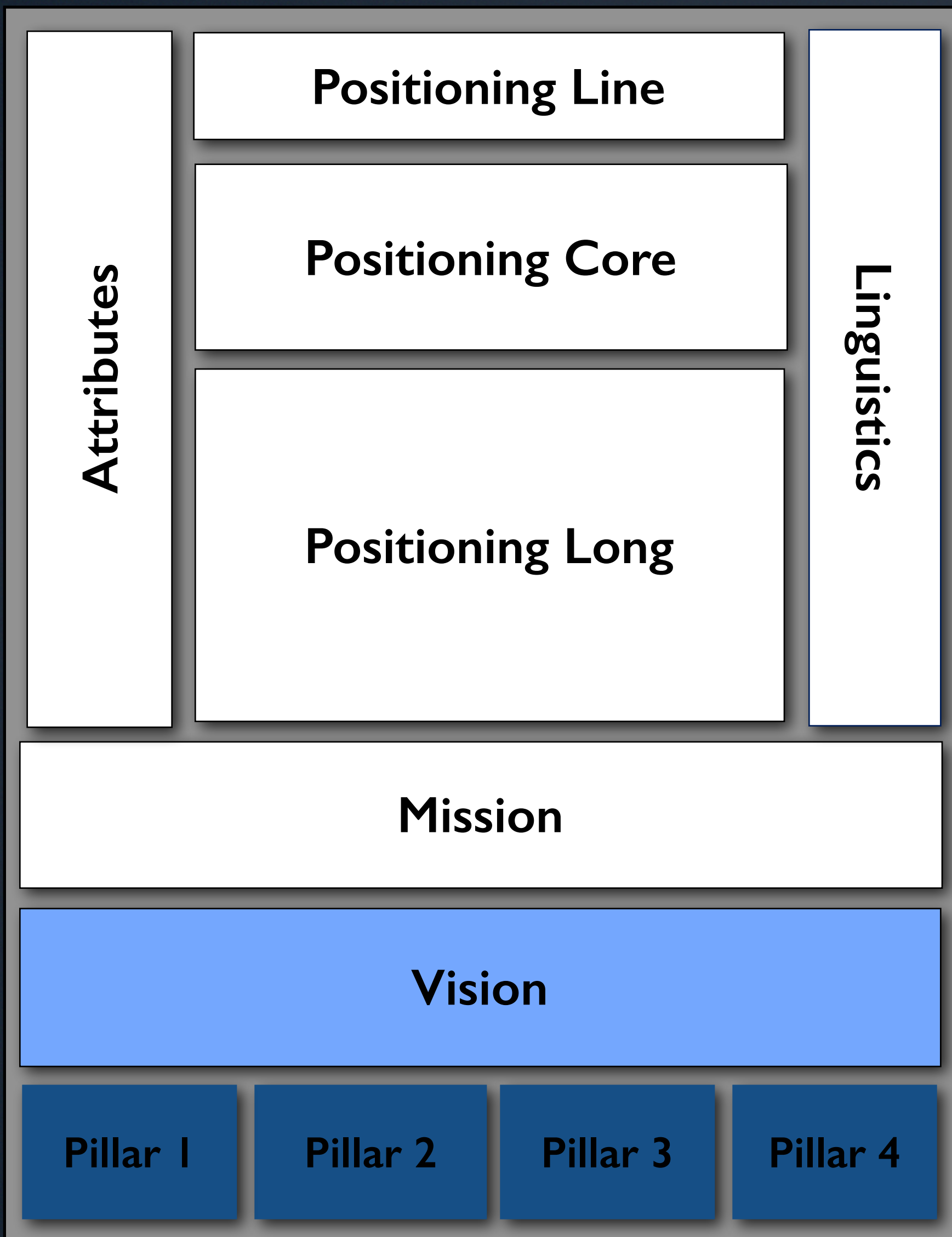
Our People

Our Network

Our Trade

Our Location

Vision

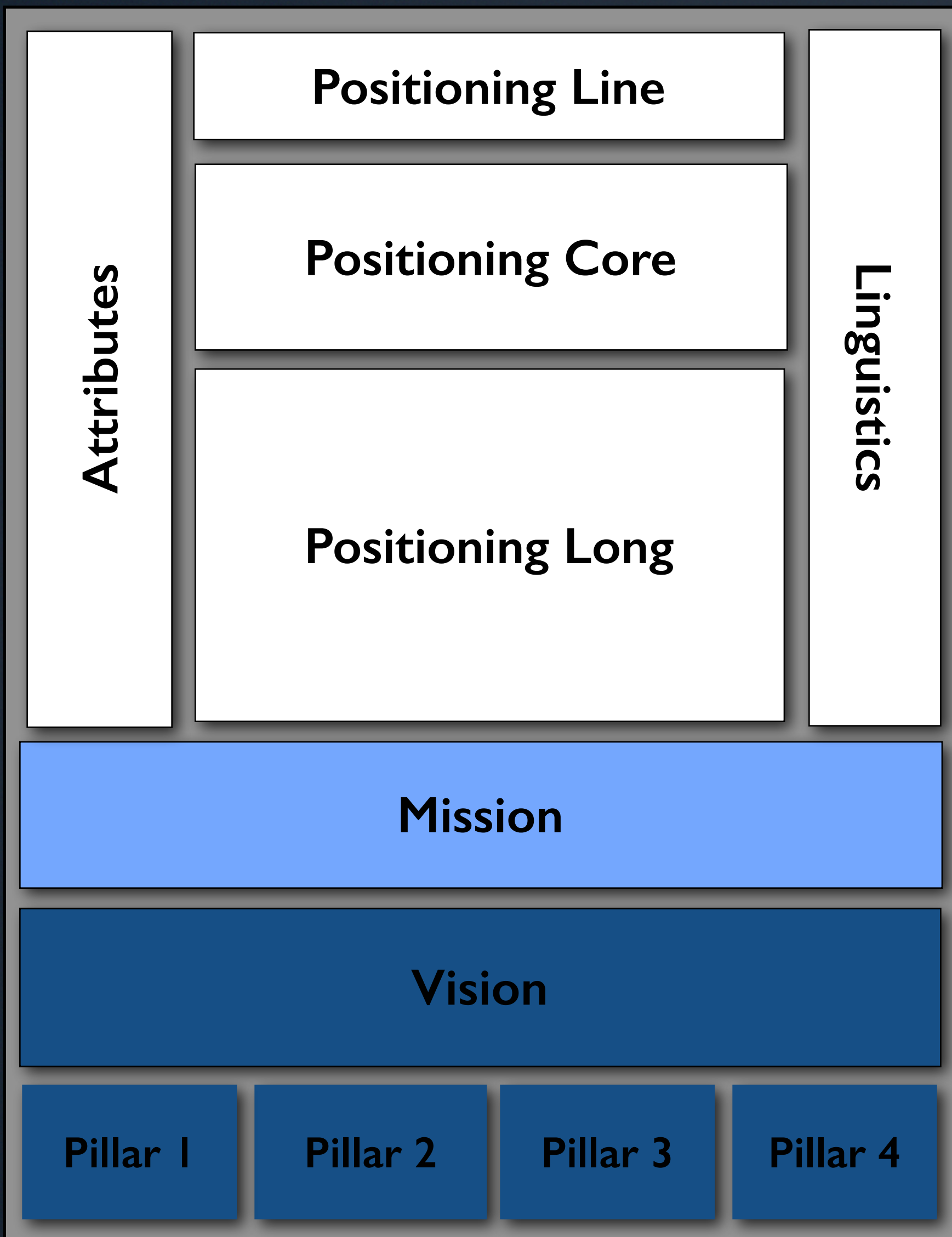


- Our purpose and ultimate goal
- What the world would be like if everyone embraced the brand
- Based on the best possible outcome
- Not attainable in the short term
- A single sentence

Our Vision

Our Vision is a community of collaborative, engaged creative marketers that reflects the unique and innovative spirit of Silicon Valley.

Mission



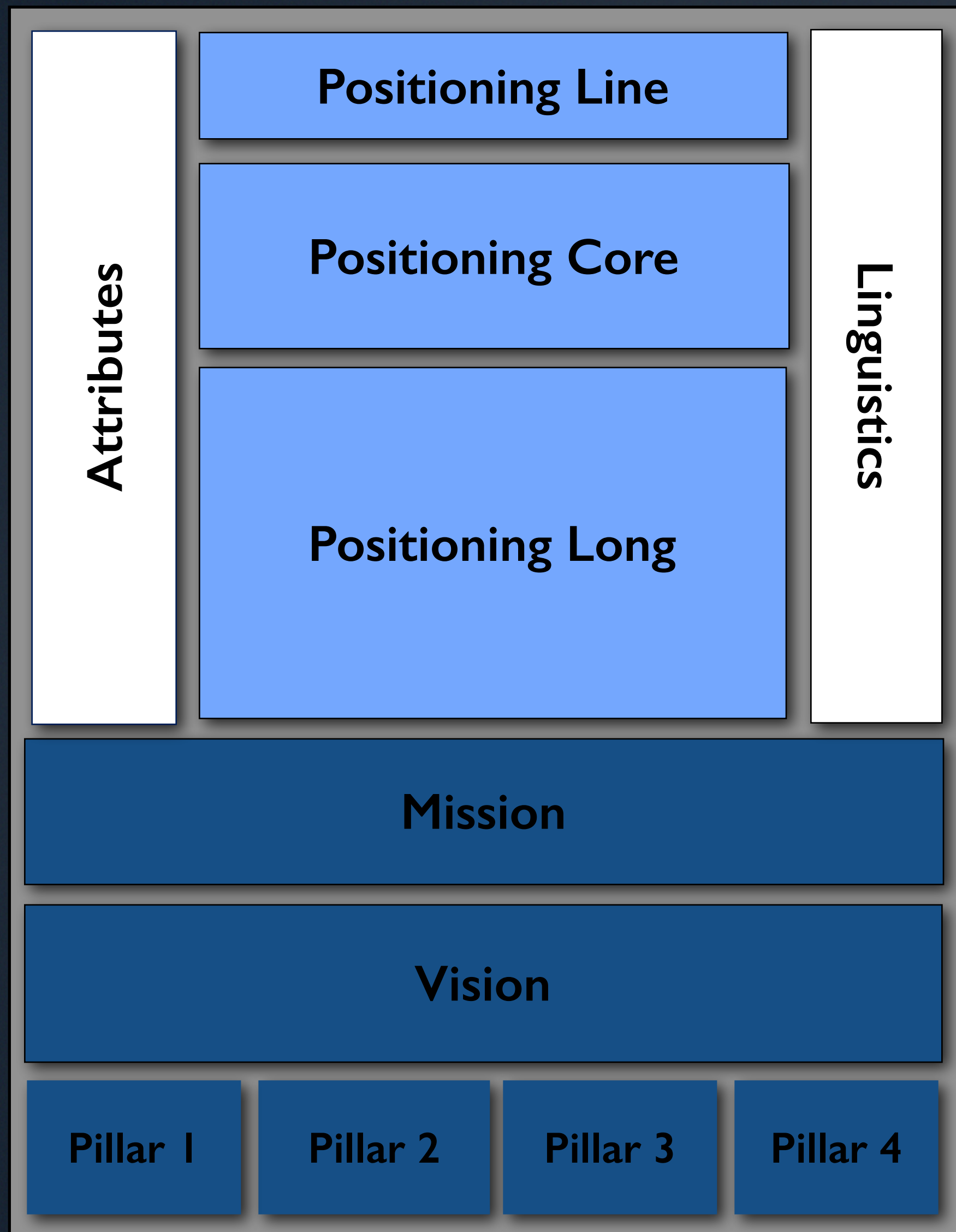
- What we will do to achieve our Vision
- A one sentence statement
- Is logically supported by the Pillars
- Supports the Vision

Our Mission

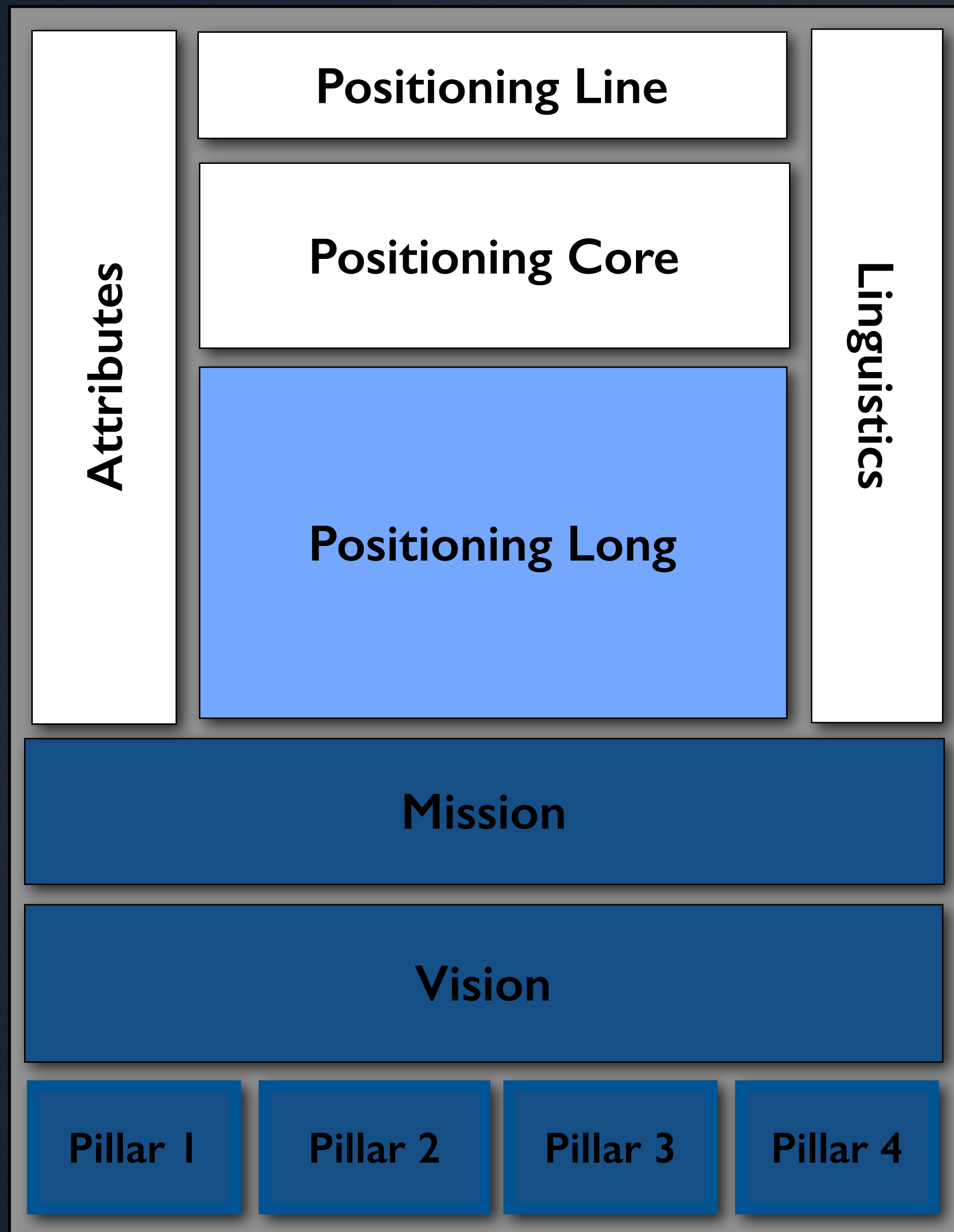
Our Mission is to be a vital educational and networking resource for Silicon Valley's creative marketing community enabling the sharing of ideas and expanding professional growth and opportunity.

Positioning

- Presents / describes the values, beliefs and essence of the brand
- Articulates its value and relevance in three formats:
 - Long
 - Core
 - Line

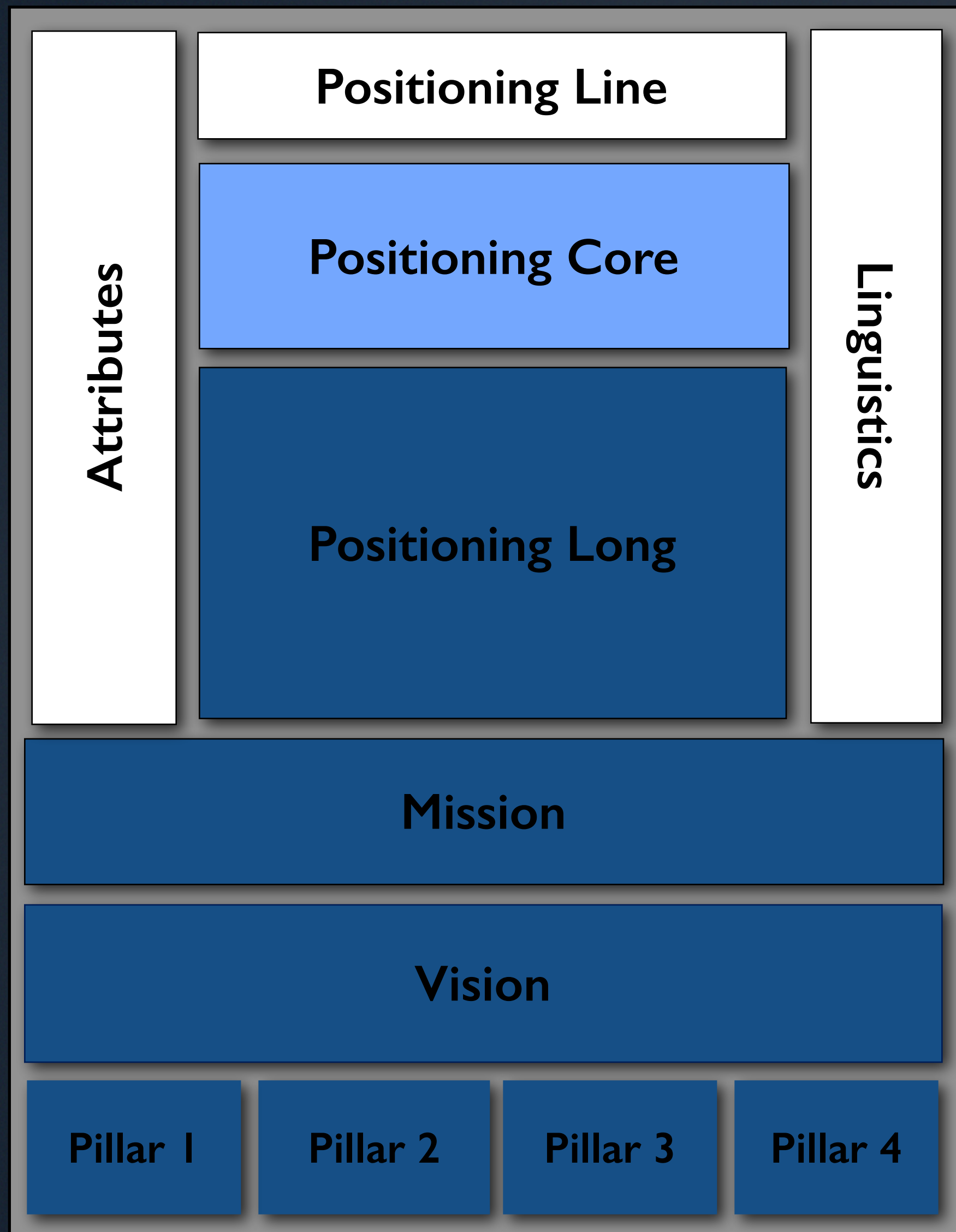


Positioning: Long



- “The Story”
- Approx. six-hundred words
- Provides room for an arc
- Describes relevant market, industry and cultural factors, audience needs and behaviors, the brand’s purpose, vision, and impact

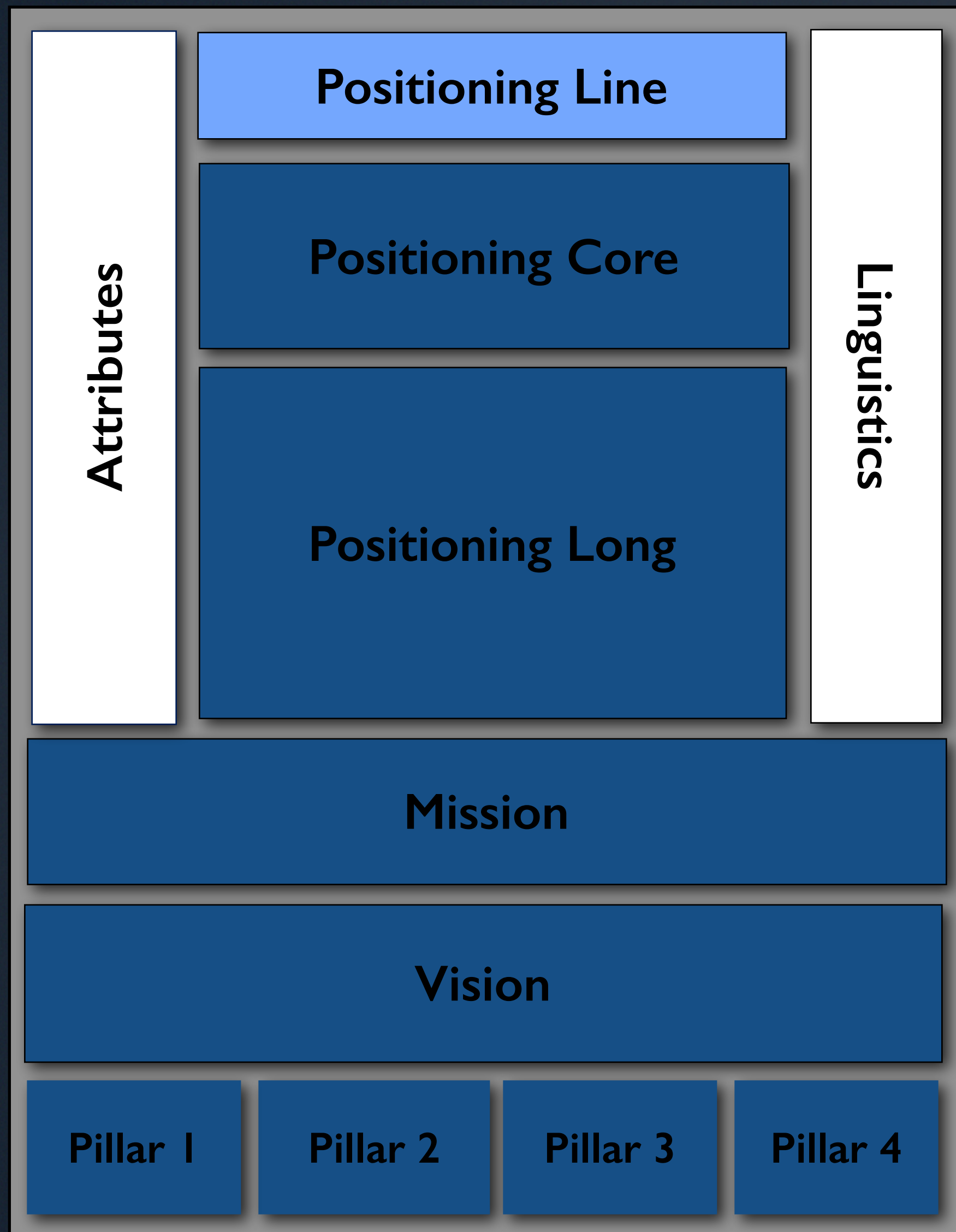
Positioning:Core



- “The Elevator Pitch”
- Approx. two to three sentences
- Concisely summarizes the central idea and benefits presented in the Long Form
- Can be used in marketing, web, packaging, and press material

The AAF/Silicon Valley is dedicated to creative communication in all forms as vital to our professions, our region, and our culture. We are a collaborative non-virtual network of industry professionals united by a belief in the power of advertising and marketing communications. By offering education, networking, and mentoring resources, we provide an opportunity for involvement and growth with the people, companies, and ideas that are defining our profession and region.

Positioning:Line



- “The Tagline”
- Four to twelve words
- Thematically summarizes the ideas expressed in Long and Core forms
- Can be used in logo, packaging, web, and marketing material

Where Marketing & Creativity Meet.

Launching The Brand

www.aafsv.com



MINGLE EVENT AT
METHOO42
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MESSAGING 1

Placeholder text for Messaging 1.

Learn More



MESSAGING 2

Placeholder text for Messaging 2.

Learn More



MESSAGING 3

Placeholder text for Messaging 3.

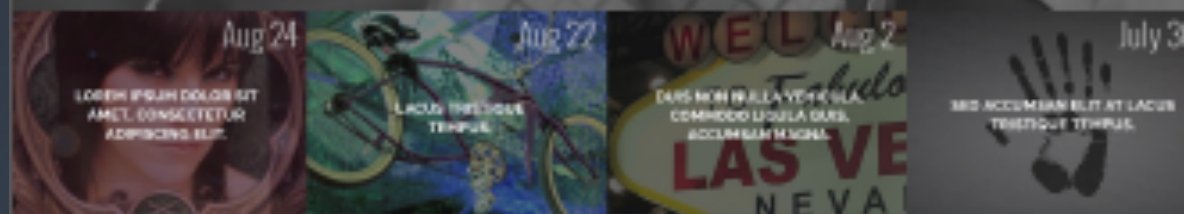
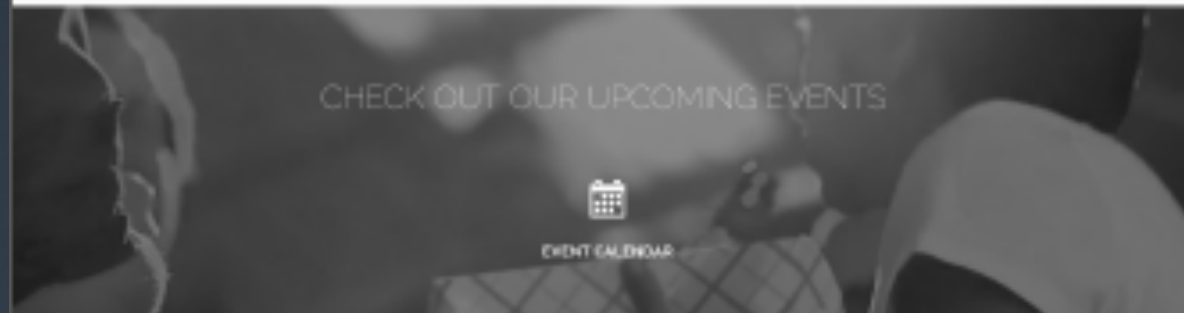
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MESSAGING 4

Placeholder text for Messaging 4.

Learn More



Latest News

News Item 1

Placeholder text for News Item 1.



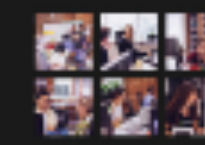
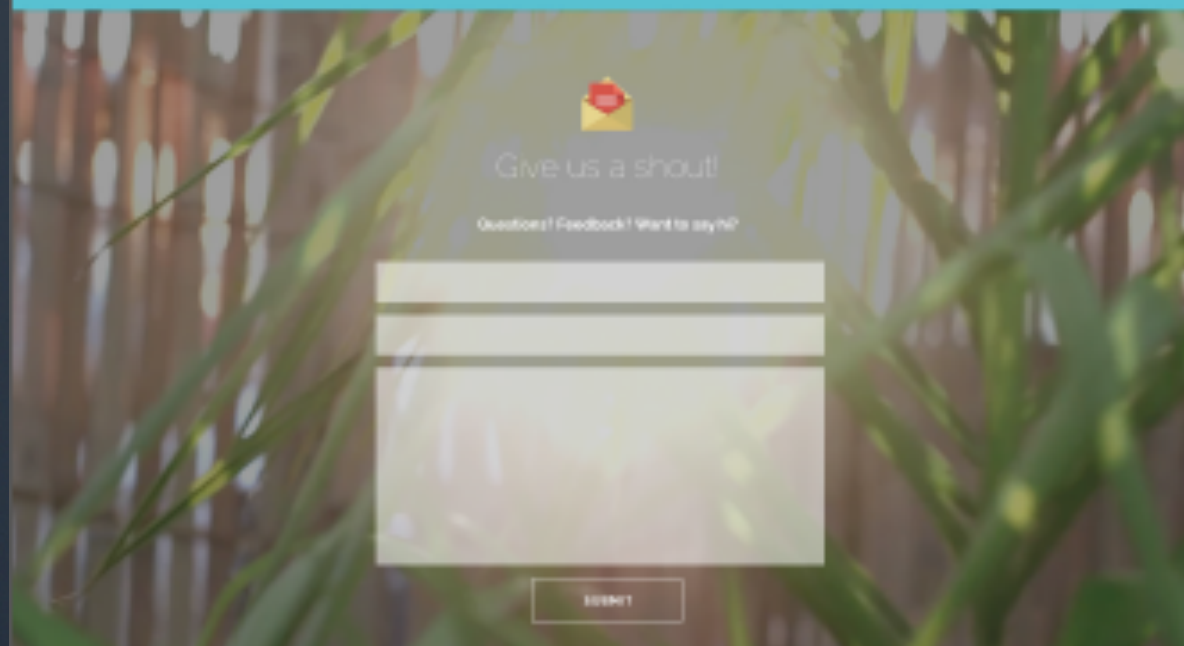
News Item 2

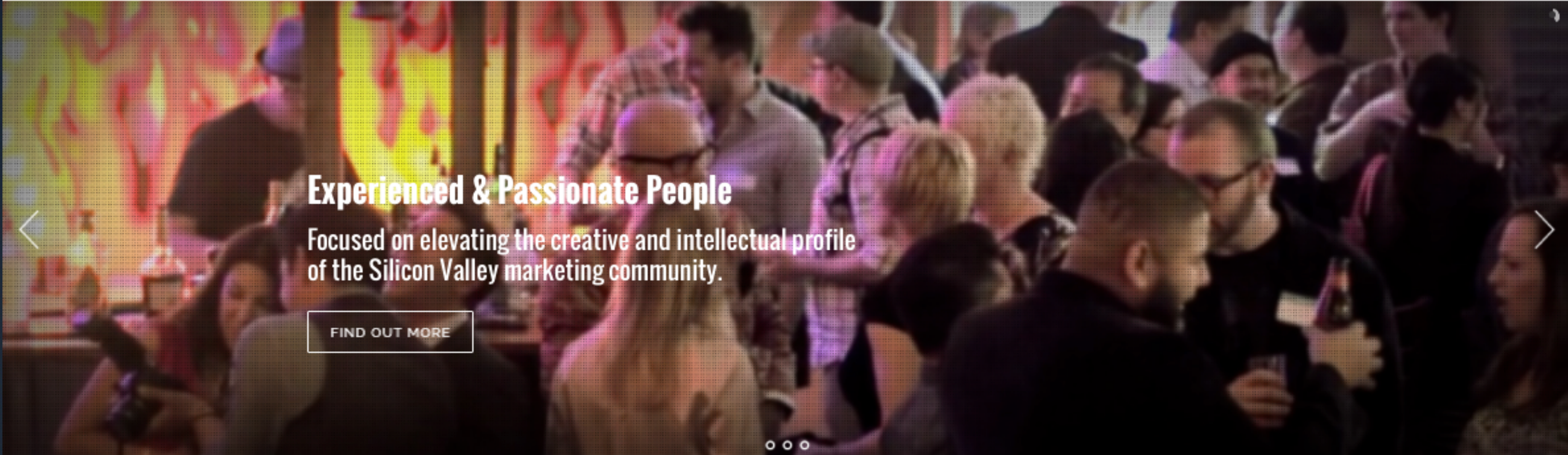
Placeholder text for News Item 2.



Placeholder text for news items.

SEE MORE





Experienced & Passionate People

Focused on elevating the creative and intellectual profile of the Silicon Valley marketing community.

FIND OUT MORE



WHO WE ARE

The AAF/SV is a network of creative professionals united by a belief in the power of advertising and marketing communications. We provide an opportunity for involvement with the people, companies, and ideas that define our profession and region.

LEARN MORE »



OUR MISSION

The Mission of the AAF/SV is to be an educational and networking resource for Silicon Valley creative marketers through sharing of ideas and expanding professional growth.

LEARN MORE »



BECOME A MEMBER

We're focused on elevating the creative and intellectual profile of the Silicon Valley marketing community and seek others equally excited about the transformative potential of creative communications.

LEARN MORE »



UPCOMING EVENTS

Join us at an upcoming event. We host speaking events with Valley innovators and round tables on leading communication topics. And we provide mentoring for members seeking insight and advice.

LEARN MORE »



The Value of Craft

We believe the skills creative communication professionals should be treated as a craft.

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AAF Silicon Valley Addys



WHERE CREATIVITY & MARKETING MEET.

Nothing reflects a society as effectively as its creative marketing. Today, creative advertising communications requires understanding evolving media platforms, audience psychologies, creative tools, business systems, and client management dynamics. As the most innovative business region in the world, Silicon Valley offers phenomenal opportunity for professional communicators. The AAF/SV is a networking, education, and mentoring resource to creative marketers in and around Silicon Valley. We're a regional affiliation of the nation's oldest national advertising trade association.

In growing our organization, we're united by a set of beliefs. First, we believe professional learning should never stop.

And, while we believe technology is an important foundation for communication, we also feel face-to-face exchange and interaction is superior to strictly virtual relationships. We believe the principles of modern communications are founded on advertising standards developed over the last century. Finally, we believe in fostering collaboration and community.

We act on these beliefs in a number of ways. In addition to monthly meetings, we sponsor the American Advertising Awards (formerly called The Addys), participate in the local events, and offer a range of networking activities. We host speaking events with Valley innovators and round tables on leading communication topics. And we provide mentoring for members seeking insight and advice.



THE VALUE OF CRAFT

Successful creative marketers are sensitive to the shifts in a fast-changing technology-driven culture that requires equal parts science and art, head and heart. Like all trades, creative communication skills should be continuously honed and treated as a craft. From marketing novices to industry veterans, learning and growth should never stop. This is why we focus on providing information and insight on the ongoing evolution of creative marketing communications.

San Jose Addys 2012 - produced by Content Magazine
from [Content Magazine](#)

06:07

Brian Dunaway HD vimeo



OUR MISSION

The Mission of the AAF Silicon Valley is to be a vital educational and networking resource for Silicon Valley's creative marketing community enabling the sharing of ideas and expanding professional growth and opportunity. Whether online, in print, outdoor, physical, digital, virtual, static, or motion-based, marketing communications are the living currency of every culture. But, a career in this industry has never been easy. It requires a unique balance of skills developed by best practices and tempered by industry exposure and experience. It demands understanding and comfort with evolving media delivery platforms, audience psychologies, brand strategies, creative expression tools, business systems, and client management dynamics.





THOUGH WE LIVE AND WORK IN THE HEART OF TECHNOLOGY INNOVATION, THE EXCHANGE OF IDEAS AND LEARNING HAPPENS BEST IN FACE-TO-FACE INTERACTIONS. AS A NON-VIRTUAL NETWORK, WE DO NOT OFFER WEBINARS OR ONLINE TUTORIALS BUT ENCOURAGE LIVE PARTICIPATION IN MEETINGS AND ACTIVITIES.

Silicon Valley is the heart of the development of new platforms and tools that are defining modern marketing. We're at the center of the creation of more service and solutions that affect the way the world interacts than any other region. Given this, we believe the professional creative marketing community in the Valley is underserved. We offer a unique resource for exposure to people, companies, and ideas driving this change faster than anywhere else. We provide networking and educational opportunities for advertising, marketing, and communication professionals looking to get the most from this truly unique area.





Members

HOME / MEMBERS



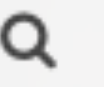
EXPERIENCED & PASSIONATE PEOPLE

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For \$80 a year, you can become part of a growing organization dedicated to the exchange of creative marketing information and insight. To join the AAF/SV, click on the link below. It's a great investment in your career, and yourself.

Stay connected:

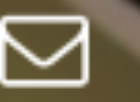
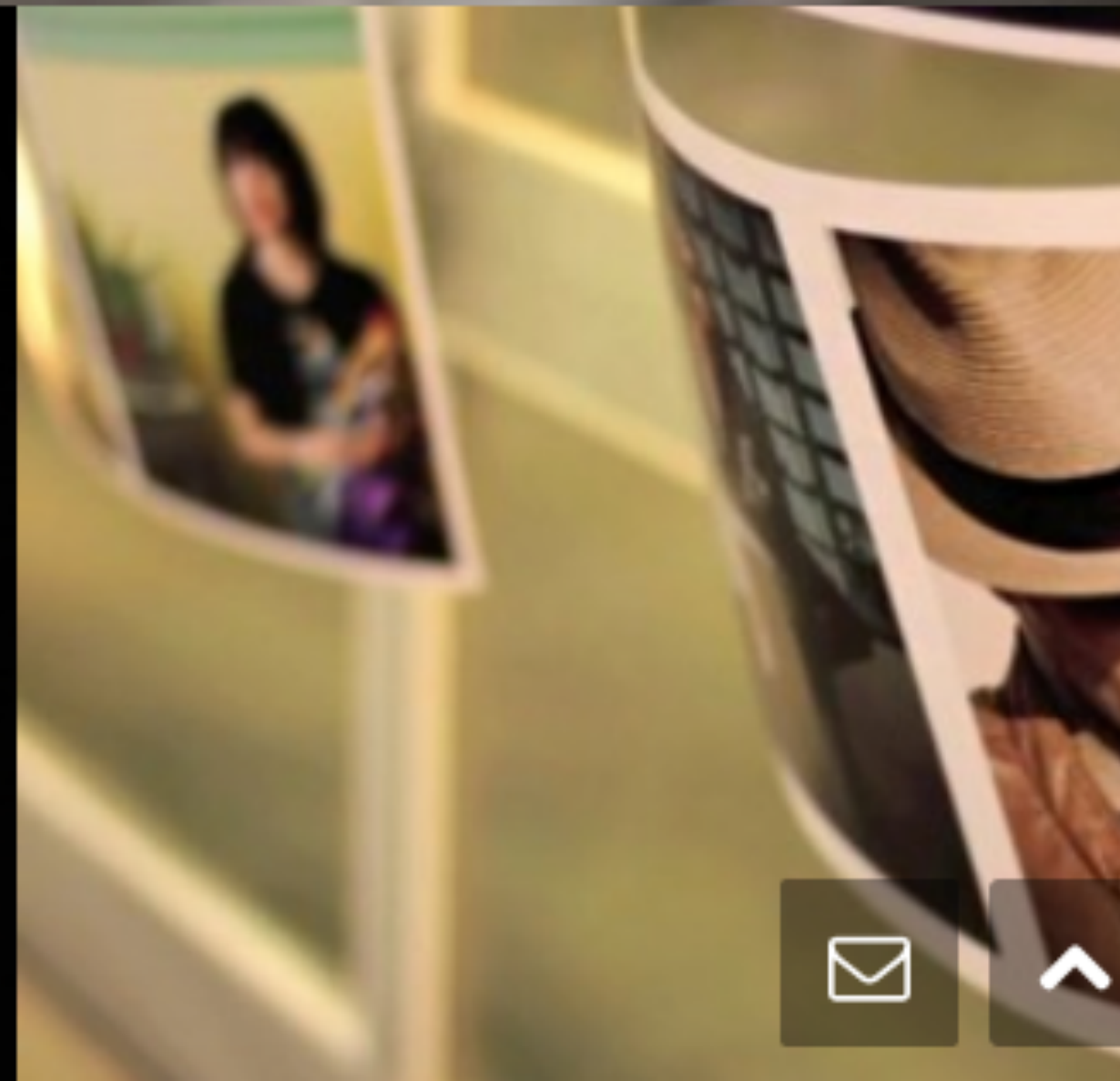




CHECK OUT AAF SILICON VALLEY EVENTS



EVENT CALENDAR



Standing Out

- Every club and market is different
- Define your brand, elevate emotional elements, weld them to an intellectual benefit based on your region
- Tell a story – take your members and prospects on a journey
- Communicate why you exist and what you believe
- Because in any market, for any organization, a strong brand is the best way to stand out

Thank You