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WHITE RABBIT GROUP BRANDING MODEL[©]

What is Branding?

When you ask for a definition of branding you get many different answers. Branding is your logo. Branding is your tagline. Branding is your reputation. And all these answers are correct, but they don't give us a definition that applies to everyone's work. To find a definition of branding that applies to everyone's work we must start in the brain.

Two Types of Memories

When you study how memories are formed you find out there are two types of memories that form inside the brain. By understanding how each of these memories are formed, we can begin to understand how branding works.

Electrical Memories

- Electrical Memories are formed through a simple set of inputs and are difficult for our brain to recall over a long period of time
- *Example:* Cramming for a test all night, then taking it in the morning, and by the evening you cannot remember which answers you gave to questions
- *Summary:* Electrical Memories are formed through Transactional Experiences that result in Marketplace Commodities

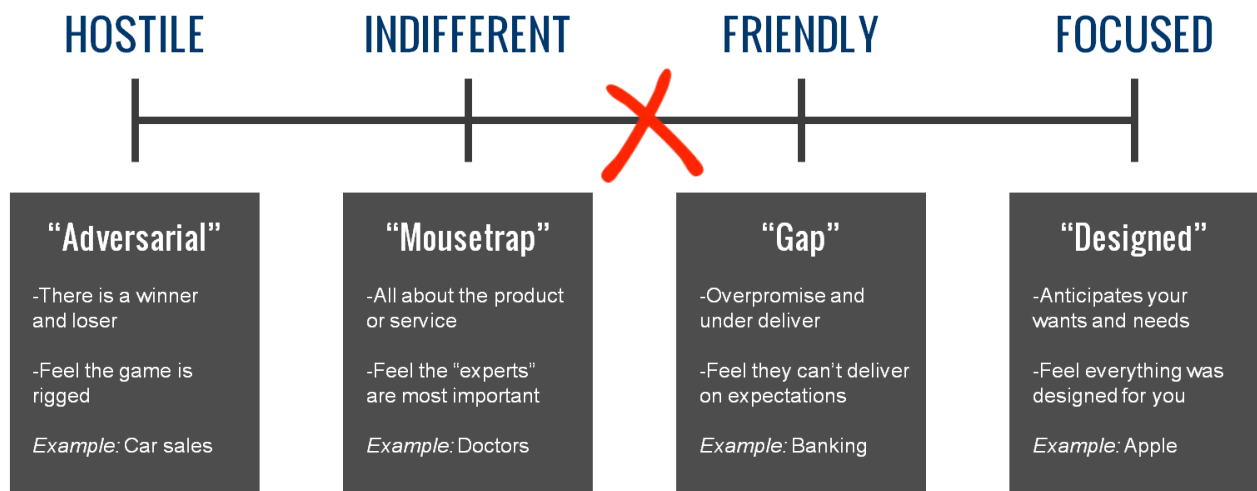
Chemical Memories

- Chemical Memories are formed through a complex set of inputs and are easy for our brain to recall over a long period of time
- *Example:* Talking about a family vacation that happened ten years ago and remembering it like it was yesterday
- *Summary:* Chemical Memories are formed through Transformational Experiences that result in Marketplace Brands

What Types of Memories Are You Creating for Customers?

Customer Experience Continuum©

There are four types of customer experiences that occur in the marketplace that result in Chemical Memories. These memories create your brand identity.



Why is Your Organization Creating These Experiences? Circles of Influence©

There are three competing definitions of success inside every organization that if not properly balanced can cause unwanted customer experiences. To visualize your organization we had you answer three questions.



1. What is the size of each circle? What is the balance of power when it comes to making decisions?
2. How much overlap is there between the circles? How “siloeed” are you in your decision making?
3. What’s in the middle holding together the circles? When you have to make a decision, what or who is the ultimate tiebreaker?

How Do You Build A Brand Focused Organization?

To create a balanced organization that delivers a focused customer experience you need to create an objective definition of success, which we call a Brand Compass. A Brand Compass will help guide decision making organization wide, from the CEO to front-line employee. A Brand Compass consists of two key elements:



Right Customer

- Knowing who your Right Customer is tells your organization where to focus their time, talent and treasure
- *Example:* Southwest Airlines identified their Right Customer as the “Drive or Fly” person and has built an organization focused on serving them

Right Experience

- Knowing the Right Experience to provide customers tells your organization how to make great brand decisions
- *Example:* Southwest Airlines defines their Right Experience with three promises to the “Drive or Fly” person
 - Low-cost air carrier
 - Best on-time arrivals
 - Hassle-free fun experience

How Are Brands Formed?

Decisions → Experiences → Memories

Brands are formed by making great Brand Decisions, using a Brand Compass, that create Focused Customer Experiences, which result in Chemical Memories!