



**Chamber  
Music  
America**

ClassicalJazzContemporary  
WorldEarly MusicClassical  
JazzContemporaryWorldEarly  
MusicClassicalJazzContemp-  
oraryWorldEarly Music  
ClassicalJazzContemporary  
WorldEarly MusicClassical  
JazzContemporaryWorldEarly  
MusicClassicalJazzContemp-

# Keeping Your Brand Hot

*..... in a changing musical  
world*

**37<sup>th</sup> Annual Conference**

**Judith Ricker, Brand Consultant and Oboist, Antara Winds**

*Sponsored by the Paul R. Judy Center for Applied Research,  
Eastman School of Music*



# The Musician's Business Challenge

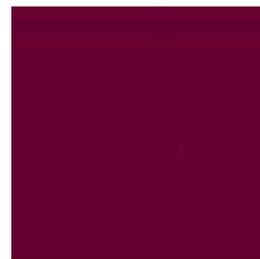
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- ✓ To utilize and evolve skills over time to excel in a highly competitive market
  - Commodity market
  - Shrinking demand
  - Price pressures
  - Reduced resources
  - Demanding contractors/presenters/audiences
- ✓ To remain (become) financially stable
- ✓ To remain relevant



# Brand Philosophy



**The word "brand" is derived from Old English  
meaning "burning stick"**

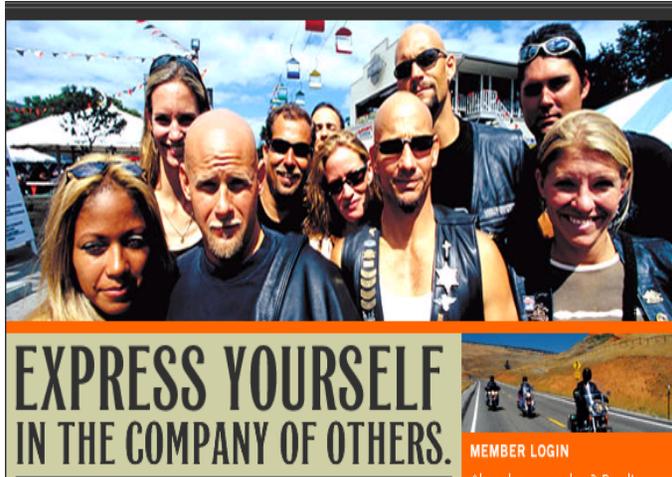
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**(and ultimately from the Indo-European word  
meaning "to be hot")**



# What Makes Hot Brands So Cool?



- ***“The more you engage with customers, the clearer things become and the easier it is to determine what you should be doing.” John Russell, President, Harley Davidson***

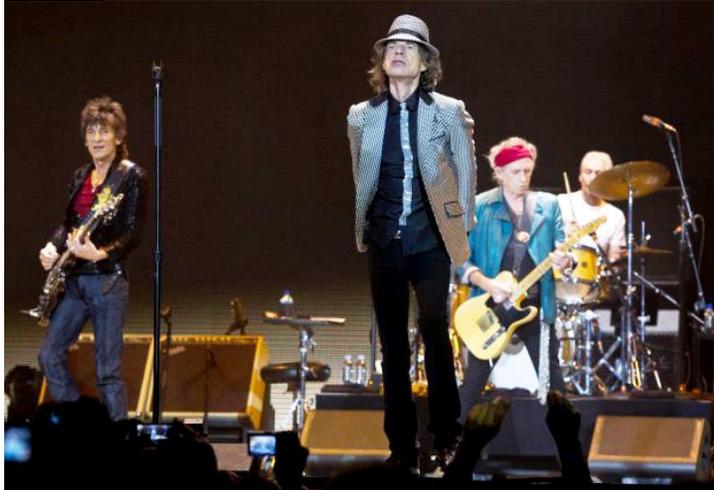
# And Become Hot Around the World?



*A lot of companies have chosen to downsize, and maybe that was the right thing for them. We chose a different path. Our belief was that if we kept putting great products in front of customers, they would continue to open their wallets. **Steve Jobs, Chairman, Apple Inc.***



# And Stay Hot Over Generations?



*"A good thing never ends."* **Mick Jagger**



*"I am never wrong when it comes to my possibilities"* **Placido Domingo**



*"You have your time, your era. Mine has been a very long time and era. I've been very lucky."* **Stanley Drucker**



*"I think one of the reasons I'm popular again is because I'm wearing a tie. You have to be different"* **Tony Bennett**



*"The Emerson has staked its claim to being the one indispensable quartet in a world that is constantly creating more, excellent ensembles."* **Newsday**

# These Brands Know How to Activate Passion!



# What is a “Brand?”

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A brand is a **unified set of persuasive promises** that **differentiates** the brand from others in a **positive, relevant** and personally **compelling** way with its stakeholders.

**A “brand” can be a:**

Product

Politician

Celebrity

Company

Service

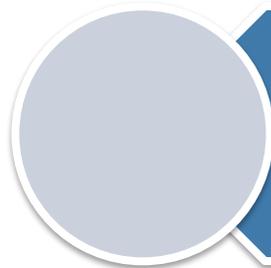
Destination

Industry

Issue

***Musician/Ensemble***

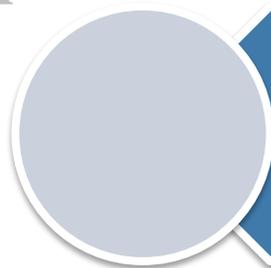
# A Brand is a Promise



It can represent any entity that is distinct in a meaningful way from other entities in the category.

Unique

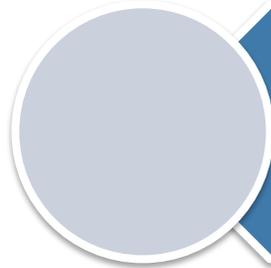
Favorable



The Brand must represent a unified set of persuasive promises that differentiates it in positive, relevant and personally compelling ways with its stakeholders.

Relevant

Believable



Brands always have, and always will live in the minds of the marketplace

***Strong Brands have assets that outweigh liabilities***

# Image Associations

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**Brand Image Associations are the most critical, and sometimes least understood components of Brand Equity.**

- **Tangibles & Intangibles**
- **Consist of “points of parity” and “points of difference”**
- **Vulnerable to competition**
- **Live within the attitudes and beliefs of the market, not within your wishful thinking**

# The Times, They Are A'Changin'



**20<sup>th</sup> Century**  
*The Age of the Masses*

**21<sup>st</sup> Century**  
*The Age of Participators*

**Awareness**

**Awareness,  
Relevance,  
Demand**

**Outbound**

**Surround**

**Limited  
Touchpoints**

**Any and Every  
Touchpoint**

**Controlled  
Access**

**Co-creation, Co-  
ownership**

**Reach**

**Passion and  
Advocacy**





**DAWN UPSHAW  
MARIA SCHNEIDER**

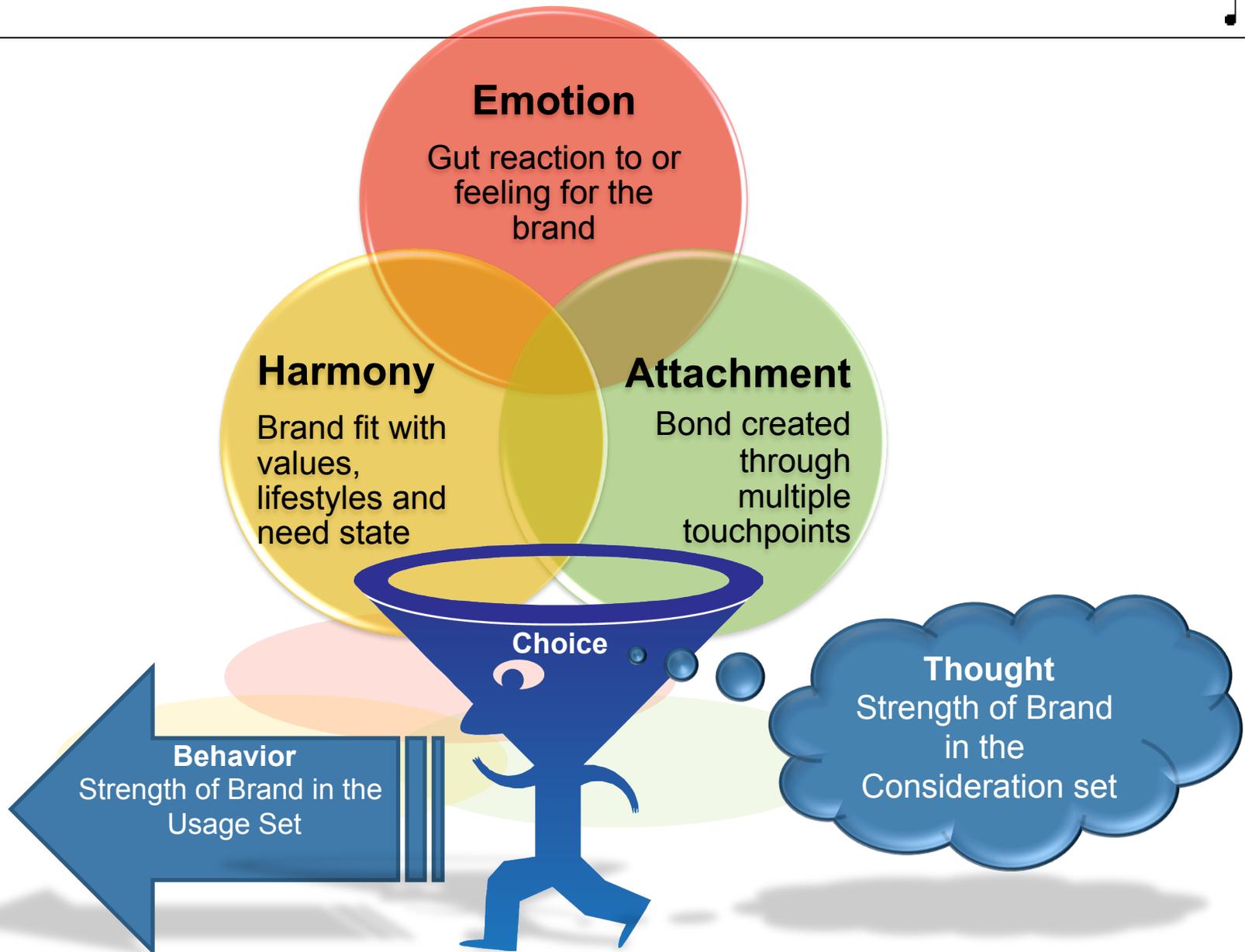
**AUSTRALIAN  
CHAMBER  
ORCHESTRA**

and

**THE SAINT PAUL  
CHAMBER  
ORCHESTRA**

**WINTER MORNING WALKS**

# What Is Brand Passion?



# Image, Identity, Positioning



## What's the difference?



**Image** – the impression the market holds of you

**Identity** – the impression you want to give the market

**Positioning** – the elements of Identity you present to various target audiences

Know your Image

# How Diversified Should We Be?



**Flexibility, breadth and depth are essential, but if you stray too far from the core of your brand, believability suffers.**



# True to the Core?



# Key Measures of Success

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**The ultimate measures of success are Trial *and Repeat*, and the buyer is the final judge.**

- Do people know who you are and what you can do ?
- Is your image Favorable, Unique, Relevant, Believable?
- Is the audience experience a positive one?
- Are you preferred over the competition? Do you know why?

# Brands Stay Strong Over Time Because They.....

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- 1 Understand the human element of their business, are not afraid to tap into emotions, and reflect the “self”
- 2 Anticipate the future, while staying true to their core
- 3 Are not afraid to make mistakes
- 4 Maintain a thread of consistency while evolving over time
- 5 Don't follow trends, but create them

# And They.....

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- Take the long view and don't fall prey to short-term price pressures
- Know the business they are in
- Act like leaders
- Create a culture of pride – colleagues, audience, funders
- Stay hungry, and are never satisfied with success



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# Discussion

Unique

Relevant

Favorable

Believable

