Keeping Your Brand Hot

...... in a changing musical world

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Sponsored by the Paul R. Judy Center for Applied Research,
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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”

(and ultimately from the Indo-European word meaning “to be hot”)

![Image of a burning stick]
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!
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.

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

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

Strong Brands have assets that outweigh liabilities
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’

20th Century
The Age of the Masses

Awareness
Outbound
Limited Touchpoints
Controlled Access
Reach

21st Century
The Age of Participators

Awareness, Relevance, Demand
Surround
Any and Every Touchpoint
Co-creation, Co-ownership
Passion and Advocacy
WINTER MORNING WALKS

DAWN UPSHAW
MARIA SCHNEIDER

AUSTRALIAN CHAMBER ORCHESTRA

and

THE SAINT PAUL CHAMBER ORCHESTRA
What Is Brand Passion?

- **Emotion**: Gut reaction to or feeling for the brand
- **Attachment**: Bond created through multiple touchpoints
- **Harmony**: Brand fit with values, lifestyles and need state

**Thought**: Strength of Brand in the Consideration set

**Choice**: Strength of Brand in the Usage Set

**Behavior**: Strength of Brand in the Usage Set
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
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

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.....

Understand the human element of their business, are not afraid to tap into emotions, and reflect the “self”

Anticipate the future, while staying true to their core

Are not afraid to make mistakes

Maintain a thread of consistency while evolving over time

Don’t follow trends, but create them
And They......

- 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
Discussion

Unique

Relevant

Favorable

Believable