

What does Lou Reed know about branding?

PIN Creative
September 2020



Combine strategy
creativity
business

Connect ideas

Clarity for customers

Making strategy inspiring

Insight discover what is relevant
Story define what is unique
Engage deliver memorable experience

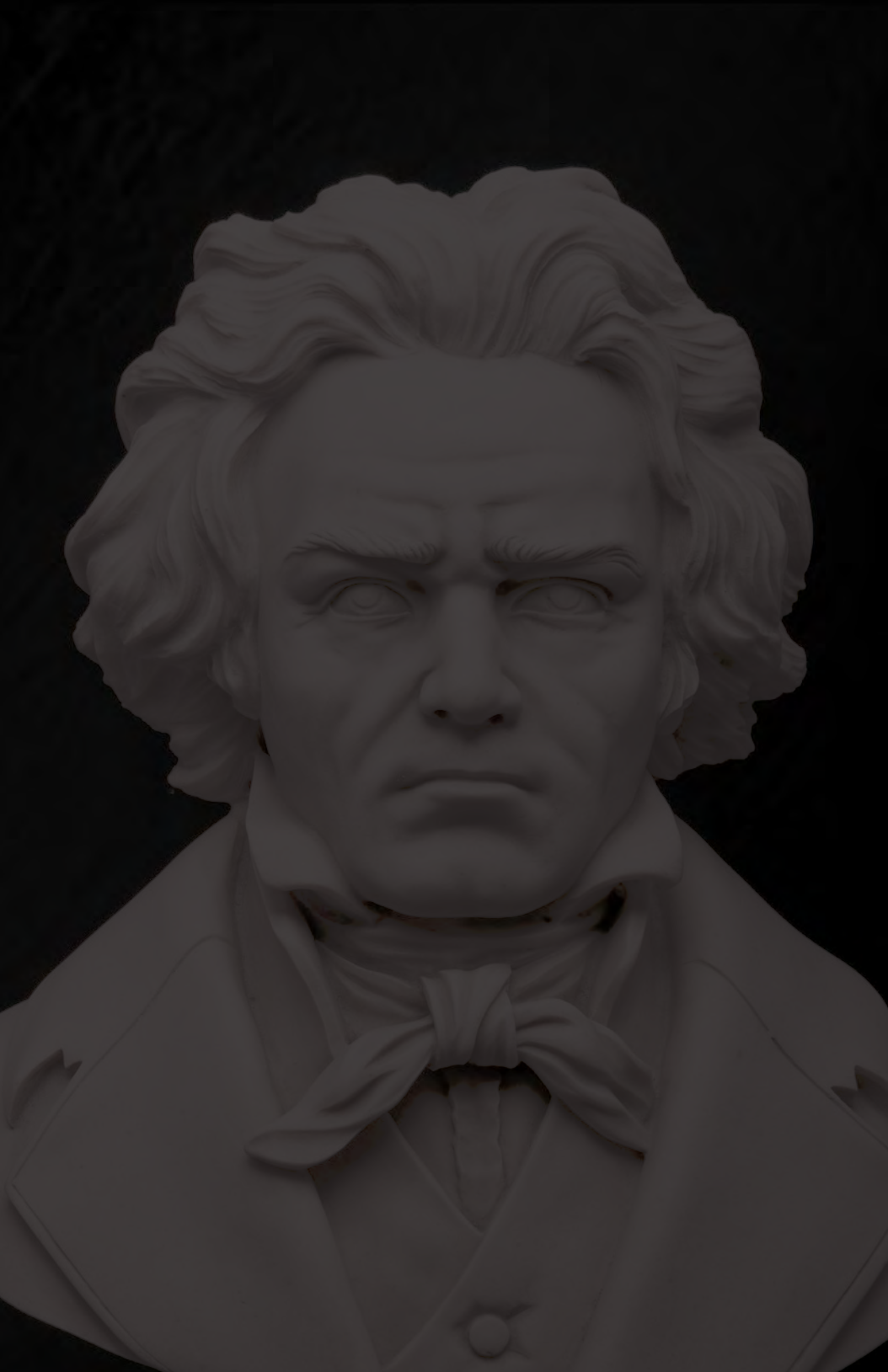
Insight

No music
Just about exams



Insight

No music
Just about exams



Story

Power of music
to transform lives



Insight

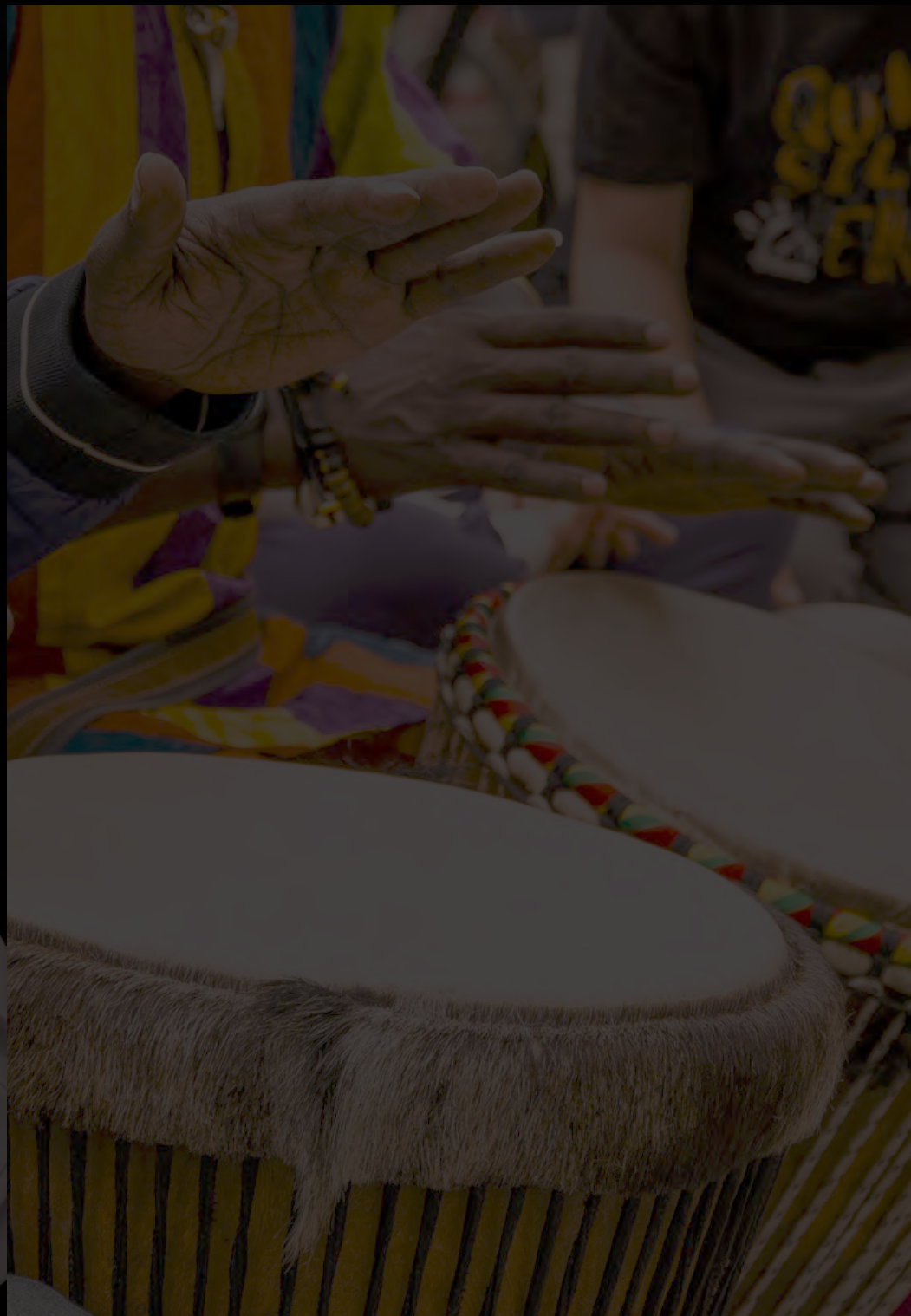
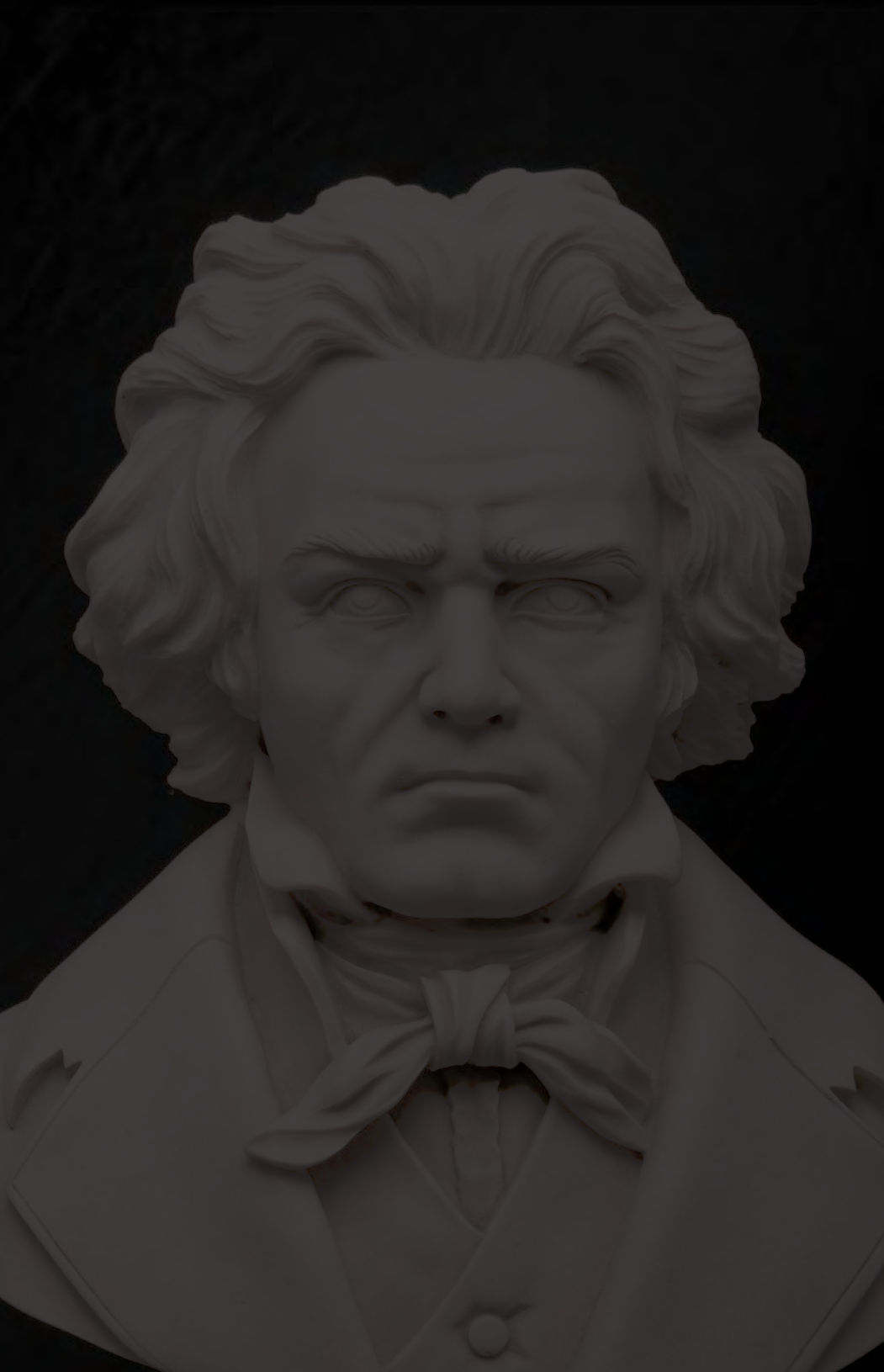
No music
Just about exams

Story

Power of music
to transform lives

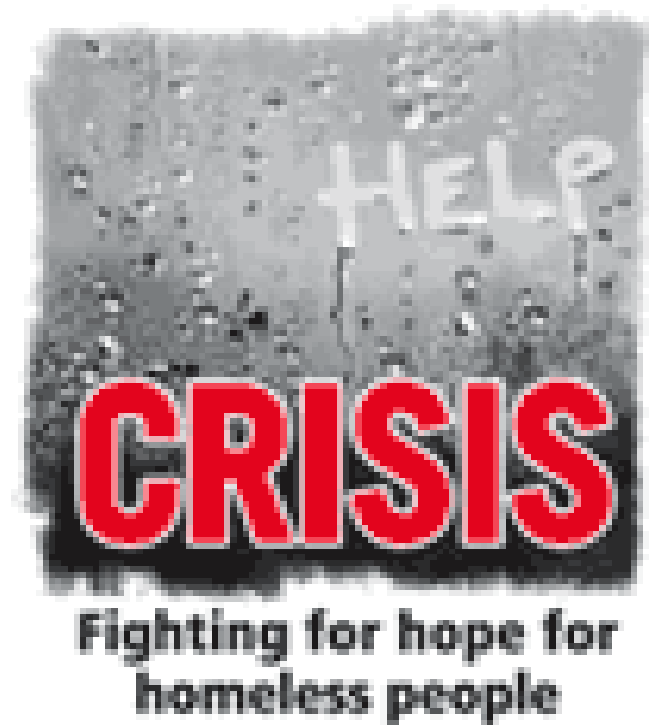
Engage

Combine music
and success



Insight

Look away

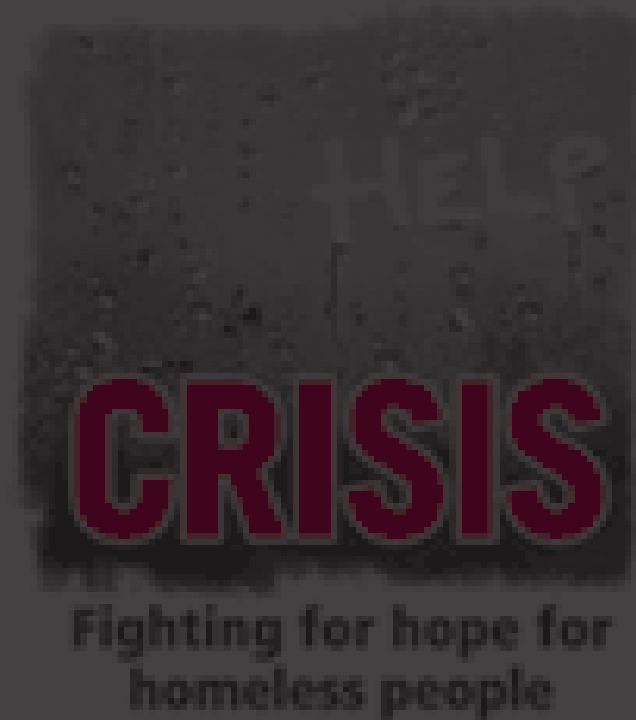


Insight

Look away

Story

It's not fucking
acceptable



Insight

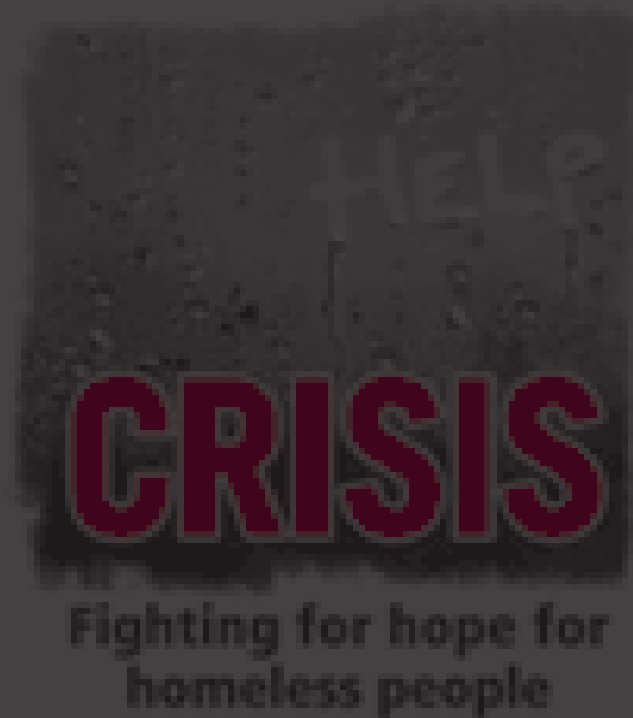
Look away

Story

It's not fucking
acceptable

Engage

Look at me



Insight

17 Johns, 4 Daves
7 women



Insight

17 Johns, 4 Daves
7 women



Story

Make inequality
history



Insight

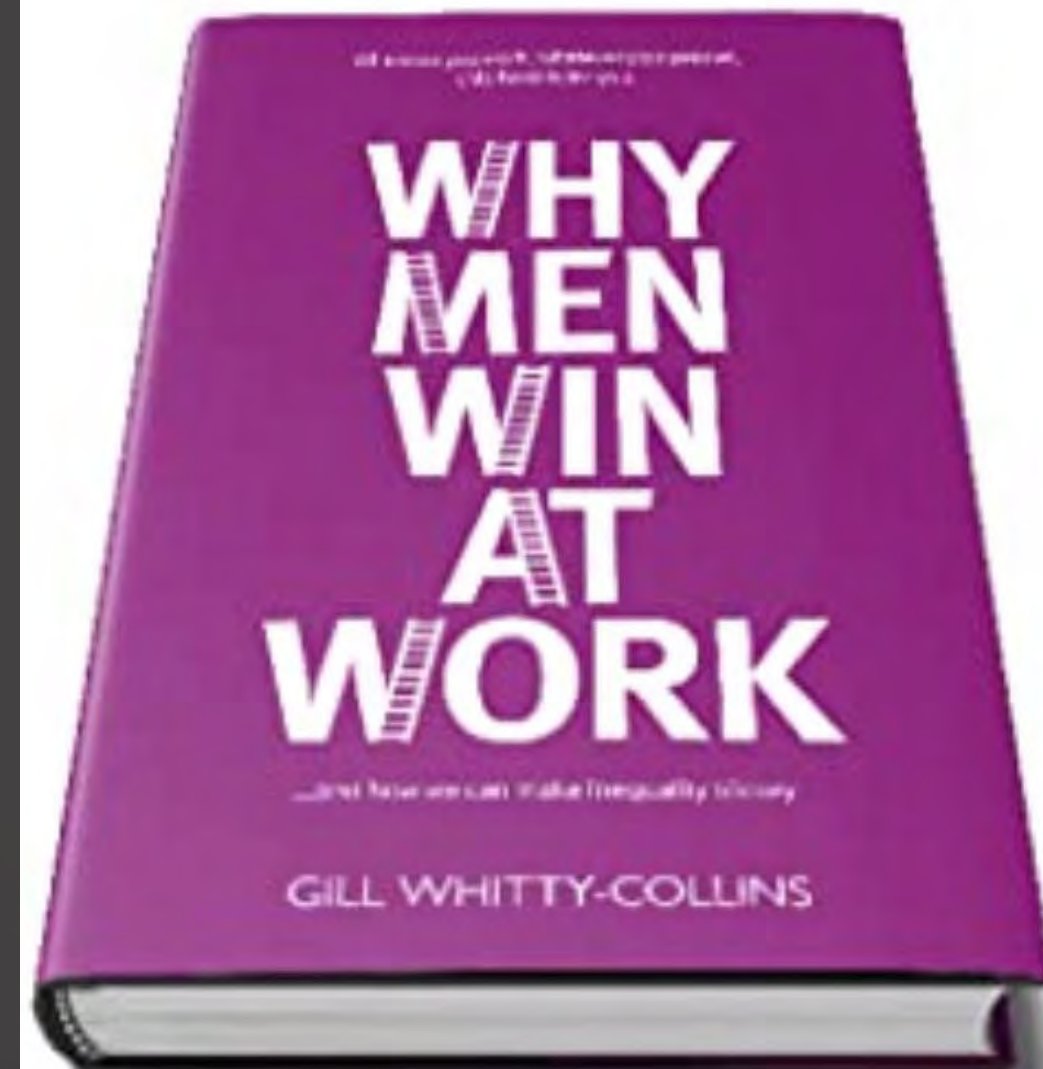
17 Johns, 4 Daves
7 women

Story

Make inequality
history

Engage

Think about
career ladders



Shanks

Waste Management

Strategy

Brand architecture

Brand identity



Radioplayer

Digital radio platform

Strategy

Brand architecture

Brand identity



CitySprint

Delivery tech

Strategy

Brand architecture

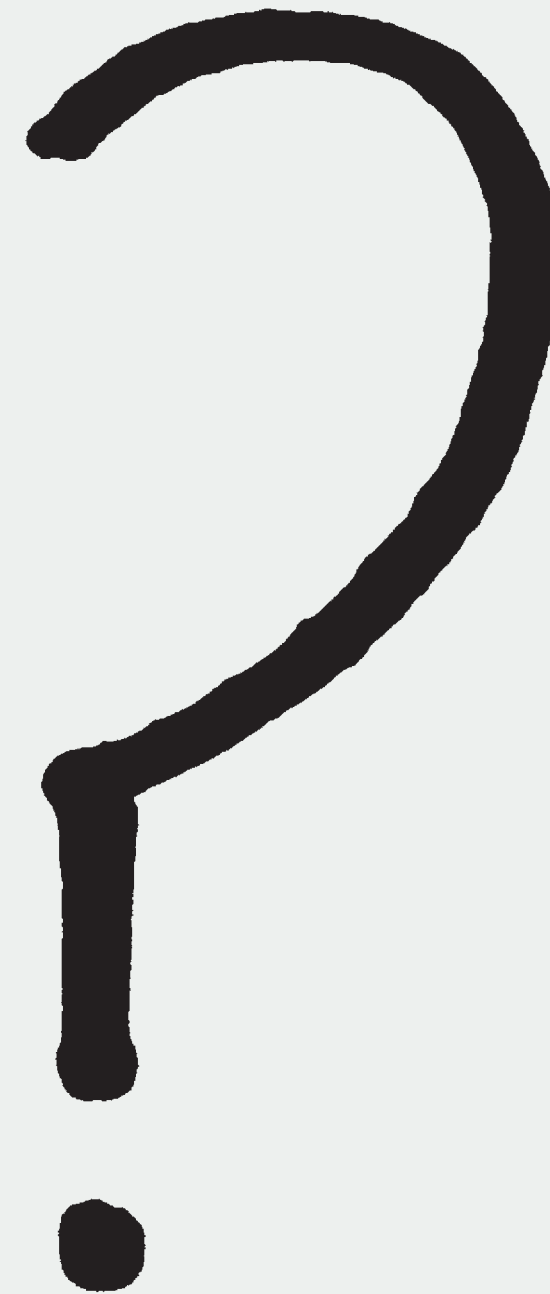
Visual identity



Today

Brand Architecture Design

What is a brand?



What is a brand?

Emotional connection between the customer and the business, product or service.

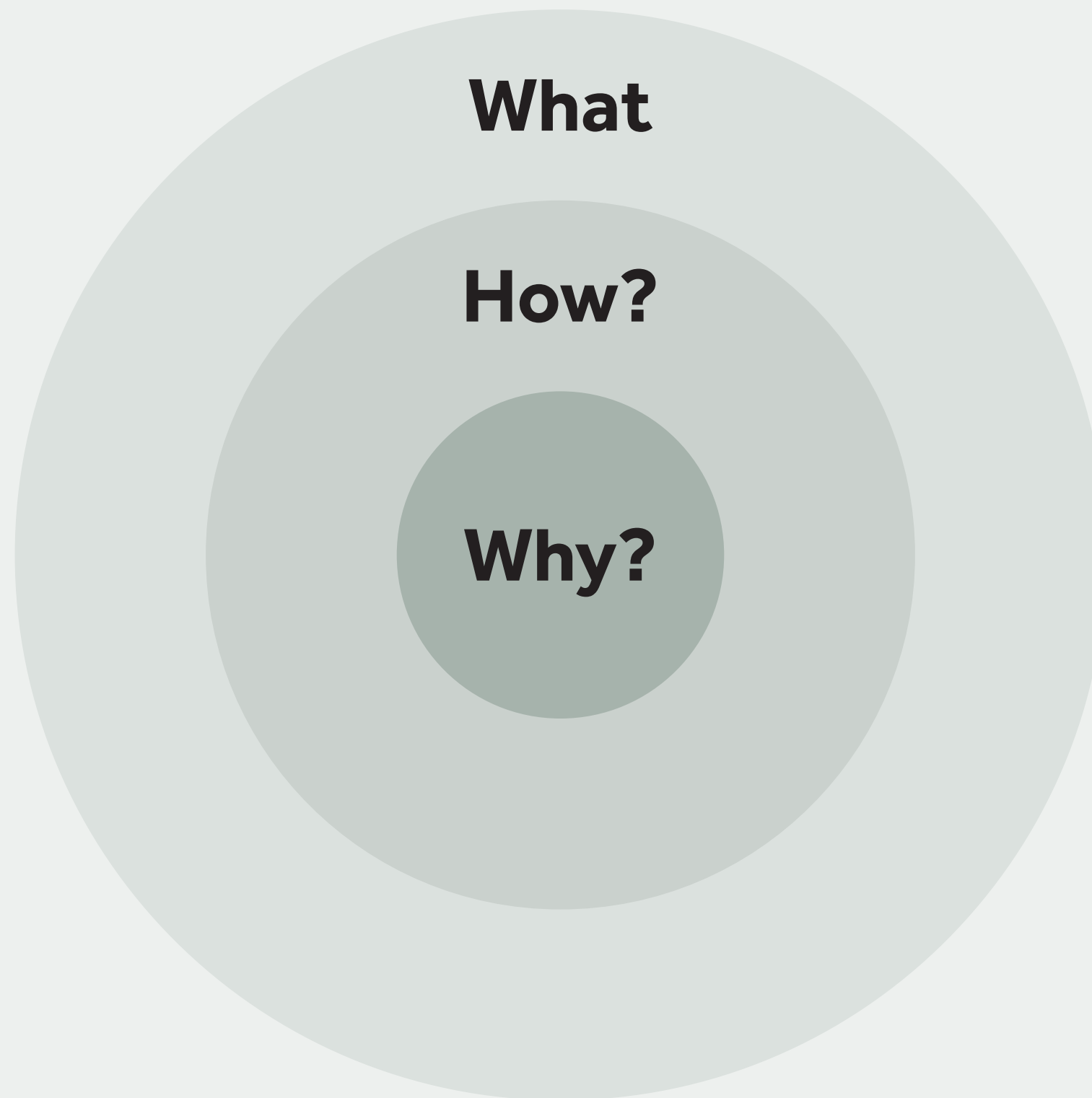
You need a strong **masterbrand** for brand architecture.



A brand model by PIN Creative



A simpler brand model by Simon Sinek





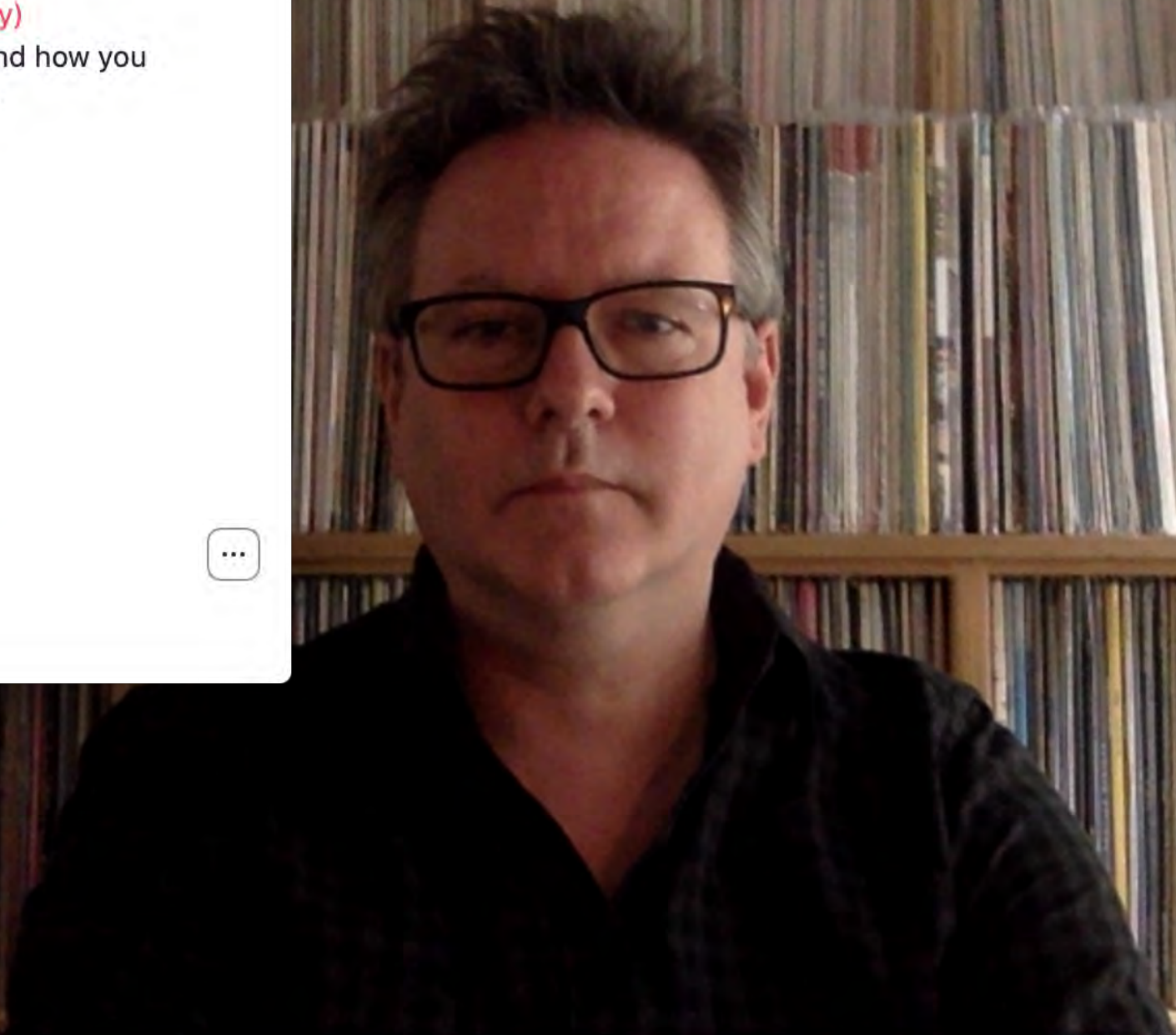
Zoom Group Chat

From **Brand Director** to Me: **(Privately)**
What is brand architecture?

From Me to **Brand Director**: **(Privately)**
It's the link between your strategy and how you communicate that to your audience.

To: **Brand Director**  **(Privately)** 

|Type message here...



Zoom Group Chat

From Brand Director to Me: (Privately)

What is brand architecture?

From Me to Brand Director: (Privately)

It's the link between your strategy and how you communicate that to your audience.

From Brand Director to Me: (Privately)

OK. Thanks.

To: Brand Director (Privately)

Type message here...

Zoom Group Chat

From Brand Director to Me: (Privately)

What is brand architecture?

From Me to Brand Director: (Privately)

It's the link between your strategy and how you communicate that to your audience.

From Brand Director to Me: (Privately)

OK. Thanks.

From Brand Director to Me: (Privately)

Hey, are they all records behind you? Cool.

From Me to Brand Director: (Privately)

Yes, they are.

To: Brand Director (Privately)

Type message here...

Zoom Group Chat

From **Brand Director** to Me: (Privately)

Oh I love music. I used to have a load of vinyl but my mum threw them out. Who's your favourite artist? I love David Bowie. Early years mainly, but Blackstar was great (but sad). I didn't really like 80's version records. Apart from Let's Dance but then Nile Rodgers is a total genius. Love his work with Madonna. So Prince or Madonna? Why have all the good ones died (well Madonna's not dead, but she hasn't been well). Did you get to see Prince? Saw him 3 times at the O2. Prefer Lana Del Rey these days though. Janelle Monáe worked with Prince, I think, and you can hear his influence in her last album. Did he produce some of it before he died?

From Me to **Brand Director**: (Privately)

Shall I answer that question???

To: **Brand Director** (Privately)

Type message here...

What? (The offer)
Products and/services
a business sells



What? (The offer) Products and/services a business sells

Collection of records
7" singles x 3,176
12" singles x 920
LP's x 1,649

How? (Differentiation)
**Unique approach
a business makes**

How? (Differentiation) Unique approach a business makes

Zero Freitas
Brazilian businessman
6million records and counting





How? (Differentiation) Unique approach a business makes

Personal curation,
I've bought records since
I was 10 years old

Why? (Purpose)
Difference you make,
the big vision

A man with a beard and short hair, wearing a light-colored t-shirt and shorts, stands in the center of a large warehouse. He is surrounded by massive stacks of old, colorful books and papers, some of which are visible on the stacks in the foreground. The warehouse has a high ceiling and brick walls, with a blue door visible in the background. The text is overlaid on the image in a large, white, sans-serif font.

Why? (Purpose)
Difference you make,
the big vision

Zero Freitas
Brazilian businessman
Digitising everything ever released



Home



Browse



Radio



Search



Vinyl Junkyard



VLP_INDIE_N

PLAY



New Order - Substance A si...

New Order - Peel Sessions 86

New Order - Movement

New Order - Power, Corrup...

New Order - Low-life



New Order - Brotherhood

New Order - Technique

New Order - Republic

New Order - Waiting For Th...

New Order - Music Complete

New Order - In Concert 1987

New Order - The Best Of N...

New Order - Get Ready

New Order - John Peel Sessi...

New Order - Decadence

New Order, Joy Division - T...

New Order - Lost Sirens



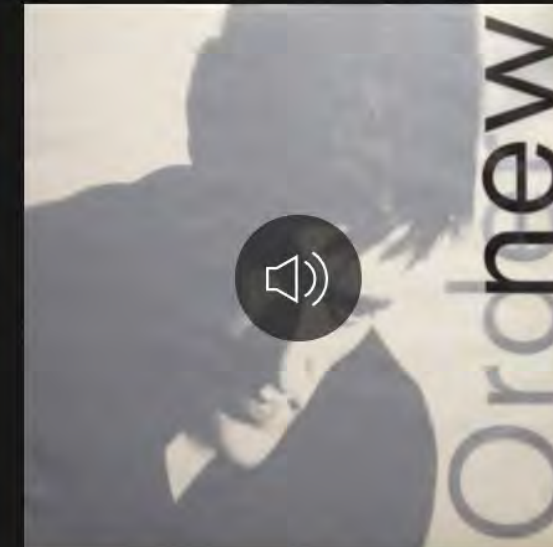
New Order - Movement

Vinyl Junkyard



New Order - Power, Corruption & Lies

Vinyl Junkyard



New Order - Low-life

Vinyl Junkyard



New Order - Brotherhood

Vinyl Junkyard



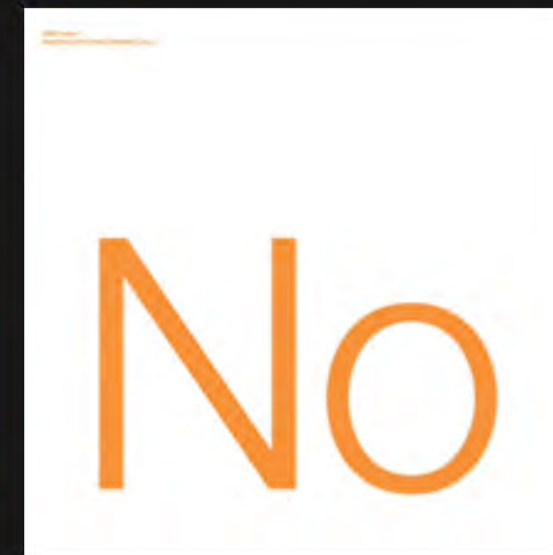
New Order - Technique

Vinyl Junkyard



New Order - Republic

Vinyl Junkyard



New Order - Waiting For The Sirens' Call



New Order - Music Complete

Vinyl Junkyard



New Playlist



Love Vigilantes - 2015 Remaster



New Order



0:15

4:19



Listening on Bathroom + 2



A person is sitting on a chair, leaning back, with their legs crossed. They are wearing dark pants and shoes. In the background, there is a lamp with a white shade and a book. The overall scene is dimly lit, with a blueish tint.

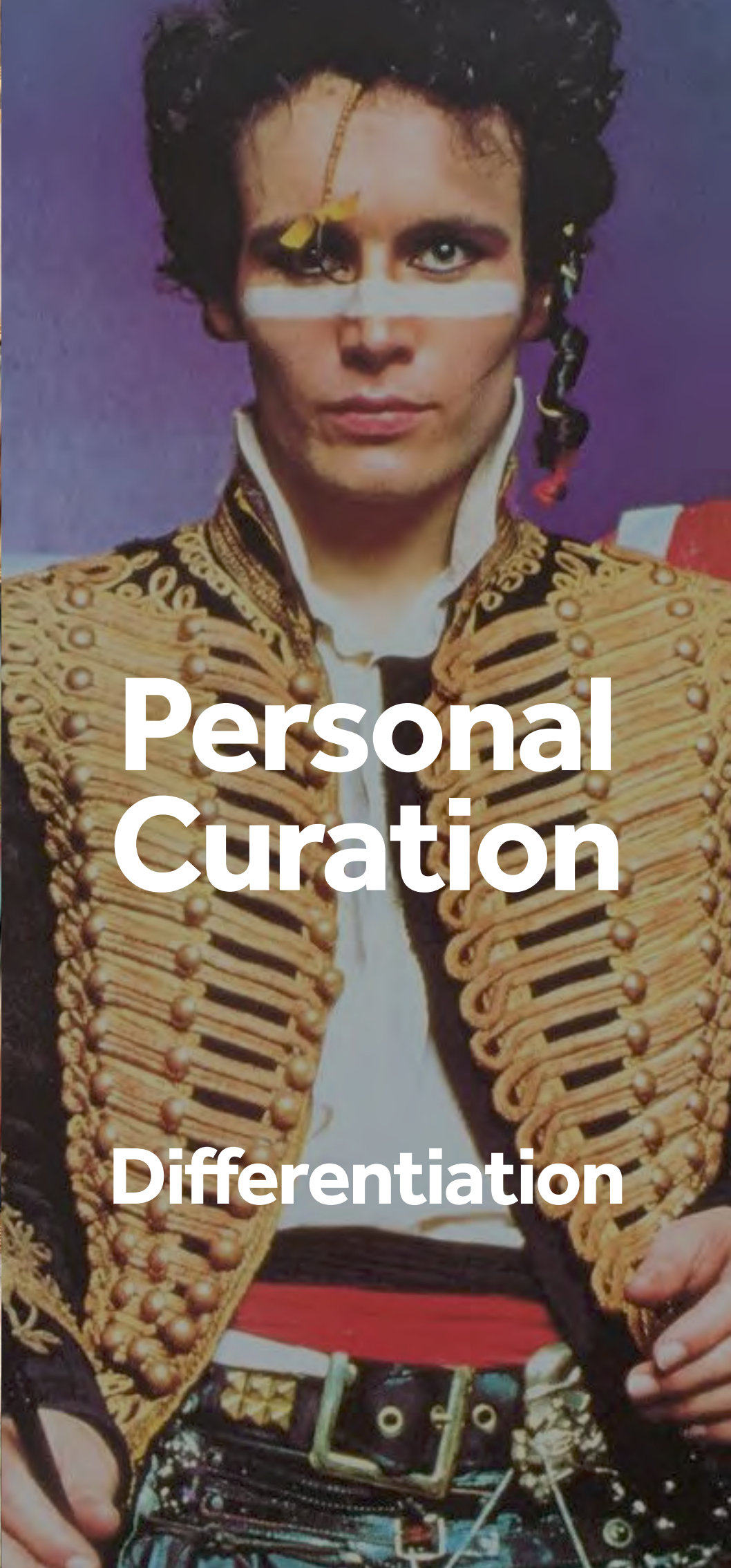
Why? (Purpose) Difference you make, the big vision

**Emotional connection
of listening to music
now and in the future**



Record Collection

Offer



Personal Curation

Differentiation



For now For future

Purpose

Brand Architecture Design

Link business strategy and brand strategy

Reach your audiences

All products, services, everything



Rationalisation

Pop Rock House Vocal Experimental Punk
Synth-pop Alternative Rock Techno Disco
Soul Indie Rock Hardcore Ambient Electro
Folk Hard Rock Ballad Country Rock & Roll
Heavy Metal Psychedelic Downtempo Prog
Soundtrack Ska Religious Dubstep Post-Punk
Soul-Jazz Post Rock Comedy Goth Rock Hard
House Glam Power Pop Modern Classical
Spoken Word Jazz-Rock Italo-Disco Trip
Hop New Age New Wave Britpop Mod Dance
Latin Jazz Garage House Contemporary Jazz
Dancehall Reggae Opera Avantgarde Roots
Doom Metal Gangsta Indie Pop Rockabilly
New Romantic African 80's Jazz-Funk Beat
Dark Ambient Acid Leftfield Grindcore Electro
House Hip Hop Lo-Fi Oldies

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**Indie 80's>, 90's, 00's
80's/Pop
Dance/Electro
Jazz/Funk/Soul
Soundtracks**



**Indie 80's, 90's, 00's
Rock
Dance/Electro/Disco
Punk/New Wave
Mod/Ska/Reggae
New Rom/80's
80's Pop
70's Pop
60's/50's Oldies
Soul/Motown**

Clarification





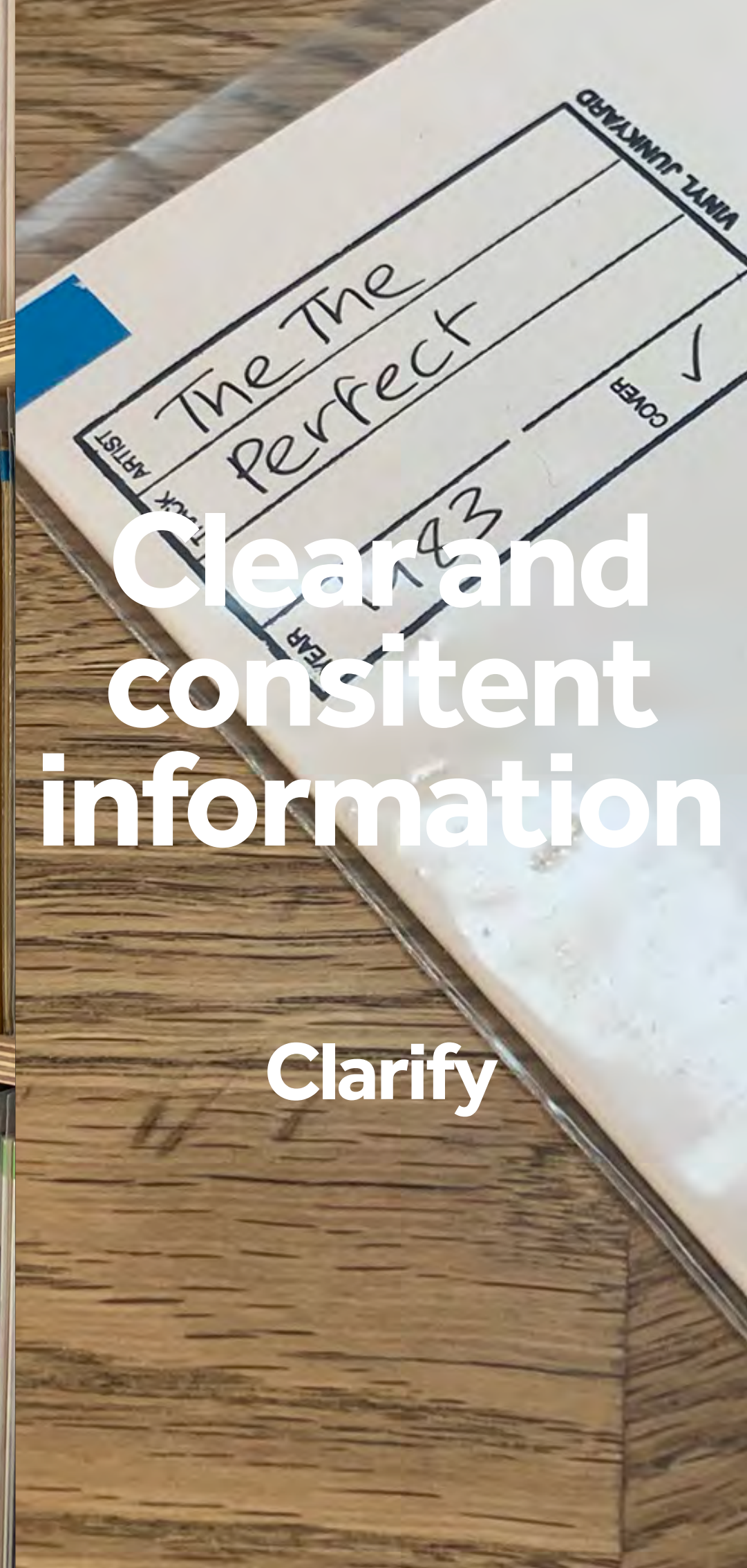
**Basic
structure
of offer**

Organise



**Simplify
for your
audience**

Rationalise



**Clear and
consistent
information**

Clarify

Brand Architecture Design

Monolithic

Everything the same



Endorsed

Stick on anything



Branded

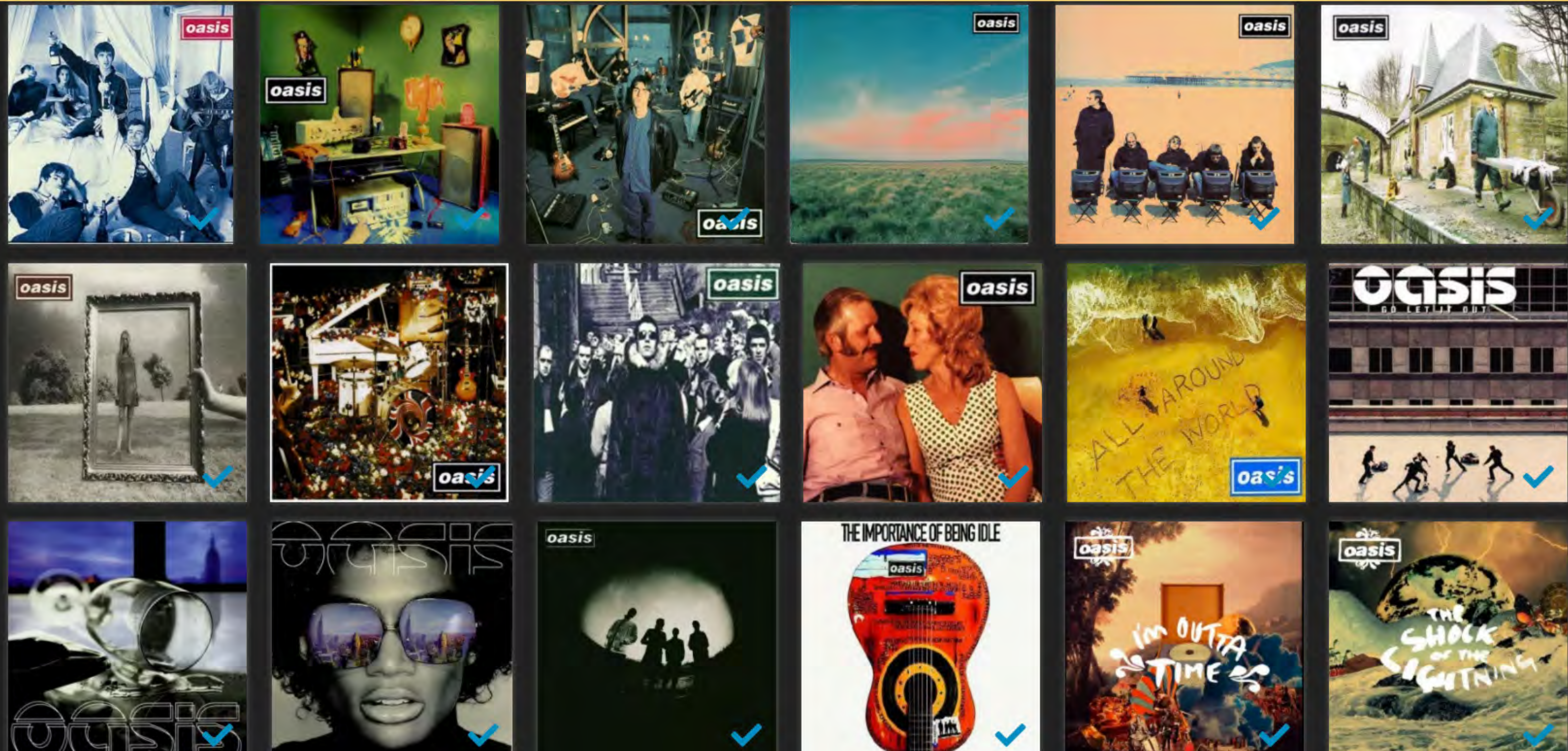
Own it all



Longevity

Monolithic (don't mess with the masterbrand)

Q "OASIS" x > V7 Indie 90's x



Personality

Endorsed (engage beyond the masterbrand)





**Banned
by the BBC**



**First UK
Number 1**



**My most
valuable record**

Flexibility

Hybrid (use different approaches appropriately)



JARVIS COCKER CHILLY GONZALES ROOM 29



Avoid colour coding

Only useful internally



Summary

Before you start

You need a strong **masterbrand**. A brand model (any kind) will ensure your business strategy is aligned with your brand.

Define your brand; vision, mission, offer, values, position and 'core idea' (what you want to be famous for).

What is brand architecture?

Brand architecture is the **link** between your **business strategy** and the **communication** required to reach your audience. It provides a set of rules that set-out how to express the **relationship between all the different parts** that make up an organisation.

Why it matters?

Organises the basic relationship of your portfolio; brands, names, companies, divisions, products, services.

Rationalises the offer so there is less confusion, making it easier for your customer to find what they need.

Clarifies everything through a consistent and meaningful approach to names, labels and messages that inform the audience.

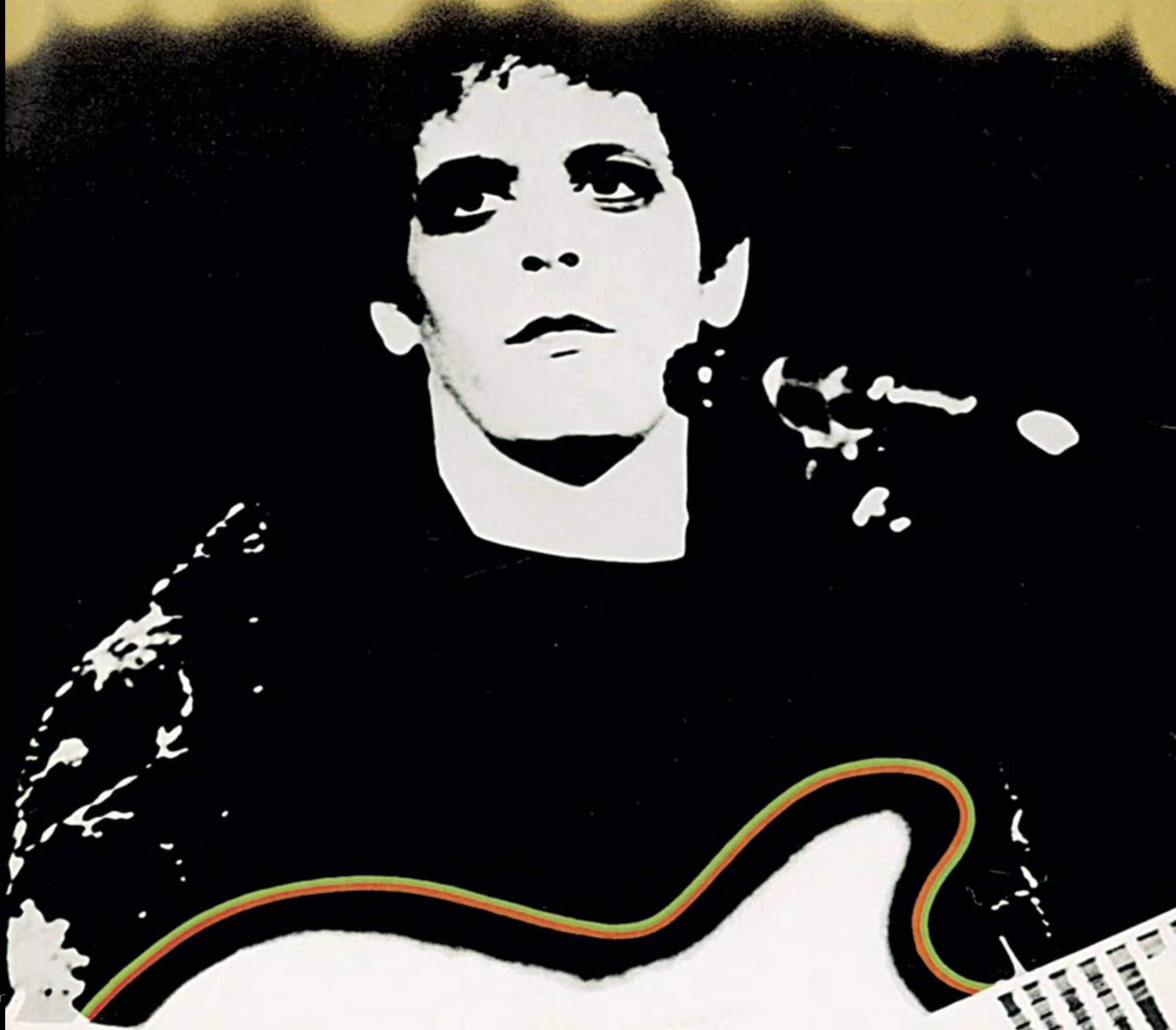
Design tips

Personality and **flexibility** will produce engaging communications and **longevity** will provide memorability. The stronger the masterbrand the more **variety** can be achieved

Avoid colour coding. It's limiting as a distinguishing and differentiation method. Use colour for branding purposes. Colour coding only useful internally.

**What does Lou Reed
know about branding?**

LOU REED-TRANSFORMER



Thank you

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www.vinyljunkyard.com



Brand architecture

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