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How to get a story – all about branding
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This workshop is about branding. Figure 1 is central to this workshop about branding. The base of branding is the “identity”. Identity has to be defined for a company. What is the essence of a brand? To which degree is the Brand salience?

“Brand Salience is the degree to which your brand is thought about or noticed when a customer is in a buying situation. Strong brands have high Brand Salience and weak brands have little or none. This helps explain to some degree why big brands are big and small brands are small: if no one thinks about you at the moment of buying truth, your brand is going to be relegated to the dustbin of small and unnoticed brands.”

Branding Strategy insider
http://www.brandingstrategyinsider.com/2010/05/brand-salience-why-its-important-for-your-brand.html

The second level of branding is “positioning”. How is your brand positioned in the market? What is the history of your brand? Brand itself is the same as brand history. What is the image of the brand? The third level is “experience”. What is the feeling of your brand? What is the judgement of the customer about your brand? What is your brands perception? Stories about using the brand are the customers experience and reviews. The top level is “loyalty”. Does the customer feel “I love my brand”?

During the first workshop everybody had to think about “What is your Brand story”. The following lines were suggested: Inspire yourself, stir your imagination, Transformability, Feed senses. It is important to trigger the right part of the brain, to trigger emotions. Triggering emotions are most effective. People have to feel connected to the brand so the brand is ‘branded’ in their brain. Once this is achieved, they will sell the brand.

During the second workshop you have to create three key values about what you think are the essence of archaeology and the emotional and relational shared memories between generations connecting the past with the future. Some suggestions are for example: people, connect, adventure, compassion, belonging, excitement, story, the ‘wow’, curiousness. A word cloud is created of the answers. On the website www.wordle.net/create you can create your own word cloud. The most frequently given values were: story, wow, belonging, excitement, curiousness.

More about branding:
http://www.businesslink.gov.uk/bdotg/action/layer?topicId=1073903636
http://www.brandingstrategyinsider.com/

Figure 1. Branding.
HOW TO GET A STORY ALL ABOUT BRANDING

BRINGING ARCHEOLOGY TO LIFE

NEW WAYS TO REACH THE PUBLIC

Erik Schoppen - Herman ten Kate
RESULTS WORKSHOP

3 BRAND KEY VALUES

story, pride, investigation, acceptance, curiousness, belonging, excitement, touching, compassion, roots, mystery, feeling, past, memories, origin, hunting, relief, treasure.