

*Date & Time*  
*12th October 2009*  
*10.30 – 11.30*

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*/ton*  
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*About*  
*Introduction*  
*About me*  
*True North*  
*Branding*  
*Case study - PHM*  
*Personal Projects*  
*Pub*

***Branding***

***Branding is about much more  
than graphic design***

***Branding***

***It's about ideas***

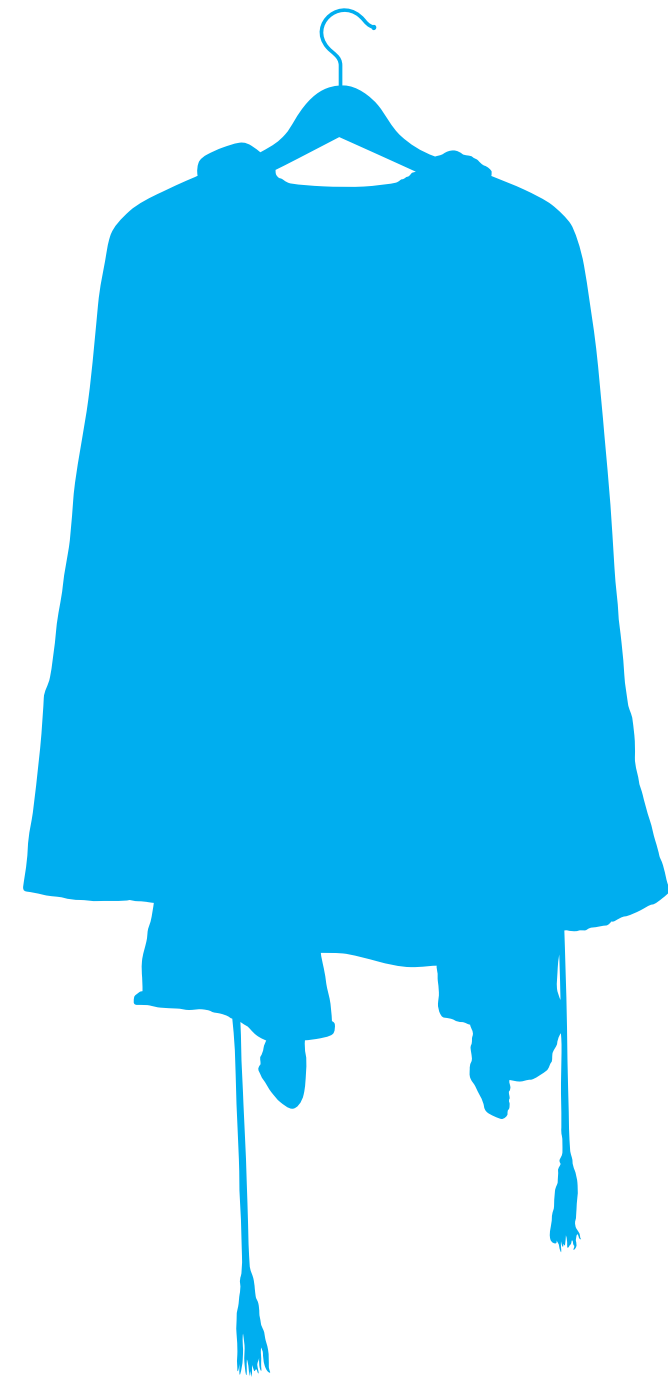
## ***Branding***

***It's about business...  
And psychology...***

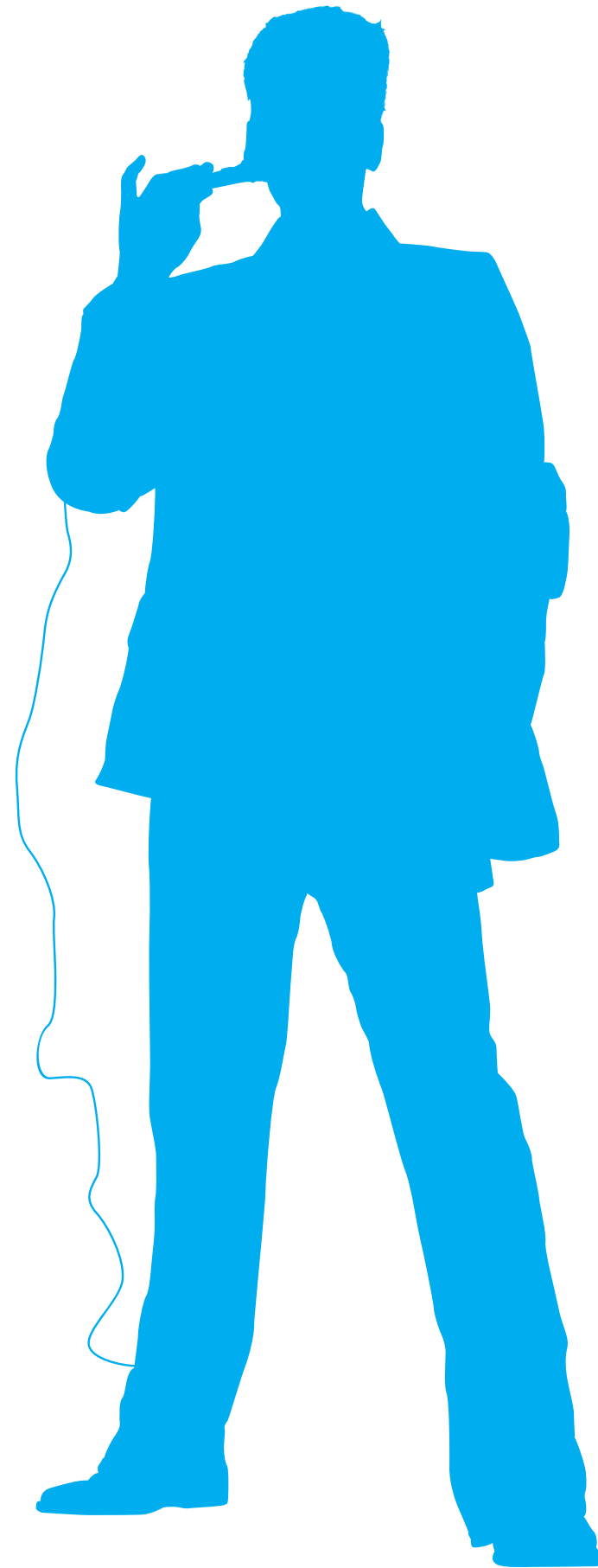
***And it's interesting***

***What's the difference between a  
Corporate Identity and a Brand?***

*If a corporate identity is  
the **clothing** a company  
wears...*

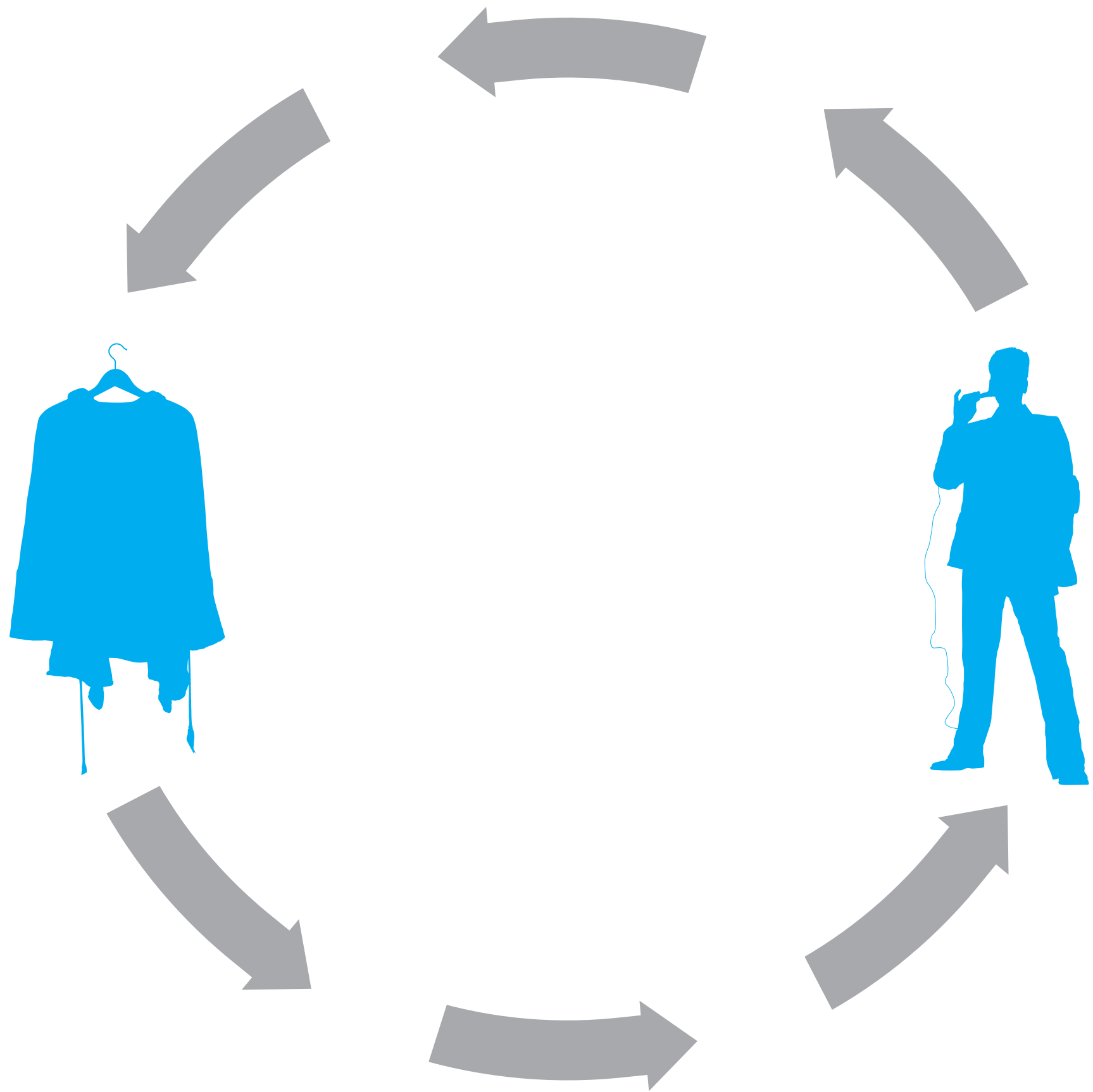


*...then the brand is  
it's **personality***



*Together they  
tell people:*

- Who you are*
- What you do*
- How you do it*
- and **why...***





***A brand is NOT a logo***

***It's a character, an emotion, a feeling...***

***Branding***

***A brand is a voice***

***Branding***

***A brand stands for something***

## *Branding*

*It's a shared set of **values...***



*Branding*

*or a point of view*

THE  TIMES

the **guardian**

## *Branding*

*A brand can be a **person***



*Real or imagined*



*Dead or alive*



*Johnnie Walker.*

Jamie  
Oliver®



# Branding

*A brand can be a **sound***



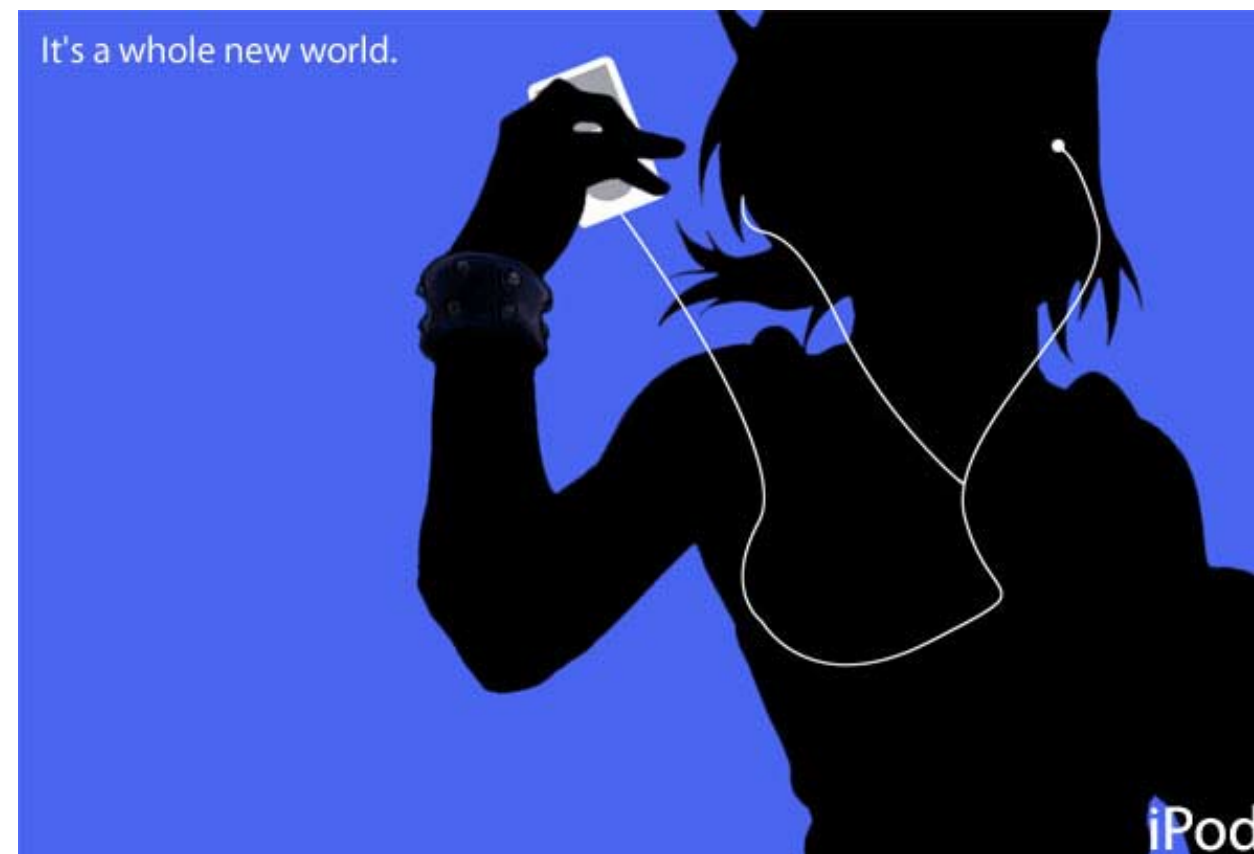
**Branding**

*A brand is an **interface***



*the first ipod*

*3rd person interface*



# *Branding*

## *Nintendo wii*



# Branding

Google™  
UK

[Advanced Search](#)  
[Language Tools](#)

Google Search

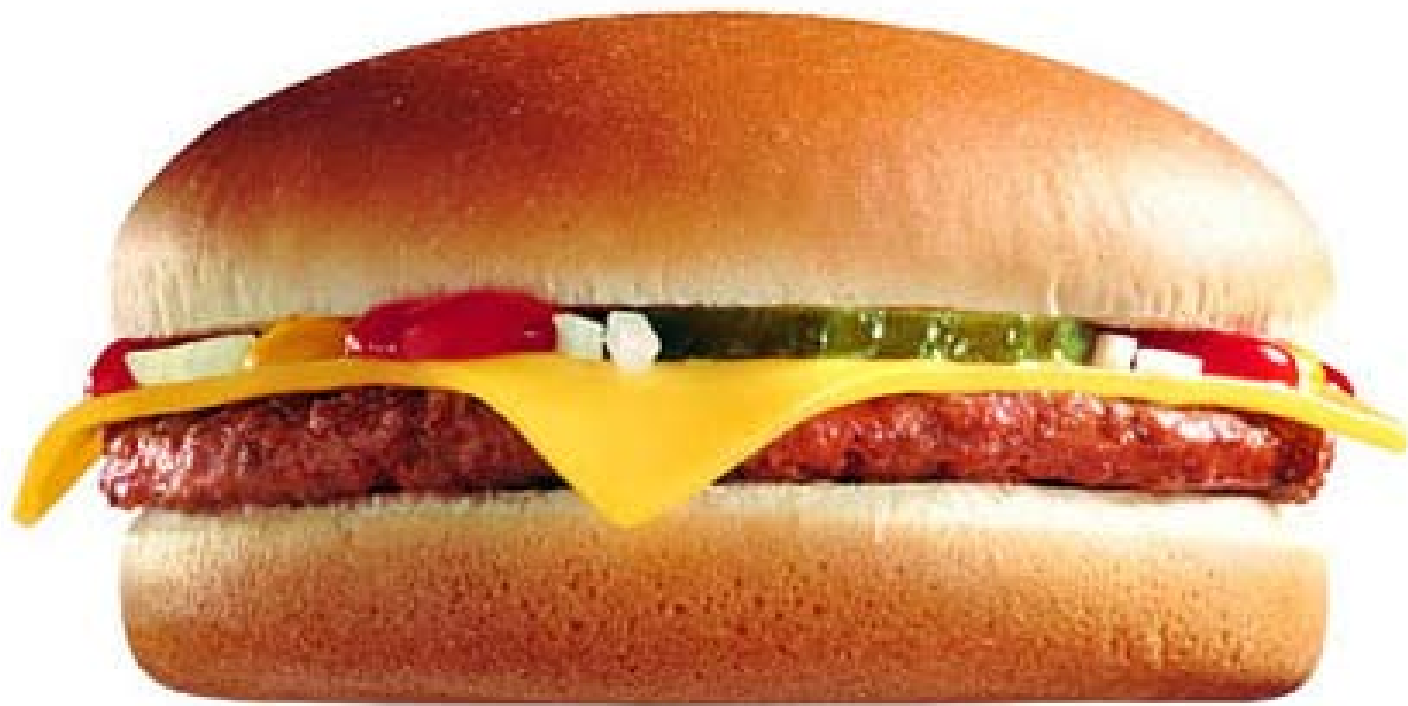
I'm Feeling Lucky

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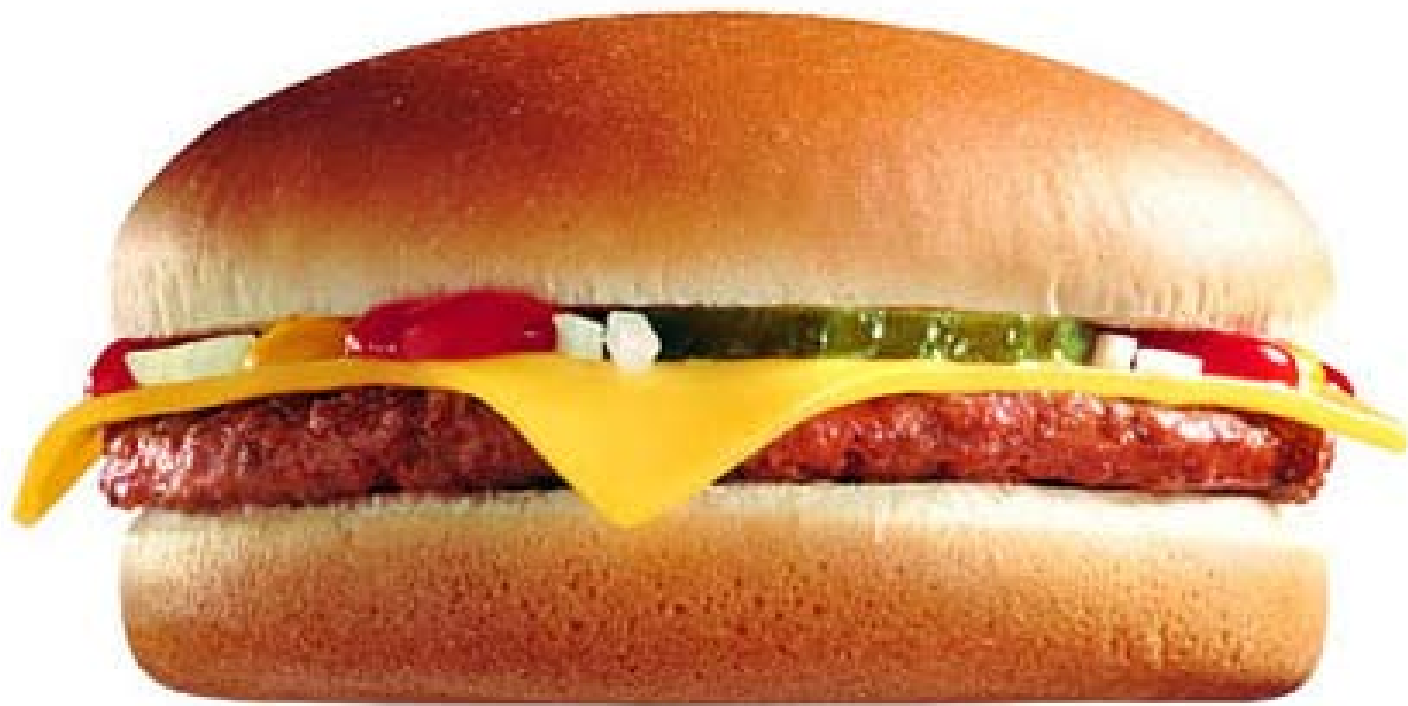
***The interface of a cheeseburger***



## *Branding*

*The interface of a cheeseburger*

***No Forks, no Knives, no Language Skills***



## ***Branding***

***A brand is all of these things **together*****



***Branding***

***A brand is an experience...***

## Brand experience



## History



*Founded in 1965 by Peter Boizo after a trip to Italy with a vision to bring authentic pizza to England*



*Started in 1958 by the Carney brothers in Kansas. The building looked like a hut... so 'Pizza Hut' was born!*

## Tone of voice

---

*“Our restaurants make the surroundings as important as the food”*

*“Pizza Hut UK buys enough cheese to cover four football pitches a year.  
Over 7,000 tonnes!”*

# Architecture



\* PizzaExpress is part of the Millennium Commission project, initiating innovative architecture.



## Interior



*Stylish / unique / open*



*Generic / bland / safe*



# Uniforms

*Stylish / highly visible*



*Consistent*

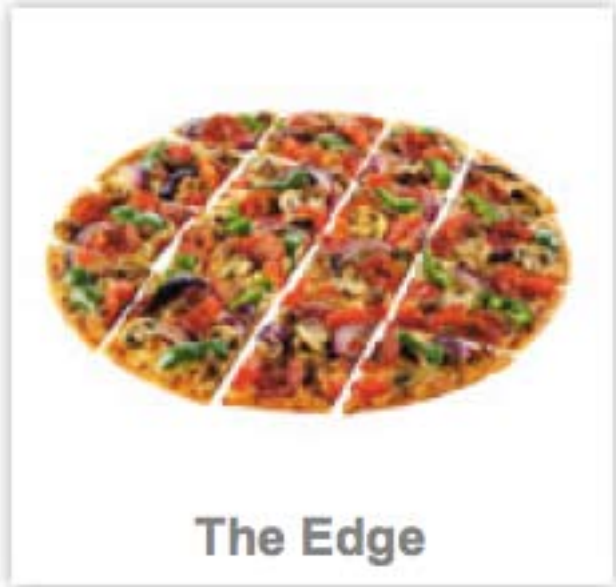
# Products



**Pan Pizza**



**Stuffed Crust**



**The Edge**





# Interface



# Interface



## ***Branding***

***No real difference in price:***

***It's really an **emotional** choice***

***Each one fulfils a different need***

***Branding***

***Take the kids to Pizza Hut***



## *Branding*

*Take your missus to Pizza Express*



***So branding is about:***

***Branding***

***Helping them to discover  
what they do, or offer, that's  
better than anyone else.***

***Finding out who would most  
benefit from that service.***

***Telling them about it in the  
most compelling / creative /  
imaginative way possible...***