

THE

FLIGHT

PATH

THE PLAYBOOK  
TO BUILD A  
POWERFUL BRAND  
AS YOUR  
BIGGEST ASSET

THE BRAND TERMINAL

<b>INTRO</b>	<b>03</b>
Forward	04
Wondering if You're in the Right Place?	06
How to Use this Guide	07
<hr/>	
<b>THE BASICS OF A BRAND</b>	<b>08</b>
Branding and Why it Matters	09
What is a Modern Lifestyle Brand?	10
Brands Shaping Culture	11
<hr/>	
<b>THE FLIGHT PATH</b>	<b>12</b>
<b>PLANNING</b>	<b>15</b>
Part 01: Strategy	17
Part 02: Positioning	20
<b>CREATING</b>	<b>23</b>
Part 03: Identity	25
Part 04: Content	28
<b>ACTIVATING</b>	<b>31</b>
Part 05: Culture	33
Part 06: Marketing	36
<hr/>	
<b>THE GOLDEN RULES OF BRANDING</b>	<b>42</b>
<b>10 MODERN LIFESTYLE BRANDS TO LEARN FROM</b>	<b>43</b>
#1 DEUS	45
#2 GOOP	46
#3 EQUINOX	47
#4 HEADSPACE	48
#5 BABE WINES	49
#6 PATAGONIA	50
#7 REDBULL	51
#8 WARBY PARKER	52
#9 AIRBNB	53
#10 REFORMATION	54
<hr/>	
<b>ALLOW US TO INTRODUCE OURSELVES</b>	<b>56</b>
About the Author	57



# FWD /

*Hi there!*

Well, if you are reading this book, you probably have a brand! And let's be honest, doesn't it seem like everybody has a f\*\*\*ing brand these days?! Sorry if the "f" word offended you, but there truly has been an explosion of brands in the last 5 years. From big companies to retailers to events, spaces, celebrities, kids and even dogs. I love it! The problem is that not everybody does it well. In fact, many businesses fail.... If there's one thing that kills me, it's seeing someone's dream die in spite of their best efforts. I have a deep passion for helping others follow their passion. It's actually my own personal mission statement...which should be your first indication of how much of a branding nerd I am!

I think back to our first agency Christmas party here Venice Beach. Apart from the delicious wine we served (priority numero uno), we also wanted to get people together that were on the same journey and who had their own businesses and creative

endeavors. Oddly enough, this was over half of our current friend circle, and it illuminated a real need for expert guidance. I wanted to reach more brands than just our agency clients or the advising calls I do for start-ups and founders.

So here's the thing, the process for building a successful brand is the same no matter what category you are playing in. Of course there are nuances. And the output is most definitely VERY different. But the inputs are fairly consistent. It's a lesson I've learned through my work at many leading global advertising agencies on some of the most recognizable companies in the world.

It was several years into my career, and I had been offered the chance of a lifetime to move to Paris to help grow my agency's European office. At the time, I was living in Colorado and we had just helped to successfully turn Blue Moon into a cult brand.

Riding this buzz, I convinced the agency President that I was the right candidate for this position. Mon Dieu! Not soon after he agreed, the self doubt kicked in. I thought "holy shit, am I an imposter? I have no idea how to work on global beauty brands, let alone in France." But I soon realized that advertising is the same process. Living in France, on the other hand, was a bit more of an adjustment. I am happy to report that I left Paris with a new found appreciation for Carla Bruni's music, Jane Birkin's style and anything fried in duck fat. And most relevantly, the knowledge that whether you are working on a global beauty brand, a local restaurant or new app, branding is just storytelling in its simplest form.

Anyone who is great at what they do enlists the power of storytelling to connect with their audience. I recently watched Ru Paul's Masterclass. In it, he talks about a memory from when he was young. His sister took some cookies and a blanket and laid

them on their tiny front lawn. She said to him "Ru Ru, THIS is a picnic." He was like "a PICNIC?!" His mind was blown. It was then he realized the magic of how you serve something up, It is all in the presentation. It was no longer just cookies outside, it was a whole beautiful experience.

The ability to tell your story well has only grown more important in this digital age. The internet and social media have unquestionably democratized the ability to launch new ideas. This landscape, combined with the popularity of #entrepreneurlife, means a lot of new brands have emerged around the world. I say, cool, bring it on, if that's the case, let's find your white space!

Kelly Conkright  
*Founder, The Brand Terminal*

# WONDERING IF YOU'RE IN THE RIGHT PLACE?

Aren't we all? Existential crises aside, yeah you probably found your way here for a reason. We created this e-book for founders, serial entrepreneurs, new CEO's, marketing managers, agency folks and even our own team. You would be surprised that even though we have each been in this field for 20 years, this process and these best practices literally ground us on every project!

According to the Global Entrepreneurship Monitor, the world is home to an estimated 582 million entrepreneurs. Over half of individuals surveyed believe they have the skills to run their own business which has led to a steady increase in entrepreneurs over the past 20 years. Taking that into account, it's easy to see how we came to the title of this book! While those stats might feel shocking, you've likely already heard that nearly a quarter of all businesses will fail within the first year.

We wrote this book to help you beat the odds. Whether you are just getting started, a few years in, or managing a legacy brand that needs to stay relevant amongst growing competition, this book will unlock our trade secrets for building and scaling a successful brand.

Consider us biased, but we believe developing a strong brand from the beginning can make or break your success. That said, we know that not everyone

shares our point of view. There are business books that will teach you how to make a quick buck selling trendy products or flipping goods on E-bay. And others that might preach that it's all about your secret technology or superpower sales skills above all else. This is not that book.

This book is for those who, like us, truly believe in the power of building a brand.

No matter if you sell products or services, own spaces, host events or even have a personal brand, let this book serve as your guide. If you want to get inspired, succeed, and create something built to last you've come to the right place.



## *How to use this guide.*

Have you ever gone to the bookstore (you know, like Tom Hanks and Meg Ryan in *YOU'VE GOT MAIL*) or ordered from Amazon (ok, bringing the Gen-Z'ers back in the conversation...) and can hardly find the time to read that book you were so excited about? Ok, so don't do that with this guide!

We purposely have kept this short and sweet, simplifying what would normally be a complicated process, so you can zoom through it. How did we do this? Many, many years of experience, many minds working together, many glasses of wine and most of all, a passion for brands to succeed.

We've branded our process for building successful brands, The Flight Path. In this guide, we're giving you a bird's eye view so you can see the route that

lies ahead. No more guessing what to do, how to prioritize, or where to devote your attention. We've laid down the steps you need to take and in what order.

Buckle up, it's time for takeoff.

THE  
BASICS  
OF A  
BRAND



# BRANDING AND WHY IT MATTERS.

Question for you? Do you have a product or do you have a brand?

Branding is everything. Your brand is what sets you apart from competition. It's what builds trust with your customers. It's even the difference in how much you can charge for your product.

Consider the impact Starbucks has had. Before they came along it would have felt crazy to spend \$4.00 on a cup of coffee. Now nearly every part of the world recognizes the Starbucks brand as a symbol of quality. We're more than willing to open our wallets for this experience. This example might feel cliché but it's shared often for good reason!

It's a new time and the rules are changing fast. Let's look at one more example to further illustrate what we mean.

Have you heard of the brand Quip? They make the most beautifully designed, 'gotta-have-it' electric toothbrushes. Yup, you read that right. Toothbrushes.

Did we ever dream we'd be putting a toothbrush on our Christmas wish lists? Hell no! But for those familiar with Quip you'll understand how this

brand has changed our minds. They took a drug-store product and made it something we actually want to display on our bathroom counters. The product's sleek modern design is paired with artful illustrations, tech inspired metallics, and a trendy D2C subscription model.

Good products are important, but branding is everything. Branding is about the design of the product, the look of the packaging, the messaging, and the feeling that surrounds it all. Branding creates an experience that goes beyond a simple sales transaction and creates a rich emotional connection to consumers. Your brand reflects who you are, what you believe in and how you're perceived by your audience.

THAT, our dear friends, is why branding matters.

# WHAT IS A MODERN LIFESTYLE BRAND?

When we say lifestyle brand, we are not referring to selling coconuts by the beach in Tulum (though if that's your dream, more power to ya!). What we are referring to are brands of any size that are built around a specific lifestyle versus just a product. These are brands that have a core set of values, a clear purpose, a unique personality, and a visual world that you want to jump inside. They tap into human psychology to create deeper connections that not only build communities but inspire loyal tribes.

What's pretty amazing is that when you look around, modern lifestyle brands are not confined to traditional categories like fashion, beauty, beverage and travel. Even categories like fintech and insurance are taking a cue. Have you guys heard of the renter's insurance brand Lemonade? Their name perfectly reflects how refreshing it feels and their tagline "Forget everything you know about insurance" sets them up as the perfect challenger brand. Their signature color is hot pink, which is completely unique from the safe shades of blue we're used to seeing with traditional brands. Beyond that, they have the most entertaining chatbot named Maya, charming illustrations, and best of all they actually make getting insured feel easy and fun by making it accessible through an app!

Building or evolving into a modern lifestyle brand means you will need a big vision for the long term and a clear road map to execute with brilliance in the short term. It's not about what you are doing right now but how you will serve your customers over time.

So, how do you do this? Hang tight! This is precisely what we've done in this guide—outline how to create a powerful brand.

# BRANDS SHAPING CULTURE.

We've read several articles that say "brands are the new religion." We think that's a bit strong, but the core of that idea is that the role of brands has changed in modern times. Brands are taking a more active role in our lives. They are driving the cultural zeitgeist. They are not only igniting conscious consumerism, but also political and social conversations. When you create a lifestyle around your brand, that demands that you have a point of view.

Toms shoes is a classic example. They shifted culture when they introduced their 'One for One' model (buy a pair of shoes, give a pair of shoes). They inspired the proliferation of socially responsible businesses and changed consumers' buying behaviors. In fact, today 51% of consumers believe businesses have a responsibility to act on social issues. Many brands have since followed in Toms footsteps (pun intended!). Take for instance The Honest Company which encouraged us to pay more attention to eco-friendly ingredients or Charity Water which raised our awareness of the limited availability of clean drinking water.

And it's not just about giving back or promoting sustainability. Global cult athletic brands like Nike and Adidas have jumped into the political arena sparking social dialogue. Did you see their im-

mediate support of Black Lives Matter? Beyond the impactful voice that they had, the thing that touched our hearts was when Adidas reposted Nike's content in a powerful statement that they stand united on this issue despite being long time arch rivals.

In this modern landscape, brands truly do have the power to shape culture. Brands that find their authentic voice and use it, will succeed.



THE FLIGHT PATH *is our guide to set you up for success in this modern landscape.*

PLANNING

STRATEGY

>>>

POSITIONING



CREATING

IDENTITY

>>>

CONTENT



ACTIVATING

CULTURE

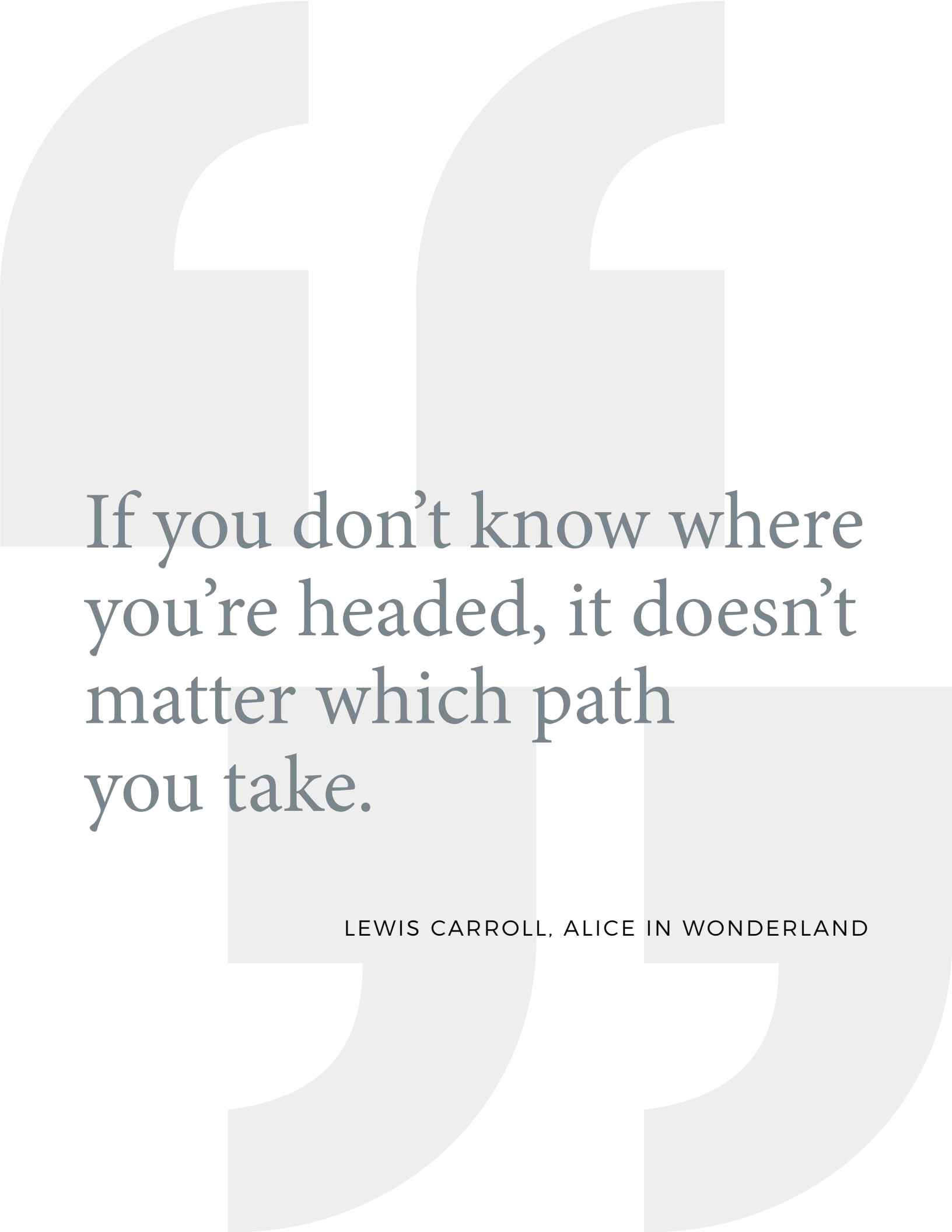
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MARKETING

If you're gonna do it,  
do it right!

# PLANNING





If you don't know where  
you're headed, it doesn't  
matter which path  
you take.

LEWIS CARROLL, ALICE IN WONDERLAND



# 01 STRATEGY

*This is the discovery phase. Focus on searching for insights based on the cultural landscape, key audiences, and other brands.*

# Finding the white space for your brand starts with strategy.

Finding the white space for your brand starts with your strategy. If that sounds like marketing jargon to you, you're probably right. But don't worry, it'll make sense! Get curious, jump down those internet rabbit holes, and be a good listener. Want to make it even more fun? Role play (get your mind outta the gutter). By 'role play', we mean that you should step into the shoes of your consumer. Look at the world through their eyes so you can start to understand the marketplace and what might be motivating to them.

At The Brand Terminal, we formally start by exploring trends in culture, society, politics, marketing or the specific industry that brand is playing in. From there, we do a competitive analysis to understand how we stack up and how to break conventions in the category. Next, we get to know our target audience and pull out key demographic and psychographic insights. Lastly, we define the core DNA of the brand. At the intersection of these three areas is where you'll find your brand's sweet spot - the place that only your brand can occupy.

You might feel tempted to speed through strategy, but if you do it right, you will save money in the long run! You want the strategy to be your rock solid foundation just like if you were building your own home.

The success of Peloton, the makers of at-home spinning bikes and on-demand workouts, is a great example of the importance of strategy.

Peloton launched 6 years after Soulcycle had set the boutique fitness trend in motion. Working out was no longer about simply getting fit. It had become a lifestyle.

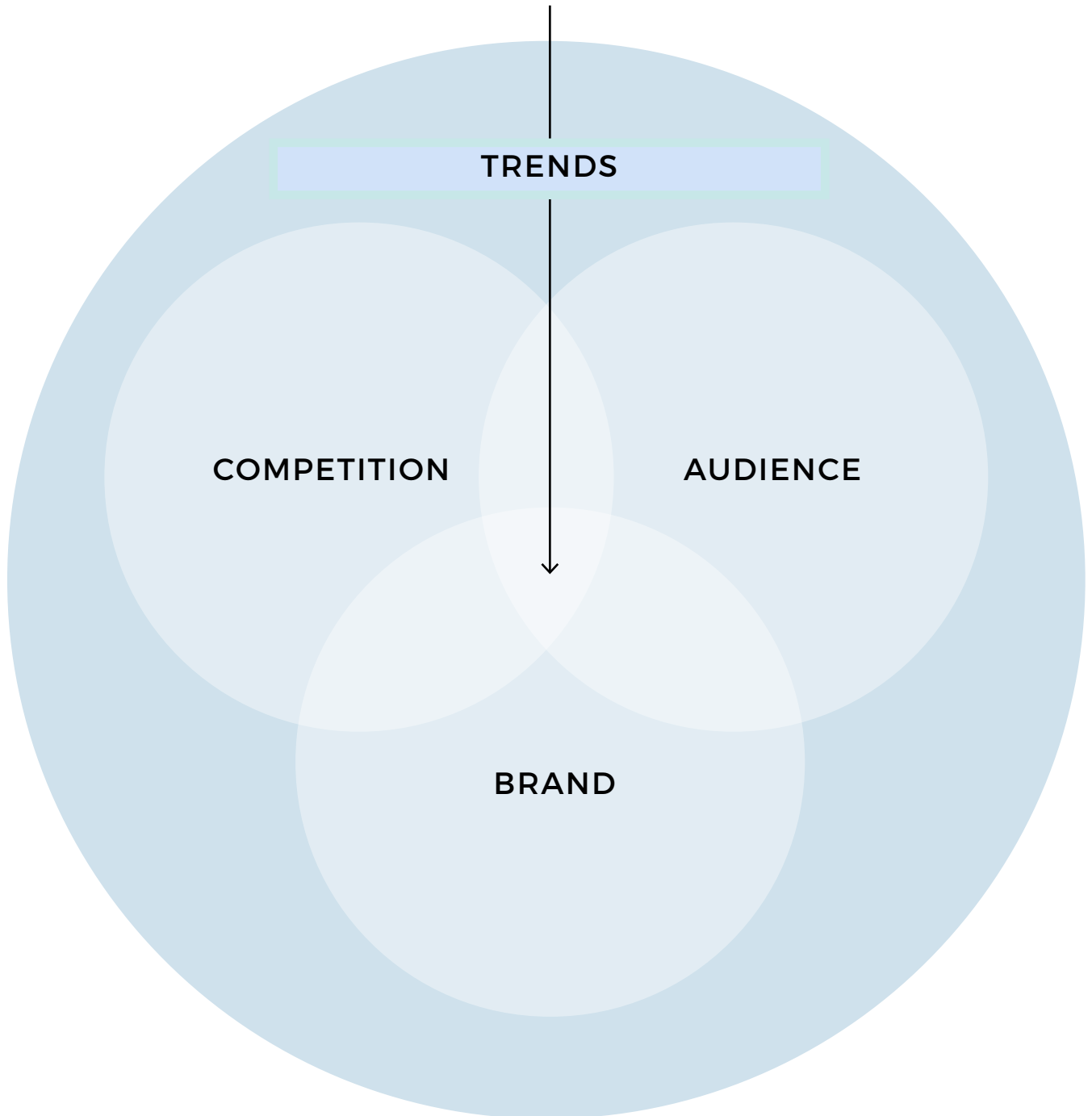
Though Soulcycle represented the competition, they had also created an opportunity. Their cult following of riders were growing frustrated with how difficult it was becoming to snag a seat in one of the sought-after classes.

After assessing this landscape, the vision was clear. Peloton recreated a Soulcycle-type fitness class that riders could access from the convenience of home. They did this by investing in the design of their bikes, bringing on motivational instructors and building a community amongst their riders. Today, Peloton has over 1.5 million riders on their platform. Proof that a good strategy does pay off.

Our tip here is to use case studies from outside your category to inspire you, offer insights into the strategic process and help you find opportunities to disrupt within your own industry.

# BRAND DISCOVERY

SWEET SPOT



# 02 POSITIONING

*When we talk about brand positioning, we're referring to the distinctive place that only your brand can occupy.*

People don't buy a product,  
they buy a promise!

Your brand's positioning creates the framework for how it comes to life and is differentiated versus competition. Consider the example of Virgin Airlines vs. Spirit Airlines. While both can get you from point A to B, the experience you have along the way will be completely different. Virgin has positioned itself as the brand for those looking to have a good time while Spirit is positioned for those looking to save a dime. Same product, very different positioning.

We use a universal tool called the brand equity pyramid to distill your positioning. At the top of the pyramid is your brand promise. This is your "Why." As in...why are you building this brand and what is your promise to consumers? Always start with your why.

Now you can define your values. Similar to your personal values, your brand values reflect what you believe and guide how you behave. Next, you want to determine your brand character. An easy way to think about character is to imagine if your brand were a person. What would their personality be like? This is important because it will help you craft a unique voice that your audience can connect with. It is the nuance in brands that drives meaning.

The next layer of the pyramid are your brand equities. These are the things that make your brand recognizable. For established brands, it can include things like your logo, tagline, celebrity endorsements, accolades,

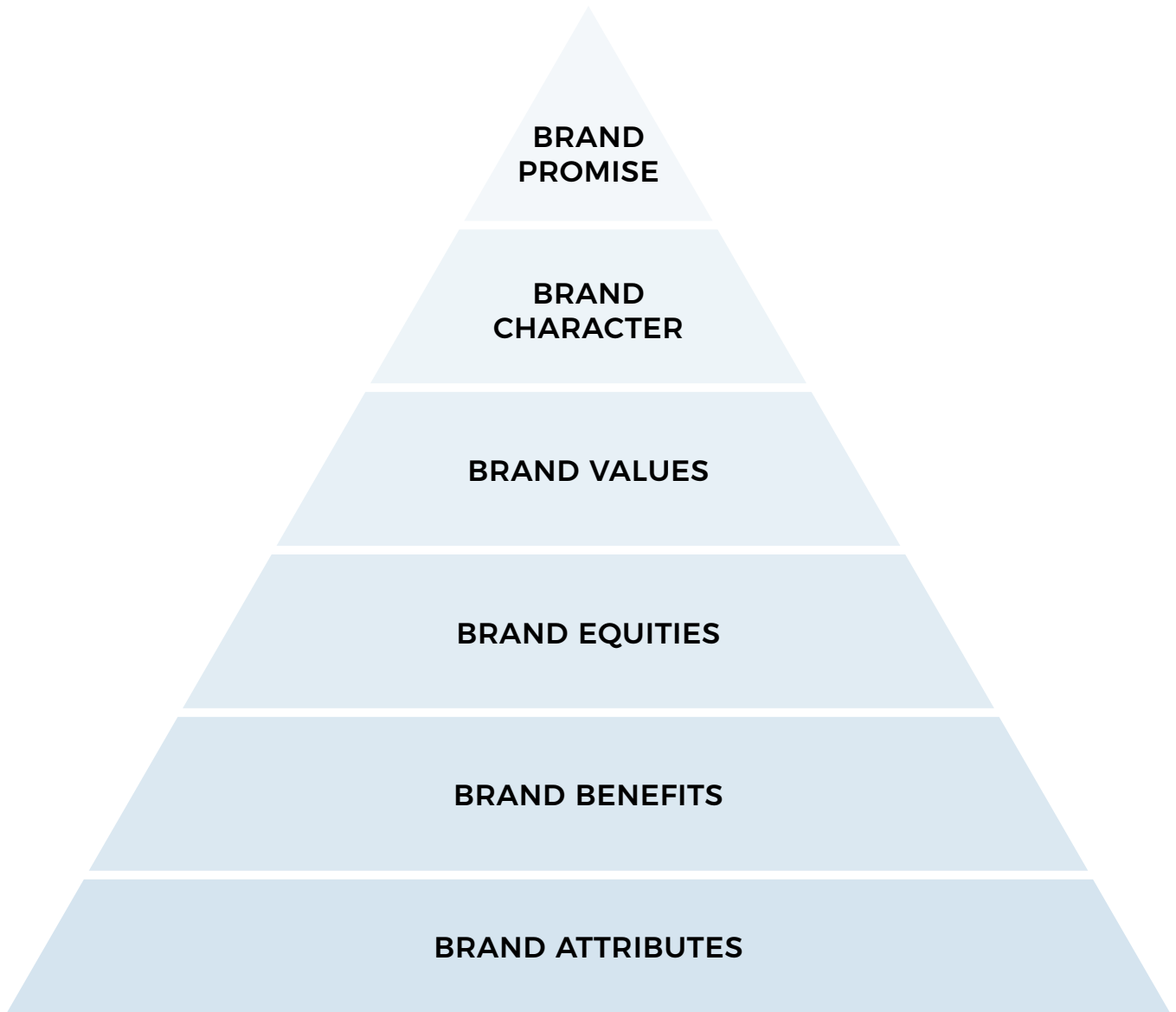
colors and even sounds. When you're just starting out, your brand may not have strong equities or any at all, but don't worry, you will build them over time.

Next, we list out what benefits a brand offers to its consumers. Benefits can be rational - like healthier hair or whiter teeth. They can also be emotional - like a greater sense of wellbeing or increased confidence.

Last but not least, we list out a brand's attributes or rather, the reasons to believe in the benefits. This is what your brand tangibly makes, serves, or sells and your unique points of difference.

When creating the overall positioning, don't be afraid to be polarizing. We know it can feel scary but in order to stand out, your brand must stand for something. Find the tension, embrace the unexpected, and always stay true to your brand. It sounds counterintuitive, but by not trying to be everything for everyone, your brand will find much greater success in attracting the perfect tribe of loyal fans and customers.

# BRAND EQUITY PYRAMID





LIFESTYLE

INSPIRATION

INSPIRATION

# CREATING




LIFESTYLE



INSPIRATION



INSPIRATION



Branding is what people  
say about you when  
you're not in the room.

JEFF BEZOS



# 03 IDENTITY

*We made it to the fun part! Brand Identity is the design, visuals, voice, messaging and platforms where the strategy is personified.*

# Branding is how your brand looks, talks and behaves.

First things first, branding is NOT your logo! Branding encompasses every aspect of how your brand comes to life both visually and verbally. It is the narrative and story of your brand, and a key element to standing out in a sea of sameness.

Your visual identity consists of your logo, packaging, colors, fonts, patterns, iconography, photography and video style. Great visual design can be the thing that truly enables your brand to shine.

Consider the beauty brand Glossier. They made a genius move by building a brand identity around a signature shade of pink that became so popular it was dubbed “millennial pink” and made the brand instantly recognizable in the cultural zeitgeist, helping to propel them to unicorn status.

Your verbal identity consists of your brand name, tagline, key description, story, claims and various messaging. And while these are the elements you will read, the engine that powers them all is a truly unique brand voice.

While a brand’s visual identity has traditionally garnered the most attention, in today’s social and digital landscape, a recognizable voice is just as crucial, if not more. It’s the tool that gives your brand power to connect and spark conversation.

Dollar Shave Club is the perfect example of a brand who’s strong voice paved the way for its success. When the business launched, many doubted that

their razors could compete against established brands like Gillette and Schick. But, Dollar Shave Club beat the odds. Their big break came when their brand video went viral simply by showing off their bold personality and witty sense of humor.

Before you begin to design your verbal or visual identities, the first step we recommend you take is to create a moodboard. This is a tool which will help you define the feeling of your brand. At The Brand Terminal, we often joke that if there was a business where the only job was to create mood boards all day, we’d be perfectly content! Once you have a clear direction on the mood and experience of your brand, you can then begin to translate that into the more tangible elements.

Now you can begin to bring your brand to life. You’ll want to apply the various elements across all of your on and offline platforms like your website, social accounts, merchandise and collateral. This is what we call your brand presence. Be consistent and cohesive so that your brand is easily recognizable and memorable.

If the first part of The Flight Path feels intense, the good news is that this second part is where it all starts to come to life in a fun way. We still get giddy every time we bring the strategy, creative ideas and the founder’s vision together. Seeing how they take shape and take on a life of their own is truly a beautiful thing.

# BRAND IDENTITY CHECKLIST

## BRAND VOICE

NAME  
STORY  
TAGLINE  
DESCRIPTION  
MESSAGING

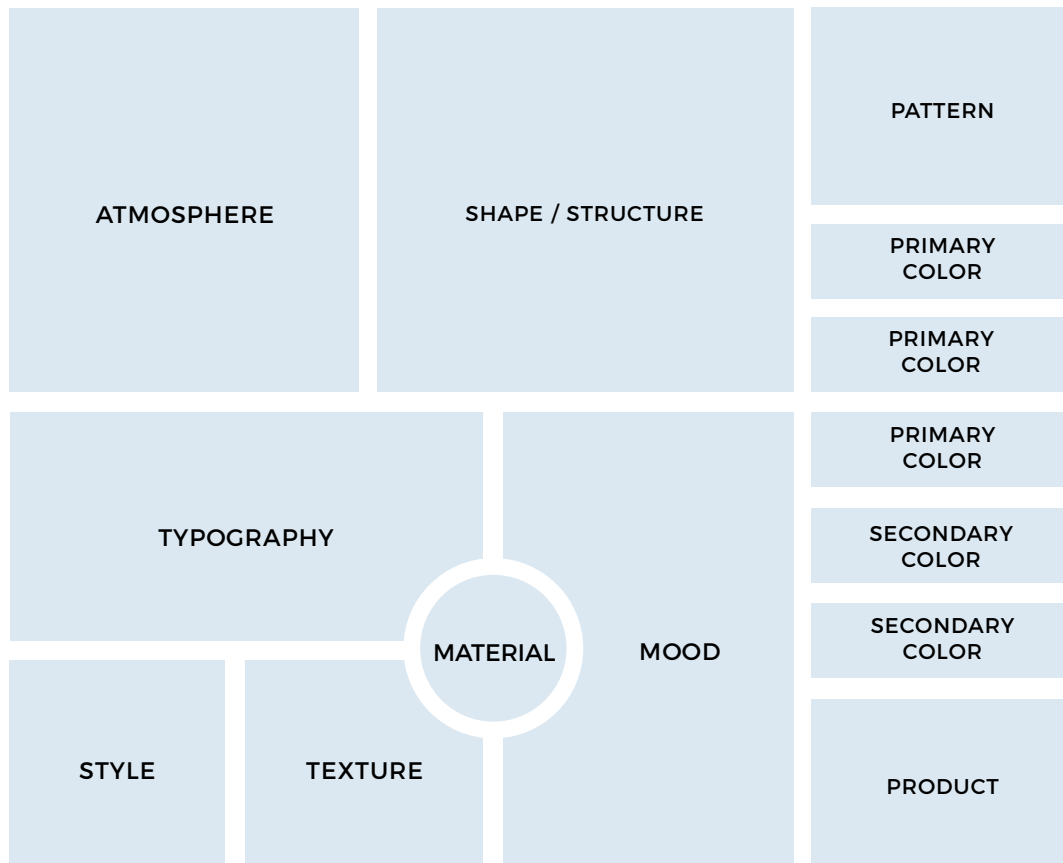
## BRAND VISUALS

LOGO + FONTS  
COLORS  
PATTERNS  
ICONOGRAPHY  
PHOTOGRAPHY  
VIDEO

## BRAND PRESENCE

WEBSITE  
SOCIAL MEDIA  
EMAIL  
PACKAGING  
UNBOXING  
MERCHANDISE

# MOOD BOARD



The word 'CONTENT' is written in a clean, black, sans-serif font. The letter 'O' is significantly larger than the other letters. A light blue graphic element, consisting of a circle and several intersecting lines, is positioned behind the text, partially overlapping the 'O' and the 'C'.

*At the heart of a strong brand is great storytelling.  
Content is the magic that brings the brand idea to life  
and tells your story.*

Create cohesion amongst every place your brand shows up.

Content is the fun part! (wait, have we said that in multiple sections? This is why we are such brand nerds!) But truly, in the brand-building process, this is usually the point where you get inspired to share your work-in-progress and images from the production to the ‘gram or behind the scenes clips of the writing or shooting process.

The most common way to think about content is when you get out from behind the computer and go produce assets that bring your brand identity and creative ideas to life. It is the piece that helps fill your website, social channels, collateral and advertising campaigns.

Speaking of campaigns, we want to clarify that you might have campaign content, which is centered around a specific topic, idea or time period. Or, you might have “always on” content. This concept came about when social media started becoming the primary channel for brands. When consumers turned their attention to social media as a daily source of information and curation, this created the opportunity (good or bad depending on the lense!) for brands to have a consistent presence.

But what exactly IS content? In today’s modern landscape, there is both visual and verbal content. On the visual side, you may bring ideas to life via photography, video, and animations. On the verbal side, it can be things like a podcast or blog. It can be long form and give your audience something hearty to digest like an in-depth article, a brand story video, or a short film. It can also be short and “snackable” like a social media post, gif or clip, which are intended for quick bites and fast engagement. The best brands find ways to integrate both types of content into their executions.

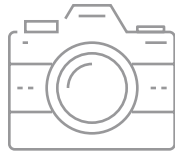
As with everything, it is not content for content sake. Everything should have a purpose. The key to content that makes an impact is having one, strategic brand idea that everything ladders up to. For an example, consider one of the most recognizable brands in the world – Coca Cola. Across every platform where their brand shows up, their content falls under the same idea, which is “Open Happiness.” They bring this to life through commercials featuring real people smiling as they sip a Coke, bottles reminding you to share a Coke with a friend, and holiday campaigns that link Coke to your best memories. The consistency of the storyline is what makes it sticky.

There will always be new mediums and new ways to distribute your content from TV to Tik Tok. Media will always change. Good ideas are what matter.

One example of how a brand idea inspired the content is Away. They have been incredibly successful at disrupting the luggage industry with a direct-to-consumer model for suitcases and travel goods. The idea is that they are a brand about travel, not suitcases. Hence, they created a lifestyle using rich and inspirational storytelling focusing on the wider travel experience rather than the product itself. They enlisted global influencers, encouraged user-generated content and have Nike-style, celebrity collaborations selling limited edition suitcases. They also have a blog and stand-alone print magazine.

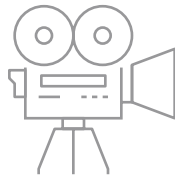
As a business (The Brand Terminal) who named our brand after our love of travel, we kind of had to mention a travel company in this e-book. Did we nail it?

# BRAND CONTENT



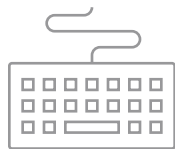
## PHOTOGRAPHY

**Product and Lifestyle**



## VIDEO

**Brand story and User stories**  
**Animations and How-tos**




## VERBAL

**Blog and Newsletter**  
**Podcast and Interviews**

# ACTIVATING





People will forget what  
you said, people will  
forget what you did,  
but people will never  
forget how you made  
them feel.

MAYA ANGELOU



# 05 CULTURE

*What does culture have to do with your brand?  
Everything. Your company culture is how your brand  
activates internally.*

Culture is the  
X-factor in branding.

Remember back in the planning stage where we talked about laying out your brand's values and mission? Those are things that are not just meant to be words on your website. They are also meant to serve as the foundation upon which you will build your company culture.

Culture is the X factor in branding - the often overlooked element that can be your secret weapon. It will create energy, momentum and camaraderie. Take Google as an example. Curiosity and innovation are so ingrained in the culture that the company encourages their employees to spend 20% of their time working on side projects. The concept not only helps Googlers feel more invested in the company but has led to the creation of some of Google's greatest hits including Gmail.

The culture you create will depend on your values. If you're a fashion brand, you might encourage your team to shop together. If you're an outdoor sports brand, you might encourage workouts over lunch. If you're a branding agency, you might book travel to the Cannes Lions Festival on the French Riviera (What? It's research!)

Your company culture should influence who you hire and how you hire. It should enable you to create a framework for how your team works and how your team plays. Critically, it should also guide how

you evaluate success and approach challenges. Your culture can even inspire things like what candle you burn at the office (if you are The Brand Terminal, this would be various versions of Palo Santo!)

As your company grows, cultivating the right team and environment becomes increasingly important. You should think of your employees as ambassadors for your brand. Each person has the ability to shape the company on the inside and out. It's for that reason that the popular global dating app, Bumble, has taken so much care to infuse their Austin HQ with their company's culture. Step inside 'The Beehive' as they call their office, and you'll find walls adorned with their motto "Make the first move" and company perks all geared toward empowering female employees. The result isn't just an extremely cool office but a team that feels passionate about spreading their mission outside those four walls.

This is why we preach that it's not just good enough to tell your story. You must live your story! If you are a leader, it's your role to be interested in your team as whole humans not just as employees. Find ways to create a compelling culture they are proud to represent and the effort will be reflected in the strength of your brand.

# TEAM CULTURE MANIFESTO

WE ARE [INSERT TEAM NAME OR NICKNAME FOR EMPLOYEES]

A \_\_\_\_\_ OF \_\_\_\_\_ WHO \_\_\_\_\_

WE BELIEVE \_\_\_\_\_

WE ATTRACT TALENT WHO ARE ALL ABOUT \_\_\_\_\_

WE CELEBRATE \_\_\_\_\_

WE RECOGNIZE GREAT WORK BY \_\_\_\_\_

WE AREN'T AFRAID TO \_\_\_\_\_

WE VALUE \_\_\_\_\_

WE LIKE OUR ENVIRONMENT TO INCLUDE \_\_\_\_\_

WE COME TOGETHER BY \_\_\_\_\_

WE'RE HERE TO [INSERT COMPANY MISSION]

A large, light blue graphic consisting of two overlapping circles. The left circle is a full ring, while the right one is an open ring with a gap at the top. The word 'MARKETING' is centered horizontally across the middle of these two circles.

# MARKETING

*Now you're ready to put your best foot forward.  
Marketing is how your brand activates out in the world.*

*Deliver your message when  
your audience is most receptive.*

So, how should your brand go to market? There is a lot to consider when prioritizing what marketing channels to use and then what messages to lead with in those channels. You need to catch your audience in moments when they are most receptive to your message. If someone offers you a glass of wine at the end of a long work day or in the middle of a marathon, which are you more likely to say yes to? (For our own team, this is a bit of a trick question as no one ever says no to wine, but you get the point!)

As with everything, go back to your strategy. Who is your target audience and where do they spend time? Then, as a company, what are your marketing goals and how much can you spend? And as we like to say, where do you spend a dime and where do you spend a dollar?!

The marketing activities you prioritize will depend on the type of business you have and your key channels of distribution. Are you at retail? If so, you'll want to ensure your marketing plan supports retailers and you have impactful shopper communication. On the other hand, if your company sells direct to consumer, you'll want to prioritize digital and social channels to drive consumers to your e-commerce platform.

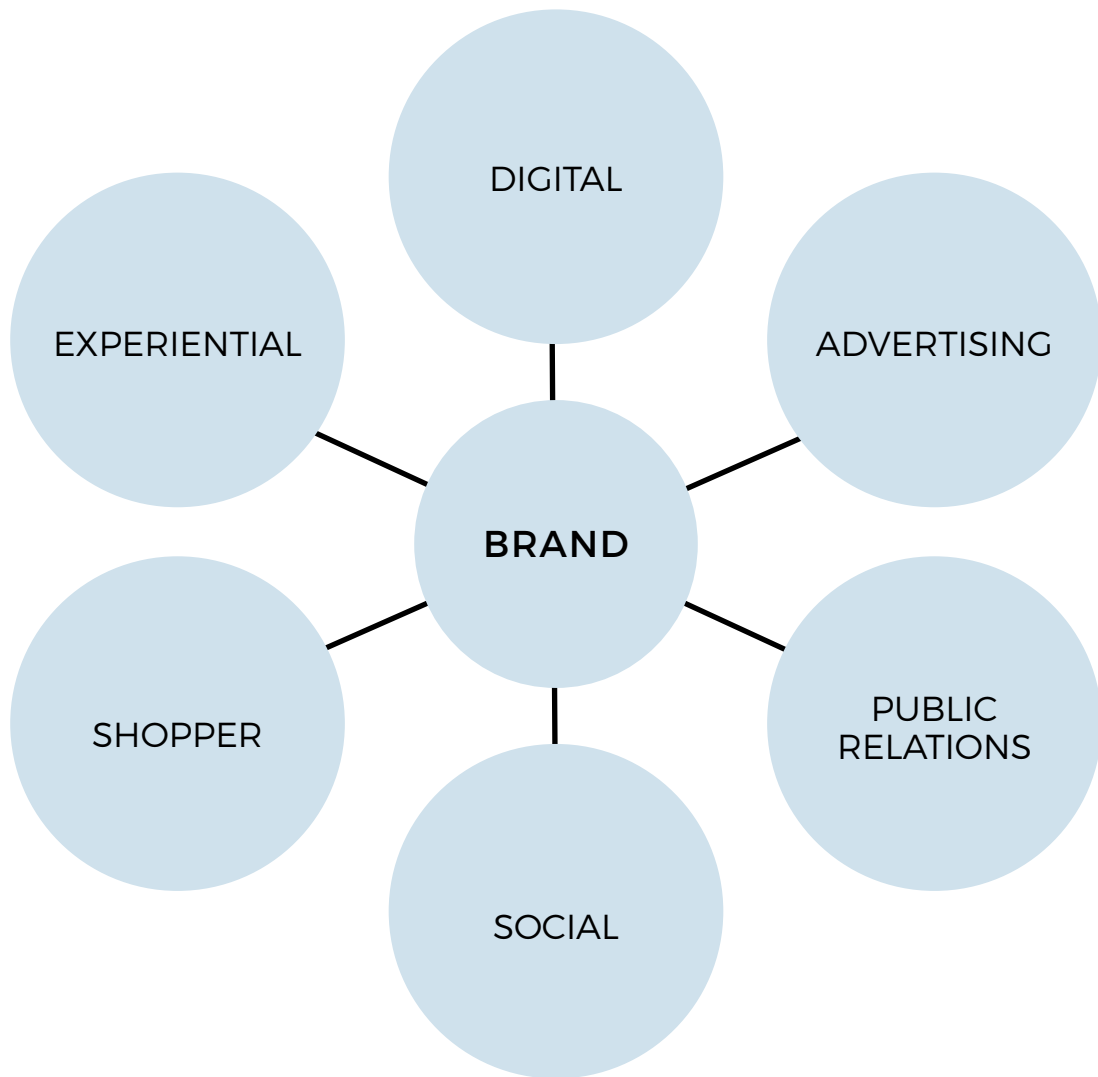
Oftentimes, new businesses fall into the trap of trying to do too many different things, which may result in not having a clear impact in any one direction. While large, established brands may have the capacity to take a truly omni-channel approach, this is not always realistic for smaller, start-up brands.

The choices are abundant - from public relations, to partnerships, sponsorships, shopper, digital, social, influencer, search, TV, print, outdoor, direct mail, podcasts, and events (just to name a few!). The secret to successful marketing is not to try and do everything but to identify the right marketing mix and focus on executing those activities with excellence.

The launch of Blue Moon beer provides a prime example of the interplay between idea, insights and channels. The original idea was "Artfully Crafted." As such, the marketing had to be as thoughtful as the idea and as artistic as the brewmasters themselves. First, they elevated the orange slice ritual with visuals and orange crate displays. Then, they focused on activities that would resonate with their audience who wanted sensory experiences and quality. The brand was one of the first beers to pour at the exclusive Aspen food and wine festival, they decorated restaurants with fine art paintings and got consumers involved with creating artistic murals in bars and on billboards. It all linked back to creating environments where brewing, ingredients and art all blended into an elevated drinking experience.

With marketing, you need to keep listening, observing, using data, considering new media and optimizing as necessary. Or said in a more simple way... Test, learn, tweak and repeat!

# MARKETING MIX



*Let's recap* THE FLIGHT PATH, *shall we?!*

## PLANNING

### 01. STRATEGY

- // Lay the foundation with trends
- // Assess competition, audience, and brand
- // Find your brand sweet spot

### 02. POSITIONING

- // Start with your “why”
- // Build the brand equity pyramid
- // Be crystal clear about your POD

## CREATING

### 03. IDENTITY

- // Design your visual identity
- // Develop your verbal identity
- // Create a strong brand presence

### 04. CONTENT

- // Align on your brand idea
- // Produce your assets
- // Determine the content plan

## ACTIVATING

### 05. CULTURE

- // Define company culture
- // Integrate values into the work
- // Inspire with team experiences

### 06. MARKETING

- // Establish marketing goals
- // Prioritize channels
- // Create the messaging matrix

Wheels up!

It's time to  
elevate your brand.





*That brings us to the end of the flight path...*

And if you're worried that you haven't yet taken these steps, don't be. It's not about what you've done up to this point, it matters what you do moving forward. Keep learning from experts, keep finding inspiration and keep going! Entrepreneurs call this a #betamindset. Others just call it passion and perseverance. Whatever works for you. This guide is clearly just a simple outline, but hopefully, it is

either a nice reminder of principles you already know or it helps illuminate the path and what you need to dive further into.

PS: This process can be super fun so even though it's hard work, enjoy the journey. And, if you ever need a co-pilot, well, you know where to find us.

## BRANDING IS...

- ... more than a product, it's a promise.
- ... not your logo. It is everything that encompasses your brand.
- ... more interesting with design tension and balance.
- ... how you differentiate from competition.
- ... building a story and a narrative.
- ... being part of the cultural conversation.
- ... not trying to be everything to everyone.
- ... tuning into the landscape and reacting accordingly.
- ... the content you create and the feeling you make.
- ... the community you build.
- ... the brand partnerships you forge.
- ... the embodiment of your company culture.
- ... how you live your story.
- ... most impactful when it comes to life consistently.
- ... a living and evolving entity.
- ... an experience.
- ... everything!


*(in our humble opinion)*

# TOP 10 LIST: MODERN LIFESTYLE BRANDS

We have chosen a few recognizable brands to help illustrate what we mean by being a modern, lifestyle brand. What they have in common is that they are not just about a product, they are about a set of values, characteristics and experiences. But, how they show up in the world will look very different depending on their goals and brand purpose.

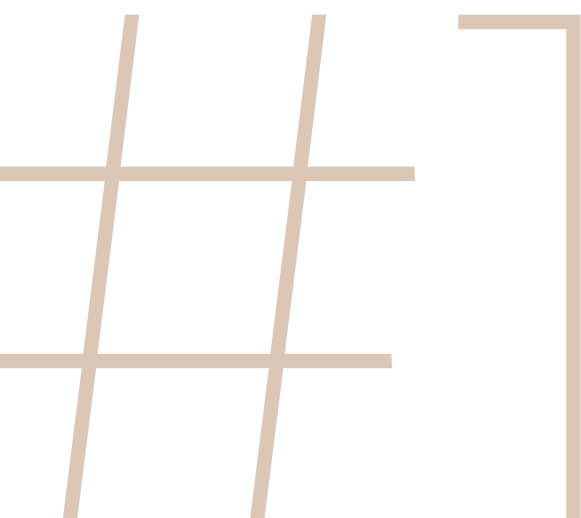
All of these brands stand out from competition and have achieved cult status. They have made us think differently. They have changed categories. They have created loyalty and longevity. They keep their values at the core, but keep presenting their products and content in fresh and modern way.

*The following brands are in no way associated with The Brand Terminal. We just happen to be fans and think they're pretty rad at what they do. All logos and borrowed images exclusively belong to them. The copy and the ideas on the other hand, those are all ours.*



The people who are  
crazy enough to think  
they can change the  
world, are the ones  
who do.

STEVE JOBS



A modern lifestyle brand that believes “doing something is more fun than owning something”, Deus celebrates creative culture and a lifestyle of surfing and riding (motorcycles). Though their stylish apparel is what brings in the money, it’s their global outposts in epicenters of cool like Sydney, Venice Beach, Bali, and Ibiza that have earned them cult status. These coffee shops / retail stores / co-working spaces bring to life what the brand is about—creating community amongst those with an adventurous spirit. As travel geeks ourselves, we say, Amen!

[SEE DEUS IN ACTION!](#)



A modern lifestyle brand centered around wellness, clean beauty, fashion and travel, Gwyneth Paltrow's GOOP has grown from a simple newsletter into an e-commerce site, events, books, stores, a podcast and even a show on Netflix. The brand has won over a loyal following of curious-minded females wanting to live their healthiest lifestyle. No matter how crazy the Goop recommendations might seem to the outside world (remember that vampire facial?) the Goop tribe are down to try anything the brand recommends and are even proud to call themselves "goopy"—ourselves included!

[SEE GOOP IN ACTION!](#)

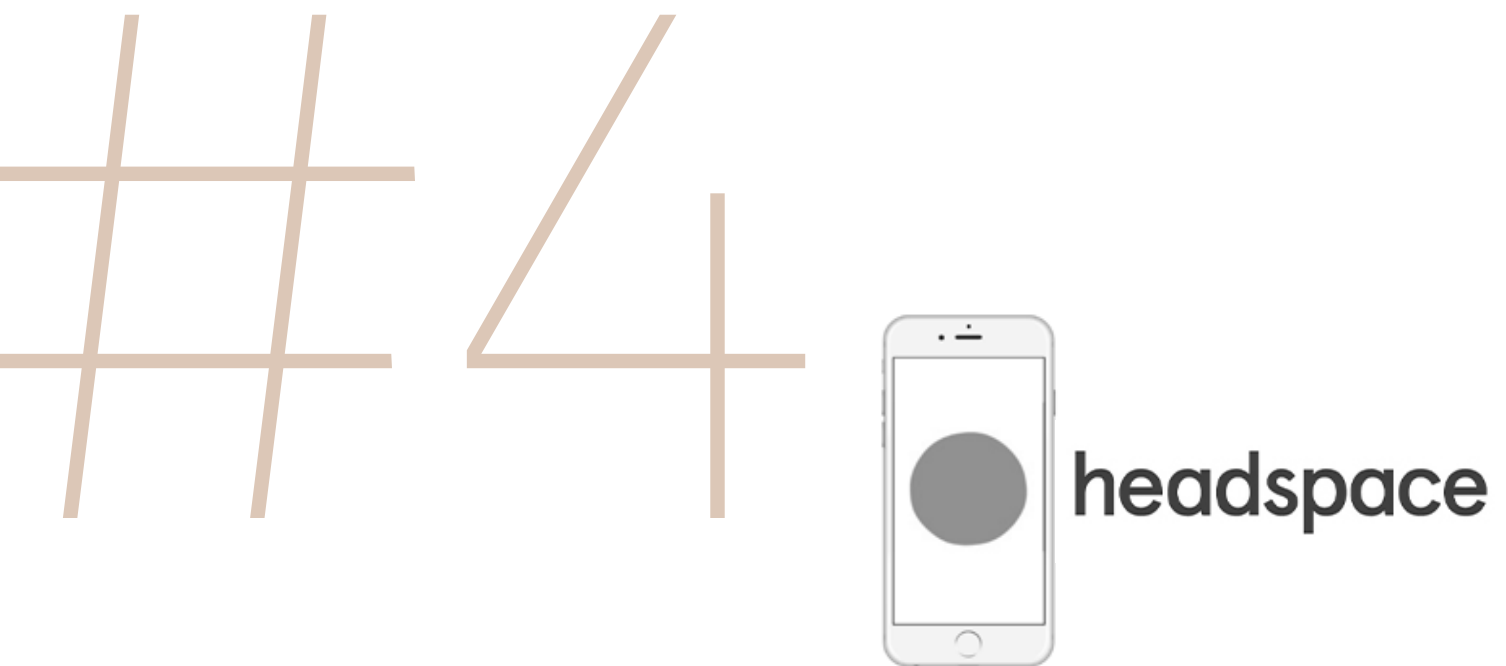
# #3



# EQUINOX

A luxury fitness chain where the club design is as thoughtful as a Soho House and the advertising is as provocative as a fashion campaign, Equinox touts a lifestyle for those who want it all. It's no surprise that with massive brand loyalty and a leadership position around wellness and communal spaces, the brand expanded from gyms to hotels in 2019. We were impressed back in the early 2000's when they had juice bars and partnerships with Lululemon but now they've gone a step father to include IV drips on the hotel menu to help with jet lag! We'd say they are doing a pretty decent job of living up to their tagline "It's not fitness. It's life."

[SEE EQUINOX IN ACTION!](#)



The meditation app that brought mindfulness to the masses, Headspace’s lofty mission is to improve the health and happiness of the world. It is a modern approach to mental health that sits at the intersection of technology, wellness and what The Brand Terminal likes to call “snackable content.” It tapped into the zeitgeist around self improvement in a new, approachable way by delivering meditation in 10 minutes a day along with fun illustrations and a calm British voice from the founder that we Americans particularly fancy. Based in our backyard in Santa Monica, this is truly a content company versus a tech company.

[SEE HEADSPACE IN ACTION!](#)

*The Headspace brand name and logo are trademarks of Headspace.*



#5



Babe, which sells its bubbly wine in cans, refers to itself as “the official wine of day drinking.” This is genius! They branded a drinking occasion as their lifestyle and say they are “the cute, delicious, take-anywhere wine in a can that pairs well with literally everything.” What solidifies this a modern lifestyle brand is that one of the founders, Instagram influencer Josh Ostrovsky (AKA The Fat Jewish), has made wine less pretentious and more Instagrammable, even selling direct from Instagram to Millennials across the nation.

[SEE BABE WINES IN ACTION!](#)

*The BABE brand name and logo are trademarks of BABE.*

#6



You know them for their outdoor clothing and gear that'll take you on epic adventures like rock climbing in the Andes or skiing in the Alps (at least that's what we imagine we'd do!), but the Patagonia brand isn't about what you buy, but rather what you buy into. It's a lifestyle all about living in, and loving, the outdoors. They link sports with activism and their community is on a mission to protect and preserve the natural world they feel so deeply connected to. Even the employees, who proudly call themselves "dirtbags" take a page after their famous founder, Yvon Chouinard, and entrench themselves in the lifestyle by surfing at lunch and volunteering in wild places.

[SEE PATAGONIA IN ACTION!](#)



Sure, you've probably seen this example before, but there's good reason that this Austrian biz is frequently cited as an example of a great lifestyle brand. Red Bull, who created the famous energy drink, was able to leap ahead of their competition by pivoting their entire business to bring to life their famous campaign line, "It gives you wings". While the silver and blue cans are still a core part of their business, the brand is now just as much, if not more, about the epic events they produce (that stratosphere jump!), athletes they endorse, and stories they tell. They even have a production studio based in LA focused solely on creating cool content around action sports and adventure.

[SEE REDBULL IN ACTION!](#)



**WARBY PARKER**

This DTC brand disrupted the way we shop for glasses on many levels! They didn't just cut out the middleman and offer a more affordable price point (although that was a rad start). They created an insanely hip brand look and feel. And if that wasn't enough, they borrowed an idea from another category and validated our purchase with "conscious consumerism" by offering a buy one, give one model like Tom's shoes. As an agency that does a lot of brand creation and naming, we really wish we came up with their name. Doesn't Warby Parker sound like a real life hipster?

[SEE WARBY PARKER IN ACTION!](#)



Airbnb ushered in a new era of hospitality that encouraged travelers to do the unthinkable - stay in a stranger's home! But out of that crazy idea centering on the "shared economy trend," they changed how we travel. We've since ditched the travel guides for local airbnb homes and experiences like cooking classes or street art shows, and some of us even consider staying in a hotel nowadays a retro approach. They've created a lifestyle around connecting people globally through hyper local marketing. As a "unicorn" Silicon Valley brand, it is clearly built on tech, but the brand entered our hearts and minds through the people, partnerships and stories.

[SEE AIRBNB IN ACTION!](#)



As a female-powered company, did you really think we weren't going to add a fashion brand?! In the world of fast fashion, Reformation stood out by making sustainability mainstream and...flirty! While they churn out new designs in under a month (super important for "it" girls wanting to keep up with what's popping on the 'Gram!) they also promise to make their on-trend silhouettes with the most eco-friendly fabrics possible. Each style is made of repurposed, vintage clothing and every detail of the process is communicated on their website, which delivers on an important Millennial value: Transparency. Wearing one of their dresses shows the world you not only have good taste but a good conscience to match!

[SEE REFORMATION IN ACTION!](#)



What if I fail?

Oh, my darling,  
but what if you fly?

ERIN HANSON

# ALLOW US TO INTRODUCE OURSELVES.

The Brand Terminal is a creative agency and hub for all things brand building. Our mission is to create successful, modern, purpose-driven brands that shape culture and fuel growth. We specialize in strategy, branding and creative for both the launch of new brands as well as the refresh of existing brands. We also do personal branding for founders, executives and freelancers. We are strategists, writers, designers, art directors, producers, and marketers ready to help the world's most ambitious brands succeed. Our group of high level professionals have come together at The Brand Terminal to offer strategic insight and creative tips based on our many years of experience. The common thread is that we have all worked on global brands at top agencies and companies, and we all share an entrepreneurial spirit. We have individually launched our own brands and businesses, invested in brands, mentored start-ups and are obsessed with innovative and creative ideas. Previous to coming together, we worked on some of the world's most recognizable brands in most continents of the world with current

team members based in Los Angeles, Paris and Melbourne. (Hint. We love being global citizens and the name of our company was inspired by this love of travel). We hope you enjoyed our book and it helps you on your journey to success!

## **Don't be shy.**

Questions about the flight path? Curious about our services or simply interested in learning more about The Brand Terminal? Reach out!

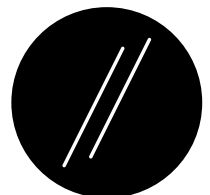
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## THE BRAND TERMINAL







# ABOUT THE AUTHOR.

Kelly is the founder of The Brand Terminal and a passionate global brand-builder. She has worked in several cities and countries the past 20 years including Kansas City, London, Paris, Denver, New York, Stockholm, and Los Angeles. She specializes in traditional brand strategy as well as creative and marketing strategy. Prior to the Brand Terminal, Kelly was the Director of Strategy at Select World, a global fashion and beauty agency. Before that, she worked with the TBWA network and The Integer Group to help launch offices in Paris and NYC, working with companies like P&G and Absolut to name a few. She helped her agency in Denver garner awards for the Blue Moon beer work, she traveled the world doing photoshoots for Lexus, and she partnered on a social-media tech start-up in Sweden. Today, she trans-

lates her experience on Fortune 500 brands to help launch and grow high potential start-ups as well as spearhead personal branding for founders, executives and freelancers.

Her personal brand sits at the intersection of psychology, self growth and creativity with a mission to help others successfully follow their passion and live a purpose-driven life at work and beyond.

WHAT DO I NERD OUT ON?

Psychology, design in any form, ping pong, the beach, Fast Company and Dwell magazines, croissants and my bed!

[@kellyconkright](https://www.instagram.com/kellyconkright)

Don't just tell  
your story.  
Live your story.



## THE BRAND TERMINAL

/ LOS ANGELES /



## THE BRAND TERMINAL

/ MELBOURNE /



## THE BRAND TERMINAL

/ PARIS /

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*First entrepreneur to read the book!*

Kelly Conkright  
*Author & Editor (Thank you KU Journalism School!)*