interactions

Branding Workshop

Accessing non-verbal construing
Analysing and creating brand image

Meet us on stand Green 5

John Porter and Eileen O'Connell

Introduction

- Interactions Ltd
- About Interactions
- Theory – Personal Construct Psychology
- Practical exercise, investigating brand images and creating a new brand
- Discussion
- Conclusions

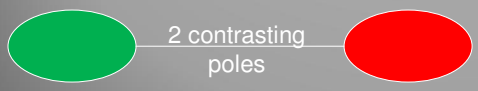
Personal Construct Psychology

- A person's processes are psychologically channelised by the way in which he / she anticipates events
- Each person behaves like a scientist, formulating predictions, testing them and revising ways of thinking in the light of outcomes
  - Keyword – VALIDATION

A Construct

Preferred pole is a personal choice

Preferred pole | Non-preferred pole



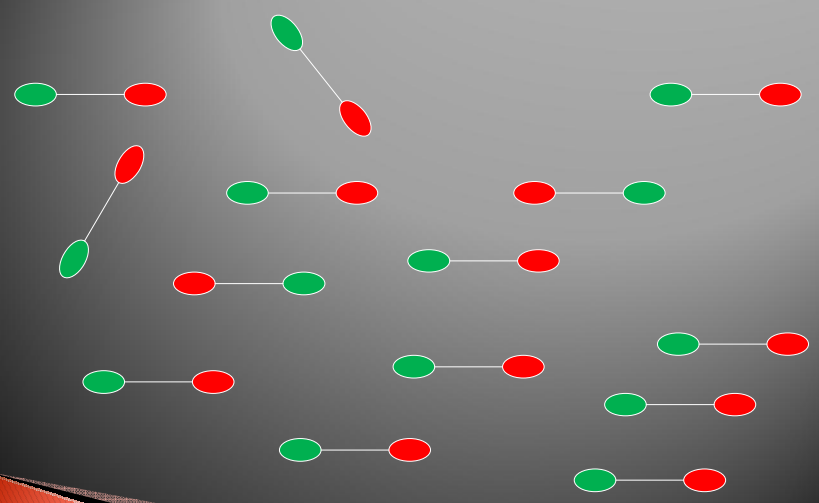
Example: Laid back | Alert

Clusters of **personal** meaning

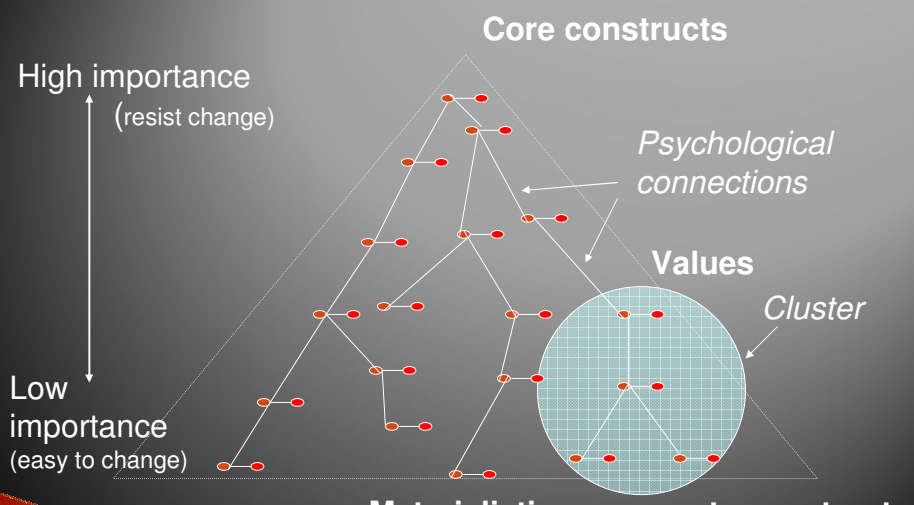
Relaxed, Tolerant, not in a hurry

Arrive on time
Punctual, Reliable

A Construct System



A Construct System



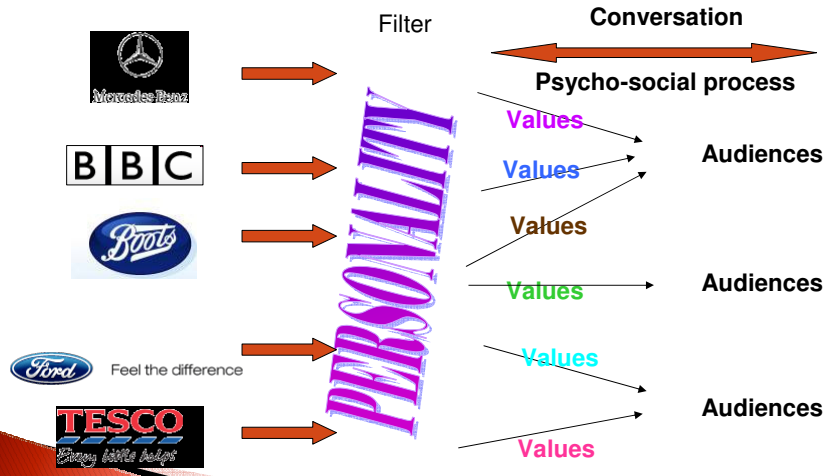
If we are all different in our psychological structures – how then can we communicate?

Sociality

- Definition

  To the extent that one person construes the construction processes of another he may play a role in a social process involving the other person.

Role of the Brand in Communications



Practical Exercise

Investigating brand image

Instructions

1. RYANAIR
2. LOCAL BUS
3. EUROSTAR, THALYS, TGV
4. CYCLE FOR LEISURE
5. CYCLE FOR WORK
6. CAR

Instructions

- Pick a handful of images
- Without thinking too much place images around the transport modes
- Even if not familiar with the transport mode work on what you do know
- Return any images you cannot place
- Work quickly
- Try not to cover other images
- 5 minutes allowed

Working Time

Suggested questions

- Mood
- Gender
- Tone of voice
- Emotion
- Animal
- Shape
- Texture
- General colour

IDEAL

Working Time

Suggested questions

- General colour
- Mood
- Gender
- Tone of voice
- Emotion
- Animal
- Shape
- Texture

Changing Attitudes Towards Soap & Washing!

Soap in 1884!

Product characteristics

- Grey
- Unreliable
- Drab paper wrapping
- Hard to use
- Didn't last
- Inconsistent

Branding (Lever Brothers)

The idea of branding emerged in late 19th century.

No mention of cleaning!

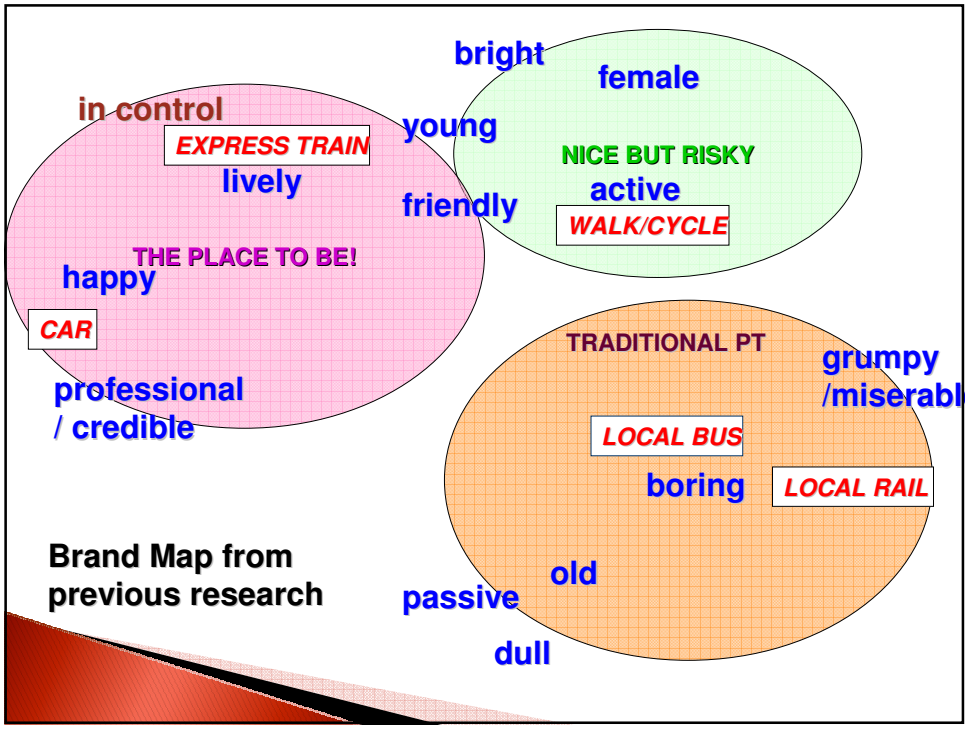
Brand definition

- Aim different products at different groups of people
- Differences between the products may be negligible,
  - individual names
  - packaging
  - promoted separately – appropriate to each target audience
- Strength of the brand
  - powerful and emotional symbolism aimed at a specific market
- Giving everyday products and services special characteristics through imaginative use of name, packaging and advertising.

Important Message
It takes at least 5 years to establish a brand

Maintain Brand Consistency

Love it, Nurture it and Protect it.



Thank you

Eileen O'Connell

John Porter

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