welcome to day 2
Ashish Goel
http://www.youtube.com/watch?v=LerdMmWjJ_E

Must see for Social Brands. Coke provides countless great examples. Learn here about their progressive view on marketing.

Coca-Cola Content 2020 Part One
www.youtube.com
The media landscape is a very different beast today than it was even 5 years ago. Then agency-led television commercials dominated how we

Jennifer Aaker
Graduation: design for experience or memories?

Why Everyone Looks Back At College Too Fondly
blog.priceonomics.com
When undergraduates’ college careers come to a close, universities step up their game. In pursuit of the perfect commencement ceremony, landscapers work extra hours, an important person arrives to...
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<th>Talk</th>
<th>Guest</th>
<th>Lab</th>
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<tr>
<td>May 6</td>
<td>exciting times + GSB brand</td>
<td>you</td>
<td>d.thinking</td>
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<td>May 8</td>
<td>think inside-out</td>
<td>eBay</td>
<td>empathy</td>
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<td>May 10</td>
<td>be human centered</td>
<td>HOT/Facebook</td>
<td>idea to story</td>
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<td>spark participation</td>
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<td>May 15</td>
<td>inspire stories</td>
<td>Heat SF</td>
<td>iterating</td>
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<tr>
<td>May 17</td>
<td>Your graduation</td>
<td>you</td>
<td>nada</td>
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TODAY’S AGENDA

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<tr>
<th>STEP</th>
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<tr>
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<td>check-in</td>
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<td>building brands inside out</td>
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HOW TO RETHINK BRAND?

THINK INSIDE-OUT

BE HUMAN CENTERED

INSPIRE STORIES

SPARK PARTICIPATION

THE SOCIAL BUTTERFLY
THE SOCIAL BUTTERFLY

Build from the inside out.
Go from employees to customers.

Know who you are and adorn yourself accordingly.

Line things up. When all the parts of the brand are aligned, the heart beats louder.
BUILDING BOTTOM UP

Branding

Products
Events
Sponsors
Partners
Customer
Donors
Employees
BUILDING BRANDS INSIDE OUT

DEFINE

UNDERSTAND
- Principles
- Beliefs
- Personality
- Attributes

CLARIFY
- Vision
- Philosophy
- Story

CONNECT
- POV
- Message
- Promise

IDENTITY
- Colors
- Voice
- Tone

ASSETS
- Logos
- Typography
- Photography
- Sound

TOUCHPOINTS
- Letterhead
- Packaging
- Website
- Signage
- Advertising
- Spaces

EXPRESS

EXPRESS

EXPRESS

EXPRESS
EBAY GREEN TEAM
100,000+ STRONG

Choose to Reuse and We'll Protect an Acre of Forest...
plus, be entered for a chance to Win $10,000!

Learn More  Take the Challenge

Official Rules

Take the Green Team Challenge to reuse what exists in the world today.
Tell us where to protect an acre of forest and make your impact come to life.
Automatically be entered for a chance to win $10,000 to spend on eBay.
IMAGE/IDENTITY GAP

WHO YOU ARE

GAP

HOW YOU’RE SEEN
EXERCISE: IMAGE/IDENTITY GAP

WHO YOU ARE

surprises?

differences between what you said and what you heard?

HOW YOU’RE SEEN

how strong is your brand?
IMAGE-IDENTITY GAP ANALYSIS

INTRODUCTION
Autodesk is a leading company creating design and modeling software used by engineers, animators and architects. Popular Autodesk products include AutoCAD, Maya, and Revit. As engineers, we were familiar with the company’s products, however many of our non-technical friends were not, making it an interesting brand to run an Image-Identity Gap Analysis on.

RESEARCH: THE COMPANY
We spoke with several employees of Autodesk with various roles within the company. These employees included Erin Bradner (Sr. Manager, User Experience), Tatjana Dsambazova (Product Manager, 123D), Maurice Conti (Innovation Strategist, Creative Director), and Christy Canida (Sr. Manager, Partnerships & Community Marketing).

RESEARCH: THE CONSUMERS
We interviewed a number of undergraduates and graduate students in the engineering, design and architecture departments about their perceptions and experiences with the Autodesk brand. Overwhelmingly, students that hadn’t used Autodesk software before viewed the company as distant and highly technical, even if the suites were highly relevant to their program of study. Conversely, students with meaningful interactions with the brand had positive things to say about the brand.

PRIMARY SOURCES

They were unapproachable. I had never wanted to get in contact with them nor reach out to them

I tried to learn AutoCAD once but I really couldn’t get the hang of it. The user interface looks like it’s geared towards professionals - I really didn’t appreciate being made to feel like I’m stupid.

I think they have like a student liaison so we email him and he’s always been really responsive

I like that Autodesk launched its new product last year by offering a free student version. It seems like Autodesk’s products are really powerful but there seems to be a huge barrier to entry

We do a lot of software giveaways and run contests with schools. We’re actually running contests in 23 different countries right now!

This is the future of manufacturing – we want to make sure students know that

We have a strong user research program and are actively working to take away the "I feel stupid" experience.

The line between “professionals” and everyone else is blurring. We want to create opportunities for non-professionals to make.

CLOSING THE GAP
Autodesk as a brand has a strong belief in making their tools accessible and usable to professionals and students. They run a huge breadth of outreach programs and have a strong user research program they feel have been successful in making their products friendlier and more approachable.

Autodesk’s consumers are divided into two camps: those who have used Autodesk products and those who haven’t. For consumers that have had direct interactions with Autodesk products, the company is seen as engaging and generous. For those who have not had direct interactions with Autodesk products, the company and its products are seen as unapproachable.

In order to close the gap between consumer perceptions and company values, Autodesk should focus on creating deeper experiences with its customers to complement its numerous shallower outreach programs. These deeper experiences are also opportunities to introduce non-technical people to their new 123D software suite that gives users the ability to do 3D modeling on an iPad with multi-touch rather than by using a powerful, but complex computer program. In this way, the company will be able to really showcase the improvements it’s made in user-friendliness and dispel the notion that its products are not for everyone. It can also create a network of unofficial brand evangelists and authentic sticky experiences that can be shared with other prospective consumers.
the image-identity gap under the lid

5 baristas & 12 starbucks-drinkers from 2 palo alto locations provide 5 words that come to mind when they think of starbucks.

the process
I was drawn to Starbucks because it is actually facing many of the same problems as Etsy, my group project brand. Starbucks started out as a small, undistinguished coffee roaster in Seattle. As demand for its European-style, "artisan" espresso and coffee creations grew, Starbucks expanded to 15k stores in 50 countries.

Like Etsy, Starbucks was initially popular because of the handmade, custom-ordered feel of its products. Ironically, just like Etsy, the brand has faced criticism for abandoning this handmade, local feel as it scales. For this project, Starbucks serves as a proxy for how Etsy might deal with its own greatest challenge: maintaining personality and customer connections as it goes mainstream.

For our research, Anna Scholin and I spent about 3 hours in 2 local Starbucks shops (on Stanford Ave. & California Ave. in Palo Alto). During the afternoon of April 18th, we purchased beverages, hung around the coffee shop, spoke with employees while they crafted drinks, and conversed with customers sitting or waiting for order. Afterwards, I analyze the 85 words we collected from 17 people and clustered these responses first into 14 categories and then 3 broader brand qualities, as depicted to the right.

observations
In the afternoon, many Starbucks regulars were coming in for their 2nd cup of the day. Students and freelancers filled the shop with their computers. Others chatted over custom-made lattes.

Though non-regulars tended to describe the brand impersonally ("convenient," "latte"), die-hards were more likely to describe it as "local" and "friendly." They saw personality in the store, not the corporate greed others mentioned. After talking to these regulars, it became clear that they did not come in for the coffee alone, but for the atmosphere, interactions, and friends. Almost all regulars had coffee-makers at home, but they wanted to be at Starbucks. The coffee was merely their ticket in the door, allowing many to justify spending >$4/cup, sometimes 2x/day. For regulars, this was their local coffee shop -- even if it was a global chain. They liked that baristas knew their name and felt truly special here.

Customer frequently described Starbucks as "convenient" and "predictable." Employees, on the other hand, were more apt to say "fun," "exciting," "joy" - sentiments few customers shared.

the 5 word responses

image what the brand represents to them
- happiness
- convenience
- logo
- evil

atmosphere why they pay $4 for coffee
- friendly
- studious
- atmosphere
- fun/exciting

product why they claim to be addicted
- taste
- product
- price
- caffeine

summary
Based on our surveys, Starbucks has successfully conveyed many dimensions of its identity to customers (its brand is practical synonymous with coffee, for example), but on others, there is room for improvement.

The biggest gap was employees describing the atmosphere as fun and exciting while customers labeled it predictable, consistent, and convenient. Only regulars were likely to describe the brand as friendly.

Most importantly, Starbucks’ atmosphere is more important to customers than its coffee.

one recommendation
Instead of trying to be fun and exciting when customers bank on its predictability, Starbucks should embrace its image as a sincere brand. It should attempt to cultivate an image of friendly baristas and a local community. To ditch the fun and focus on zen and homey comforts (the treat that so many come in for), Starbucks should add cozy decorations such as fireplaces and consider making the interior of each store unique.

Customers like predictable quality, but see no personality behind the standard, sterile décor. Starbucks can maintain its trusted quality through drinks and service while still reinvigorating personal, friendly touches into its brand through unique-to-location décor and employee smiles. It’s about creating community, not just a latte.
GSB INSIDE OUT

Low key notes
GSB show
Talk
Leadership labs
FOAM
Challenge for Charity
1. What elements of your example (Low key notes etc.) are **consistent** with the GSB Brand?

2. What elements are totally **inconsistent**?
   a) What can we live with?
   b) What risks should we mitigate?
<table>
<thead>
<tr>
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<th>Alligned</th>
<th>Disconnected</th>
<th>* Risks to mitigate</th>
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<tbody>
<tr>
<td><strong>Talk</strong></td>
<td>Community, personal character building</td>
<td>not pioneering, not rigorous knowledge</td>
<td></td>
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<tr>
<td><strong>Low key notes</strong></td>
<td>diverse, personal leadership blog</td>
<td>limited in reach, impact</td>
<td></td>
</tr>
<tr>
<td><strong>C&amp;C</strong></td>
<td>dynamic fun, open</td>
<td>small, not transfer, insular</td>
<td></td>
</tr>
<tr>
<td><strong>Show</strong></td>
<td>Quality, fun, Talent</td>
<td>entire top culture, risk</td>
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<tr>
<td><strong>FOAM</strong></td>
<td>Networking, CTV,</td>
<td>Fratty, regressive</td>
<td></td>
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<tr>
<td><strong>L L</strong></td>
<td>Actionable feedback, Team Blog</td>
<td>Rigid, bad, T</td>
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OUR GUEST

Richelle Parham
CMO, eBay
TIME FOR SOME INSPIRATION

(and some popcorn)
INSPIRATION: INSIDE OUT
DOMINO’S PIZZA TURNAROUND

Karen Kaiser
Marketing Director

Worst excuse for pizza I’ve ever had

https://www.youtube.com/watch?v=AH5R56jILag
DELTA FLASH MOB
https://www.youtube.com/watch?v=K89UzRdeBNg
IDEO: EMPLOYEE ‘LOVE LETTER’

https://vimeo.com/58133149
NEW EMPLOYEE INTRO

on.fb.me/15qdH0H
INSPIRATION: FUN WITH EASY-TO-FORGET ELEMENTS OF EXPERIENCE
EN ROUTE
http://creativebits.org/cool_bus_branding
COKE CHEERING TRUCK

https://www.youtube.com/watch?v=oQuJ7ZCMcHw
BATHROOM BREAK
https://vimeo.com/41910679
INSPIRATION:
LINK TO A SINGLE QUALITY
HONEST TEA
https://www.youtube.com/watch?v=kXuJr1tZlkM
FAST LANE
https://www.youtube.com/watch?v=W4o0ZVeixYU
BRAVIA: COLOR

https://www.youtube.com/watch?v=0_bx8bnCoiU
INSPIRATION:
INSPIRED BY STANFORD
WACKY WALK
FULL MOON ON THE QUAD

http://www.stanforddaily.com/2012/10/02/what-to-expect-when-youre-expecting-full-moon-on-the-quad-2012/
FOUNTAIN HOPPING
LAB

EMPATHY INTERVIEWS