

a branded world

PODCAST

with
Luiza Campos



013 | WHY AND HOW TO COLLABORATE
EPISODE TRANSCRIPT

marca strategy

A BRANDED WORLD PODCAST – 013 | WHY AND HOW TO COLLABORATE

Luiza Campos:	00:00	You're listening to a branded world podcast, episode number 13.
Announcer:	00:09	Welcome to a branded world podcast where we explore great brands and give you tips, tools, hacks, and guides to create brands that captivate clients and drive growth in revenue. And now your host, Luiza Campos.
Luiza Campos:	00:28	Hello everyone and welcome to episode 13 of a branded world podcast. Before we start the episode, I want to announce that a branded world podcast is now a member of the Alberta podcast network. Powered by TB. Podcasts are still a fairly new mediums, so it's great to be part of this network which has amazing Alberta made podcasts, 30 of them I believe so far, and I highly recommend you checking them out and you can do so at Alberta podcast network. There's a great variety of podcasts that are part of the network, anything from politics to soccer, so I highly recommend you check them out at Alberta podcast network dot com. I also want you to know that the Alberta women and trapped in years, which is a great non-profit organization that helps women set up a business and guide them from the very beginning of setup to how to grow and build a successful business, is having a learning day, February twentieth in Edmonton, so this one day conference we'll have some keynote speakers but also workshops I in a variety of topics like human resources, financing, marketing, technology, you name it so you will get great information as well as very tangible skills that will help you build your business and you'll get to meet other entrepreneurs that are sharing the same journey you are.
Luiza Campos:	01:57	So the conference is only \$99 until tomorrow, January 19. After that, the price goes up to \$129, which is still a pretty good price, but listeners to the podcast get 10 percent off using the Promo Code podcast at checkout. So if you're interested and you will be in Edmonton on February twentieth, I highly recommend checking it out and you can register at Ba t dot l y a w e learning day. I will have the link on the show notes as well so you can easily get to it now on with the episode in this episode. It will be me talking to you about a topic that has come up, particularly in the last few episodes of a branded world

and that topic is collaboration for the past couple of episodes, episode 11 and episode [inaudible]. We've talked a lot about collaboration. If you haven't done so yet, I highly recommend you listen to episode 11, which is Jim Button. Jim is the co-founder, village brewery, a strategist for Evans Hunch, the co-founder of the circle, and an amazing strategist and the best collaborator that I've known that I've ever known.

- Luiza Campos: 03:15 Jim is always thinking of win win situations on how different brands and different businesses can collaborate together and achieve much more than they would otherwise. And in episode 11 you will hear from Jim and lots of different examples of how he does that. And the second episode that we talk a lot about collaboration is episode 12 with Mike Morrison. Now Mike is the guy behind Mike's blog at blog. He is also the creative social last and of course he is a social media influencer having the second most influential twitter account. I'm in Calgary now. Mike does a lot of collaborations himself with other businesses and other brands and he talks about how to, how brands should collaborate with social media influencers, what to look for and how to achieve the best collaboration possible with different social media influencers. So I highly recommend you listen to those two episodes and in today's episode I wanted to go a little bit deeper and give you some better ideas of why you should collaborate, how you can create this collaborations, what to look for and what are some of the things that you can gain.
- Luiza Campos: 04:37 What are some of the outcomes of this collaborations? So that's what we're going to do here today. Now I think smart brands, I have realized the importance of collaboration in today's world. It's not about anymore as traditional advertising used to be, that you just post messages out there in TV and radio and print and just hope that you got a lot of viewership or readership or whatever the case may be. So it's not just about anymore mass communicating and spending lots of budget and resources to put your message out there or to talk about your product features out there. I think most people realize that that that is gone, that is not the way of succeeding in the marketplace anymore. But instead there's these collaborations that can take place. This partnerships that can take place, and I will be talking about the two main partnerships, one that is with other

brands which we'll call [inaudible] marketing usually and with your own audience.

- Luiza Campos: 05:48 So this is co creation and engagement with your own audience. So I'll be talking about these two different types of partnerships. Collaborations. I'll talk about first the collaborations with other brands because I think it is a more intuitive way and it's more clear for many businesses on how to do this. So it's an easier thing to do and you may be already doing it. It just comes more naturally. This is finding other brands or other businesses that compliment your services or your product that makes sense to collaborate with that serves your audience better and that helps you reach each other's audiences. And therefore, the elevating your levels of awareness and reaching a wider audience. Some examples of that is GoPro and red bull for example, they have been partnering for a long time and one of the best examples of that partnership is when they did the stratus, this was the event where Felix Baumgartner jumped from a space pod more than 24 miles above earth's surface.
- Luiza Campos: 06:59 Do you remember that? And of course, Felix had GoPro cameras strapped to his suit at different angles. So in the end we could see a video of all these different angles from when he jumped towards earth. So this was an amazing collaboration. A, of course he got a lot of publicity for both brands, but it also really meshed very well together. The brand values and attributes of both Gopro and red bull. And that's exactly one of the things that you always need to make sure you have is this brand similarities. You have to collaborate with other brands that share some of the brand values that your brand shares to make sure that it makes sense for your audience, that you're doing this, that it doesn't seem out of character for your brand to be participating in or collaborating with another brand. Another good example of a co-marketing or brands collaborating is pottery barn and Sherwin Williams.
- Luiza Campos: 08:07 Now this makes perfect sense. Party barn being a higher end furniture store in Sherwin Williams wanting to associate with that brand perception and creating callers specifically for that audience. So this is a great example of complimentary services or products for an audience. So if you're buying new furniture or if you're moving to a new house and painting, you will likely buy new furniture and vice versa. So it makes sense to collaborate with

these two different products and services, but also with these two brands that have similar brand perceptions. So when you're looking at collaborations, make sure that you collaborate with brands that have an equal positive brand than your own or a higher positive brand perception than your own. This may seem obvious, but before you agree to a collaboration, check the brand perception of the other company you're collaborating with to make sure they have a positive one.

Luiza Campos: 09:11

Now you can't control what other brands do and you may find yourself in a situation where the brand you've been collaborating with is in a crisis or a negative brand perception, but that's a topic for another episode. What to do in a crisis or when bad things happen to good brands, but for now I don't want to worry about that or not collaborated with a brand that makes sense for you to collaborate with because you're afraid of what may happen. I think chances are there's a lot more to gain from this collaborations than the risk of something bad happening. So look for brands that share similar brand values than your own that have complementary products or services. So we will make sense for your audience and for your brand to collaborate with them. And I gave you a couple of examples of big brands like GoPro and red bull doing this.

Luiza Campos: 10:06

Collaborations or pottery barn and Sherwin Williams or even Nike and apple is another very good example of that, but this can apply to any size of business in any industry. So if you are, for instance, a jewelry designer, you could collaborate with a fashion designer and do trunk shows together or fashion shows together or promote each other in your own social media platforms. If you're a sports good company, you could partner with a health store and provide discounts for each store. Could provide discounts to their own audiences if they purchased from, from these two companies. If you're a flower shop, you could partner with a catering company and you'll get the idea. So I think this, you know, in your own business, you will know who makes more sense for you to collaborate with. Who Do you know in your own community that has a good positive brand perception and has a wide audience or I'm somewhat of a different audience than your own.

Luiza Campos: 11:10

That would make perfect sense for you to collaborate with. So look for those other brands and reach out to

them and work out the best strategies for both of you. So as I said, I think this, this type of collaboration comes easier and it makes more sense for a lot of companies out there and you may already be doing this. Where I want to spend a little bit more time today talking about is how to collaborate with your audience, with your own audience. And a lot of smart brands have realized that is up to the customers if their product or service succeeds or fails and they've also realized that audiences, they want to be engaged nowadays more than ever. They want to have tailored products, are tailored experiences. They want to be part of the brand, feel like they belong and that by the way, if you can get your audience to feel that they are part of a community, that they belong to your brand, that your brand is more than a product and service, but it's actually a community of people who are linked together by common goals, by common values.

Luiza Campos: 12:28 That's when you create loyalty. That's when you create a really deep engagement with your brand and you'll gain audiences for a long period of time, so we've talked about before in this podcast to how nowadays we live in what they call a switch economy. Brand loyalty is no longer what it used to be. People change products much more easily than they ever did. They. They're not loyal to a particular brand per se. What they want rather is to be part of a community, to feel like they belong and engaging your audience, collaborating with them in the actual ideation for your own products and services or how to improve them or how to provide them with tailored experiences or products. That's the best way to make them feel part of this community and create that loyalty. That is very rarely a common nowadays. So what I wanted to think about is how could you engage with your audience through your own business or non-profit?

Luiza Campos: 13:40 How can you reach out to this audience was spend a lot of time building or trying to build numbers, trying to build a community, right? We spend a lot of time and resources trying to get more followers, more subscribers, more clients, more audience, so if you have that community, however small they may be, if you have that community, how can you engage with them on an ongoing basis, not just to sell them more products and services, but actually make them feel part of your business or your organization. That's what I want to talk about today. We have seen some great examples already of brands doing this. Lego is a great example or and for

any Lego fans out there, they would be familiar with this. They have the Lego ideas where users can submit ideas for new lego creations and then they can vote the community part of that Lego ideas can vote on the best submissions and if a creation gets more than 10,000 votes or 10,000 votes and more than Lego, we'll evaluate that creation.

Luiza Campos: 14:53

And if it does go into production, the Creator who submitted that idea receive a percentage of the sales. So this is a great way to actually create new products, innovate your existing products and engage with your community. I mean, it's brilliant, it really generates that deep engagement from your users and you can imagine the bus, right? People who have submitted a creation, they want to share it with their network via social media. They want to ask some of the users of that group to vote for their submission. So there's a lot of buzz and engagement that happens from your own users, from your own audience and community. So this is a great example of engagement with the brand and how that generates more publicity, more awareness, and further engagement with your audiences all networks. Another great example is Starbucks. Starbucks has an initiative called My Starbucks, who has generated over 300 implemented innovations that came directly from submissions or ideas that came through that initiative.

Luiza Campos: 16:11

So Starbucks, clients and employees, they can submit ideas and Starbucks evaluate those ideas and implement some of them. So again, these are over 300 innovation ideas that came directly from their audiences and the audience feels engaged with the brand in a much deeper way than just having that transaction of purchasing that cup of coffee. Audiences feel much more engaged with the brand. And the company, because of this, now, there's also lots of great small businesses examples, and if you recall an episode six of the podcast, and again, if you haven't listened to it, I highly recommend you do episode six. I interviewed James Boettcher from fiasco gelato. Now James has done amazing with his brand and he created fiasco literally from the ashes. And to find out how exactly he did that and what I mean by that, you got to go listen to that episode, but what fiasco does, and we didn't talk about that in in episode six, but what they do very well is engage with your audience.

- Luiza Campos: 17:25 So for instance, they're always asking for new flavors, ideas, and they actually develop every so often they get a number of submissions and the select and the evaluate some of them and select the new flavor that they will have from those submissions. So this is another great example of how to engage with your audience, how to make them feel part of your organization, keep them involved without really having to spend any more than you would otherwise. They need to create new flavors. They want to create new flavors. In fact, this is helping them come up with ideas on what to do that they know already that their audience wants so people can submit new flavor ideas. Then they select a few, they put it up for people to vote for that community to vote on which flavor they should do, and then they created so you can see how that level of engagement can lead to much higher sales when the audience feels that they were part of the whole process, that they feel that this is something that they've called create, so that's a great idea of how a small business can engage with their audiences.
- Luiza Campos: 18:38 Another great example is what Jim Button does with village brewery. As I mentioned earlier, I interviewed Jim on episode 11 and he talks about how they create the specific beer types or flavors. Now each beer has a specific profile for a target audience that they have in mind for different audiences, but the beer profile is also shaped according to someone who is part of the village brewery. Big family. So these are. Some of them is Jim's on mum, of course has her own beer and somebody's aunt and uncle and so forth, so they create this character, this beer character based on the characteristics of a real person who is part of the village brewery community and you can see how by developing and writing about that character, engaging their staff internally in this really meaningful way, creates a really close, tight, internally close tight group of staff that is working towards this product and it engages in a more meaningful way.
- Luiza Campos: 19:54 Also with your external audience who can find out a little bit more about the brand, about the people who are building the brand, who is creating this product does for them. So it's a much deeper engagement is not as superficial as just Spain. Any beer out there, you know a lot more about this company, about the people who work in this company and about the product itself. So it creates a much deeper level of engagement. So I wanted

to think about in your own line of business, in your own, with the product and services that you offer right now, how could you potentially engage either internally your own staff in a much more meaningful way and externally your audience so they feel part of the process. They feel part of the ideation and of the creation of this product and service. I also want to talk about and go a little deeper on what we spoke with Mike Morrison on episode 12, which is how can you partner with social media influencers now, these are their own personal brands.

Luiza Campos: 21:05

Of course, most of the time out there so they don't have specifically a product and service that they're selling, but they are a persona or a personal brand that are highly influential, that have large audiences that followed them and have created and developed a lot of trust with your audiences. So engaging with people like that, such as Mike Morrison, who have a huge influence with their own followers, who have built trust with your own followers, can really help promote and help reach much broader audiences for your own brand. Now, going back to the principles that we talked about in the beginning, which is you have to find people who share your own brand values, who compliments your brand, who has positive brand perceptions out there to be able to have a successful partnership, and the same case goes with social media influencers, so you want to find people that are already a user of your product or service or share the same beliefs you do or the same vision.

Luiza Campos: 22:17

A lot of times you may have social media influencers that are already engaged or are part of your followers in social media or engaged with your brand in one way or another, so see if you have any of those that are already part of your community and if not, then tap into different social media influencers out there and find out more about them. Do your homework. Make sure that they are someone who shares those brand values, who shares those, those goals and that vision. A similar vision that you have for your community or for the world for that matter. An important thing to keep in mind when you engage with this social media influencers is that you cannot think about these core partnerships with social media influencers as you would normally with traditional advertising. What I mean by that is that the social media influencers have a particular style to engage and communicate with their on audiences that has proven successful and you want to respect that and you want

them to use that same style when they are promoting your own brand.

Luiza Campos: 23:29 So the idea here is don't give them a prescribed way to promote your brand. Give them some guidance, give them some pointers, but then let them come up with the best to way to promote your brand with your audience because again, no one knows their audience better than they do and this comes more natural. This doesn't sound rehearsed or contrived. It sounds more genuine and authentic and the likelihood of success is much higher. When you allow for that. It may feel a little risky to do that because you are not prescribing exactly what words to say or what is the right way or the right features or benefits to talk about, but those things really doesn't matter. They will not get to the same level of engagement and success as if you allow the social media influencer to talk about your product and service from a very genuine and authentic experience that they've had and that's what is going to be a true recommendation and people, their own audience will receive that as a message that they will trust a lot more than if it is something that sounds like an ad, right?

Luiza Campos: 24:46 You have to be open and so and good social media influencers will do this and you need to make sure that they do this. You have to be open in saying that this is a sponsored or promoted post, but you still need to give them the freedom to talk about your product and service from their own experience because that's what is really going to generate the highest level of engagement. So in short, I think collaboration's is one of the best things you can do for your brand, the best way to reach new audiences, to gain more brand exposure, to gain more trust and influence, and to promote your services in a much deeper and much better engagement level than any other type of marketing that you can do. Find brands that have a common purpose, that share your brand values, that have products or services that are complimentary to your own and think of collaborations both internally and externally.

Luiza Campos: 25:51 How can you engage your staff internally in a much deeper way or your volunteers in a much deeper way and how can you engage your audiences externally so they feel part of the brand of this tribe, of this community rather than just a transaction or just using a product and service. The key here is to really gain a deeper

engagement that people feel part of that brand, that they feel like they belong in that brand. That's the key of all of these collaborations. I will have in the show notes, I will have the links for all of these different experiences and initiatives that I talked about, the video that I've mentioned from stratus, if with the GoPro and the red bull are collaboration and some of these other examples that I talked about, so, so make sure you go to a branded world podcast.com and you will see in the show notes all the links to the two examples that I've mentioned today.

Luiza Campos: 26:58

I will also add as we often do a downloadable pdf of a checklist of things to keep in mind when you are thinking of a collaboration. So again, go to a branded world podcast.com to find out all of the show in the show notes, all of the links to the examples I gave and the downloadable pdf. I hope you enjoyed this episodes. If you are, please make sure to go to Itunes and leave a review. Those are very helpful and it's great for me to hear from you and of course if you want to find out more about as you can follow us at market strategy both on twitter and Instagram and get some updates on the podcast and what we are up to. Thank you so much and until next time.

Announcer: 27:48

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