

a branded world

PODCAST

with
Luiza Campos



045 | HOW BRANDING SHAPES YOUR
IDENTITY WITH DR. JOSEPH HANCOCK

EPISODE TRANSCRIPT

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A BRANDED WORLD PODCAST – 044 | HOW BRANDING SHAPES YOUR IDENTITY WITH DR. JOSEPH HANCOCK

- Luiza Campos: [00:00](#) You're listening to a branded world podcast, episode number 45.
- Announcer: [00:08](#) Welcome to a branded world podcast where we explored 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 another episode of a branded world. A branded world is a member of the Alberta podcast network, powered by ATB. This week is pride parade here in Calgary, Alberta, and I am so proud that our sponsor, atb financial has been a longtime supporter of pride across the province. Hub has been a proud supporter of sexual and gender, minorities in youth and adults. Atb partner with camp firefly and the Jasper, lethbridge, Edmonton, and Calgary Pride Parades and festivals. ATB accepts all Albertans and that's how I think all businesses should be, and they even have their own pride. Mastercard accepted everywhere, so make sure you check that out at Atb.com slash forward pride. In this episode, I'm interviewing Dr Joseph Henry Hancock, the second who is an international authority in the area of fashion branding as a form of storytelling. He started his work in academia after 20 years in the retail industry and he has worked with amazing brands like the gap, the limited and target corporation.
- Luiza Campos: [01:39](#) He has released his first book brand story in 2009 with a second edition in 2016 and he is currently working on his third book. In addition, he's works on branding and storytelling, have appeared in many publications such as the brand challenge and strategic design thinking. He has also completed three co edited books, fashion and popular culture in 2013 global fashion brands in 2014 and cotton companies fashion and the fabric of our lives in 2016. Dr Hancock is the principal editor of the Peer Review Journal, Fashion Style and popular culture. He also lectures and teaches courses at many universities around the globe such as the University of technology and seed nails trailer, the Stockholm University, Cornell University, the Ohio State University, University of Delaware, and many others. And of course he's a research professor and the program director for the

online retail and merchandising masters program at Drexel University. So of course, as you can see, Dr Hancock has extensive experience in some amazing insights both from his experience working in the industry as well as the research that he has been conducting throughout these many years. On how successful brands use storytelling to build an image, to shape this image of who they are, to attract customers, and to really convert those customers into loyal fans. And we also talk about some of the upcoming challenges that brands are facing as well as the changing demands that consumers are having and how that will shape the future of business. Whatever industry you're in, I think this will be a fascinating interview for you to listen to. I hope you enjoy it. Hi Joe. How are you?

Joseph Hancock: [03:28](#)

I'm good. How are you?

Luiza Campos: [03:29](#)

I am great and very happy to be talking to you today and learning from you. Of course you being an expert in branding, particularly in fashion, branding and storytelling. So I am quite excited to hear your insights on this topic.

Joseph Hancock: [03:48](#)

I'm just honored you are having me on your podcast. I'm honored to be doing that.

Luiza Campos: [03:53](#)

Thank you so much. And can you tell us a little bit about your background? How did you end up being an expert in this field?

Joseph Hancock: [04:02](#)

Absolutely. So I started my career. I always, you know, I'm, I'm one of those people that actually started like probably a lot of people in the fashion industry, but I began my career when I was in high school and I worked for a company that no longer exists anymore called county seat. And then I went on to work in college. I actually got recruited and I worked for a brand that I'm sure everyone does know, it's the gap inc. And I actually was a store manager for them for 10 years of my life. And then from there I went and I worked for the limited corporation in columbus, Ohio. Um, and they have such brands, I'm sure your listeners know I'm victoria secret and body works and the limited which they had at one time express lane bryant was another one that their brand.

- Joseph Hancock: [04:52](#) And then they have a children's division that was called limited to which is now Justice. And I worked for them for a couple of years. And then I moved onto the Target corporation and I actually was a regional merchandiser for the Target corporation and I was safe and that they're not far from vancouver and I was in portland, Oregon and I had the state of Washington, Idaho, Montana and Oregon at my territory for Target. And I worked for them for almost about four and a half years. And then from there I went onto my academic career at drexel. Um, what's, what's interesting about me,
- Joseph Hancock: [05:31](#) 25 years old, I'm, I started my journey in graduate school and I actually have my masters degree from Indiana university in bloomington, Indiana. And my phd from Ohio state university in columbus, Ohio. But I went to graduate school for 15 years while I was working. So I actually worked full time and part time. And then in 2004 I switched Into academia full time. And that's a little, that's kind of my career.
- Luiza Campos: [05:56](#) So you have amazing experience with some really well known brands. I mean talking about victoria's secret and the gap and justlce, all of that. You have a great takes. I would love to hear from you because your perspective on the difference between branding and marketing or advertising, what is your take on that?
- New Speaker: [06:19](#) I think marketing has gotten the um, as far as, you know, the traditional business model. however, I've always, and I always tell my students and I tell anyone that I talked to is that, you know, I, I really believe that branding, you know, it's really the umbrella for marketing. I really believe that branding is more than marketing. And the reason why I'm saying that is because of branding. Really. people think it's new and branding isn't really new, but it's a buzzword of branding, you know, really have gotten it. It's growth and it's daunting and you know, the mid to late nineties and then everyone started using the term so everyone thinks it's like the new thing. But really, you know, branding is not just marketing, so marketing is where you promote produCts through various media and he tried to sell them, but really branding is more than that.
- New Speaker: [07:08](#) branding is how you, how you're selling those products, what media are yOu using? Branding. And if you're looking at a retail store space, I would say, you know,

branding is everything from the visual merchandising, then the source to the sales associates and what they're wearing and how they look to the music that's playing into the types of lights that they're using to the signs that they put on displays to the. Even even with hudson mannequins that they are using in the store, the types of body form that all is the branding. And then also how they sell the garments, whether they use, whether they use, whether they use a type of website, whether they use social media, those vehicles for selling the garments or the product are all means of branding. Because you know, you find that there are some readings, retail brands that won't, that won't sell their product, see a certain type of media or certain types of, you know, selling channels. And that's really because they want to keep the brand at a certain level. So that's something that you know, is really important. And I think that what we really need to look at when we talk about marketing versus branding, the fact that, you know, branding is more than marketing, branding is a lot bigger and branding is really crucial because it really encases the entire product. And that's why I think, I think brand is more important than money.

- Luiza Campos: [08:28](#) I completely agree with you. I want to pick up on how you're describing about brand because I completely agree with you. I think branding is much more than marketing. Marketing is one aspect of it and it seemed fact one, you know, marketing is sort of an end of the cycle kind of tactic or strategy that we use. But branding is, and I wonder if you agree with me because branding is really how you shape whole identity of that particular brand, of that particular company.
- Joseph Hancock: [09:01](#) Absolutely. You know, as you know, one of my areas that I look at with branding and storytelling,
- Luiza Campos: [09:06](#) right?
- Joseph Hancock: [09:08](#) You just used that word safe, you know, branding. That's really how we save the product. And one of the ways is through story. And what I mean story is the context. And the message that we're trying to give to the product, so you know, what retailer that I looked at know the late nineties and early 28, early 2000 and then I did some research on with abercrombie and fitch And you know, I believe the abercrombie and fitch was a really hot ticket in town as far as their brand because of the story that

they told what their stores, you know, it wasn't necessarily the Product that they were selling because the Product was really similar to product that you might find that another retailer, like American Eagle or any one of their major competitors. It was the way that they presented the story of the brand and the way that they were marketing. And then at one time, I don't know if you remember that they had shirtless male greeters at the door

Joseph Hancock: [10:05](#)

and, and what they were doing is creating an entertainment vehicle for their clothing so that when you create some form of entertainment, to enhance your story, it really allows you to sell the brand better. And so another, another everyday example that I always like to say, you know, you know, people will say, well that's great, but that doesn't work anymore. You know, Abercrombie and Fitch has had their downfall. They're not as good as they used to be. Yes, it's true. But an everyday occurrence that many of your listeners, you know, may, you know, experienced the song books. So our books tell a really good story. Every time you go into their coffee stores, they really present product well. They present an atmosphere. They are, they're the people that work for them are represented well, representative, well of the brand. They continuously create new and exciting products.

Joseph Hancock: [10:57](#)

They have a great story behind their product. Um, if you ever look at the copy that they fell on the shelves and you pick up a bag of it, there is a story that's printed on each bag of where the conflict comes from, why it was made. And there's always some historical significance of the copies. So I think Starbucks is a great example of how everyday retailer who sells something that's really basic, like coffee, tell the good story in their source and the lighting is really good there. They'd create a relaxed atmosphere where you can sit if you want to and work on your computer. Even though they get you through the line really quickly. They never give you the feeling that you're being rushed through. So I think that that's how they do everything and said in order to sell coffee and tell a great story, if that makes sense.

Luiza Campos: [11:41](#)

I love some of the examples of when you were talking about. Because of course when we create that identity, then we have to make sure that everything is in place. And I often use the example or the analogy of creating a

movie, but in this case, if you have a retail shop or even if you have an online retail shop, you know if it's not a bricks and mortar, you still need to have those elements there. In terms of the lighting, the colors that you use, the type of furniture or decorations or the backgrounds or the music, the smells, you still need to have all of that in place that will help you express that story, right? That it's going to be consistent.

Joseph Hancock: [12:23](#)

This is how this is how these companies become the best of the best of. What I mean by that is people think of them as the go to place and I'm going to and I'm going to let your list know that I'm not advertising for brand. I'm going to say that you know even starbucks may not be. It may not be the best coffee in the world. Okay, but you liked people, but they're very successful because they tell a great story. Another company that tells a great story and build hype around product that may would be the best quality product out out there in victoria secret. There's a phenomenal, they're the go to for women's lingerie and underwear. When you say women's bras and underwear, people immediately think victoria secret's. Brands like family or maintenance for no longer. You think victoria secret because they build such hype and story around their product, the victoria's secret underwear model, runway show that they do every year, you know, the excitement that they build around the products, the ads on tv. Then you go into their stores and the atmosphere is, it's very adaptive. It's very alluring to women. So when I come in and five products and at the same time they've introduced new products such as skin care and they started to do makeup. So I think that they tell a great story about a product, but really are they the best? I don't know, maybe not and that's what I think isn't it

New Speaker: [13:43](#)

important about retailers, but they tell a great story in their store to their ability to create a great atmosphere and space for the product. So you know, they, they really typed in an environment for the customers to want to shop. And another brand. It's very iconic and that all of us know across the globe is levi's. You know what a, what a lot of your listeners may not know is that in the height of the late 19 seventies to the early 19 eighties, levi's lost their market share to the designer jean markets. Just my energy started to rise to donna calvin klein. So what was interesting is we had to retall their story. They had to rethink that strategy in order to get customers to realize

this. They are the original gene. And so they really, they really, really relied on the story about authenticity and the history of the brand in order to get consumers to realize that even though they want a designer jean, they were the best and they continue to tell a good story and that's why they're successful.

Luiza Campos: [14:47](#)

You know, that's a very good point. And there's actually a couple of points that I, that I want to touch on, but the first one, what you just mentioned about, you know, levi's needing to retell their stories. And I think one of the things that I think brands need to understand is even even when you have your story defined, you never really stop. You can't stop telling that story or evolving with your audience with the times and read, retelling that story and making sure your story is compelling and relevant because if you do, you run that risk of being coming. Okay.

New Speaker: [15:23](#)

Couldn't agree with you more. I'll use my levi's example for relevancy is a great example for them that they have really hit the market time and people are really interested in having an authentic product and are interested in having this notion of real, real realness and history and levi is actually a really good brand that represents americano and the american story, but they've also re-inflate introduced new line of the old product in order to maintain market share and give customers that feeling that they're buying real authentic levi's. So I don't know if you know this or not, but they hAve levi's made and crafted and they have an entire line that we've made in the United States. So really trying to recap. So that customer who wants the old levi's that was made in the usa or that was historically part of americana. So that's how they're trying to maintain that edge.

New Speaker: [16:29](#)

But at the same time leave, I have to reach out to that new fashion customer who was interested in denim that stretches or moves differently or uses less water for manufacturing so they have all these new lines out as well for the newer customer. So they really have diversified the brand in order to not lose the old customer, but at the same time to maintain a new customer and still remain true to being levi's. And I think that that's what's really important because we seen, we seen the fall of brand at belt made relevant relevancy in our social context. So I don't know if you know this, but just I think it was maybe last week or a few weeks ago,

the brookstone brand had completely. It's completely closed all their stores in the United States and bridgestone is retail and that was really similar to sharper and sharper image. That's so gadgetry and innovative gadget for customers to buy, but they haven't maintained a relevancy with technology. They haven't really maintain their relevancy. So they're closing stores and that's what we're going to continue to see happening to those brands. That can evolve into the 21st century and maintain relevancy are going to fall off and it's going to be a challenge for brands that are historical in nature to maintain that edge, but I'm really curious to see what happens to ralph lauren, ralph lauren. It's no longer he passes away, will his company still remain relevant. Let's see what happens. We don't know

Luiza Campos: [17:55](#)

Right, and some of course have managed to do that, but it's no easy task, particularly when a brand is so closely associated with the founder in this case, in any fashion industry. There's lots of that. The other thing, and you touched on this too, I'm really curious to hear from you because some brands are very hesitant of being or telling their story that is very focused and targeted to a particular audience and of course victoria's secrets and example of that because although many women would feel comfortable buying in victoria secret, I doubt that their husbands would right? Or abercrombie and Finch is another example.

Joseph Hancock: [18:34](#)

well, with my students is that brands. There's two sides to branding. The first side is really defining who you want as your customer. The second side, the second side, the brand a people that you really don't want as your customer. So I would always tell my students, you know, using the example of the victoria's secret or abercrombie and fitch, this is great because you know, I'm an older, I'm 51 years old, right? So I'm not the customer that abercrombie and fitch store, I probably would not want to shop in the stores because their branding and their marketing would not entice me to want to go into their stores. So the difference between me as a customer, they really don't want me in. That's for Victoria's secret. They air their strategy is good to a certain point as far as distracting the people that they don't want in their stores.

Joseph Hancock: [19:29](#)

So they may have a customer that's completely turned off from there sort of stuff. For example, the woman who does not like fragrance probably was not at victoria

secret because the minute you hit, you hit the entryway to victoria's secret. You're overpowered with fragrance. So that's a different or so that customer probably isn't a champion there. Another issue for them though, you hit it and email it, it think about holiday like valentine's day. It makes it very difficult unless the company makes a conscious effort to market to men to shop for women, a man isn't probably going to want to go into victoria's secret and buy anything. So that's also a Problem. So when brands are trying to reach out to different demographics, they really need to think about who they're trying to market to. I don't know if it happened in Canada this past summer, but um, every single retailer from target to banana republic, gap to, um, bloomingdale's saks fifth avenue, everyone thought that they needed to do a gay pride celebration.

Joseph Hancock: [20:35](#)

So all these retailers that's dumb or have done gay pride as a theme and it doesn't necessarily work. I don't know what it does make sense with what it could do a, if could draw people into the source who remembers the glbt community, the gay, lesbian, bisexual, transgender community, but at the same time it could turn off their customers who aren't supportive of those communities. So it's a, it's a really big issue when you're trying to define who your customer is without trying to offend the customers you may have. So I think that that's the challenge that many brands are going to face.

Luiza Campos: [21:11](#)

That's a very good point because some, some brands they hesitate to target too much because they feel they will be losing a lot of the market share, but you can't be everything to everyone. And the more selective you are, in fact, the more clear your story is and the more you will attract the people who will actually would want to buy from you. So you know, it, it, it May feel a counterproductive, but in the end I think it's, it's the best strategy to use.

Joseph Hancock: [21:42](#)

Here's the thing, we have a company here in the United States called chick filet food company and about the company and they, you know, they are known for being really sensitive to the gay, lesbian, bisexual, transgender community because they are founded strongly and in their christian roots. So many of my students will ask me, you know, am I offended that I'm because I'm a member of the gay community, am I offended, I check the light, and I basically say no because you can't be everything to

everybody. It's just impossible because if you, because if you are, you really are going to lose your message. So it's okay to have a strong, a strong set in your values of the company. You just have to be careful that you know you're okay with that and you're not going to upset consumer. So my said you're going to go out of business

Luiza Campos: [22:41](#)

going back to the lgbtq plus community and, and you mentioned how every brand, it seems like every retailer in the us.

Joseph Hancock: [22:51](#)

Yep.

Luiza Campos: [22:52](#)

Yeah. And it candidates is a similar thing and you would think that this is a good thing, right? Because brands are being more inclusive and which is great and respectful of everyone. However, you know, touching on that point of the, of the chicken philly is, does it, is it, is it genuine or is. Or does it feel for some brands? Because I think brands have to be really careful of how they are perceived when they make gestures like that because if it's not something that they truly believe in, if this is just something to comply, let's say to a social norm, then I think that may hurt them in the end. But I. I wonder what your take is on that.

Joseph Hancock: [23:36](#)

For me it was funny in certain stores and other stores, not stores that it made sense to me. It was a good thing. So like example, the cap, it makes sense for me that the gap would be celebrating gay pride because they are based out of san francisco, so they are very gay friendly company. It made sense for me to see gay pride being celebrated at target. It made sense to me just the, you know, gay pride being celebrated at h and m like that makes because they're a swedish company. These things made sense. The retailers where it didn't make sense. Maybe with walking into say for example, bloomingdale's, even though bloomingdale's is a very liberal company, it just didn't make any sense that they would spend so much dollar. On a windows and celebrate gay pride, it wasn't a smart decision in the sense of, you know, actually trying to maintain that growth margin for their stockholders.

Joseph Hancock: [24:33](#)

So I mean I, I would, I would think that they would do maybe a section in the store, but to see it in the window, it just didn't make sense to me. So I mean I think that it, you really have to be strategic in how you're doing it. And

I agree with you 100 percent for some companies that just doesn't make any sense. And for other companies that does a rough one. Another one that's another company that's always been gay pride as well, Lauren, but he's been doing it for a decade and for me it makes sense that Roselyn does it because he's based out of New York. So I just, I also, for consumers, I think consumers need to really think about when they're looking at brand. One of the things that we tell consumers about brands, do you know the glove up the story and Brandon, do you know the story of the company? Do you know where you're shopping? Who they support and why they support those people. I think these things are very important, especially in, you know, in the political climate that we're in and, and you know, in any country because really understanding who you're giving your dollar to is important as a consumer and ended up making yourself aware of that and he, they emphasize

Luiza Campos: [25:37](#)

could be one major pitfall I guess, or challenge for brands in the future because we see social norms such as be more inclusive of the gay population, environmental issues or you know, more fair wages. All of those issues. Do you think that some of those important issues can be a pitfall in terms of brands that are just trying to be perceived as, as being okay with that?

Joseph Hancock: [26:04](#)

Oh well, you know, some of your listeners may shoot me or I may not want to listen to this, but it's the truth. You cannot be an eco fashion company. I'm sorry, eco fashion. It does not exist. I mean, you, you cannot be ecological and create fashion if you want to be ecological, stop creating stuff because nine times out of 10 guys that are being used in clothing, you know, are toxic to the environment that everyone loves to wear black. That's the worst color. It's the most toxic color out there on. The other thing is, is we have plenty of stuff. You know, we, we both live in consumer and consumer countries. You know, our country's would cease to exist if people stopped buying stuff. So, I mean, I think that the issue, I think that is a huge pitfall when you have a big sign in a store window, this is z grain.

Joseph Hancock: [26:54](#)

I mean it, it's contradictory. I mean, if you really want to understand the brand story, the brand story of being green is don't buy anything, you know, save the trees, they, you know, they should have plan it until, and stop

making stuff. So I find it really funny that retailers have made this such a, um, a, a message that they want to send out to the public. I also think what's hysterical is if you, if you know, as a consumer, you know, in brandon, if you're looking at this, these neat denim that are made out of, um, you know, less using less water. I just thought my first non denim denim jacket from the gap, they'll notice about my first denim denim jacket. Is it half polyester and polyester is not biodegradable. So I'm buying. So we're saving water, but we're using fabrics that are not biodegradable and we're calling this eco not eco. And so I think that, you know, consumers again need to go back to the ideology of brand story and understand the brand. Um, something that I think is ironic and you would find ironic is it's us as a young person, what sleep is made out of or what a lease is a fleece jacket that everyone had at patagonia makes they all say a staccato. And I'm like, well, what are plastic bottle? And they don't know that.

- Joseph Hancock: [28:17](#) So you're losing touch with what in fabrication and how things are made. Because because the brand's story, It's so strong on those brands that people don't realize what they're buying isn't really helpful. Does that make sense?
- Luiza Campos: [28:31](#) Yeah, It does. And you know, I completely agree with you. There's big social issues and demands from audiences I'll over and I think brands are trying to be perceived as, as feeding in, right, as, as being ecological is being inclusive. And I wonder if you think that that's the main challenge that banjo brands will be facing because
- New Speaker: [28:52](#) it is. No, it's, it's totally, it's totally challenging because we have to decide we're in the height of fashion, um, I call it the fashioned war of luxury products versus math consumables.
- Luiza Campos: [29:05](#) So what is your recommendation then for brands particularly not just in the fashion industry a bit, but any brands that are trying to conform or a deer to, to the demands and what is important for us as a society nowadays as well as continue to exist as a brand.
- New Speaker: [29:23](#) As you know, I have, I had a book out that's called brand story and I've, I've done two additions of it. I actually talked to some small
- Luiza Campos: [29:30](#) excellent book by the way.

- New Speaker: [29:32](#) Well no, I talked to some small companies in the box and a couple of the smaller companies, I really liked them because
- Joseph Hancock: [29:39](#) they said to me that they lived
- New Speaker: [29:42](#) very well and had no intentions of ever getting big. And I said, well what do you mean by that? And they said, you know, you don't have to be a makeup brand to survive as a fashion, as to survive as a fashion company in today's market. They said you can, you can find a market niche, you can do it. Well, you can be not sustainable necessarily, but you can, you can think about your supply chain and how it works and you can really be conscious about those things, but at the same time you can make money. And they said, you know, you don't, you don't need 500 vocation, maybe you only need 10, you know, and, and I really learned a lot from those people because my Idea of being successful in the world of fashion was that you had to be huge. And these people were like, no, you don't.
- New Speaker: [30:25](#) and they have nice homes and they had nice things and they said, yoU know, it, you can get to a point where you're okay, you know, you don't need to be everything to everybody. Back to what we were talking about earlier. And I think that's what's really important. So you know, I sit. So I say to, you know, entrepreneurs that want to start their own Brands, you know, what should be my goal, what should be my number one goal with my brand? And I said, well, first of all, your number one goal with your brand should be, dldn't have a great product. You know, that nobody else, nobody else is doing, but you know, consumers need it and to, to be true to yourself and move forward. BecAuse you know, if you just, if you're true to who you are, you're going to be happy and you're going to end, you're going to be successful. And what to do,
- Luiza Campos: [31:03](#) you know, we always talk about that in the podcast is defining first defining who you are, what is your dna, what are your values? And then sticking to those. And it's, it's easier said than done because when it comes time to decision making, usually staying to true values means that it's more costly or more time consuming or it means that you are going to give up some market share or not be as big as you want, but in the longterm, as an end, as you and I are discussing, it is the formula for success in

the longterm for steel remaining relevant and compelling to your audience and actually becoming more successful.

New Speaker:

[31:41](#)

Yeah, and you know, the other thing too is that people always forget this for some reason, people don't like to see themselves coming and going. And what I mean by that is that everyone's wearing what they're wearing or hoUses. And so I always find that those brands that have this niche that don't think that they have to be huge, but at the same time are very successful. Consumers want to buy from them because they know no one else is going to happen or they're not going to see themselves everywhere. And I think that's important as well. And that helps the Consumer. Consumers, we didn't talk about this, but I want to say the consumers themselves are brands stories, you know, you and I are both brands of ourselves as we walk around wearing what we ran, the labels that we support. If I can find something that no one else has that makes me a unique brand that makes me unique person and I think that that is what consumers are still really wanting more than anything else.

Luiza Campos:

[32:31](#)

Absolutely. I mean, I think we really don't just buy products. I always say this, we buy what we think will be better versions of ourselves, right? We buy things that we think we're going to make us look better, feel more confident or whatever the case the case may be. Now you were talking about, you know, when you talk to entrepreneurs, no. You say, okay, you need to have a good product or something unique. I mean how unique can you really be with another tee shirt or another genes or another baseball cap? Right? So is is where your story. Is this why branding is so important? It is in your mind. Yes.

New Speaker:

[33:09](#)

It's not, it's not necessarily the tee shirt or the ball cap or the khaki pants, it could be how you made them or how you got them, what or who's making them, who's selling them, who's putting them together, and it becomes your story. So there's a brand in my first book called belly blues that actually creates their major focus was women's pants. They've always stayed true to women's pants. Their production for women's pants is in house. The team that makes the pan is is our sowers for them and show them that they know they make them in the factory. They're made in the usa. Now their pants aren't

cheap. The pants on anywhere from 200 to \$300, the brand stopped there. Actually, the brand actually took a hiatus, but it's been relaunched. One thing that they do that I always have to share this with people because they're like, really? This is what they do for their customers. So for example, if you own a woman's boutique and you actually are a vendor for them and you sell their pants, if one of your customers bought a pair of pants from you 12, like two years ago, and they were her favorite pair of pants and they will have one ounce. She wears them all the time and now she wants. She would love to have another pair of pants, but they don't make them anymore. That company will make one pair of pants for that customer and 17.

- Luiza Campos: [34:33](#) Wow. Nobody does
- New Speaker: [34:36](#) because they have all the pattern and they have all the cut. So. And because they use similar materials for most of their line, they will make a one off for our customers.
- Luiza Campos: [34:45](#) You know, I think in a way all this social pressures are all these demands in from the audiences nowadays, from society nowadays is really forcing, I think in a good way for people to rethink the meaning of success. Especially for brands like this. What is success? What does success mean and what are your goals? What are you really trying to achieve? What are your values? Because if your values aren't right or anything based on being fair and, and you know, providing good wages, being conscious towards the environmental, then that also will apply a lot of restrictions in terms of the size of the company and so on. So it's redefining that. And really going back to what are your values,
- New Speaker: [35:28](#) I think this is the most important thing for your listeners. See what they're not doing is really understanding that when they buy something and when they go to a certain retailer or they buy things from retail, they're voting for the success of that retailer and they're also making a, a statement on, you know, whether or not that retailer will move into the future. And that's why I always tell my students, know the story behind brand, is this a retail where you really want to be supporting in this world of social media where we're so surface driven, you really need to go back into this ideology of knowing, you know, who was that, how, you know, what's the story behind that? Why is it there? You know, and, and how

this all came about. And this is why I think is really important

- Luiza Campos: [36:11](#) that asks consumers that we use our voting power, so to speak, our purchase power to companies that we think are doing the right thing or that fit with within our values and as well for brands to understand the importance of, again, going back to those values and making sure that they leaving by by those values, right, but that's why it also so important for a company to be able to tell their story and not just talk about their products because the audiences are looking for more than that, yes, they want a t shirt, but they also want to find out all the story behind how that tee shirt came to be so they can make their decision based on that.
- New Speaker: [36:51](#) Going bAck to this notion that we talked about earlier, it's about remaining true to yourself as a company, but at the same time checking your own production, checking your own image, checking your own, the people that you're hiring. Creating a unique story that no one else is telling about the product. Why your product is so much better than everyone else's. If you don't believe that your product is the best product out there and what your selling and then you're not going to survive. And I always say that about, you know, ralph lauren and the greatest example here, you have a man who gave us a polo shirt that was already out there that charged us double what everyone else is charging for it, gave it an image. Instead, it's the best one. And we fell for it and we buy it still. You know, I think that that's what's important. It may not be, the product may not be so unique that your beliefs in that product has to be strong. And the other thing that people forget about us, you and I can relate to this hard work, you know, physical work. Um, I think that in today's technological era, people think that rolling up your sleeves, processing boxes, doing demonstration, being out there in the public is not important. It'S very important. I'm sure you've heard of the brand bank. Have you heard of that brand
- Luiza Campos: [38:08](#) needs the founder of the company audit?
- New Speaker: [38:12](#) She gets started. She asked macy's to let her sell thing in the store and she stood there and she sold them herself and told consumers why they were the best foundation garment you could own and that launch, and she did it like she literally physically did it herself. That makes the

great brand, so I think that that's that old fashioned hard. Never.

Joseph Hancock: [38:36](#)

Never go there.

Luiza Campos: [38:37](#)

Yeah, hard work. That connection with your audience, really trying to serve your audience well, understanding their needs and being authentic, authentic to your values, authentic to your audience, being true and genuine. I think that's the recipe.

Joseph Hancock: [38:52](#)

Absolutely. Authenticity is everything.

Luiza Campos: [38:54](#)

Thank you so much.

Joseph Hancock: [38:56](#)

My pleasure. Bye. Bye.

Luiza Campos: [38:57](#)

And there you have it. I hope you enjoyed my interview with Dr. Joseph Hancock and I'll have the links in the show notes in case you want to find out more about Dr. Joseph Hancock. I would like to ask you, if you haven't done so yet, please leave a review in apple podcasts for the podcast. This is a great way and it's really helpful to spread the word about the podcast and attract more listeners who may be in the same journey you are in trying to build in strengthening their brand and may find the podcast useful for them and remember to follow us either on instagram, facebook, or twitter at market strategy. That's m, a r, c, a strategy, and we would love to hear from you so you can get in contact with us, either emailing us@infoatmarketstrategydotcomorbygoingtoabrandeworldpodcast.com and clicking on the button. Leave a message and you can live as a message just like a phone message. We would love to hear from you. And finally, if you like a branded world podcast, I think you might also enjoy another podcast that is part of the alberta podcast network powered by atb called. Don't call me a guru. This is a podcast all about social media from social media strategists, tyler, Jack Butler, and lina home. So check it out. Don't call me a guru and I will have the link on the show notes as well. Thank you so much. And until next time.

Announcer: [40:25](#)

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