

a branded world

PODCAST

with
Luiza Campos



001 | INTRODUCTION:
WHAT TO EXPECT
EPISODE TRANSCRIPT

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A Branded World Podcast - 001 | Introduction: What to Expect

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Luiza Campos: You're listening to A Branded World Podcast episode number one

Announcer: 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 and revenue. And now your host, Luiza Campos.

Luiza Campos: Hello everyone and welcome to a branded world podcast. I'm Luiza Campos. I am very excited to be here with you today and to launch the podcast. I have been thinking and planning for the podcast for a while now, so it's incredibly rewarding actually to be able to start delivering these episodes to you.

In this first episode, I will give you an introduction of what to expect from the podcast. What kind of topics we'll be covering as well as a little bit of information about me and why I'm doing this podcast; the intention and purpose behind it. So, as I said my name is Luiza Campos. I have been working in branding and marketing for many years now, over 20 years. I have been fascinated and always very interested in brands. In fact, my interest started even before I pursued a career in branding and marketing.

I have always been fascinated on how some companies and organizations seem to do so much better with similar products and services than others would. And it seemed to me that it wasn't just a matter of the amount of budget that they had behind them or the amount of money that they could spend in advertising. It seemed that it went much deeper than that.

So, with that in mind, I started studying about these companies. And I focused my studies in many different aspects that I believed really formed part of whole company of that whole brand. So not just marketing as something that you do after the product is done as this external messaging to promote and push a product or service out. But in fact, way before that in terms of what is the foundation of that company and organization? Do they have one? What are the values that they stand for? What is the culture of that organization? How do they see themselves? Do they have a clear and articulate image or a voice that they want to express, that they want others to see them as? And how do they approach that? How do they go about ensuring that that image and perception that they would like others to have of them is actually out there? How do they manage that?

So, I went through my studies with that in mind and I started my career as a brand manager for GE Appliance. Now there was a fascinating experience because it really gave me this in-depth understanding. And I went through the whole process of what makes a brand a brand in that work experience. I was a brand manager for GE Appliances, major appliances, like refrigerators, washer and dryers and stoves for Mexico.

Appliances is a very interesting industry. Most people - unless you have a very high-end of appliances - don't even recall what brand of their appliances are. And if you go to a store most appliances; refrigerators or washer and dryers look exactly the same. They may differ a little bit, and they have a logo that is really what differentiates them from the outside that is about an

inch wide. So, it is not a type of brand, not like your car for instance, that people will recall right away and know exactly which brand they want to buy. So, it was an interesting brand to be managing because of that perspective as well.

Another very interesting part of it was that it was for GE itself. The GE brand is an incredibly well-established brand in many different industries in fact, not just in appliances. It has been around for 100 years. It counts with a very strong brand platform and sets of guides that we need to follow. In fact, at the time I joined GE in Mexico, that's exactly what they were doing. They were following all of the brand guidelines and all of the marketing content and messages. And even the product line that they were selling in Mexico was exactly the same as the one that they were using in the United States. And that was the problem. So, when I joined I realized that GE didn't have a very big market share at all. At least not the one that they should be having and that was comparable in other markets.

So that meant to me that we really needed to find out why that is. We really needed to conduct some research and find out more about the Mexican market, which surprisingly there was no research done to that point about the Mexican market. So that was step number one. It was a very educational experience where we had to go...Even though we had a strong and well-established brand like GE, we had to start from square one to find out more or as much as we could about the Mexican market and about our audience. What were their needs and challenges? And then be able to realize what kind of product was more suitable to them. And yes, that actually meant we had to change our product line. In fact, we completely changed our product line and had to create a new manufacturing plant to be able to manufacture these new products.

We also changed everything else from there in terms of the messages, in terms of how we communicated with the Mexican market, what our ads look like, the photos of the product, what was inside the refrigerator or what the rooms looked like to fit that market. All of these making sure that the GE brand – that very well established strong brand platform – was still, our basis, was still being expressed. So, we did not lose track of that core of what that brand is. But we tailored our messages and how we communicated that core brand specifically to that market.

So, as you can imagine it was an incredibly successful project. We gained huge market share and engagement and GE continues to do very well in that market since then. And that first experience really opened my eyes to the power of brands. And how important it is even if you have a really well-established brand to make sure that you are always in touch with your market, that you understand that market and that you don't take your brand for granted. That you don't take for granted and don't check in to make sure that the image and reputation your audience has is in fact what you'd like them to have.

So, since that experience I have worked with many other international companies as well as small businesses and non-profits. Seven years ago, I opened my own business, *marca strategy*. *marca* stands for 'brand' in Portuguese, which is my background. And since that experience with GE and all the work that I have done since then with very big multinational companies, very small business, and even smaller or bigger non-profits, it really shows to me the importance of your brand.

I truly believe that your brand is your strongest business tool if used properly. If you safeguard it, if you make sure it's not just something that you have a set of values on a wall or something that's part of your annual report. But in fact, something that you live every day, that you communicate and express in everything you do and every point of contact that you have with your client. And I do mean every point of contact; every detail counts to building and strengthening that brand.

I also know that your brand is important no matter where you are, no matter the size of your organization, no matter where you are in your lifecycle. So, if you are a brand-new startup or if you are a well-established brand like GE is or what industry you're in, your brand is the most important asset that you have and you can be an incredible powerful business tool that attracts loyal audiences and that really creates success in terms of your bottom-line and any activation that you're looking to have.

Through my work with my clients, particularly the past 7 years, I have come to realize that they could really use... And I imagine many other people outside of my clients base many other business people being from small businesses or non-profits could really benefit from a platform like this podcast where you can have access to the latest best practices or tips or ideas or just listening to what other have done that have been successful, as well as some things that they have done that have failed miserably. Hence, the intention of the podcast is to really provide you with very actionable items, very specific tips and ideas or processes that you can take away and start implementing right away; regardless of what industry you're in, regardless of the size of your organization or how much budget you have to promote your brand. This will be very actionable specific practical strategies and tactics that you can start using right away.

Some episodes I will be interviewing experts in different fields. So, we'll be covering many different topics regarding brands. Anything from how to you establish your brand platform, what part of that platform is, your why, your purpose, your brand purpose to your brand values, your personality traits. So, if you have a set of brand values which most organizations have, how do you know you are living by those values? In other words, what is the personality, what is the culture that your organization needs to have and to demonstrate so you know you're living by those values?

And other topics such as storytelling and how to tell your stories. How to engage with your audience. Design; how to use design to express your brand. Why research is important and how you can do research even if you have a very small budget. And how to use the research. One thing is to do research, another thing is to actually know how to apply the findings and the insights that you get from the research.

And we'll also cover anything from social media to advertising both traditional and non-traditional, and many different topics all within brand and marketing. I would love to also hear from you. So, if you have any particular challenges that you are facing now in terms of brand and marketing or any questions that you would like us to cover in any podcast, you can go to abrandedworldpodcast.com and leave a recorded message or question or topic or idea or suggestion for a podcast episode. I would love to hear from you. This podcast is for you. It is to really make sure that we talk about topics, best practices, processes that you can start implementing, and that you can start seeing a difference in your brand and your engagement with your audience. So please go to abrandedworldpodcast.com and let me know your thoughts, ideas, suggestions or questions. I will make sure to cover as many of those as possible.

Now, you may be asking why *A branded world*? The podcast name comes from this idea that we live in a world with so many brands. And now more than ever, with social media, we all have a brand. So even us personally as individuals or organizations whether we like it or not, we all have a brand which means we all have an image and reputation. And sometimes those perceptions about us or our organizations may not even come from a direct engagement with us. It may come because you heard something from someone or you read something somewhere about us. And that is enough to create an image or perception. So, we all live in a world where everybody and everything has a brand and can reach a wide market.

The point is not just to stand out but to be able to sustain attention. To be able to engage with people in a meaningful way and really manage your brand and reputation. So, the image and perception that others have of you or your organization is as close as possible to the one you would like to have. That's the best we can ever hope for; it's to manage that brand reputation. But there's many things that we can do and a lot of times many organizations overlook those things to be able to manage our reputation properly. So, that's the intention of the podcast; it's to really help you strengthen you brand, make that brand as powerful and as magnetic as possible and create meaningful engagements with your audience.

Thank you for listening. I am very excited to share these upcoming episodes with you. We have very interesting interviews coming up in the next episodes. Please subscribe to the podcasts so you receive notifications of when a new episode is out. And please share your thoughts, ideas, or comments. You can go directly to abrandedworldpodcast.com or leave your comments in iTunes or anywhere else where you receive your podcasts. I am very excited to share this with you and I hope you find this podcast very useful and informative, and you can start implementing these ideas right away. Thank you so much and see you next time.

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