

instincts

Instincts is a monthly publication on branding for clients, associates and friends.

Leading and inspiring all those who touch the enterprise to understand, embrace and enhance the power of your brand.

Think Re-Mark-Able.

Edelman Public Relations recently published their Annual Trust Barometer confirming that the **number one way companies build trust** is with quality products and services. They also confirmed that the **number one and two sources** people trust for information on these new products and services are colleagues, and then family and friends.

Ipod, Blackberry, yellow tail wine from Australia, boxed wines, satellite radio, 1-800-GOT-JUNK, Costco, laser eye surgery...these are all remarkable products or services. For the most part, these were not introduced with traditional advertising communications but rather by simply being **re-mark-able** to raise awareness and drive sales.



Today's global market offers hyperchoice across most categories, breeding hyper-messaging over a plethora of medias, rendering much of the marketing communications all but invisible to consumers who have learned to tune-out in self defense. Add to that the distrust that companies and their CEO's garner (they rank second to last in the Edelman survey) and you'll see that companies will increasingly need to depend on the spread of information about their product or services by their enthusiastic early adopters.

What would brand coach suggest?

Go right back to the beginning. If your product or service is not remarkable, then start again. Just as today's connected consumers can spread the word about a great product, they can - and will - spread the word about a dud even faster.

Find the sweet spot in the user pool and seed the perfect referral storm - RIM handed out 300 Blackberries at the senior levels of the US government and the rush was on.

Make it easy for this wave of referrals to spread by maximizing all the disciplines of a well branded product or service - an easy to tell concept, a memorable (unique, one or two syllable) name, a great website for details confirmation. And it wouldn't hurt to have a beautifully designed product that people proudly display or wear - the all-white cords leading to the ears of a smiling iPod user told the whole story.