

# instincts

instincts is a monthly publication on Branding for clients, associates and friends.

Our Mission: Support and challenge business leaders to maximize the potential within their Brand.



## Branding can be this comfortable

With its ever-present cushy green chairs, TD Canada Trust continually reinforces that *Banking can be this comfortable*. In the process, they've managed to demonstrate the ease enjoyed by Brands courageous enough to observe the number one rule of Branding: be consistent.

Consider TD's sponsorship of the May "moderated conversation" between former U.S. Presidents Bill Clinton and George W. Bush. The past Commanders-in-Chief appeared at the Metro Toronto Convention Centre to chat about life after the White House, and to handle with trademark Southern ease some direct challenges of their records from Frank McKenna, former Canadian Ambassador to the United States.

Media coverage of the event was worldwide. And what every account reported was that these two men looked relaxed. At ease. Comfortable.

A brilliantly engineered piece of Brand messaging

This piece of Brand messaging was brilliantly engineered by TD. No need to plaster their logo all over the place: instead they simply sat each man in a humongous green leather chair that is the TD Brand's *core idea* – defined as a visual or auditory device that clearly communicates the Brand's *position* (itself defined as *how you are different*).

No, it wasn't the chairs themselves that relaxed these two men – relief from the burdens of leading the free world can explain that easily enough – but it's nearly impossible to look agitated while sitting in a chair so deep, you're practically lying down. Branding, indeed, can be this comfortable.

## What does the Brand Coach coach?

Clearly define your Brand position. Then translate it into a core idea that communicates that position – the way Subway's Jared conveys *healthy*, AT&T's *more bars in more places* communicate *the fewest dropped calls*, and the Telus critters assure us that *the future is friendly*.

Then enjoy the sense of calm that comes from applying the concept to every single touchpoint over time – from each customer service experience to every ad campaign. Confidently defend your core idea from the Brand's *Old Friends and New Friends* – the newly hired and old-and-tired stakeholders who for selfish reasons feel, well, *uncomfortable* with Branding's number one rule.



Now available at Amazon.com  
and Books for Business

"**Brand: It Ain't the Logo\*** should be required reading for anyone who sits around the 'big table' and for anyone who seeks to influence their decisions."

Ken Wong  
Associate Professor, Business  
and Marketing Strategy  
Queen's School of Business

## Instinct in the media



TD's "green leather chairs"  
get billing alongside Bush  
and Clinton

Go to our In the Media page.