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Primal Branding: Create Zealots For Your Brand, Your Company, And Your Future



Synopsis

What is it that made Starbucks an overnight sensation and separated it from other great coffee house companies? Why do many products with great product innovation, perfect locations, terrific customer experiences, even breakthrough advertising fail to get the same visceral traction in the marketplace as brands like Apple and Nike? Patrick Hanlon, senior advertising executive and founder of Thinktopia, decided to find the answers. His search revealed seven definable assets that together construct the belief system that lies behind every successful brand, whether it's a product, service, city, personality, social cause, or movement. In "Primal Branding", Hanlon explores those seven components, known as the primal code, and shows how to use and combine them to create a community of believers in which the consumer develops a powerful emotional attachment to the brand. These techniques work for everyone involved in creating and selling an image - from marketing managers to social advocates to business leaders seeking to increase customer preference for new or existing products. "Primal Branding" presents a world of new possibility for all marketers - and the opportunity to move from being just another product on the shelf to becoming a desired and necessary part of the culture. --This text refers to an out of print or unavailable edition of this title.

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Customer Reviews

Wondering how to build your brand for your business? If you are searching for a history of successful companies, large and small, then Primal Branding delivers an insider's perspective.

Author Patrick Hanlon, an avid journalist, spent years penetrating the barriers surrounding marketing secrets of thriving businesses. I am a pre-published author seeking to establish myself in the thriller genre as a professional with both a vision and a quality product. Primal Branding provided a series of steps to guide me through this process. Here are the seven components to the Primal Code, plus one sentence I learned about each.

Creation Story - each brand must tell the story of their beginnings. It must answer the question, "Where do you come from?" Example: the "about" section of a company)

The Creed - this is the spine which supports the whole brand. This should project the vision of what you want the company to become. Example: the tagline for a company)

The Icons - these are the images or sensory products that are instantly identified with your brand. They should be recognizable and distinct enough to leave an impression on the consumer. Examples: logos, themes, and products)

The Rituals - the interactions that your consumer has with your company and products. The goal is to maximize the number of positive occurrences your customer has with your company. Example: online shopping or browsing)

The Pagans - these are the opponents to what defines your company. It's as important to identify your "unbelievers" as it is to define who you are. Example: Pepsi Cola versus Aquafina.)

The Sacred Words - the specialized jargon that only the insiders know. Every belief system has its own informal dictionary to distinguish itself from outsiders. Example: Techie Talk)

The Leader - who or what the mascot is for the brand. This does not necessarily need to be a physical person, but it could also be an ideology or trademark face. (Example: Betty Crocker)

I did find this book to be a bit more of a history lesson than an instructional manual to brand yourself. Still, I would highly recommend it to other authors and entrepreneurs eager to set themselves apart in the crowded marketplace. In this brief book, you can learn the seven key factors to a unique identity. Whether you are an entrepreneur or a high-profile executive, arrange all seven to form a solid base to launch and grow your brand.

Formula: author looks at successful examples of branding and back-engineers to tell you why they were successful. I can tell you 30 books that do this (I read them all.) This book presents, instead, a coherent theory that projects to future cases, and thus is worth imitating. Nothing wrong with stealing someone's theory if you've bought his book. In this case, you can actually take what the author lays out and apply it your business whether is a chain of funeral parlors or .com.

Primal Branding goes much deeper than most books on branding. It is not just about logos and tag lines but about the seven crucial components which must be present to creating a brand that connects. The seven attributes are the creation story, the creed, icons, rituals, sacred words, pagans

(the opposite or those opposed to the brand) and leaders. Primal branding is not about "building a church, but creating a religion." "Primal Branding has broken down the elements that help people feel better about a brand." All marketers are searching for ways to stand out from the crowd, to get attention, to connect. Hanlon has given us the blueprint to do just that. But as he says, "If all we needed were a recipe, everyone would be a great chef." He gives us the blueprint, but there is still the need to create the story, to make sure it resonates with everyone, the employees, the vendors and the customers. Branding is still part science, part art and a good deal of luck. The book is well written, easy to read and filled with many examples of very successful brands - from coca-cola to lego to U2. Hanlon goes behind the scenes to uncover what made the brands successful. He gives great insight into the things we must do to make our own brands successful. While we have the essential steps to brand our products or services, we still need to bring the emotional connection into the process. That of course is where the art and luck comes in. If you are responsible for marketing your services, you really need to read this book.

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