



BRAND
BOOT
CAMP

DISCOVER
DEVELOP
DELIVER
NJSLC - CREIGHTON UNIVERSITY - 2009

ADVERTISING

I'd define advertising as....

In other words, advertising can be....

About exploration and being playful. It means taking traditional ideas and preconceived notions and turning them on their heads to come up with exciting and innovative concepts, essentially to capture attention and brand a product or service. One central idea I learned from studying this field: it's not for those afraid to take risks.

-Catherine Handrich, Writing Major | Loyola College in Maryland
Twitter Username: @ShakeShakelt | cahandrich@loyola.edu

Delivering cogent and appealing messages to targeted audiences through paid media in an effort to inform and motivate potential consumers towards acknowledgement, participation and ultimately, monetary investment.

-Jesse Hutichson, Marketing Major | Loyola College in Maryland
Twitter Username: @JayHutch | jayscotthutch@gmail.com

Translating. You may know what your organization wants but you have to articulate to your audience what difference you can make, and why they should care. It's not the words you're saying but what people think you said. Advertising is visual linguistics, so you must not only speak your audience's language, but also know what language they are using. Ideas do not fail not because they are bad. They fail because they are poorly, or worse, inaccurately, presented.

-Patrick DePuydt, Political Science Major | Loyola College in Maryland
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BRANDING

I'd define brand as...

In other words, branding can be....

The use of marketing techniques to communicate value (ie: the perks, uses, and outward image of the users) of a product, line or company brand. The goal of this all is to increase value, solidify the name in the public mind, and overall increase brand equity. What is brand equity you ask?

It is the power of that brand. We refer to tissues as Kleenex, pain relievers as Advil or Tylenol and mp3 players as iPods. Brand equity is the most valuable asset the company has, because it is how the average consumer knows, picks, and buys their product.

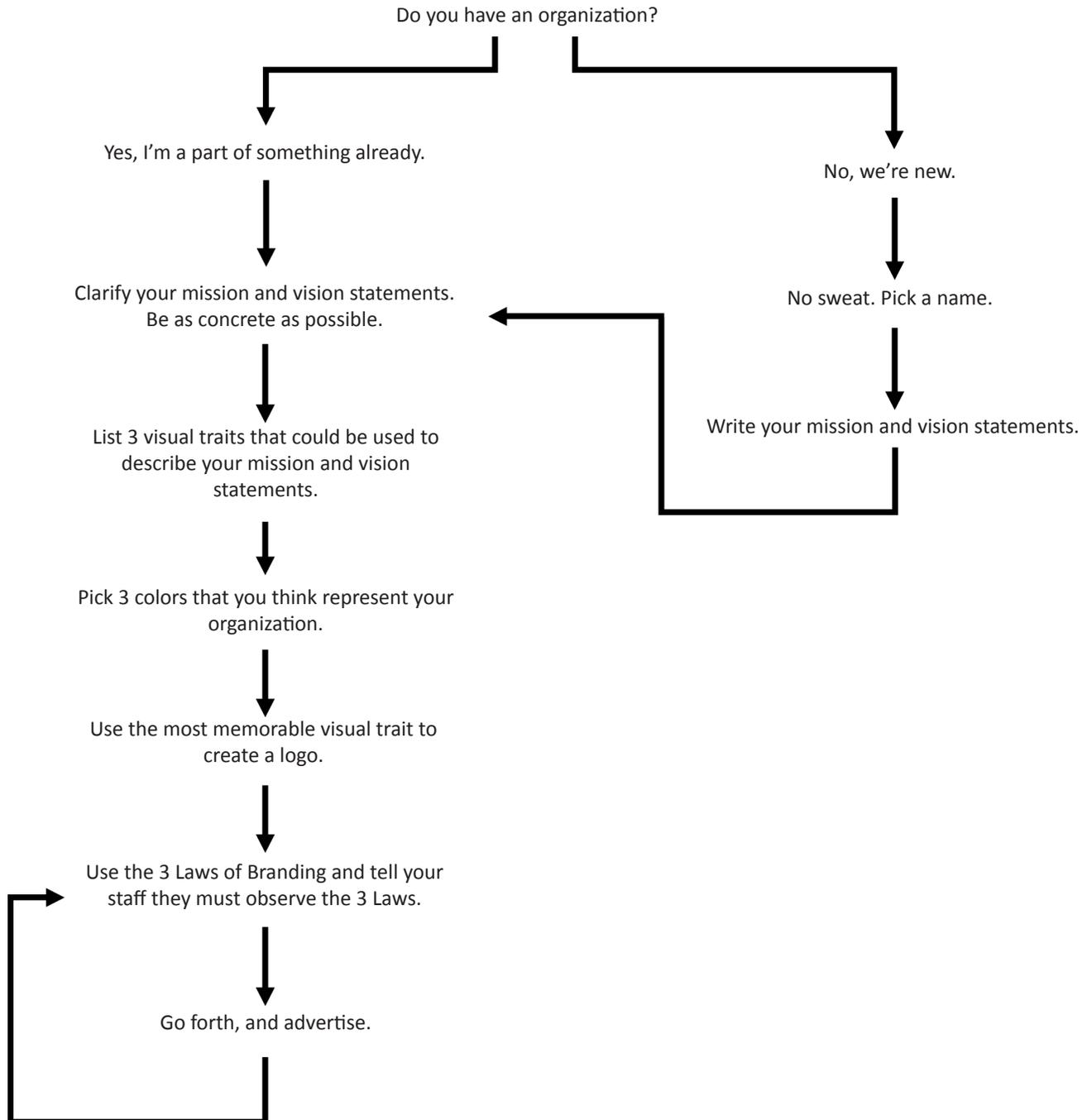
That being said, branding is the choice of a memorable name, logo, slogan, atmosphere, and tactics to control public perception, etc. so that the product and corporation is easily recognized at first, and the knowledge of that brand through advertising further contributes to buyer behavior, because the buyer knows and may even love that brand to death.

-Jesse Hutichson, Marketing Major | Loyola College in Maryland
Twitter Username: @JayHutch | jayscotthutch@gmail.com

If you were to peel the layers of a product or service away and get to the very core of it, that is the brand. Branding a product or service means to find the characteristics, values, and overall identity of it that truly set it apart from its competitors. This is often done through advertising. So much more than simply a cookie-cutter, one dimensional definition, a brand can become a philosophy or experience.

-Catherine Handrich Writing Major | Loyola College in Maryland
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BRANDING FLOWCHART



THE 3 LAWS OF BRANDING

1 *Always use the same
logo*

2 *Always use the same
colors*

3 *Always use the same
font*



INEXPENSIVE ADVERTISING SUGGESTIONS

GETTING STARTED

Visit www.dafont.com for a bunch of free and unique fonts to set you apart from the rest of the pack. Use Dingbats for symbols if you're not good at drawing. A dingbat is a font that types a symbol or illustration instead of a letter when you press a key. The stars and dogtags on this sheet are both dingbats.

Buy a vinyl banner with you logo on it. It looks professional and in no time, you will actually save more money and time than if you boot-strapped and made banners every time you have an event.

Use flyering templates that are pre-printed so all anyone has to do is make the flyer, and print it using your template paper.

Having trouble with the artistic part? Commission a graphic artist! Be professional and in return for your logo or identity offer to pass along their contact information and recommend them to anyone who might want their services in the future. But be sure to follow through as well!

For advertising ideas research other college's with similar clubs or actual companies like yours.

Visit the advertising section on the magazine stacks at your local bookstore and see what the pros are up to.

Innovative inspiration: www.thecoolhunter.net

Kinda know Photoshop but want to get better? Get weekly tips with Photoshop User TV's iTunes podcast or visit www.photoshopusertv.com

Check out Photoshop User TV's cousin podcast, Layers TV on iTunes or www.layerstv.com

Make friends with your college or university's creative services department. Offer to buy coffee and see what kind of advice they can give.

Avoid cheesy slogans or celebrity references. You might get noticed, but you still want to attract, not repel your audience.

Decide on a target audience and understand how you can appeal to them. If everyone is your customer, no one is.





INEXPENSIVE ADVERTISING SUGGESTIONS

Collaborate. As smart and sharp as 1 person is, they are never sharper than a group of committed people.

BRAND POLISHING

No matter what you do, or who you are, consistency is king. Do the same thing you did last time. Then do it again.

Use the same colors. Buy construction paper in your colors and glue your flyers to it. Buy a set of markers in your colors. Buy a tablecloth with your colors. Wear your colors, even if you don't have shirts made. Buy balloons with your colors. Everything you do, make sure it's in your colors.

Use the same font.

Always use your logo.

Post flyers in the same place.

You don't have to have everyone with an official shirt. Just ask that they wear the same colors as your organization. Look at Target, they ask their employees to wear a red shirt and khakis.

IMPLEMENTATION

Realize how honestly forgetful people can be and post flyers in waves. Or the rain could make short work of your afternoon posting flyers too. Instead, put up a flyers 2 weeks before, 1 week before, 4 days before and the day of your event.

Switch it up. Try printed balloons, table tents, dry erase markers on mirrors and windows, table tents, post cards, door-knob tags, pins, mini-flyers, banners.

Work with your college if you have a daily email announcement and ask them to post a blurb on your upcoming event.

Work with administrators, they may be able to bend the rules for you if you show you follow them first.

