



GREEN LINE ACADEMY: MEDICAL MARIQUANA BUSINESS CONFERENCE - OCT 26TH & 27TH 2013

Authentic Voice for Your Brand

David Childs: October 26, 2013

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Establish a consistent
and authentic voice for
your brand

Presented by: David Childs



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AN IRRESISTIBLE BRAND KEEPS IT

Iridia Medical Serices




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Pacific Coastal Airlines



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Two Things to Think About
One: Industry Credibility



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Two Things to Think About
Two: Focus on the Solution

Sativa: Stimulates Hunger - good for
Eating Disorders Anorexia

Indica: Sedative - good for
Insomnia Pain Relief

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CONSISTENT

Unchanging in achievement or effect over a period of time.

Not containing any logical contradictions

In other words

Get your &^%\$ together!

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AUTHENTIC

based on facts; accurate
of undisputed origin
LBP: 'Undeniable Honesty'
This is not a sales pitch



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KEY ELEMENTS

Brand	Trusted, Professional, Reliable
Values	Beliefs, Culture
Offer	Product / Service
Positioning	Cost / Quality
Personality	Rapport



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BRAND

Trusted, Professional, Reliable



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VALUES

Beliefs & Culture

"Do Not Imitate."

Respect for the individual.
The Three Joys (buying, selling and creating)
Maintaining a global viewpoint.
Supplying products of the highest quality at a reasonable price for worldwide customer satisfaction.

Management Policies

- Proceed always with ambition and youthfulness.
- Respect sound theory, develop fresh ideas, and make the most effective use of time.
- Enjoy work and encourage open communication.
- Strive constantly for a harmonious flow of work.
- Be ever mindful of the value of research and endeavor.



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OFFER

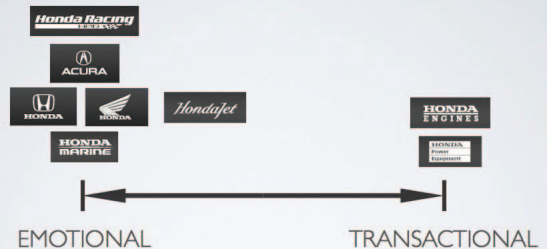
Product & Service



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POSITIONING

Cost / Quality



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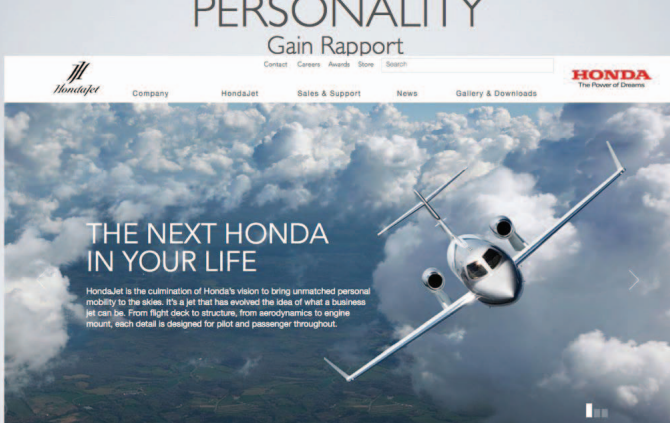
PERSONALITY Gain Rapport



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GOAL

Connection between humans and companies

Connection of Values & Beliefs

Connection of Needs & Wants

And sometimes it's just a Transaction

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BEGIN STRATEGY

A: Where does your money come from?

B: What are the consumers Needs / Wants?

C: What are the required touch/visible points?

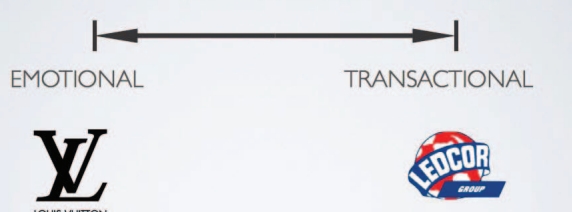
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NOW WHAT?

WHERE ARE YOU???


EMOTIONAL TRANSACTIONAL



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MONEY FOCUSED



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FOCUS ON

What do you believe in?

Where does your money come from?

What are the consumers Needs / Wants?

What are the required touch/visible points?

This is what creates your brand!

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THANK YOU!

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BRANDING

A personality goes a long way

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