

Research Primer and Important Themes

INTRODUCTION

Behind every great brand is a compelling idea based on distinct value that captures the imagination and loyalties of its audience. Credibility is at its highest earning power when the brand has both functional and emotional relevance, and delivers on its promise. Functional relevance is easy to understand. Emotional relevance is harder to define and develop into your positioning. But it can be argued it's the most crucial. Both for engaging customers and energizing employees. It's the glue; the bond with customers and employees that makes a brand charismatic and have a life of its own. Positioning solidifies your distinction and uniqueness in the market. There is a solid proposition that Brewer Science offers the industry that is distinct, functionally relevant and emotionally engaging backed by solid principles with social and financial value that Brewer Science delivers on every day. This report extrapolates and interprets the beginning of the conversations that define this very thing. And gives us a launch pad and vision for future strategic development and creative work.

Our business plan for 2011 calls for an increase of 33% revenue growth... we must do things in a different manner in order to achieve this magnitude.

WHY BRAND AT ALL?

Today, branding is more important than ever. In a society that historically has been about mass production is now all about mass customization, products as services, business experiences and customer intimacy. People are information high and time low. Reading a list of features and benefit, product promises is no longer enough. Verification processes of what your company is promising it's customer is now becoming a standard of business. In short, show don't tell applies. The customer must experience your promise and identify with the values and vision behind what they receive. A strong brand strategy and creation process captures imaginatively your brand expression and positioning; ie. Brought out and tangible – values aligned and proven in customer experienced and then powered throughout your marketing.

Relationship is at a premium: Here are some current themes that add to your brand gravity in today's socio economic climate:

1. **EXPERIENCES.** Don't promote, power your marketing with tangible experiences.

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2. **DIGITAL INTERACTION.** Let customers experience your product benefits through interactive experiences on your website. Usefulness that helps them accomplish their daily business goals.
 3. **NARRATIVE.** Let your customers qualify your brand. They are branding you every day with the stories they tell. Help them tell those stories by bringing your communications to the forefront. Current and framed in the history that makes you great.
 4. **SIMPLIFY.** We are already in information overload. Give your customers a pool of calm by thinking through your communications hierarchy ahead of time.
 5. **UNIFICATION.** Employees are partners. Brand gold! Brewer Science already has this one down.
 6. **GLOBAL FUTURE.** Your inventions have many connection points to the world that go beyond the conductive qualities of their technology. Those touch points socially, environmentally and globally combine into Brewer Science's human factors. Very much worth breaking this down, conducting the research, defining it and expressing it intelligently throughout your brand.

"brand expression driven by value, exploited by narrative."

Below is a brief bulleted list that highlights our process:

MAPPING, IDENTIFICATION, INSIGHT

- Discovery of new and relevant opportunities.
- Research reasons why consumers choose your brand or a competitors.
- Gain insights that serve as the basis for new services, product development, brand innovation.

CORE MESSAGE. Positioning and brand strategy.

- Leverage opportunities that hold the biggest potential.
- Levers that remake perception.
- Staging growth. Mapping core connections to your business model and growing your brand.
- The articulation of your core special 'offering (s)' that resonates with your customer.

BRAND Architecture - Signals, signs, expression.

- Aligning your brand with your vision and powering it with your mission statement. The practice of the promise.
- Creating a singular focus that best drives performance and growth.
- The expressive platform and reinforcing it internally and externally through brand management.

DIFFERENTIATE --- \ INNOVATE --- \ VALIDATE --- \ CULTIVATE --- \ COLLECT VALUE

MISSION STATEMENT

A mission statement is a hard worker for a company brand. In essence, the underpinnings of the mission statement answers three questions:

- Who are you?
- What do you do?
- Why does it matter?

The mission statement is the intention of the company, it's philosophy, core competencies and promise combined with customer verifications that the promise is being delivered upon. The promise a company makes to its customers is a daily practice validated by customer data. This in-essence, is what creates trust. A mission statement that is effective is powerful, short and simple. A doctrine the company lives by. In our sessions, the Brewer Science team brainstormed what the company promises, the feedback they get from customers, Brewer's vision and the basis of trust garnered today in customer relationships

ENVIRONMENTAL IMPACT + SOCIAL BRANDING

Brewer Science is on the cutting edge of environmental goodness. That is, brand opportunities for Brewer and its customers. And it's two pronged. It's about the programs inside that have inspired the community. And the thought that goes into less impact in the labs.

Brands have the power to be leaders in social and environmental change. And as our world faces deeper climate issues and increase of population, businesses are facing high environmental and social impact performance metrics. Company recycling programs that were once just a warm and fuzzy are now expected as a baseline in doing business. Having said that, many businesses are not performing as exemplary as Brewer Science. You are a role model to your community. This fact strategically and creatively executed is a powerful brand asset.

However, there an additional opportunity. If your sustainable business practices focus on employee recycling programs, the external influences and brand power exists in smart choices in the labs that manage environmental health, safety and impact. Carbon Nanotube (<http://green.blorge.com/2010/11/mit-grows-greener-carbon-nanotubes/>) processes for instance, are reported to release a high percentage of greenhouse gases into the atmosphere. But MIT has solutions.

There are many possibilities for Brewer Science to show care of the earth and people, and increase brand charisma and influence. Brewer Science is already making smart choices to lessen environmental impact. A focus on showing this to the customer through articles and other connection points to the world's work in action would be a natural direction. Below is a thinking tool for viewing your brand as a social change agent. Your role in materials creation, invention choices, future envisioning in the materials industry.

Embracing Reality: water scarcity, oil production declines, soil degradation, international trade barriers, overpopulation, deforestation, poor land use, and environmental problems.

Shift in Balance of Power: Consumers are in the drivers seat. A good reputation is a valuable asset.

Influences on consumer behavior come from every quarter; internet, NGOs, advertising, opinion leaders, entertainment.

Design Solutions: Creative implementation that power your brand as a social change agent.

Ethical Brands are proliferating.

SUSTAINABLE BRAND/SOCIAL CHANGE AGENT FRAMEWORK

By establishing the following aspects clearly, this makes your customers more competitive in their markets:

BRAND VITALITY:

- Drive new health and well-being benefits.
- Maximize existing strategies that make Brewer's technology healthier for people.

MORE SOCIAL VALUE: Connecting the dots. **Examples.**

- The results of using a recycled compound for instance has social value. Reducing pollution. Using less water.
- Document all the smart choices Brewer Science makes that is different, and quantify it as much as possible. Publish this.
- There is also social value in employee retention at a time when people are losing their jobs. The creative task here is telling this story in an inspired but factual way. And there are many more socially valuable influencers within Brewer Science's brand that, once culled and brought to the surface does make Brewer Science an ethical brand with social value.

LESS ENVIRONMENTAL IMPACT: **Examples**

- Less Waste
- Less Pollution. Greenhouse gases.
- Less Water.
- More re-usable materials
- More re-usable genius inside Brewer in making the right choices that reduce impact.

Given Brewer's track record of joining the world in employee recycling programs that influenced a community, you are already an ethical brand. We suggest you take this further and become a **leader** in social change and environmental impact that engages your customers in meaningful ways and gives them an increased competitive edge.

Innovations > Your Customer > Products in People's Lives.

More themes and concepts include:

- Fail Faster, Succeed Sooner
- Make customers happy.
- Show and tell
- Industries of customers include, medical, defense, commercial, computing, aerospace.
- A value: Onsite or online, higher yields ahead.
- Evolve
- Sell in Asia.

WEBSITE

The expectations upon websites today are high and diverse. Before Web 2.0 (social media era) the tools were set up to create a website that introduced your business to a potential customer in a polite, domestic manner. Brochure-ware. Downloadable PDF's were a sign of sophistication and a service to the end user. Simple, sophisticated visuals and a judicious use of flash technology is how people expected a company to convey the aesthetic and content that frames the core values.

Today, websites serve as a sample of product functionality. Consumers experience your company offerings in taste test fashion before point of purchase. Products are services. The more service categories the better. A sustainable brand for example might have interactive calculators that help their customer analyze their carbon footprint. Nike might demonstrate how it's new line of athletic shoes talks to the runner, feeds them music, charts their time, etc. The website doesn't just 'tell' the story of company values, it offers it in experiences.

WHAT THIS MEANS

For a company like Brewer Science, where the brand power is in the customer relationship, with a 'no fear' policy when it comes to pushing the limits of innovative technology; it means **narrative; bringing your products into a larger imagination for the customer.**

Brewer Science's website is the place where customers experience who you are as a company at a glance.

Here are a few questions to ask when evaluating how your website signals your customer to interact and if it's a credibility builder:

- How do you welcome your customers? Is your home page clear signaling and guiding?
- Easy to read? Highly organized content with clear hierarchy?
- Do you capture the essence and personality of your company brand (values) immediately?
- Or does the customer feel overwhelmed with too many things to read at once?
- Is the visual hierarchy flattened? Or is it designed in such a way that invites the customer in and makes them feel at home and intrigued?
- Are your customers curious and energized?
- Are you showing your customer brand relevancy, up with the times or does your site look like a template that is dated with high expectations of readership?

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- Is your site set up with language translators?
 - Do you have a blog or page with articles that give your customers a flavor of what's happening inside?
 - Is your site set up for accessibility for the handicap?
 - Is there a page (in metaphor speak) a room that exposes your commitment to the environment?
 - Do you have downloadable digital brochures that print nicely. Often company managers will use these to talk you up with potential decision makers.
 - Is the color palette engaging and communicative or is it neutral and passive; not really saying anything about the company's personality?
 - Does your tagline say what you do and why you are different?
 - Is your logo a symbol of what you stand for?

YOUR BRAND IN ASIA

China is a very interesting market right now. With the government putting a lot of money into infrastructure, it is advancing more rapidly than India. Even though India leads in technology and innovation. To stand out in China, purchase decisions to buy in America increases 'face' and profits. Buying decisions are happening before point of purchase. The what do others think of me vs. in America which is more a 'me' culture). How does this make me look to my competitors? The internet is main vein to evaluating purchase decisions. But China is reputed to profit in the trade industry while its inner core remains impoverished. Japan is on the cutting edge of economic growth. I would want to conduct profile research on your China customer and evaluate their decision-making hierarchy in your industry. I believe the issues could be complex, yet if we get it right and communicate your brand effectively, it could be great for Brewer Science.

SUMMATION

Today, brands occupy 1/3 of the world's revenue. Leading brands that maintain their relevance to a targeted array of customers and offer clear points of difference amongst the competition sustain credibility, trust and loyalty. Statistics show in brand valuation charts an increase of 30-50 percent profit margins over a 5-10 year period when brand performers are put to task and performing. In short, branding means profit. And great brands take bold risks to accomplish this. A brand platform takes more than a

gutting of the visual elements and a brand architecture, it takes creativity, guts and heart. And it's about finding the right dials to turn vs. the obvious. Kitchen Aide is a good example of doing very little (but the right things) to increase their brand signature but their profit margins were off the charts.

KITCHEN AIDE.

The mixer is an icon in American Kitchens. They wanted to extend their brand to incorporate small appliances. The European Market had that area dominated. **Kitchen Aid went through an intensive product design process to discover its competitive differentiation.** The values: endurance and possibilities of the future—the passion of Epicurus. New signature elements were created to support a new brand language. New surfaces, new colors, new button placement. The result was point of view that exceeded projected sales targets. They couldn't have accomplished this without a methodical almost scientific process. And not as fast as they did. Finding the right direction and taking the risks to invest in a new point of view continued to exceed sales expectations for a long time. The investment of ethnographic research and design paid for itself in the first quarter. Accuracy is important in brand innovation and strategy.

For every great brand there are under performing brands. FORD Automotive for instance.

Once a big band now fails to distinguish itself (define) in the marketplace. BMW stands for precision and Toyota stands for quality and sustainability. By comparison, Ford's identity is largely absent. It's getting buried in the market. Once a brand loses touch with its customers it loses its sense of relevancy and credibility as well as differentiation.

PUBLIC VOICE

In the case of Brewer Science, you have not lost touch. You are more in touch than most. But the feedback loop stops inside the company. It's not threaded in meaningful ways into your brand positioning and creatively strategized to perform and increase in value. The listening to the customer is there but the throughput to the brand positioning and expression is missing. The stage for that performance is set for you in your upcoming year. The tradeshow events, the website, your collateral. But like Kitchen Aide, finding the right message and creative methods to express it is key. Brewer Science wants to stand on its own two feet and increase revenue. Applied research and brand modeling would be powerful for Brewer Science now. Just a few suggestions below.

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- Articulate what has been working and applying those values to your brand.
 - Articulate new growth spurts and what you are planning.
 - Make your mission statement elegant, simple and active.
 - Audit your materials for promises made and show how you've delivered.
 - Where does innovation take flight? Show this in narrative form. Video, case studies, etc.
 - Increasing your point of view to your customers, giving them the stories connects them to your heritage.
 - Bring out environmental initiatives, not only internally focused but metrics for choice making in materials and processes and environmental impact.

It's all about strategy. What is the right one for you? This takes some research and modeling. Sometimes it's a very subtle shift in focus like Kitchen Aide. Sometimes it's a large shift in market focus like IBM.

IBM is a great example of a big comeback after losing market share to personal computing, now a leader in IT solutions. They pioneered a large-scale brand management system and changed their core identity to IT service providers selling creative solutions. And it got them back into business. Brand management systems is good business. Metrics and increasing relevancy, continued listening to customers and refreshing your brand in real time.

Brands are a widely accepted economic force but it's easy to lose sight of this.

Ford has lost ground. This is a much harder problem than what Brewer Science faces. You have hidden jewels that holds much potential and charisma. You are opening the box and showing what you have. Drawing in new customers as you do. That's an exciting place to be. And it's especially intriguing when you brand yourselves without investors pressuring you to do so. You brand yourselves because you have 30 years behind you and a lot to be proud of. You brand yourselves to grow into new markets like China. You brand yourselves to show your current and new customers that you care about clearly communicate what you stand for and why it's special. These are wholesome reasons. But you also make room to grow. You add new initiatives that your website can more flexibly handle, for instance. You have downloadable materials that makes sales go more smoothly. And, there is much more that a performing brand can do for you.
