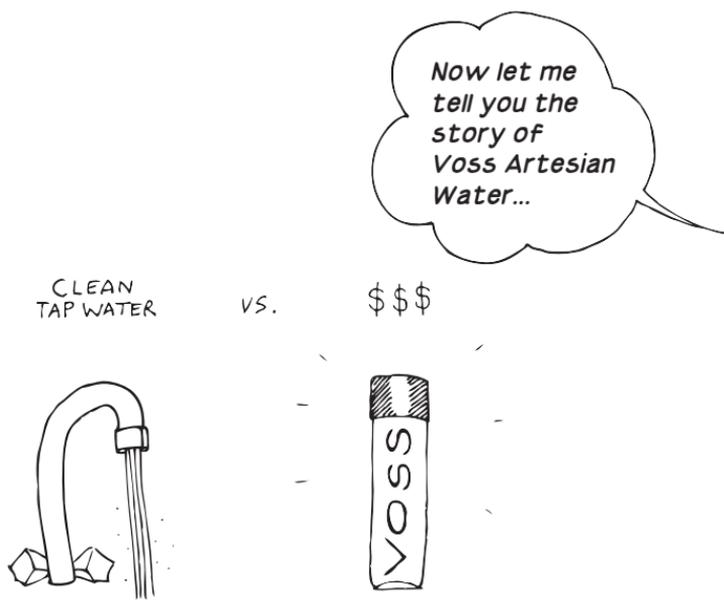


17. *Tell your story*

There is nothing better than a true brand story, because it is unique and it is **yours**. Your story is about **why** you do the things you are doing. It is the **essence** behind what you are selling.

In the short term your story is your ticket to the media. A good story gives a unique and fresh angle to an existing or new product category - it is something interesting to write about.

Eventually, your brand story is the long term differentiator against the competition. This is why you want to keep reminding people about it - so they feel good about picking your brand over the competition.



For example, Firefox, the open-source web browser, launched in 2004 as a true alternative to Microsoft's Internet Explorer.

Their story was all about the power of community versus corporate creation. "At its core, Firefox is about people and is powered by a global community of individuals working together for the public good." It showed the strength of their story that Firefox's first advertisement in the New York Times was funded by its fans!

Unfortunately, over the years their community story has gotten lost among many other stories and messages. As a result, the unique and original Firefox story is no longer a differentiator in the mind of the consumer.

*Keep your story alive.
It is the one thing
nobody can copy.*

18. *Make people talk
about you*

It is not the things you do better or different from your competition that make people talk about you - it is the things that you do that are **new**.

When you introduce a new product category, you always have a great opportunity to be newsworthy.



When you compete within an established product category, you still have to keep providing something new.

For example, hardly anyone is waiting to see what is better in the next iPhone, everybody is just eagerly waiting for what is new. Apple has introduced, since the launch of the first iPhone in 2007, one big new thing every year and kept interest around the iPhone high.

Focus on what is new.

19. *Your slogan sums up
your brand*

A slogan is a memorable phrase that is the summary of your brand.

A good slogan always describes your product and its unique benefit. A really good slogan will set you above the competition and ultimately create a reason for people to buy **your** brand.

Good examples:

M&M's - Melts in your mouth, not in your hands

Evernote - Remember everything

BMW - The ultimate driving machine

HSBC - The world's local bank

Bad examples:

Heineken - Open your world

(Is beer your world? That's a bit sad.)

Philips - Let's make things better

(The current products are not good?)

Chevrolet - Find new roads

(People don't find new roads in a Ford?)