

Musician Branding Playbook

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SECOND LINE ARTS COLLECTIVE

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- Founded in 2017
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- Played with Delfeayo Marsalis, Michael Bubl , Gregory Agid Quartet, Freelance musician
- Performing professionally since 2009
- Taught at NOCCA, Tulane University, Warren Easton Charter high school
- Co-founder of Second Line Arts



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A G E N D A

- **Agenda**
 - Perceived Value
 - What is Branding?
 - Apple
 - How do you brand water?
 - “People like us, do things like this”
 - What is my Brand?
 - Who is my Audience?
 - My Brand Identity
 - Words of Wisdom

A G E N D A

- Understand Branding
- Begin building your own brand identity

WHAT IS PERCEIVED VALUE?



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WHAT IS PERCEIVED VALUE?

- Which would you rather?



Or



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WHAT IS PERCEIVED VALUE?

- 100% would say \$20
- The quarter is made of 75% copper
- The \$20 bill is made of paper
- Both items cost 12 cents to produce
- One is perceived as having a higher value
- Both have an actual value of 12 cents

WHAT IS PERCEIVED VALUE?

Perceived value- a customer's perception of a product or service's merit or desirability to them, especially in comparison to a competitor's product.



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WHAT IS BRANDING?



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WHAT IS BRANDING?

- **Branding**
 - **Branding is the art and science of changing perception**
 - The way we value things depends on how we perceive them
- **Marketing**
 - How we communicate our brand

WHAT IS BRANDING?

- Branding is the process of giving a meaning by creating an identity in the audience's mind
- A brand is a name, term, design, symbol, or any other feature that identifies good or service as distinct from the competition
- Help people easily identify and experience the product
- Give them a reason to choose it over the competition by stating what it is and what it is not
- A feeling



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WHAT IS BRANDING?

- **Branding is Not**
 - a logo
 - advertising
 - marketing
- A brand will use these things to communicate the brand

WHAT IS BRANDING?

- **Branding is**
 - **Branding is the idea, feeling, and experience**
 - Confidence
 - Passion
 - Belonging
 - Action
 - Security
 - A unique set of values
 - A feeling

WHAT IS BRANDING?

- Which do choose?



WHAT IS BRANDING?

- What does Apple stand for? What does it mean to have an Iphone?
- What does Samsung stand for? What does it mean to have a Samsung?



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WHAT IS BRANDING?

- **The Power of Branding**

- **Apple**

- It's not a phone, its an Iphone
 - The standard that defines the phone market
 - Brand loyalty
 - Focuses on emotion
 - The brand personality is a lifestyle
 - Imagination, liberty, innovation, passion, hopes, dreams, hip, cool, fun, creative, trendy
 - Disposable income
 - Premium/luxury goods
 - Convenience
 - Reliability
 - Blue Bubble- Belonging

WHAT IS BRANDING?

- **The Power of Branding**
- **Apple**
- **Design Strategy**
 - **Minimalism**
 - shares a design strategy across platforms
 - Shared interface and design across products
 - Primes you to purchase within the Apple ecosystem
- **Customer experience**
 - Works at every apple customer touch point
 - Iphone, Imac, Ipod, Ipad, in the store
- When you choose apple you are choosing a feeling, a promise, a tribe, an identity

WHAT IS BRANDING?

- **The Power of Branding**
- **Samsung**
 - A phone
 - Hates apple
 - Can't afford apple
- Doesn't have a strong identity
- Does not invoke emotion
- Doesn't stand for anything

WHAT IS BRANDING?

- **The Power of Branding**
 - Even though Samsung may have more cutting edge features, Apple has a stronger perceived value and branding
 - People are loyal to Apple because of the strong brand
 - Anything that Apple puts its logo on comes with a promise
 - Confidence, passion, belonging, action, security, values

WHAT IS BRANDING?

- The Power of Branding
 - How do you brand water?
 - Evian
 - Fiji
 - Perrier
 - Kentwood Springs



WHAT IS BRANDING?

- The Power of Branding
 - How do you brand water?
 - Evian
 - makes you feel young, European
 - Fiji-
 - pure, healthy, natural, got money
 - Perrier
 - Refreshing, bubbly, sexy, evening
 - Kentwood Springs
 - ...?
 - Consistency
 - Packaging is consistent and easily recognizable
 - Graphic design is consistent
 - You could remove text and still recognize the brand



WHAT IS BRANDING?

- The Power of Branding
 - How do you brand water?
 - It's not water
 - It's Evian
 - It's Perrier
 - It's Fiji
- It's a story



WHAT IS BRANDING?

- **The power of Branding**
 - When you brand becomes synonymous with the category of product
 - Brand becomes a verb
- Bandaid, Kleenex, Google me, Skype me, photoshop that picture, coke, bubble wrap, chap-stick, Xerox, Escalator...



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WHAT IS BRANDING?

- **The power of Branding**
- **“People like us, do things like this” -Seth Godin**
 - Choosing an identity
 - Someone is going to make an impression about you based on your brand affiliation
 - Are you a green bubble? Blue Bubble?
 - What do you stand for?
- **Nike**
 - Using Colin Kaepernick as the face of the brand at the height of his ‘controversy’
 - Says nothing about the quality of nike products
 - Speaks about the identity of the brand and its customers
 - People like us, do things like this

WHAT IS MY BRAND?



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WHAT IS MY BRAND?

- What makes me different from the thousands of other KILLIN singers, instrumentalist, musicians, rappers, DJ's?



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WHAT IS MY BRAND?

- **What is my Brand?**
 - **Create a mission statement**
 - What is my purpose? Vision? Mission? Values?
 - **“I/We (what you do) for (who you do it for) by (how you do it) so (why you do it).”**
 - **Create a Vision**
 - What change do I want to make in the world?
 - **What are my Values?**
 - What matters to me most?
 - Integrity, Innovation, Diversity, Respect, Professionalism, Community, Passion, Quality, Sustainability, Accountability, Balance, Communication, Teamwork.
- **Your mission, vision, and values will guide your decisions and actions**
- **Your actions should communicate your mission, vision, and values to the world**



WHAT IS MY BRAND?

- **My-Story Blues**
 - **“The History is in the mystery”**
 - **‘His-story’ is the histroy, ‘My-story’ is the mystery...**
 - Create a compelling story that defines your brand
 - I am not just a instrumentalist, I am...
 - You are not just coming to see me play, I am creating an experience

WHO IS MY AUDIENCE?



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WHO IS MY AUDIENCE?

- Who is my Audience
 - Define your ideal audience
 - How old are they? What motivates them? What are their goals? What challenges do they face?
- Do no re-invent the wheel
 - Find out where they are and meet them there
 - Have compassion and empathy for your audience
 - Nike did not invent the runner
- Music is about connection, connect with your audience
- “People like us, do things like this” -Seth Godin
- “Art is anything that creates change in someone.” -Seth Godin

WHO IS MY AUDIENCE?

- “People like us, do things like this” -Seth Godin
- “Art is anything that creates change in someone.” -Seth Godin
- Focus on creating change on the smallest number of people. Once you can change 10 people, change 20, 40, 80 and so on...



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WHO IS MY AUDIENCE?

- **My Brand Promise**
- My product is for people who believe_____
- I will focus on people who want_____
- I promise that engaging with what I make with help you get _____



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MY BRAND IDENTITY



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MY BRAND IDENTITY

- **Visual Identity**

- Create a visual language the communicates your brand's essence
 - Photos
 - Outfits
 - Logo
 - Colors
 - Fonts

-

MY BRAND IDENTITY

- Visual Identity



MY BRAND IDENTITY



MY BRAND IDENTITY

- **Brand Personality/Voice**

- How you communicate with your audience
 - Makes your brand relatable, memorable, and consistent
 - Voice archetypes
 - The lover, caregiver, explorer, ruler, innocent, outlaw, hero, citizen, sage, magician, creator, jester
-



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MY BRAND IDENTITY

- **Musical Identity**

- **I don't want to infringe on anyone's artistic aspirations or goals**
- Some things to be aware of...
 - Define your audience and meet them there
 - Build trust with your audience through consistency, repetition
- If you change genres every week is that good?
- How would I feel if I went to McDonalds and all they served were tacos?

WORDS OF WISDOM



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WORDS OF WISDOM

- **BE AUTHENTIC**
- **Art is about creating change in someone. Be vulnerable and connect.**
- **You greatest masterpiece is your life. Art extends past your music.**
- People like us do things like this
- Invent a thing worth making, with a story worth telling, and a contribution worth talking about
- Design and build it in a way that a few people will particularly benefit from and care about
- Tell a story that matches the built in narrative and dreams of that tiny group of people — the smallest viable market
- Spread the word
- Show up, regularly, consistently, and generously for years and years to organize and lead and build confidence in the change you to seek to make.
- **Seth Godin**

Thank you!

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