

LET YOUR BRAND BE YOUR BEACON
CIM

27th April

BRANDING NEEDS A REBRAND





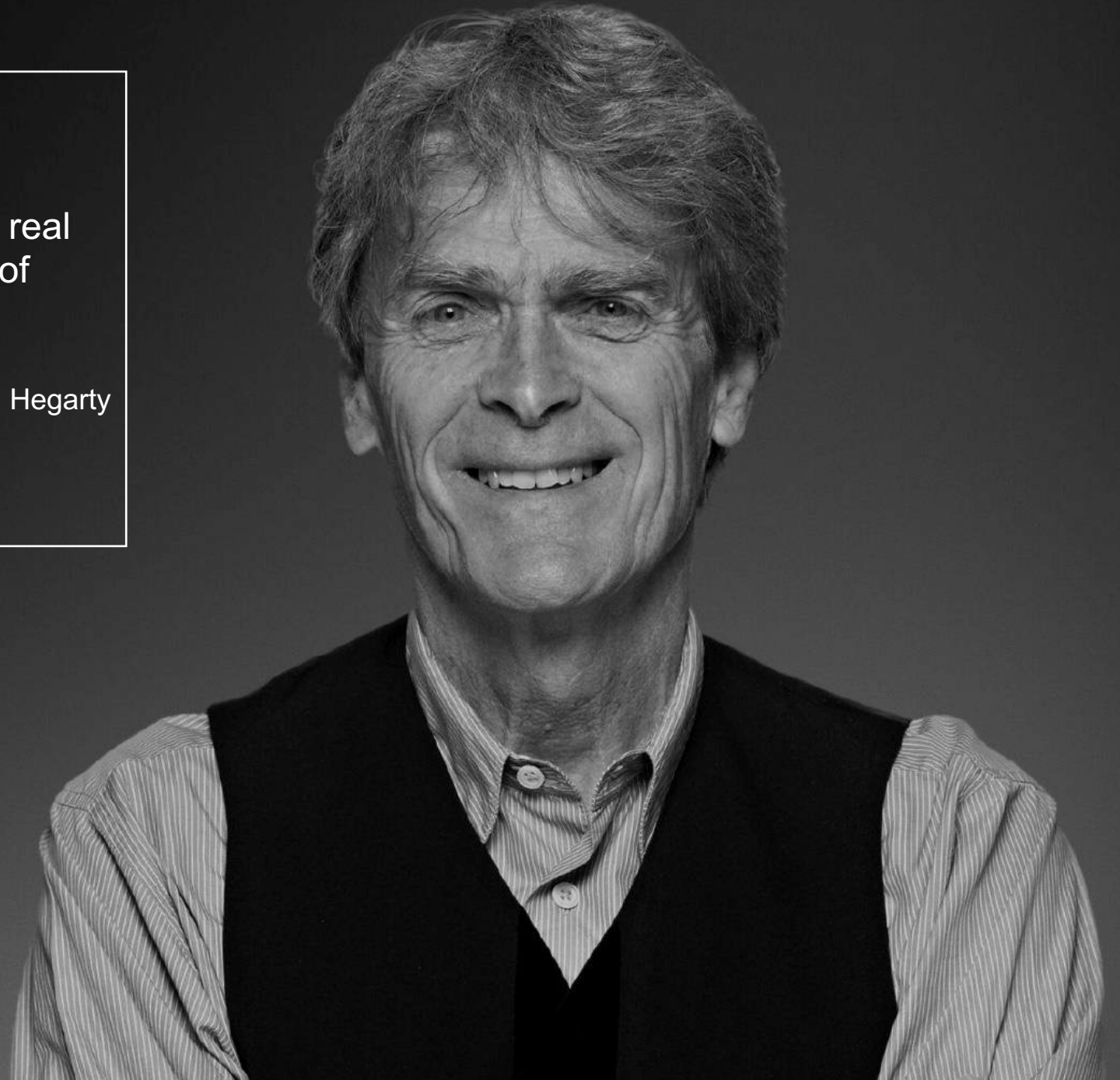
Bowie is an icon. In the horribly cynical in the 21st century, you'd call him a brand. But I would rather not use that word as it is a huge disservice to what we are talking about.

John Harris – Journalist and Author



A brand is the most valuable piece of real estate in the world.A corner of someone's mind.

John Hegarty





A black and white photograph of Henry Ford in a factory. He is in the foreground on the right, looking thoughtfully to the left with his hand on his chin. The background shows a large industrial space filled with rows of early 20th-century automobiles on an assembly line.

**“You can't build a reputation
on what you are going to do.”**

— Henry Ford

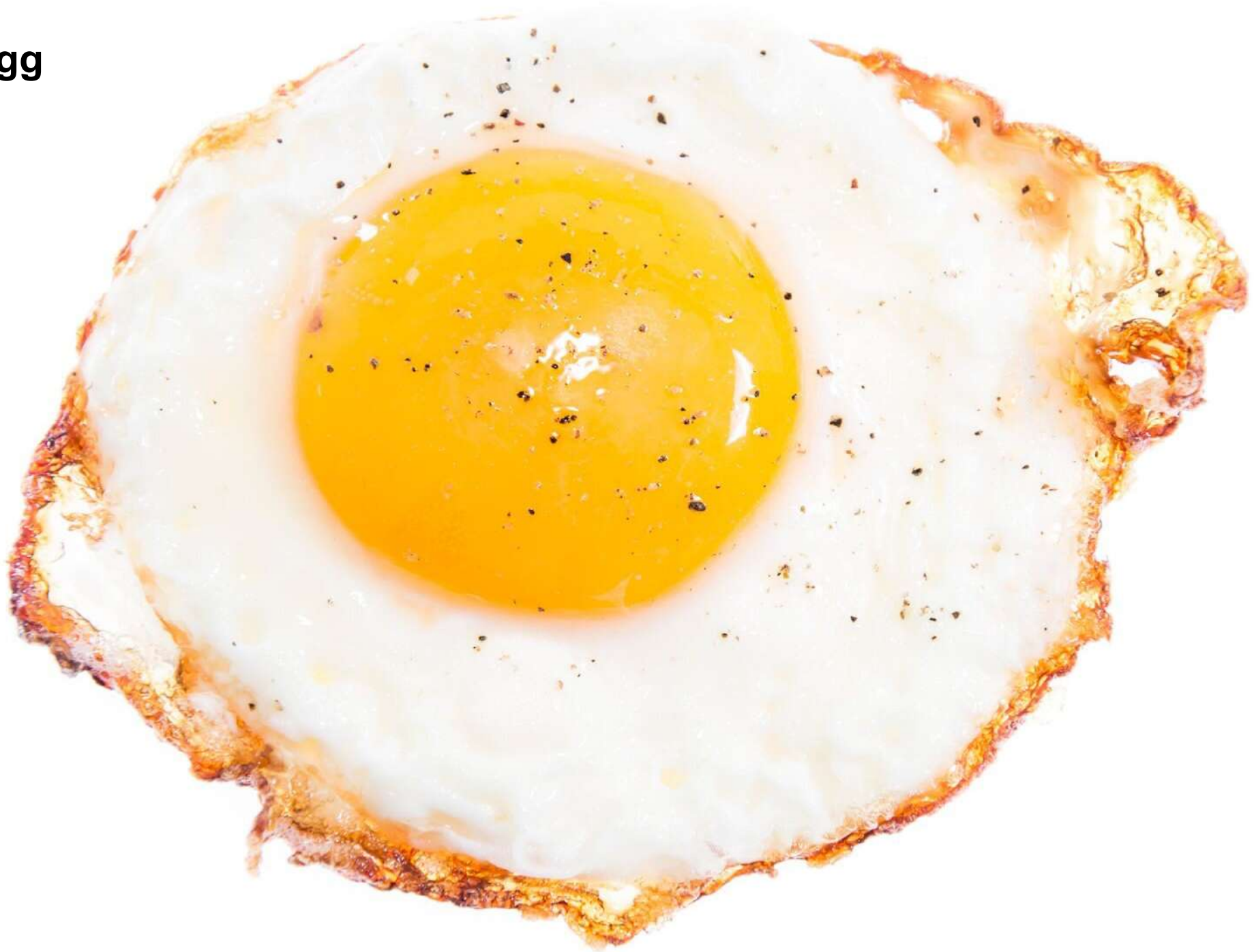
A BRAND IS NOT WHAT YOU SAY

A BRAND IS NOT WHAT YOU SAY YOU ARE GOING TO DO.

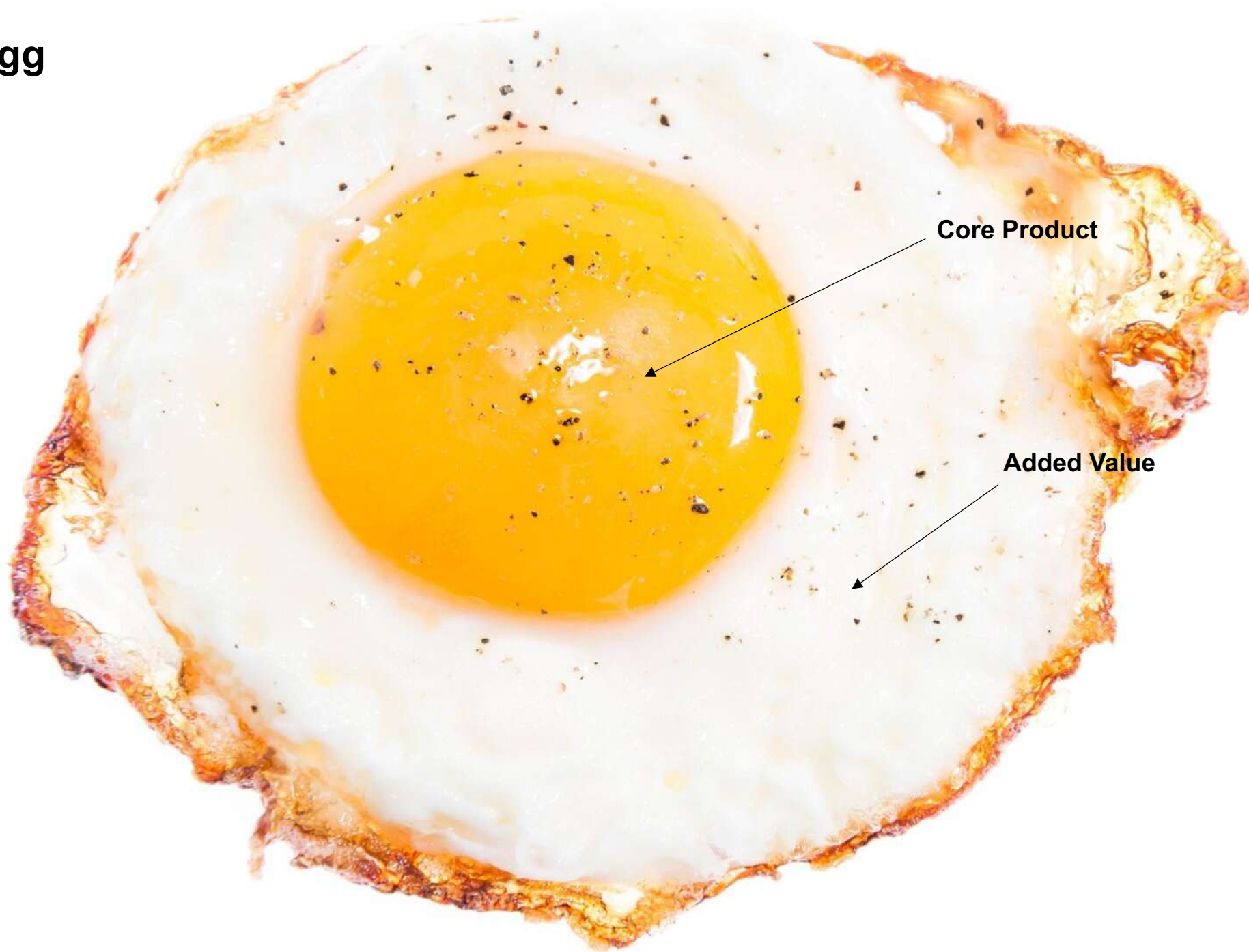
A BRAND IS WHAT YOU ARE GOING TO DO

Designed by Apple in California

Kotler's Egg



Kotler's Egg



Core Product

Added Value

Dyfodol

Y Bannau

The Future



A silhouette of a church with a tall spire and a large tree in a field at sunrise or sunset, with the text "A BEACON" overlaid. The scene is bathed in a warm, golden light from the low sun, creating a misty atmosphere. The church's spire is the central focus, and the tree on the right is a large, leafy specimen. The foreground is a dark, grassy field.

A BEACON

“WE DO NOT REMEMBER
DAYS, WE REMEMBER
MOMENTS”

CESARE PAVESE

MOMENT
of TRUTH



A MAGICAL EXPERIENCE

A full-page photograph of Minnie Mouse dressed as a ship captain. She is wearing a white captain's hat with a gold emblem, a red double-breasted jacket with gold buttons and epaulettes, and white gloves. She is saluting with her right hand. The background shows a red and white ship structure with yellow portholes under a clear blue sky.

A MAGICAL EXPERIENCE

The 10 Things Disney would do Differently...if he ran YOUR Company

Create Great Teams

Close the Gap Between Knowing and Doing

Focus on What can't be Measured

Make Courtesy More Important Than Efficiency

Regard Customer Satisfaction as Fool's Gold

Measure to Improve, not to Impress

De-centralise the Authority to Say "Yes"

Change the Concept of Work from Service to Theatre

Harness the Motivating Power of Imagination

Create a Climate of Dissatisfaction



A ROCKSTAR EXPERIENCE

On a Virgin Holiday, everyone gets treated like a Rockstar.

And so you should.

We think you deserve better than to be huddled and
herded, packed in and packed off.

'Cos if you can't act like an A-lister on your holiday,
when can you?

They're supposed to be the best two weeks of your year.
We'd rather they were the best two weeks of your life.

...to the in-resort experts,



virgin atlantic

Flying in the face of ordinary

VIRGIN



Getting to the airport

- Stressful
- Complicated
- Parking
- Lugging

Check-in

- Long, frustrating lines
- Unnecessary
(only necessary to the airline)

Comfort until flight

- Want/need to work
- Want/need to relax

In-flight comfort

- Planes are uncomfortable by nature
- Long-time spent in a seat
- Boredom

Arrival

- Unkempt
- Unshowered
- Clothes a mess

CUSTOMER EXPERIENCE

- Transport to airport provided
- Driver handles luggage

- "Drive-through" check-in
- Airline knows where you are

- Clubhouse with internet access, fax, library
- Salon, massages, beauty
- Sound room, driving range, skiing machine

- Full sleeper seats
- Mood lighting
- Gradual dawn
- Bar
- You decide meals

- Arrival valet
- 18 showers
- Makeup & shave
- Heated floors
- Clothes pressed
- Hot & cold breakfast

**BRAND LIVING AT THE
HEART OF AN ORGANISATION
AN EXAMPLE**



TRANSLINK NI

MAGGIES

MAGGIES

MAGGIES

Centra

Titanic Quarter G2

G

IGZ1609

BUS LANE



Dundonald Pk & Ride G1
via City Centre

vanhool

3206

G
HGZ 8206

com

G
GLIDER

G
GLIDER





Repositioning Translink

Reliable



Innovative

Public Sector



Public Service

Trusted



Admired

Monopoly



Leader

Provider



Enabler

Relationship with Government



Influences levers of power.
Access to investment.
Increases scope and influence.
Emphasizes social and economic remit



Open to detailed political involvement.
Slower decision making?
Influences perception of Translink.
A brake on innovation?

The brand strategy should help strengthen the Perception of Translink as an enabler of wider government policy as well as a deliverer of Public Transport.

Helping joined up Government.

Easing access to resource.

Repositioning Translink

Public
Transport



Life Support

A dynamic, admired
organisation

Reposition Public
Transport

Translink
Brand

Elevate Status

Attract the best

The Brand Idea



Better. Connected.

Why Better. Connected?

Better

Continuous improvement

Innovative solutions

Customer focus

Quality brands and products

Seamless integration

Expertise

Leadership

Connected

Integration

Economic

Social

Wellbeing

Emotional

One team



Translink



Translink



2030 Strategy

Better. Connected.

Leading the Transformation of
Transport in Northern Ireland

 Translink



TRAFNIDIAETH CYMRU
TRANSPORT FOR WALES

BUILDING BRAND EQUITY AND VALUE
AN EXAMPLE

A scenic view of a coastal town featuring the Harbourmaster Hotel. The hotel is a prominent three-story building with blue walls and white window frames. A sign above the entrance reads "HARBOURMASTER HOTEL". To the right, another building with a similar color scheme has a sign that reads "HARBURFEISTR HARBOURMASTER". In the foreground, several sailboats are docked in the harbor, with their masts and rigging visible. The water is calm, and the sky is clear and blue. A red car is parked on the street in front of the hotel. The overall atmosphere is peaceful and picturesque.

RAREBITS COLLECTION

Business Challenge

- Build brand value and equity.
- Enable brand expansion.
- Retain Heritage.
- Make more contemporary.

Brand Direction

Quaint



Cool

Traditional



Contemporary

Places



Experiences / People

Tired



Energetic

Looking Back



Looking Forward

Potential Territories

Rarity

Build meaning into Rare.

Rare = Unusually great / unusually excellent

Thinly distributed – few and far between

Limited Edition

Uncommon / unusual /

Out of the ordinary



Rare Hospitality

Independence

Create a belonging brand – a movement.

Like SLH but with greater meaning

What are the benefits of independent ownership?

What are independent and curious travellers looking for?



Stay Independent

Unstuffiness

Take the characteristics of Welsh hospitality (and most Rarebits) and turn them into real guest benefits which can be applied more widely

Easy / Informal / Warm / Genuine / Relaxed



Stay Easy

Uncommon Excellence

Rare has greater value.

Rare is cherished.

Rare makes lasting memories.

This is why rarity lies at the heart of Rarebits experience.

And our name.

So, our mission is to provide uncommon excellence.

Stays which stay with you.

Welcomes that make guests return.

Moments which last a lifetime.

Our Rarebits are carefully selected.

All different. All handpicked. And all curated for the curious traveller.

Welcome to our world of one-off gems.

Welcome to uncommon excellence.

Welcome to Rarebits.

Rarebits

```
graph TD; Rarebits[Rarebits] --- Provenance[Provenance]; Rarebits --- Excellence[Excellence]; Rarebits --- Independence[Independence]; Rarebits --- Ambience[Ambience];
```

Provenance

Excellence

Independence

Ambience

WELSH 
RAREBITS[®]
*Hotels of
Distinction*


RAREBITS
COLLECTION



RAREBITS

COLLECTION



WELSH

RAREBITS



GREAT LITTLE

RAREBITS



HIDEAWAY

RAREBITS



RAREBITS

COLLECTION



WELSH

RAREBITS



GREAT LITTLE

RAREBITS



HIDEAWAY

RAREBITS

Rare Moments

Lake Vyrnwy Hotel



At certain times of the air, particularly in Spring and Autumn, cold air above the lake becomes trapped by warmer air above.

This creates a heavy mist on the lake, contrasting with the bright blue skies above. Occasionally during breakfast guests get to experience the sight of the Vyrnwy tower rising majestically above the mist like King Arthurs famed Excalibur. A rare moment not to be missed.

Frame One


RAREBITS
COLLECTION

Uncorporate Welcomes

All Rarebits are in independent. Proudly independent. In a world of sameness, we celebrate difference. We are for the curious. Not the corporate.

[Book now](#)



Frame Two


RAREBITS
COLLECTION

Unconventional Meetings

All Rarebits are in independent. Proudly independent. In a world of sameness, we celebrate difference. We are for the curious. Not the corporate.

[Book now](#)



Frame Three


RAREBITS
COLLECTION


Uncommon Excellence

All Rarebits are in independent. Proudly independent. In a world of sameness, we celebrate difference. We are for the curious. Not the corporate.


[Book now](#)



Frame Four


RAREBITS
COLLECTION

[Book now](#)



...scheme... to Sept 7, the... rules around Qrops... and how you can take the... pension benefits will apply.
 "This is also dependent... upon the jurisdiction of the... Qrop, and the jurisdiction... where the policyholder is tax...
 The numbers involved are... significant, and could result... in billions of pounds being... lost to the Treasury if a... number of people had... decided they wanted to...
 ...sources... theory, under EU law... you are allowed freedom... of transfer of pensions... across EU member states... so it appears to contravene... EU law."



RAREBITS
COLLECTION

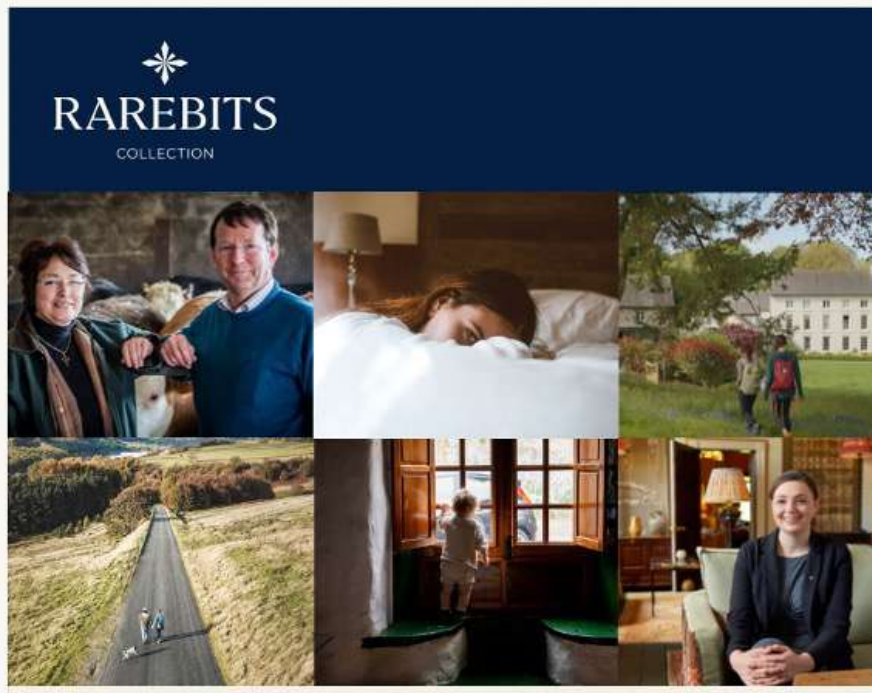


Stay Independent

Rarebits are designed by independent owners
 for independent travellers.
 We are a curated collection of wonderful one-offs.
 Some cool, some luxurious, some quirky.
 But all excellent and all Rarebits.
 And all united by a spirit of independence.
 Be part of our independence movement
 Stay Independent

Visit rarebits.co.uk

James McLe... pensions at AEs... International, sa... people lucky eno... squeezed through... ultimate cut off po... September 7 will no... almost complete con... over their pensions, f... first time.
 "The list of investme... permitted under the Ro... [the new name for Qrops... legislation is very similar... that offered under the UK... Sipp rules and so is very... wide indeed.
 "Investors will be able to... build an investment... portfolio which should allow... them to continue to grow... their capital, while also... taking an income - although... this of course depends very... much on the size of the pot... to begin with. The major

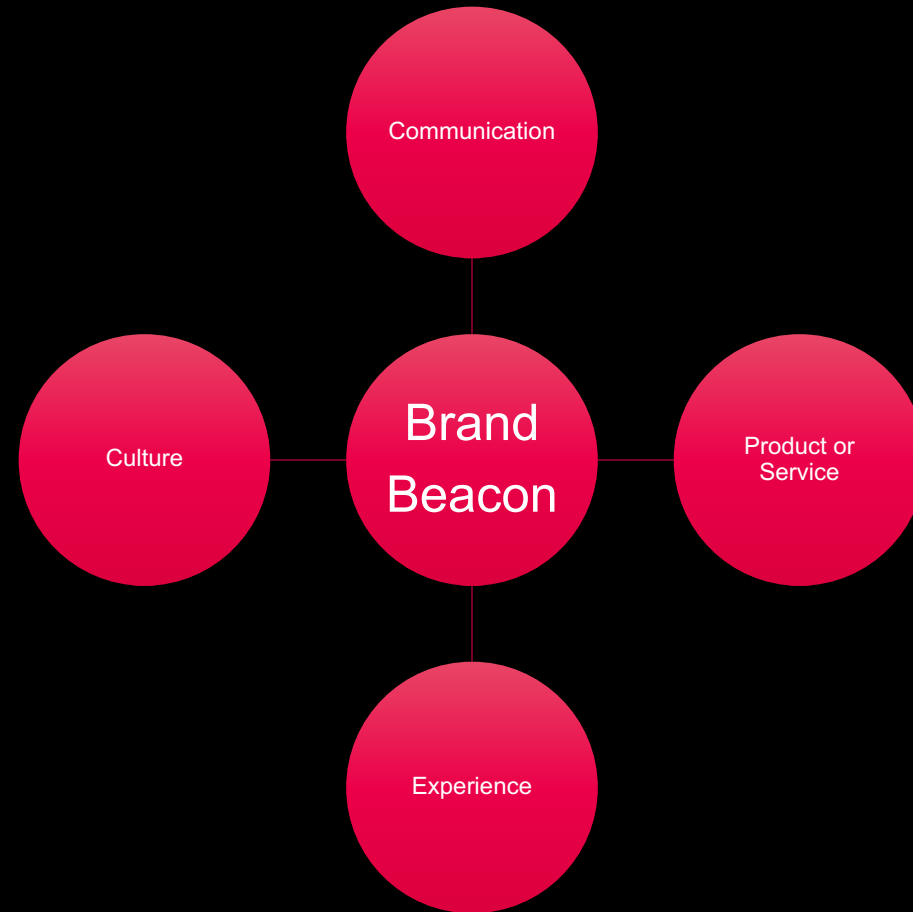


RAREBITS
COLLECTION

Stay Independent

Rarebits are designed by independent owners
 for independent travellers.
 We are a curated collection of wonderful one-offs.
 Some cool, some luxurious, some quirky.
 But all excellent and all Rarebits.
 And all united by a spirit of independence.
 Be part of our independence movement
 Stay Independent

Visit rarebits.co.uk



The World has Changed



**How many
steps did
you get
today?**

**If anyone's
out there, can
you inbox
me?**

**My mother was
hacked last
night.**


**I've given up on
windows**

**Will you torrent
me the next
series?**

**What a great
meal - I'll
upload it**

Question authority and bypass institutions

QUESTION EVERYTHING





Q ANON

Creators not consumers



Take control of time



INFORMATION OVERLOAD

WHAT I NEED FOR WORK

WHAT I NEED FOR ME

SATISFACTION SCORES
NET PROMOTER SCORES
KEY DRIVERS
BILL S
KPI'S
MOTHER'S DAY
WEB MINING
COMPETITOR INTELLIGENCE
BUZZ METRICS
SALES DATA
HOLIDAYS
MONITORING
PASSIVE
PHONE CALLS
TOP LINES
VIDEO REPORTS
VIDEO REPORTS
WHITE PAPERS
HALF TERMS
ROAD TAX
TRANSCRIPTS
EXECUTIVE SUMMARIES
GROCERIES
PEN PORTRAITS
PRESENTATIONS
INSTANT MESSAGING
DATES
NEW RELEASES
REVIEW'S
FEATURES
COMMENTS
DOC APPOINTMENTS
PARENTS' EVENING
REPORTS
RECOMMENDATIONS
INVITES
VIDEO CHAT
MAIL OUTS
ANNUAL REPORTS
MARKET REPORTS
GLOBAL REPORTS
QUANTITATIVE
BIRTHDAYS
QUALITATIVE
TRAVEL TIMES
QUARTERLY REPORTS
TRACKING DATA
EMAILS
MONTHLY REPORTS
SEGMENTATIONS
ANALYST DATA
INDEXES
SOCIAL NETWORKING
R55
ANNIVERSARIES
INSIGHT
INSIGHT
RO I
BLOGS
R55
ANNIVERSARIES
INSIGHT
INSIGHT
ROAD TAX
TRANSCRIPTS
PRESENTATIONS
INSTANT MESSAGING
DATES
NEW RELEASES
REVIEW'S
FEATURES
COMMENTS
DOC APPOINTMENTS
PARENTS' EVENING
REPORTS
RECOMMENDATIONS
INVITES
VIDEO CHAT
MAIL OUTS



**12
Seconds**

Our attention span in 2000





**8.25
Seconds**

A man in a dark brown suit, white shirt, and dark tie is multitasking. He is holding a black marker in his right hand, a mobile phone to his ear with his left hand, a silver flip phone in his right hand, a tablet in his left hand, and a laptop in his right hand. He is also holding a pen and a small notebook in his left hand. The background is a blurred cityscape with tall buildings and a traffic light.

Our attention span today



9

Seconds

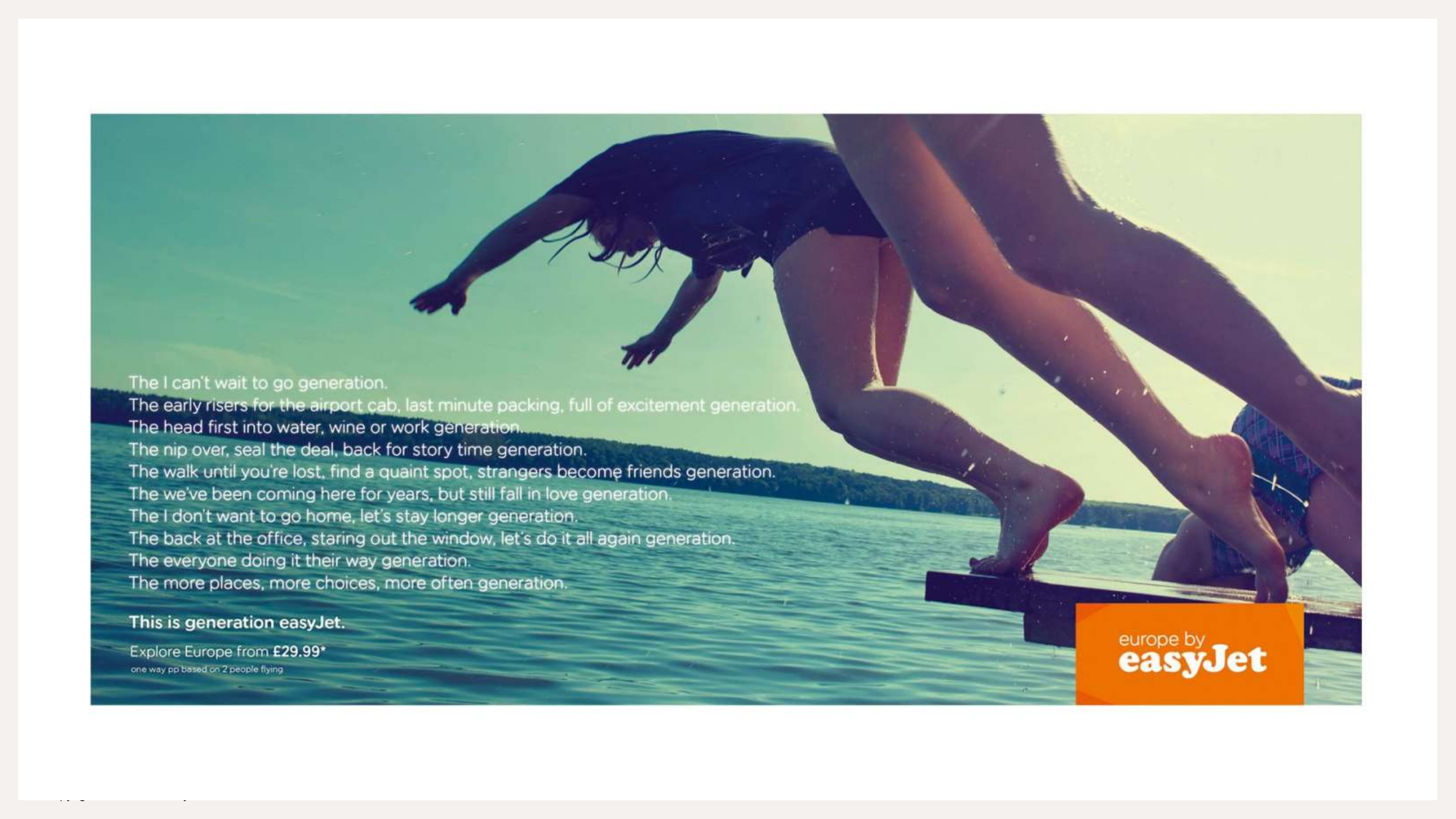
The attention span of a goldfish



The need to belong







The I can't wait to go generation.
The early risers for the airport cab, last minute packing, full of excitement generation.
The head first into water, wine or work generation.
The nip over, seal the deal, back for story time generation.
The walk until you're lost, find a quaint spot, strangers become friends generation.
The we've been coming here for years, but still fall in love generation.
The I don't want to go home, let's stay longer generation.
The back at the office, staring out the window, let's do it all again generation.
The everyone doing it their way generation.
The more places, more choices, more often generation.

This is generation easyJet.

Explore Europe from £29.99*

one way pp based on 2 people flying

europe by
easyJet



LAST LIFT
CHASERS

This is generation easyJet.

london stansted to sofia

from
£49.99*
one way pp
based on
4 people flying

europa by
easyJet



WELSH FOOTBALL





Wai Goch Festival

| WRECSAM
11–13 Nov 2022







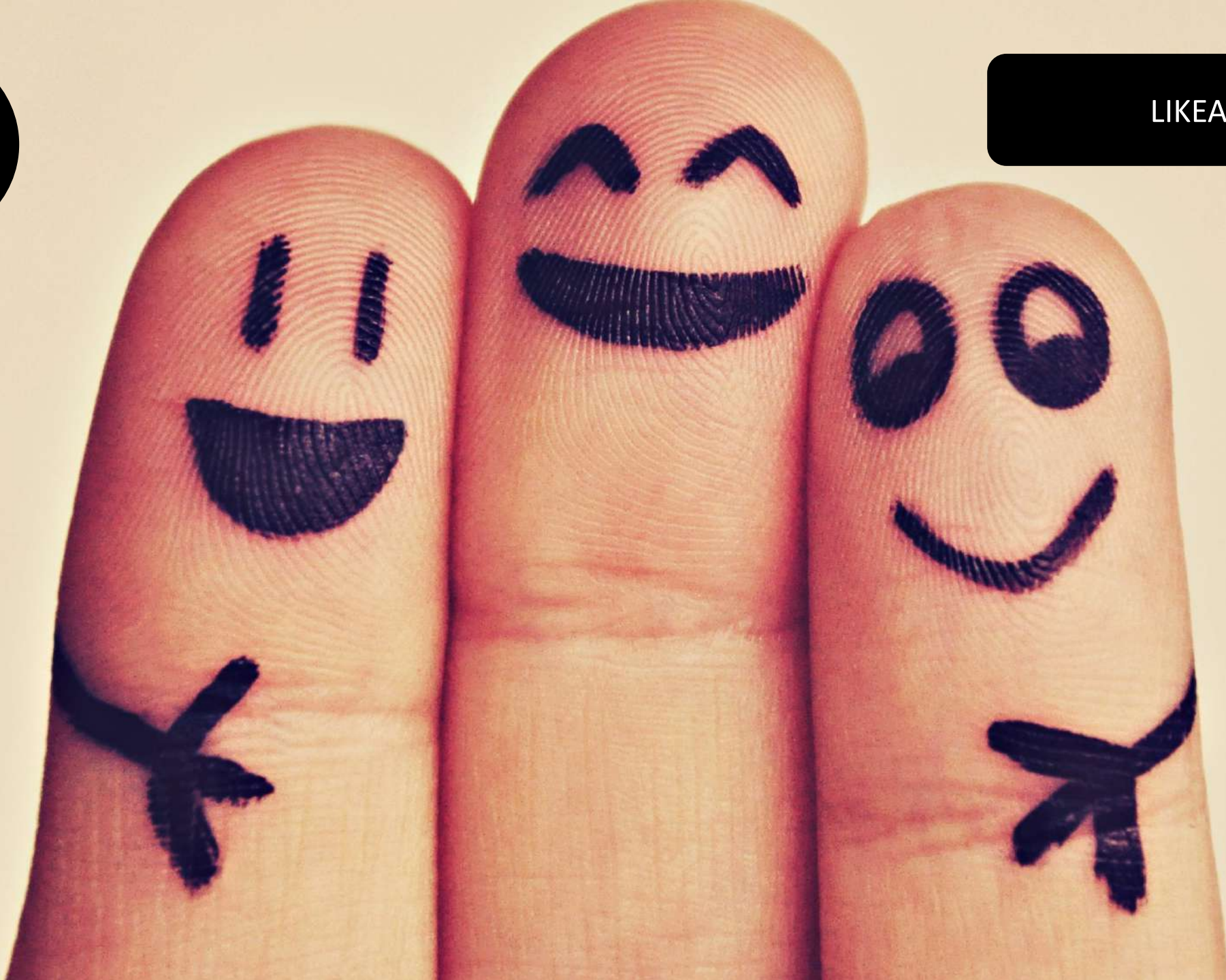


5 tests

#useyourLOAFS

#1

LIKEABLE




Which is the more likeable?



Which is the more likeable?







Travellers riding up the Snowdon Mountain Railway may experience communication problems. Your boss can't reach you. Even dogged telesales reps struggle. Damn those impenetrable mountain passes. Damn them. But the higher up you go the better the signal becomes. Which isn't such a bad thing. The view at the top is too good to keep to yourself.

visitwales.co.uk

area of outstandingly bad
mobile reception

#2

MINE!

OWNABLE

MINE!

MINE!

MINE!

MINE!

MINE!



The Overload of Things

There's lots of brands. Around 500,000 acknowledged as mainstream brands worldwide

In the UK, 50,000 more start-ups launch vs each previous year. And it's about eightfold more than this in the US.

In 2010 there were 125m companies in the world. Now there are 200m+

In 2007 there were 121m websites. Today there are 1.8bn

And of course, there's more ads, messaging, content, social media shares, photos, posts.

Science Daily estimates that 90% of the world's data has been created in the past 24 months.

#3

APPLICABLE



Nobody knows where it is
but when you find it - it's amazing.

VILNIUS

THE G-SPOT OF EUROPE





Coffi Lab

NEIGHBOURHOOD

coffee





Grand Opening
21st August 2021



100% of Proceeds Donated to
Guide Dogs UK on Opening Day

Coffi Lab.
YOURS. FAITHFULLY.



Coffi Lab.
YOURS. FAITHFULLY.



Coffi Lab.
YOURS. FAITHFULLY.



Coffi Lab.
YOURS. FAITHFULLY.







#4

FARMABLE



Farmable Brand Partnerships

Louis Vuitton, pioneer in the art of travel, has partnered with BMW i to create a tailor-made set of luggage crafted in carbon fibre for the newly launched BMW i8.



Farmable

Brand Partnerships

'Clarks and Land Rover
Discovery.

'Life.Limitless' range is
inspired by Land Rover's
go-anywhere capability



Farmable Brand Partnerships

Great West Way and
Farrow and Ball
Quintessentially English.



Farmable Brand Partnerships

Great West Way and
Farrow and Ball
Quintessentially English.



#5

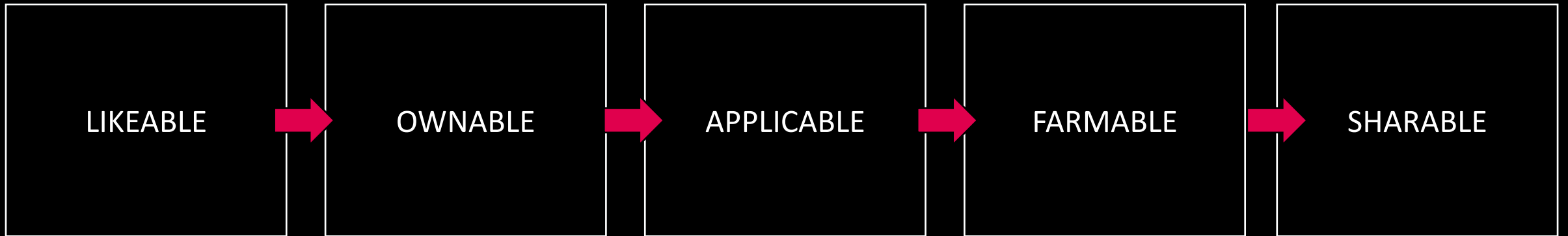
SHARABLE



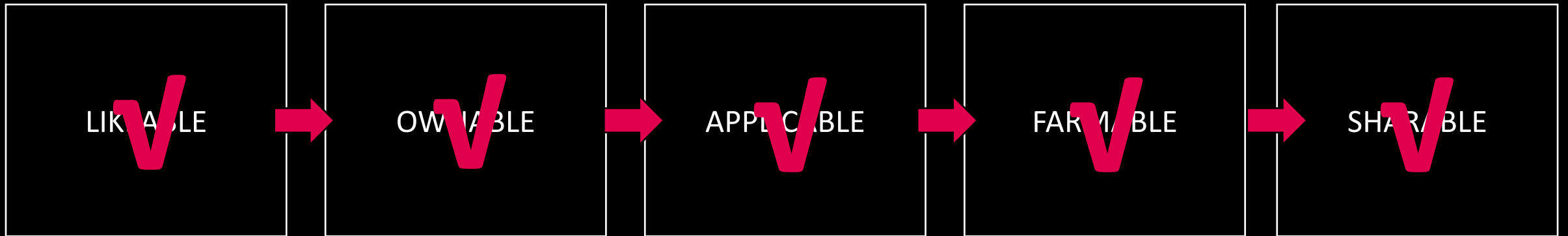
HAFOD HARDWARE



BRAND TESTS

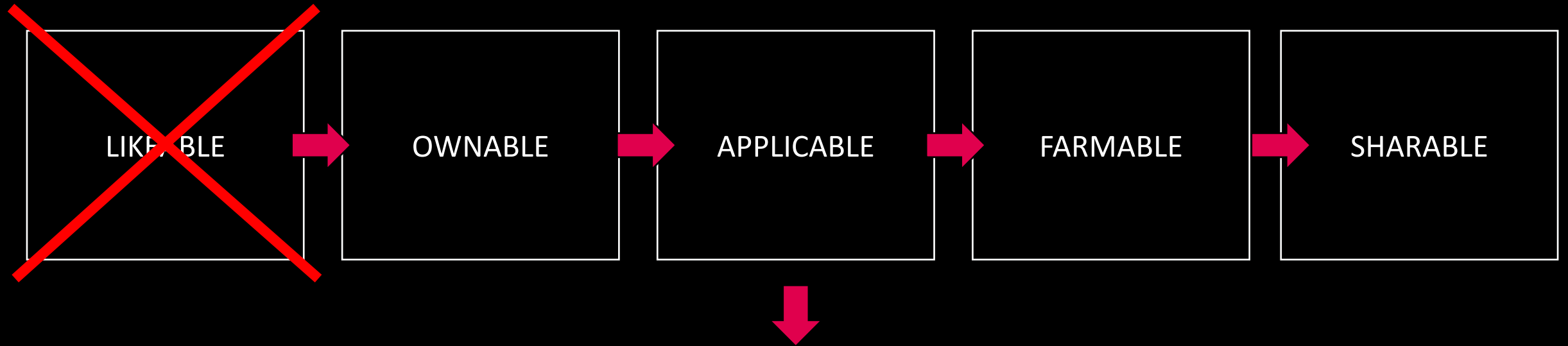


BRAND TESTS



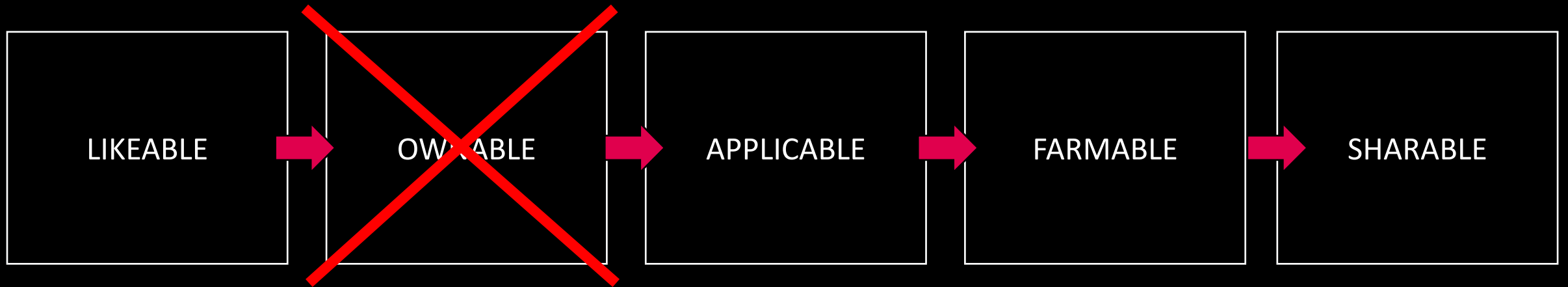
IT'S A GOOD IDEA 😊

BRAND TESTS



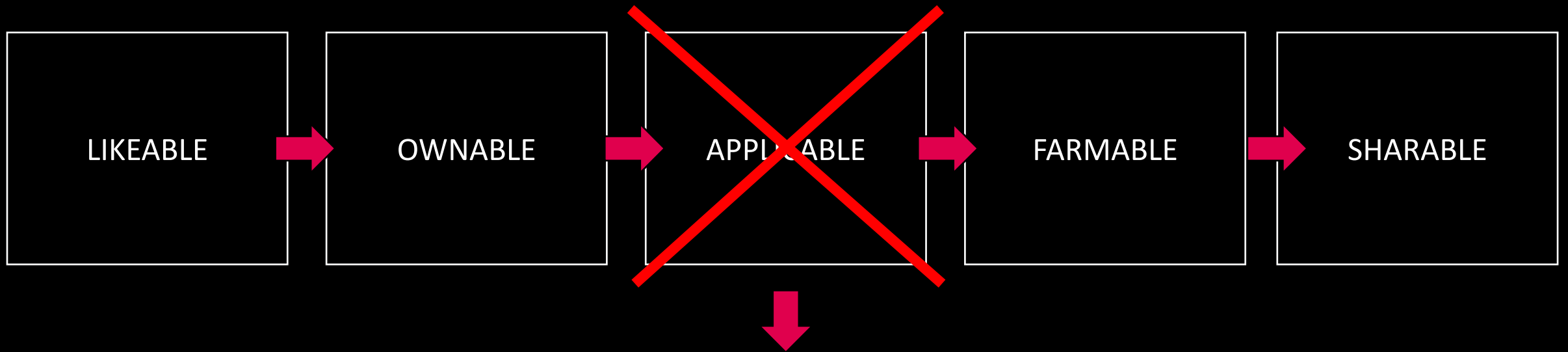
NO ONE WILL WANT IT

BRAND TESTS



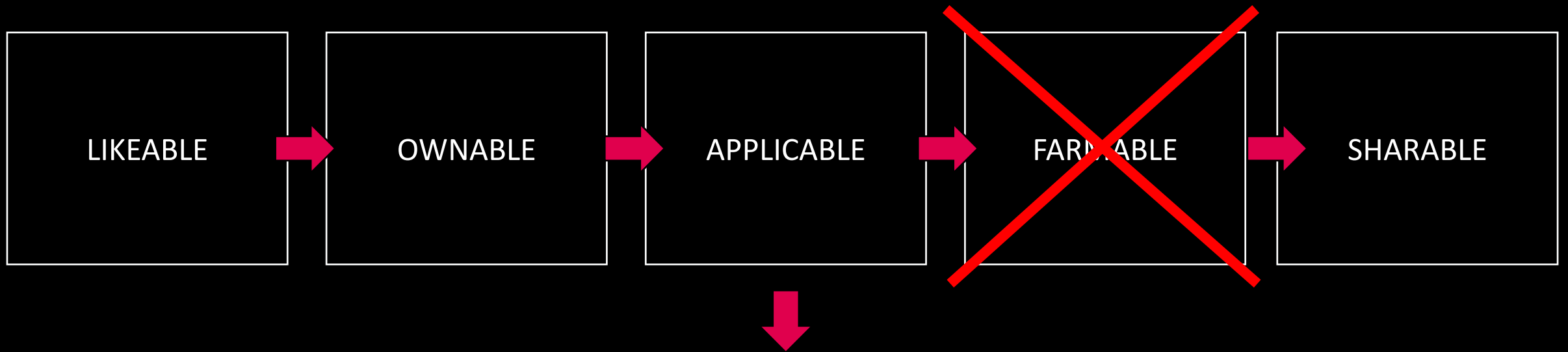
SOMEONE WILL NICK IT

BRAND TESTS



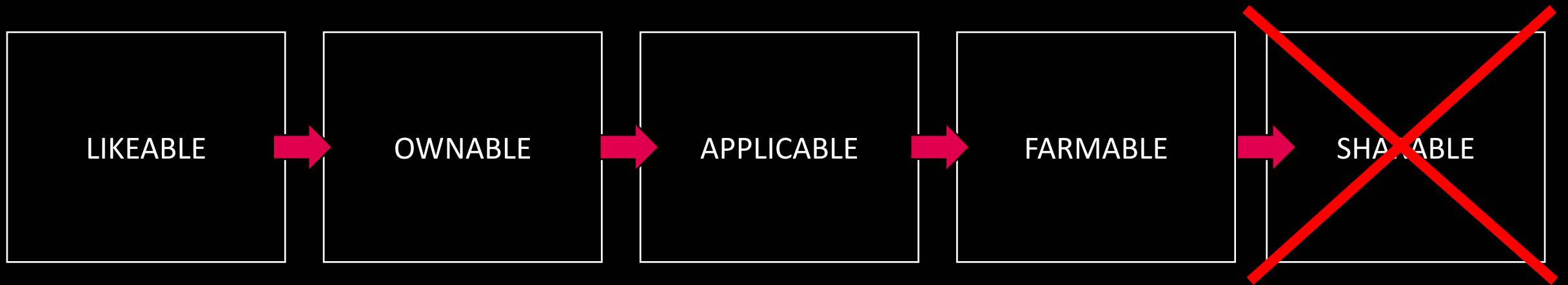
YOU WON'T HAVE CULTURAL/COMMERCIAL RESONANCE

BRAND TESTS



YOU WON'T BE ABLE TO DO MUCH WITH IT

BRAND TESTS



IT'LL COST A FORTUNE TO MARKET



HIUT
DENIM
CO.

HIUT DENIM





HIUT



Artists always start
their work.

Leam

www.leam.com





HIUT DENIM

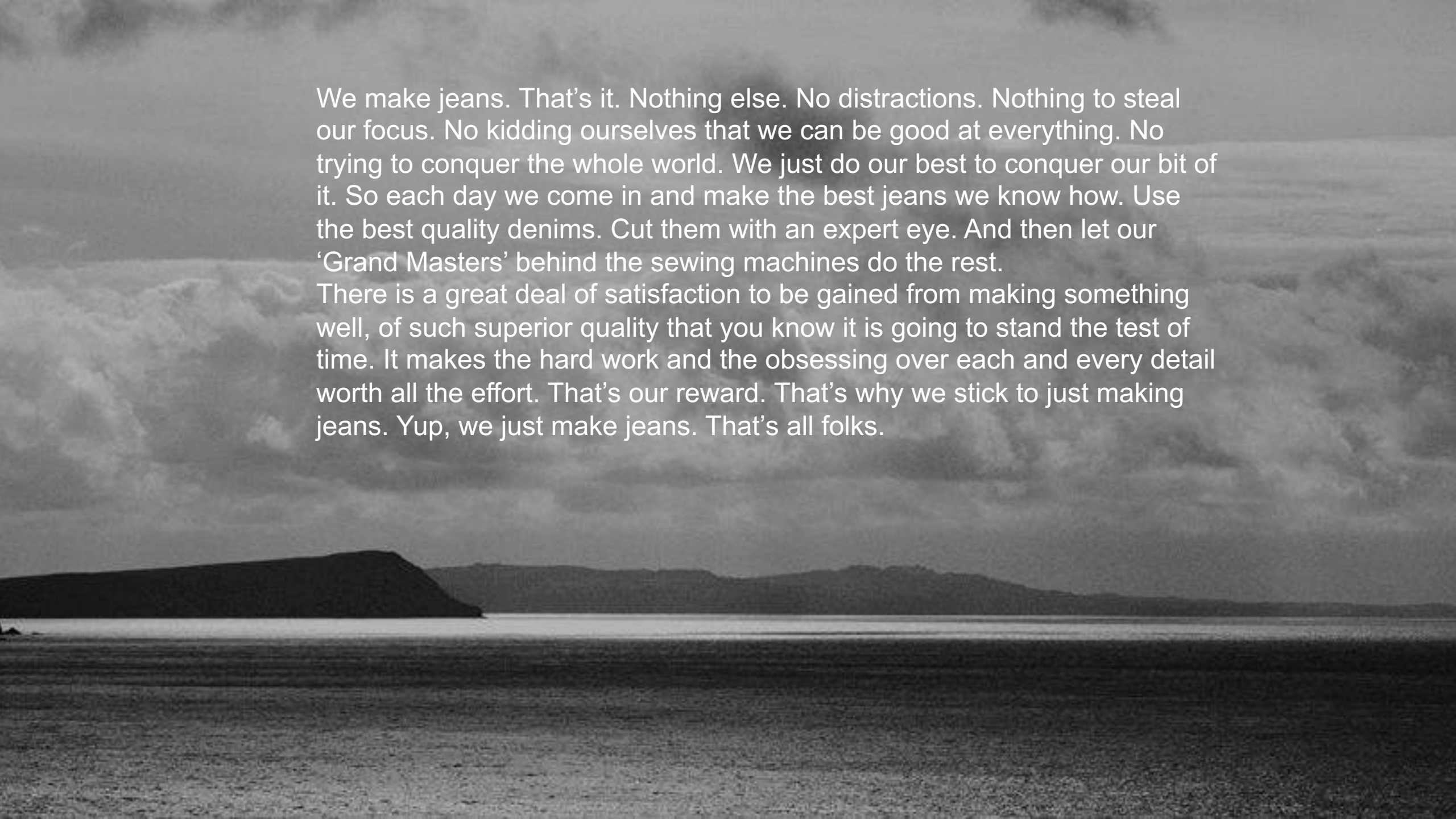
HIUT DENIM CO.

HIUT DENIM
SLIM
ORGANIC
WAIST
30 32

HIUT DENIM CO.
THE CODA
SLIM
WAIST 25 LEG 30
MADE IN WALES





A black and white landscape photograph showing a wide, flat beach in the foreground, a calm ocean in the middle ground, and a range of low mountains or hills in the background under a heavy, overcast sky. The text is overlaid on the upper portion of the image.

We make jeans. That's it. Nothing else. No distractions. Nothing to steal our focus. No kidding ourselves that we can be good at everything. No trying to conquer the whole world. We just do our best to conquer our bit of it. So each day we come in and make the best jeans we know how. Use the best quality denims. Cut them with an expert eye. And then let our 'Grand Masters' behind the sewing machines do the rest. There is a great deal of satisfaction to be gained from making something well, of such superior quality that you know it is going to stand the test of time. It makes the hard work and the obsessing over each and every detail worth all the effort. That's our reward. That's why we stick to just making jeans. Yup, we just make jeans. That's all folks.

>> Thank you

**Roger Pride:
rogerpride@btinternet.com**