

Have you experienced this?



BUMBLEBEE
BRANDING COMPANY



Meet Ramu.



A New Project

Ramu's new client Somu needs a website. He gives him a list of requirements and some examples of sites he likes.





Get to Design

Ramu gets to work right away on some awesome designs. He is excited to show them to his client Somu.



Awesome Comps

Ramu delivers some awesome designs to Somu and gets a great response. But then...

Some revisions



Sure

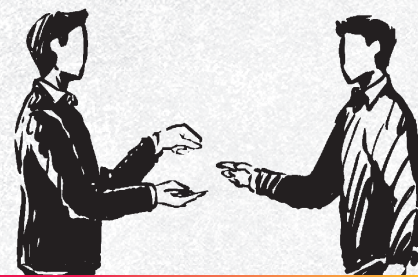
Some Revisions

Somu has "some revisions."



Back to Work

Ramu gets back on it and works on revising the designs.



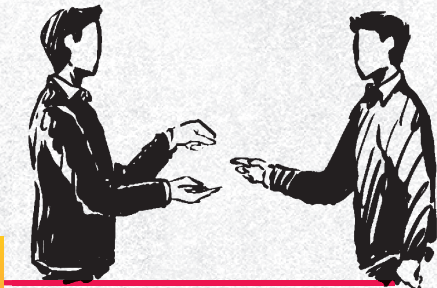
More Revisions

Somu still has a few more revisions. The messaging is still off.



Again

Ramu goes back to the drawing board to fix the messaging.



Ok

Finally Somu agrees on the designs. Ramu is tired and Somu is tired.



Meet Superbee

**Tell me
More**



**I need
a website**



A New Project

Superbee's new client awesome client needs a website. Superbee asks for more details, such as why?

**She is a
good designer.**

**She is also a
good strategist.**

**Her clients think
she is a genius.**





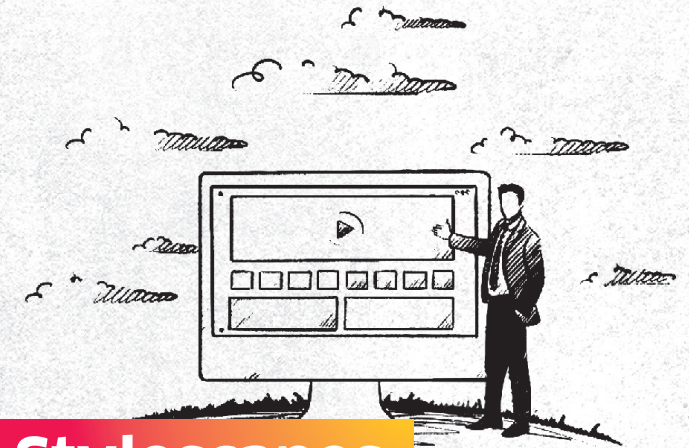
Facilitated Strategy

The first thing Superbee does is get Awesome Client's team in the room to understand their needs.



Awesome Brief

Superbee defines Awesome Client's Brand, her Users and her Business Goals. They prioritize. Awesome Client approves.



Stylescapes

With the brief she creates a Stylescape that contains visual references and design direction. Awesome Client approves.



Sitemap

Superbee and Awesome Client's team work together to define the structure of her site. They approve.



Wireframes

In the same session Superbee works with Awesome Client to define page level wireframes. Awesome Client approves.



Design Comps

Since the style, site structure and page details have already been approved. Page comps are quickly approved.



Genius

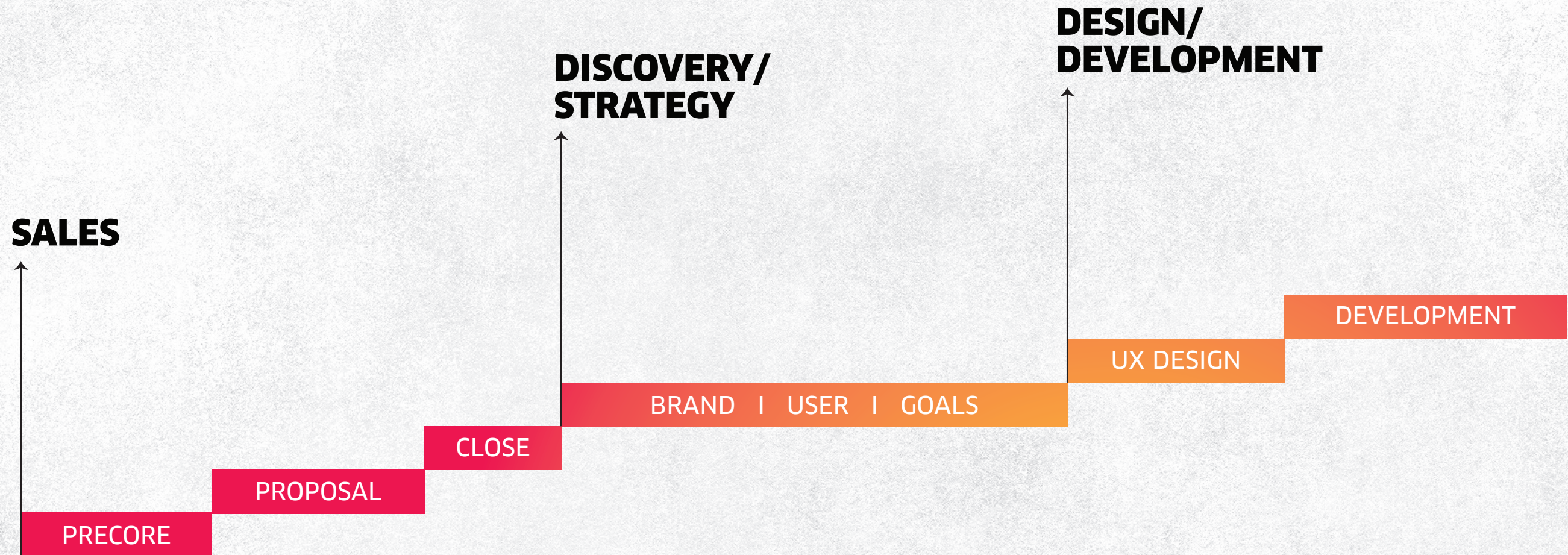
Superbee made the process so easy for Awesome Client and the work was so "spot on" that he believes Superbee is a Genius!



**Would you
like this?**



The Journey

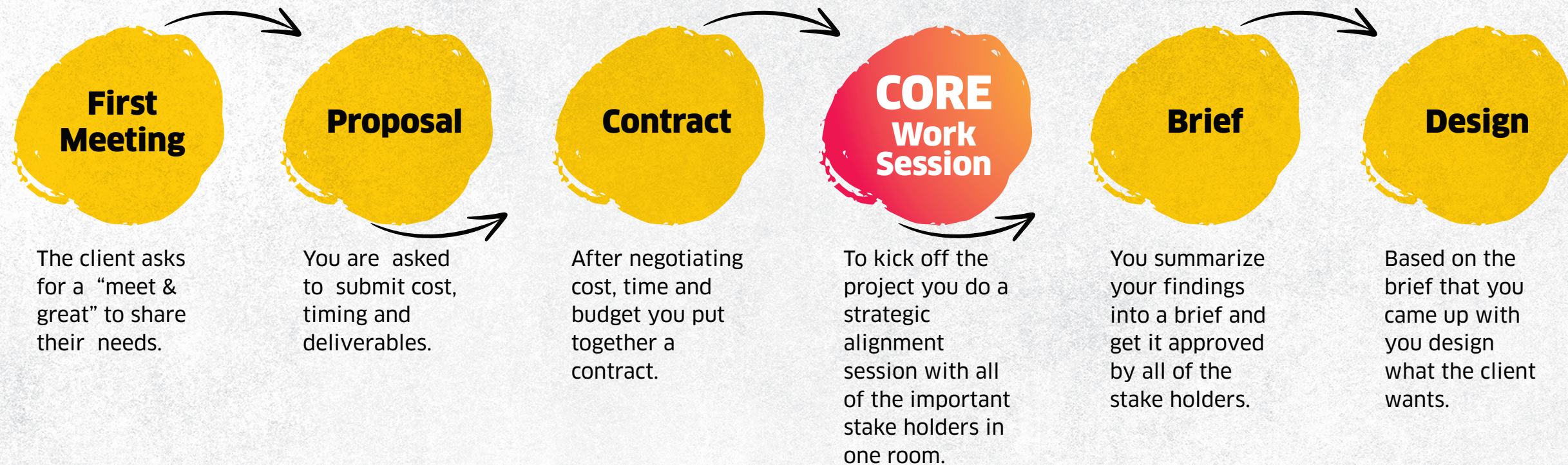


Approach 1

Traditional Process

In this approach you create a contract defining scope budget based simply on what the client says they want. CORE (Strategic Definition) happens after the fact. The challenge is that you have to agree on scope before you

know the details. This happens often on smaller projects but it's also known to happen on large ones.



The BBC Approach

Ideal Process

In this approach you get paid to conduct CORE (Strategic Alignment) BEFORE the contract is signed. This is often called a “Discovery Phase.”

Once completed this phase should allow you better estimate scope and budget.



Who needs to be in the room?

Superbee and Awesome Client's team work together to define the structure of her site. They approve.

The technical, creative, marketing and business stakeholders should all be in the room! Why? Because you get decisions made quickly and avoids future revisions. You get everyone aligned at once. Efficiency!



Consensus From Leadership

It's important to brief the CEO or primary stakeholder on what is going to happen in the room.

Enroll them on being a “partner” in the process. Explain what you are going to do and why it is important.



CEO

CMO



Discuss the rules with them, get their input on the agenda, get a sense of the different people who are going to be in the room.

Ask them to tell you what they think are the interests of each person in the room.

Most importantly ask them not to veto, contradict or counter any suggestion a team member makes.



Anatomy of the Brand Attributes

Each column represents a key aspect of the brand. Think of the organization, or company as a person when doing this exercise how would you describe them?

1

Here we are going to be brainstorming adjectives. Single words that describe the brand. If you can't think of a single word you can talk through the concept until you find one. Worst case scenario, simply write a few words or phrase as a last ditch effort to document the thought.

2

These should be positive. Sometimes teams have the tendency to go negative, such as "frantic," "disorganized" etc. The goal is to express attributes based on the ideal of where you want to be in the near future. If someone says "disorganized" you can change it to "Organized." Reality happens in language first, so if you describe how you want to be vs how you are it helps you manifest that.

Culture

How would your community describe you?

Customers

How would you describe your customers?

Voice

How do you sound to others?

Benefit

How do others feel after interacting with you?

Value

What tangible impact do you have on others?

X-Factor

What makes you radically different?



Brand Attributes Breakdown

The timing will vary depending on your personal style. 30-40 minutes is an ideal time and it's what we provide in our sample agenda and what we have found over the years works best.

1

Try to select as many attributes as possible

Brainstorm



2

Prioritize the top 5 attributes

Select Top 5



3

Choose one top attribute for each column.

Select Top 1

Culture	User	Voice	Benefit	Value	X-Factor	
3 Min	3 Min	3 Min	3 Min	3 Min	3 Min	18 min Total
2 Min	2 Min	2 Min	2 Min	2 Min	2 Min	12 min Total
1 Min	1 Min	1 Min	1 Min	1 Min	1 Min	6 min Total

Total Exercise Time: 36 Min

You can play with timing for this exercise as needed.



Higher Ground

Amateurs give advice.

At BBC

we diagnose.



A. Inception

1.1 Product Definition

1 Brand Definition <input type="checkbox"/> In Process <input type="checkbox"/> Completed	2 Brand Definition <input type="checkbox"/> In Process <input type="checkbox"/> Completed	3 Brand Definition <input type="checkbox"/> In Process <input type="checkbox"/> Completed	4 Brand Definition <input type="checkbox"/> In Process <input type="checkbox"/> Completed	5 Brand Definition <input type="checkbox"/> In Process <input type="checkbox"/> Completed	6 Brand Definition <input type="checkbox"/> In Process <input type="checkbox"/> Completed
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1.2 Information Architecture

1 Brand Definition <input type="checkbox"/> In Process <input type="checkbox"/> Completed	2 Brand Definition <input type="checkbox"/> In Process <input type="checkbox"/> Completed	3 Brand Definition <input type="checkbox"/> In Process <input type="checkbox"/> Completed	4 Brand Definition <input type="checkbox"/> In Process <input type="checkbox"/> Completed	5 Brand Definition <input type="checkbox"/> In Process <input type="checkbox"/> Completed	6 Brand Definition <input type="checkbox"/> In Process <input type="checkbox"/> Completed
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1.3 Indentify & Visual Design

1

Brand Definition

- In Process
- Completed

2

Brand Definition

- In Process
- Completed

3

Brand Definition

- In Process
- Completed

4

Brand Definition

- In Process
- Completed

5

Brand Definition

- In Process
- Completed

6

Brand Definition

- In Process
- Completed

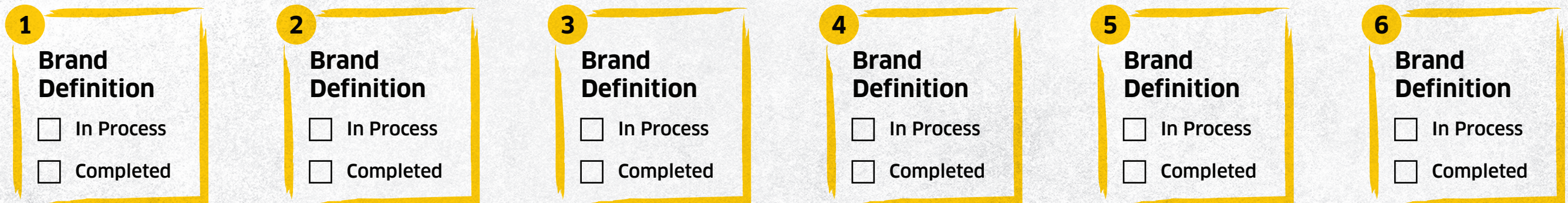


B. Execution

2.1 User Experience



2.2 Development (Front & Back)



2.3 Content Creation

1

Brand Definition

- In Process
- Completed

2

Brand Definition

- In Process
- Completed

3

Brand Definition

- In Process
- Completed

4

Brand Definition

- In Process
- Completed

5

Brand Definition

- In Process
- Completed

6

Brand Definition

- In Process
- Completed



C. Launch

3.1 Launch Plan

1 Brand Definition <input type="checkbox"/> In Process <input type="checkbox"/> Completed	2 Brand Definition <input type="checkbox"/> In Process <input type="checkbox"/> Completed	3 Brand Definition <input type="checkbox"/> In Process <input type="checkbox"/> Completed	4 Brand Definition <input type="checkbox"/> In Process <input type="checkbox"/> Completed	5 Brand Definition <input type="checkbox"/> In Process <input type="checkbox"/> Completed	6 Brand Definition <input type="checkbox"/> In Process <input type="checkbox"/> Completed	7 Brand Definition <input type="checkbox"/> In Process <input type="checkbox"/> Completed
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3.2 Analysis

1 Brand Definition <input type="checkbox"/> In Process <input type="checkbox"/> Completed	2 Brand Definition <input type="checkbox"/> In Process <input type="checkbox"/> Completed	3 Brand Definition <input type="checkbox"/> In Process <input type="checkbox"/> Completed	4 Brand Definition <input type="checkbox"/> In Process <input type="checkbox"/> Completed	5 Brand Definition <input type="checkbox"/> In Process <input type="checkbox"/> Completed	6 Brand Definition <input type="checkbox"/> In Process <input type="checkbox"/> Completed	7 Brand Definition <input type="checkbox"/> In Process <input type="checkbox"/> Completed
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In order to make marketing a success for your business, you need to use strategies and techniques that will create lasting bonds with your target audience.

