



Brand Academy

PRESENTED BY BRANDFOLDER,
THE NEW YORK TIMES,
EDELMAN, & LITTLEBITS




Steve Baker, CEO

@swadebaker

 **Brandfolder**

TONIGHT'S AGENDA

- 6:00PM - 6:30PM ○ Networking & Happy Hour
- 6:30PM - 7:00PM ○ Beyond Print: New Modes of Storytelling and Branding
The New York Times
- 7:00PM - 7:30PM ○ Beyond the First Impression: The Power of Your Personal Brand

- 7:30PM - 8:00PM ○ Brand Management for Retail: Stories from littleBits & Sphero
littleBits™

CHEERS TO OUR FRIENDS



Clare Stein

The New York Times



Chintimini Keith



Stevvy Griffin

littleBits

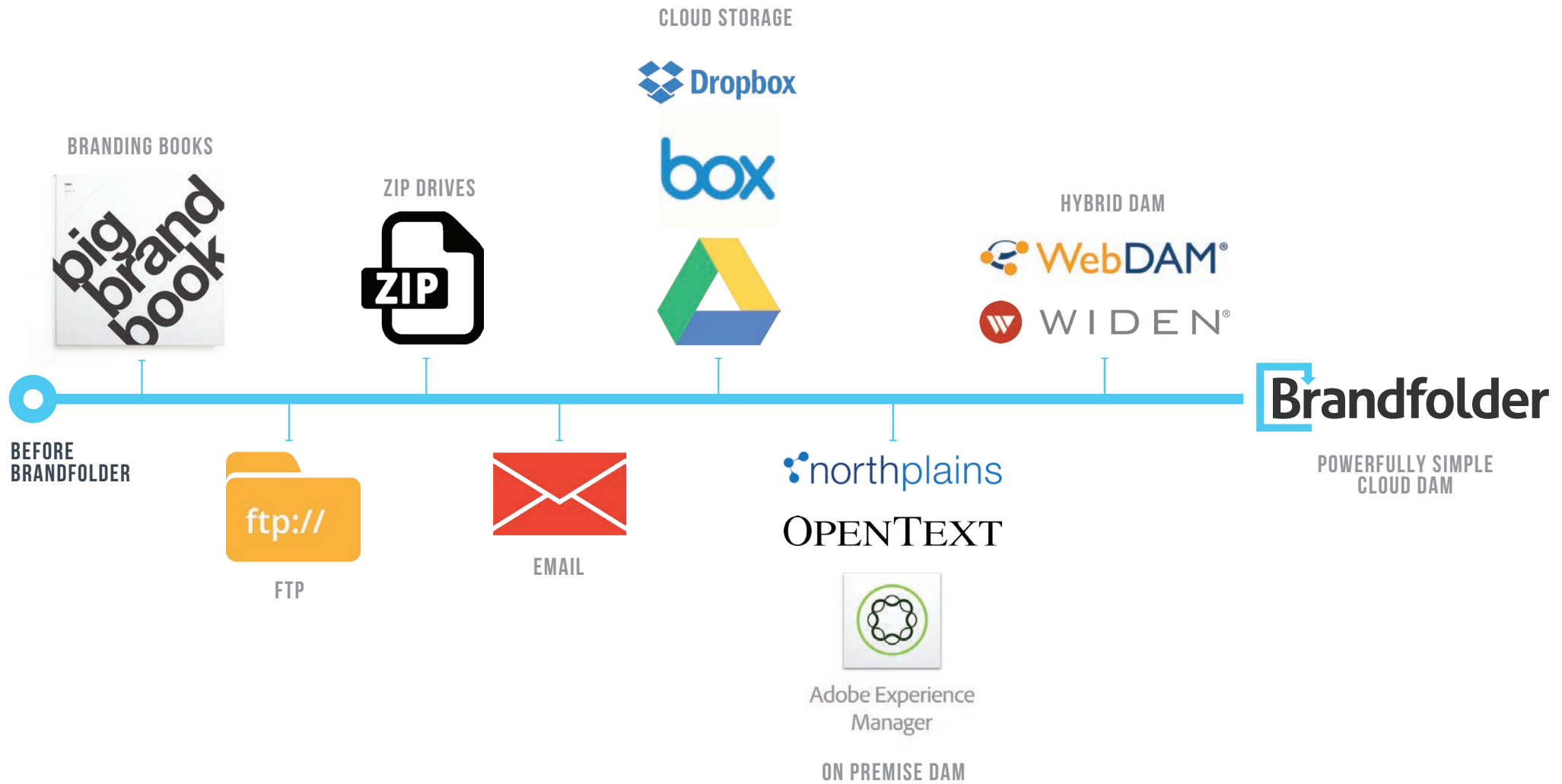
“...is to be the first end-to-end
Brand Operating System.”



Brand assets live everywhere.

Million dollar brands have no standard for organizing, distributing and enforcing brand standards.

Organizing, sharing and updating them is very resource-intensive.



YOUR BRAND IS MORE THAN A LOGO.

BRANDFOLDER'S VISUAL INTERFACE SHOWCASES EACH TYPE OF ASSET IN A UNIQUE WAY.



LOGOS

Usage & Guidelines



IMAGERY

Store & Resize



MEDIA

Upload or View



PEOPLE

Team Headshots & Background



COLLATERAL

1 Click Access to CRM



STYLE GUIDE

Contextual Information

Aa

FONTS

Web & Desktop



COLORS

Palettes for Print & Web



PRESS

Easy Access



Visual Platform

Organize Brand Assets



Set Permissions

Define Access Levels



Pure Cloud

Deploy in 2 Weeks



Image Editing

One File, Many Sizes



Distribution

Right Assets, Right Context



Rich Media

Stream Video In-App

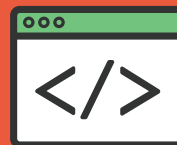
DIFFERENTIATOR



Integrations

Connect to your Ecosystem

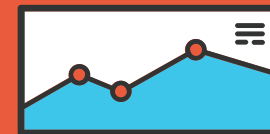
DIFFERENTIATOR



Dynamic Updates

Update Assets Instantly

DIFFERENTIATOR



Brand Monitoring

Keep Tabs on Brand Usage

The
NOTABLE CUSTOMERS

KARSH HAGAN



Hi, I'm
Clare.



A brand without a story is like a zebra without stripes.

The news
ecosystem is
changing
dramatically...

LOOSE LEAF SYSTEMS.

1851

MODELS & NOVELTIES



The Internet!

Home Delivery

International Distribution

Launch

1851

2016

Virtual Reality
Apple News
Facebook Apple Watch
Times Video NYT Now
Cooking App
Mobile Web iOS App
Android App Snapchat

The Internet!

Home Delivery

International Distribution

Launch

We are reimagining
the way we tell
stories without
sacrificing quality.

"All the News
That's Fit to Print"

The New York Times

LATE CITY EDITION

Weather: Rain, warm today; clear tonight. Sunny, pleasant tomorrow. Temp. range: today 80-66; Sunday 71-66. Temp.-Hum. Index yesterday 69. Complete U.S. report on P. 50.

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© 1969 The New York Times Company.

NEW YORK, MONDAY, JULY 21, 1969

X

10 CENTS

MEN WALK ON MOON

ASTRONAUTS LAND ON PLAIN; COLLECT ROCKS, PLANT FLAG

Voice From Moon: 'Eagle Has Landed'

EAGLE (the lunar module): Houston, Tranquility Base here. The Eagle has landed.

HOUSTON: Roger, Tranquility, we copy you on the ground. You've got a bunch of guys about to turn blue. We're breathing again. Thanks a lot.

TRANQUILITY BASE: Thank you.

HOUSTON: You're looking good here.

TRANQUILITY BASE: A very smooth touchdown.

HOUSTON: Eagle, you are stay for T1. [The first step in the lunar operation.] Over.

TRANQUILITY BASE: Roger. Stay for T1.

HOUSTON: Roger and we see you venting the ox.

TRANQUILITY BASE: Roger.

COLUMBIA (the command and service module): How do you read me?

HOUSTON: Columbia, he has landed Tranquility Base. Eagle is at Tranquility. I read you five by. Over.

COLUMBIA: Yes, I heard the whole thing.

HOUSTON: Well, it's a good show.

COLUMBIA: Fantastic.

TRANQUILITY BASE: I'll second that.

APOLLO CONTROL: The next major stay-no stay will be for the T2 event. That is at 21 minutes 26 seconds after initiation of power descent.



A Powdery Surface Is Closely Explored

By JOHN NOBLE WILFORD
Special to The New York Times

HOUSTON, Monday, July 21—Men have landed and walked on the moon.

Two Americans, astronauts of Apollo 11, steered their fragile four-legged lunar module safely and smoothly to the historic landing yesterday at 4:17:40 P.M., Eastern daylight time.

Neil A. Armstrong, the 38-year-old civilian commander, radioed to earth and the mission control room here:

"Houston, Tranquility Base here. The Eagle has landed."
The first men to reach the moon—Mr. Armstrong and his co-pilot, Col. Edwin E. Aldrin Jr. of the Air Force—brought their ship to rest on a level, rock-strewn plain near the southwestern shore of the arid Sea of Tranquility.

About six and a half hours later, Mr. Armstrong opened the landing craft's hatch, stepped slowly down the ladder and declared as he planted the first human footprint on the lunar crust:

"That's one small step for man, one giant leap for mankind."

His first step on the moon came at 10:56:20 P.M., as a television camera outside the craft transmitted his every move to an awed and excited audience of hundreds of millions of people on earth.

Tentative Steps Test Soil

from the leg of the landing craft after taking the first step on the surface of the moon

Store

The New York Times

Fall Favorites by
The New York Times

Wednesday, September 2, 2015 | Today's Paper | Video | 78°F | Nikkei +1.42% ↑

World U.S. Politics N.Y. Business Opinion Tech Science Health Sports Arts Style Food Travel Magazine T Magazine Real Estate ALL

BREAKING NEWS

American Astronauts Land on Moon

By EDWARD WONG and JANE PERLEZ 10 minutes ago

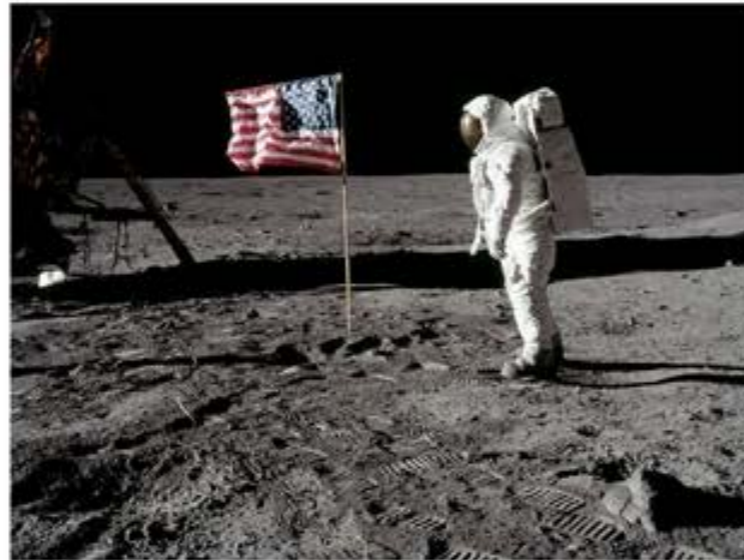
Two Americans, astronauts of Apollo 11, steered their fragile four-legged lunar module safely and smoothly to the historic landing yesterday at 4:17:40 P.M., Eastern daylight time.

Latest Updates

16m Analysts Say Chinese Troop Cut Unlikely to Ease Regional Fears

33m Shutdowns Ahead of Parade Hit Factories

75m China Says It Took



Nixon Telephones Congratulations

By RICK LYMAN and DAN BILEPSKY

During one break in the astronauts' work, President Nixon congratulated them from the White House in what, he said, "certainly has to be the most historic telephone call ever made."

• Migrant Crisis Gives Germany Familiar Role in New Drama

The Opinion Pages

Solitary Confinement Is Cruel and All Too Common

By THE EDITORIAL BOARD

If California can reform its use of solitary, there is hope for the rest of the country.



- Bruni: The Joe Biden Delusion
- Friedman: Our Radical Islamic BFF, Saudi Arabia
- Edsall: Donald Trump Understands Republicans
- Can a Novelist Be Too Productive?: Q. & A. With Stephen King

From Gaza to East Harlem: Reporter's Notebook
1961: Bob Dylan Takes the Stage
Inside Amazon: Reporter's Notebook

Times Premier

Watching

1h



MacBook Air



Verizon



11:10

Tuesday, July 20



NYTimes 46 years ago

3 Americans have safely
landed on the moon,
NASA reports

slide to view

> slide to unlock





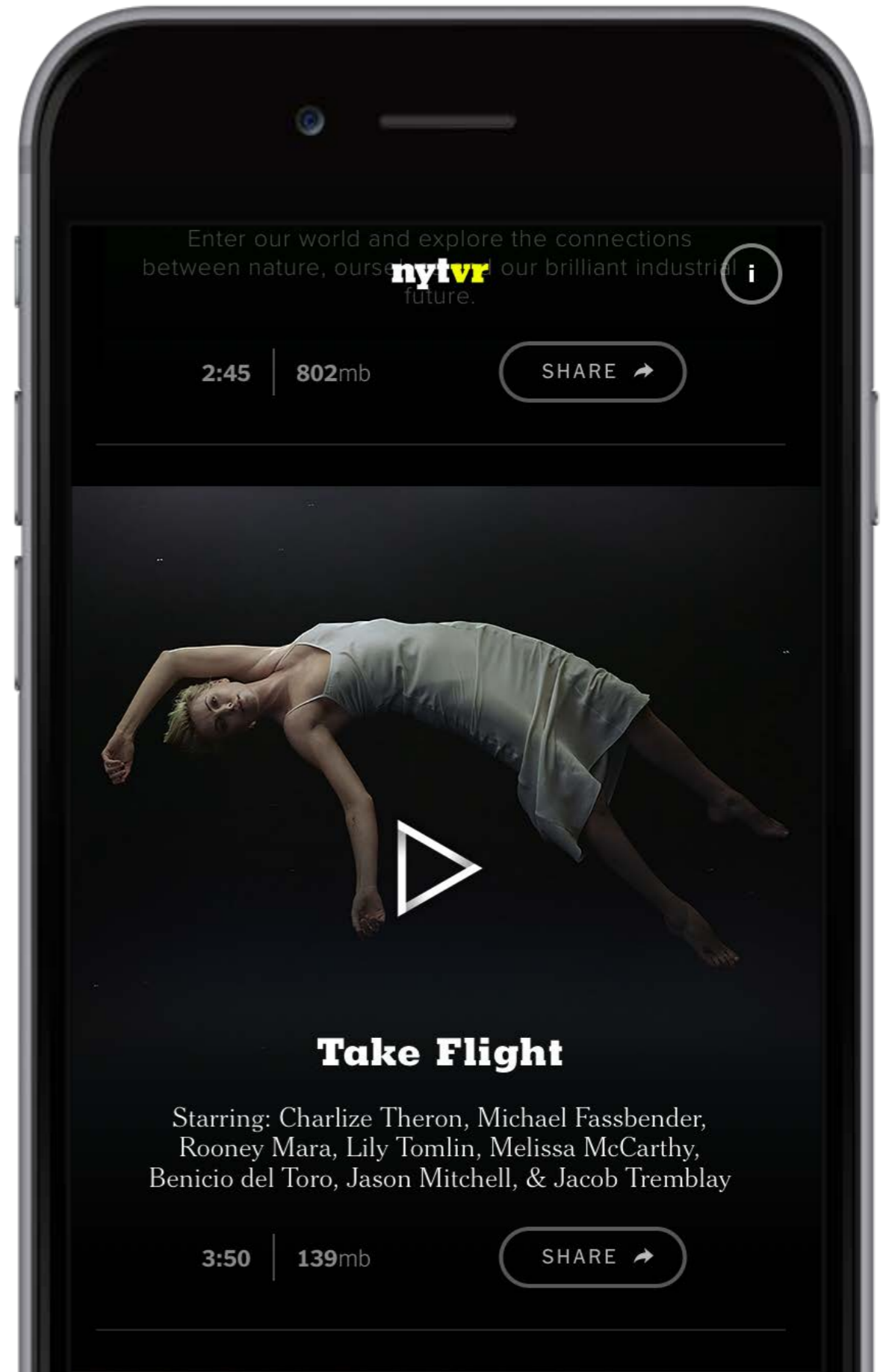
NYTimes 11:46 PM

BREAKING

Three American
astronauts just
landed on the
moon's surface

NG HAN GUAN/AP

NYTVR is
our latest
evolution.



1.3M

Google Cardboards
distributed

640k+

Total app downloads

6min+

Average
engagement



The Click Effect

Follow two marine researchers as they free-dive deep below the ocean's surface on a single breath to capture the "click" communication of dolphins and sperm whales.



Man on Spire

Summit the mighty spire of 1 World Trade Center, one of the world's tallest skyscrapers, in our latest foray into the sphere of 360° immersive storytelling.

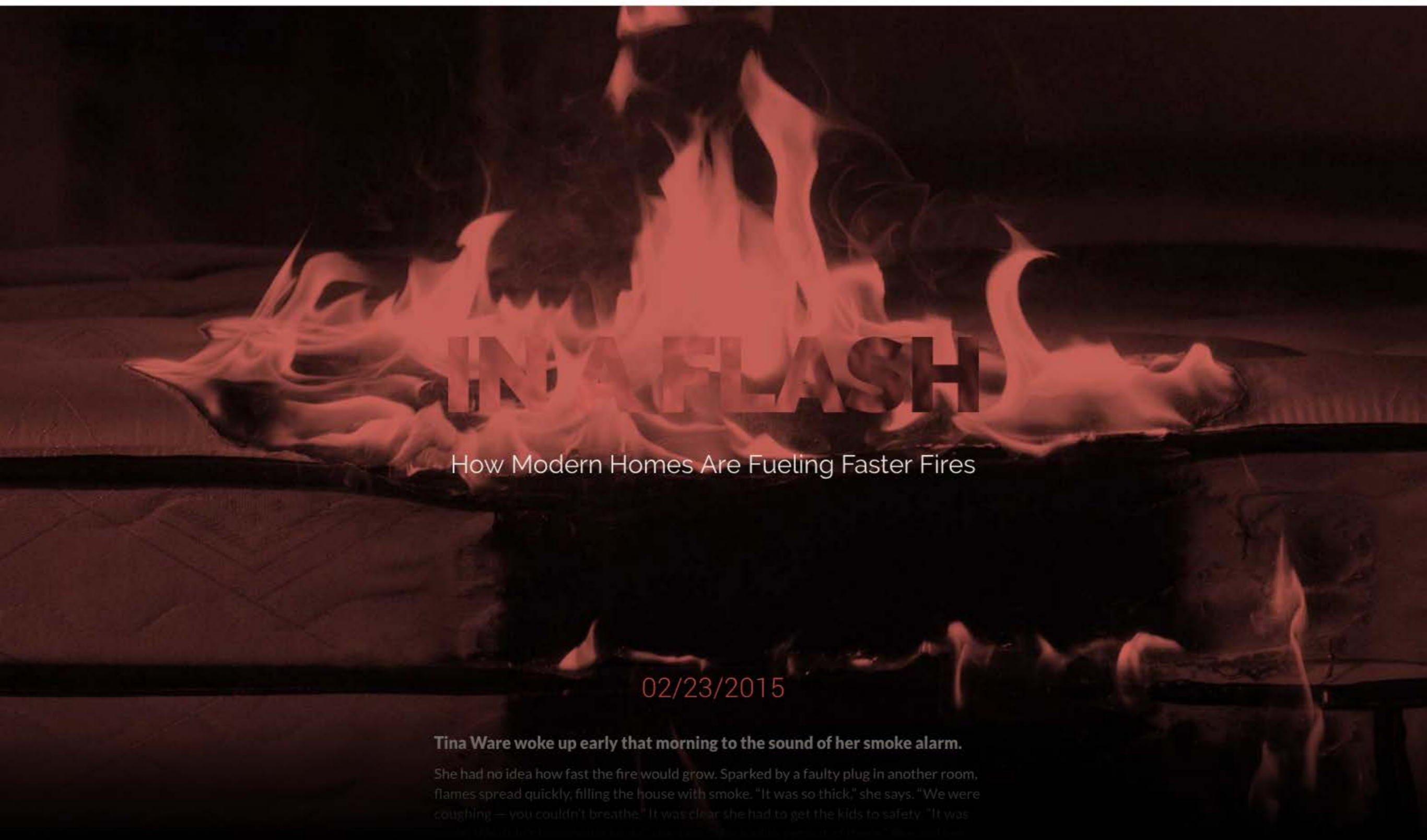
T Brand Studio

helps other brands
tell their best stories.

PAID POST

BrandStudio

nest



IN A FLASH

How Modern Homes Are Fueling Faster Fires

02/23/2015

Tina Ware woke up early that morning to the sound of her smoke alarm.

She had no idea how fast the fire would grow. Sparked by a faulty plug in another room, flames spread quickly, filling the house with smoke. "It was so thick," she says. "We were coughing — you couldn't breathe." It was clear she had to get the kids to safety. "It was

PAID FOR AND POSTED BY GE

BrandStudio



How Nature Is Inspiring Our Industrial Future



A scene from GE's virtual reality film available now in the NYT VR app

361%

more unique visitors than advertiser-
produced content

526%

more time spent than advertiser-
produced content

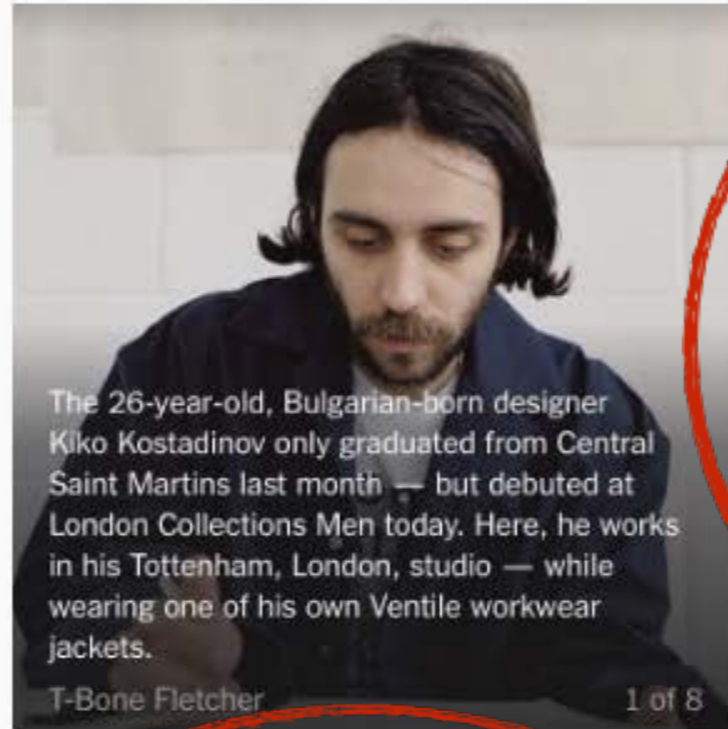
82%

more brand lift compared to
banner ads

We're also
encouraging readers
to tell their own
stories.

#nytimes

100,365 posts





mynytimes

Follow

mynytimes Show us your reading ritual with #MyNYTimes — we're the Times's Marketing Team, celebrating the joy of print by regramming our favorites.
[nytimes.com](https://www.nytimes.com)

584 posts

27.6k followers

81 following




@MyNYTimes

The New York Times marketing team celebrates the joy of print and our readers on Instagram.

[instagram.com/mynytimes](https://www.instagram.com/mynytimes)



Coffee On Us: Join us for free coffee from 10 AM - 1 PM on 6/28 at Toby's Estate Coffee's Williamsburg, West Village, and Flatiron NYC locations.


TOBY'S ESTATE
COFFEE ROASTERS • BROOKLYN, NY
@TOBYSBROOKLYN

Instagram
submission by
@KRISTENCESIRO



shanna.cooper
Toby's Estate Coffee

FOLLOW

82 likes

10w

shanna.cooper Hey @mynytimes & @tobysestatecoffee, you killed this. #FreelcedTea #MyNYTimes #PrideParade
mynytimes Why thank you!



Add a comment...



1 in 3 of all attendees
followed us on
Instagram.



mynytimes

Follow

3,769 likes

19w

mynytimes Need a moment to relax? Follow us at @mynytimes for daily zen. (Photo by @alittlepaperdoll)

bradburypat No way I could be zen if I was balancing a coffee on a newspaper with white sheets on my bed.

3fscan Dang how u balance that latte and all that white privilege on one bed do

100.____ [!]

benstain @chloebines this is the vibe I want every morning. Fluffy bed. Coffee before breakfast

jennybeats_ @viclovinnnn

Log in to like or comment.



The quality of our
storytelling is
ultimately our
brand message.



At May's Nails Salon on West 14th Street in Manhattan, a customer gets a neck massage while her nails dry. Nicole Bengiveno/The New York Times

The Price of Nice Nails

Manicurists are routinely underpaid and exploited, and endure ethnic bias and other abuse, The New York Times has found.

By SARAH MASLIN NIR MAY 7, 2015



[한국어 읽기](#) | [点击查看本文中文版](#) | [Leer en español](#)

Beyond the First Impression: The Power of your Personal Brand

Chintimini M. Keith, VP Edelman Digital
DC Lead, GWEN (Global Women's Executive Network)







Don't improve your product –
improve your brand instead.

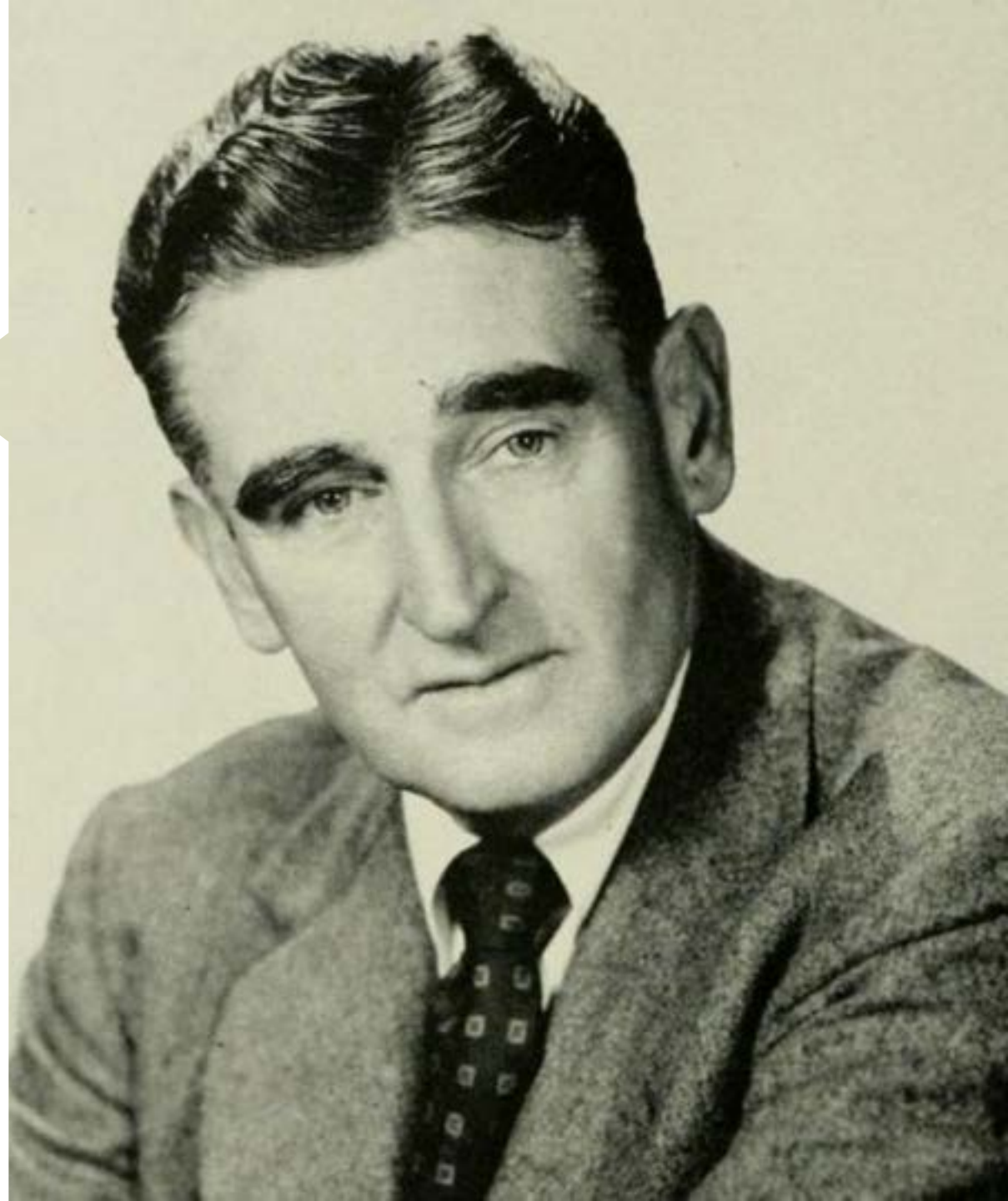
This guy...



It's not you, it's your story:

Why branding matters.

John Robert Powers



What is a personal brand?

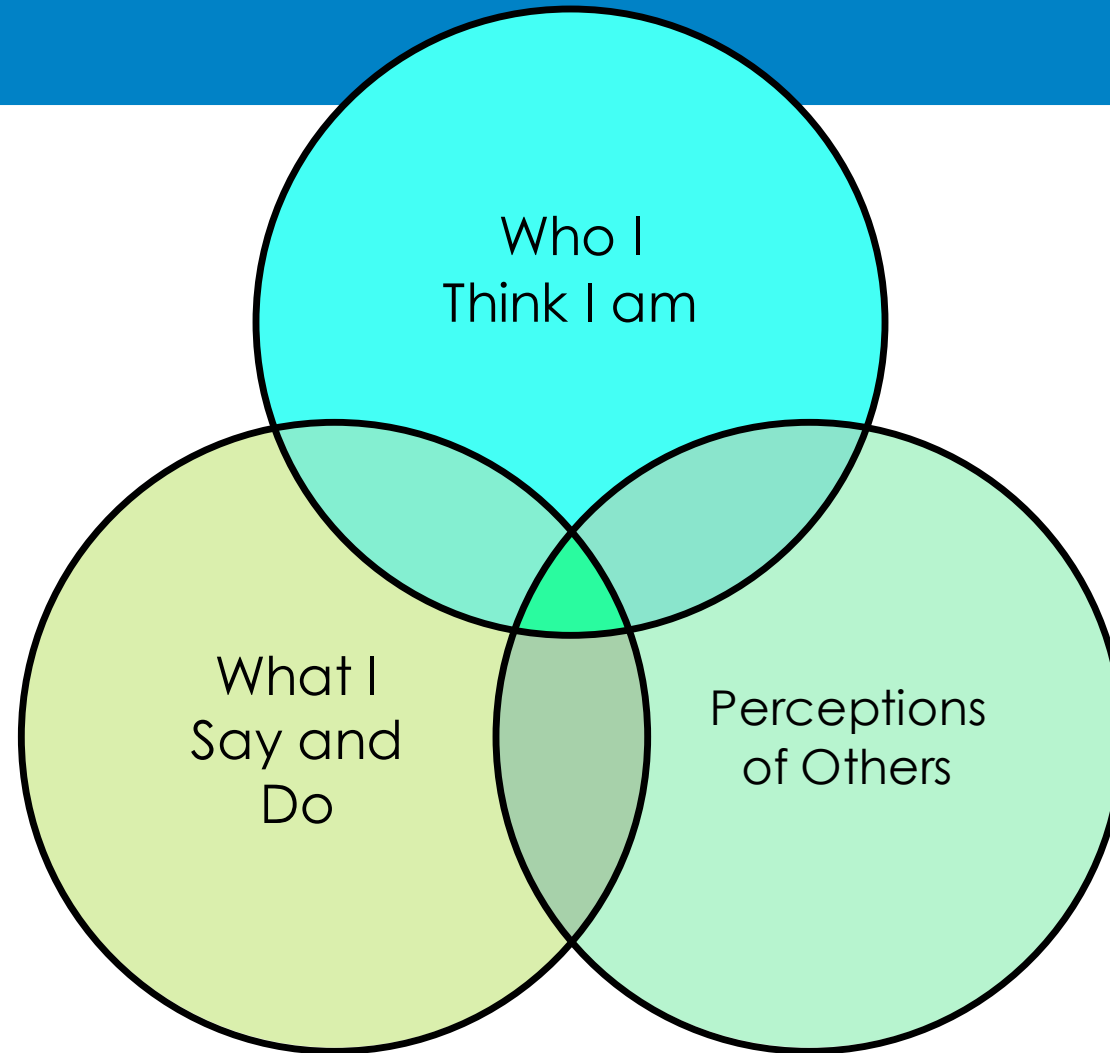
The total experience of
having a **relationship**
with who you are and
what you represent
as an individual;

as a leader.

“A brand is what people say about you when you are not in the room.”

— Jeff Bezos, Amazon

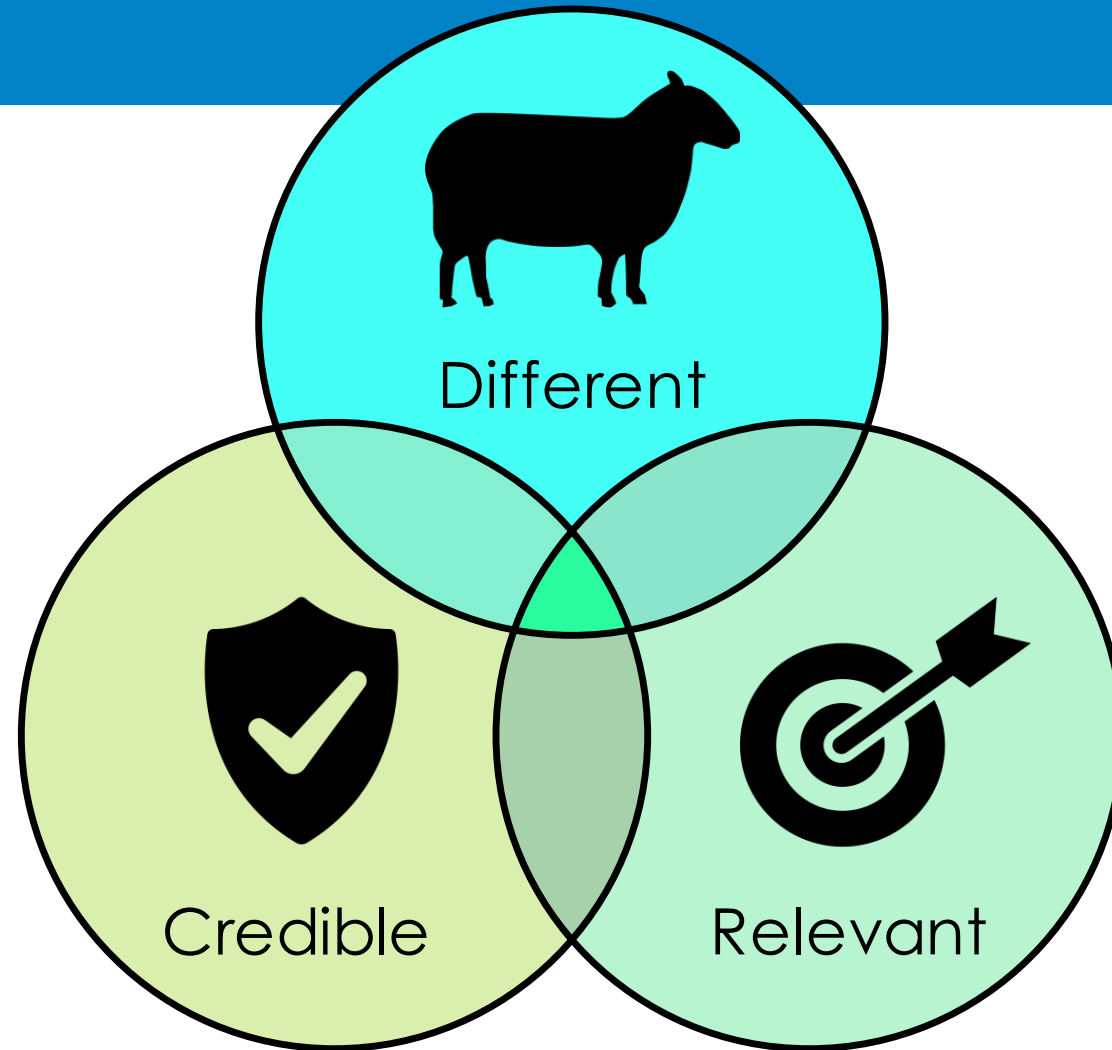
Your brand =



What is your Brand Essence?

- A promise of specific values and benefits, one that has **meaning** and relevance to users.
- It is the consumer's gut feeling about your company, service or product.
- It is someone's gut feeling about **YOU**.
- Brand essence is the heart and soul of a brand.

A great brand =



Building A Successful Personal Brand

CREATE SOMETHING NEW

Differentiate

SET A LOFTY GOAL

Be aspirational

BE BOLD

Don't shy away
from opportunity



But, always be YOU





Ignore or Embrace

Your **brand** is working 24 hours a day—make sure it is communicating what **you** want.



3 Easy Ways to Wreck Your Personal Brand

1. Talk just for the sake of it
2. Aim for as many contacts as possible
3. Talk about yourself

**How important are likeability,
looks and presence?**

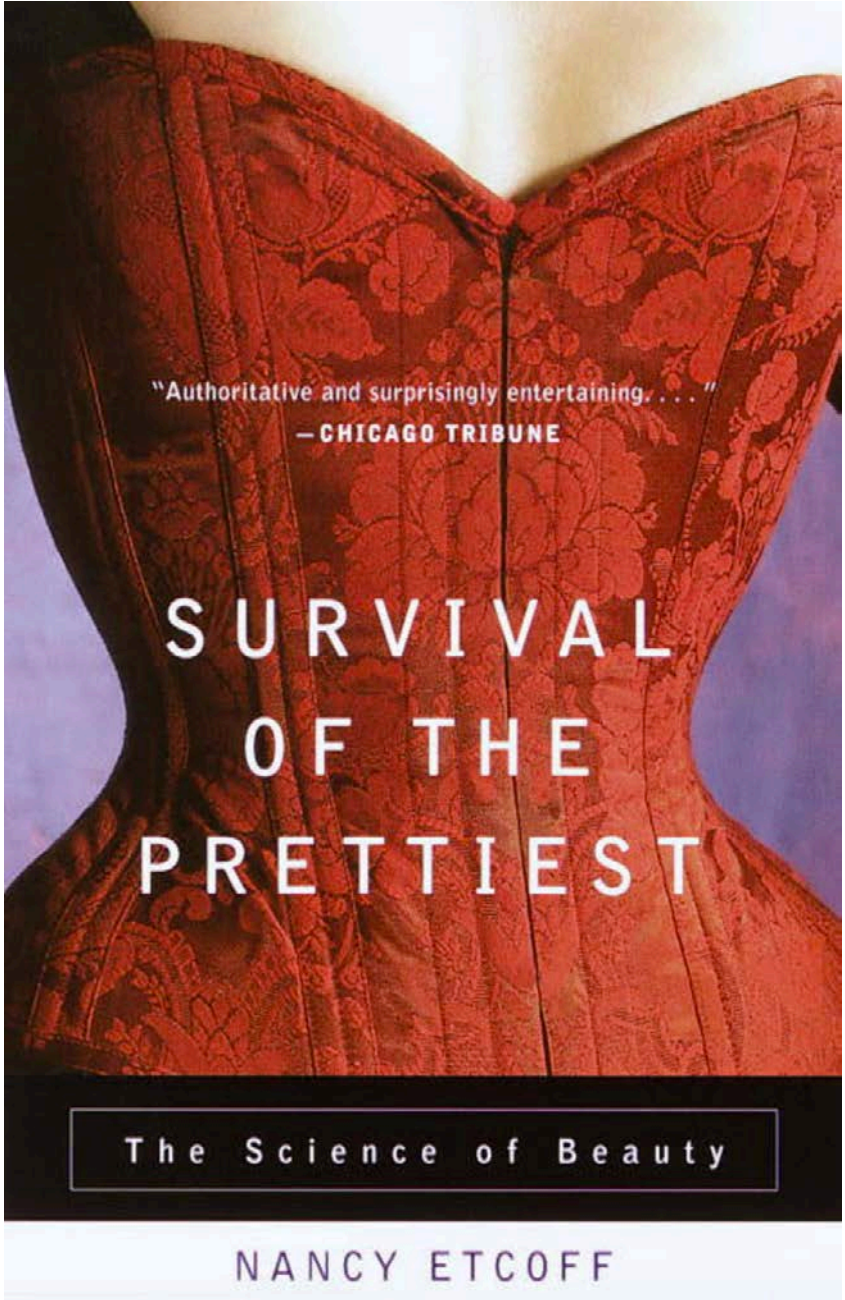
"Being more successful in business and in life often requires
the same thing. If you want to do both, read this book!"

—Deepak Chopra, author of *The Seven Spiritual Laws of Success*

Rohit Bhargava

likeonomics

THE UNEXPECTED TRUTH BEHIND
EARNING TRUST,
INFLUENCING BEHAVIOR,
AND INSPIRING ACTION



"Authoritative and surprisingly entertaining. . . ."

— CHICAGO TRIBUNE

SURVIVAL
OF THE
PRETTIEST

The Science of Beauty

NANCY ETCOFF

NEW YORK TIMES BESTSELLER



Presence

Bringing your **BOLDEST SELF** to
your **BIGGEST CHALLENGES**

Amy Cuddy

"The high priestess of self-confidence for the
self-doubting. A must-read for—well, for everyone."

—Susan Cain, author of *Quiet*

DEFINE
YOUR BRAND

IMAGINE
YOUR FUTURE



Reinventing
yOU

DORIE CLARK

HARVARD BUSINESS REVIEW PRESS

So many rules...

Do this. Wear that.

Don't do this. Don't do that.

Speak softly. Smile.

Be assertive. But not too assertive.

Agree, agree, agree.

Assimilate. Shut up. Stay down.

Don't get a visible tattoo.

Tattoos are cool.

Don't curse. Swear words are cool.

Be polished and professional but cool and relaxed.

At the end of the day...

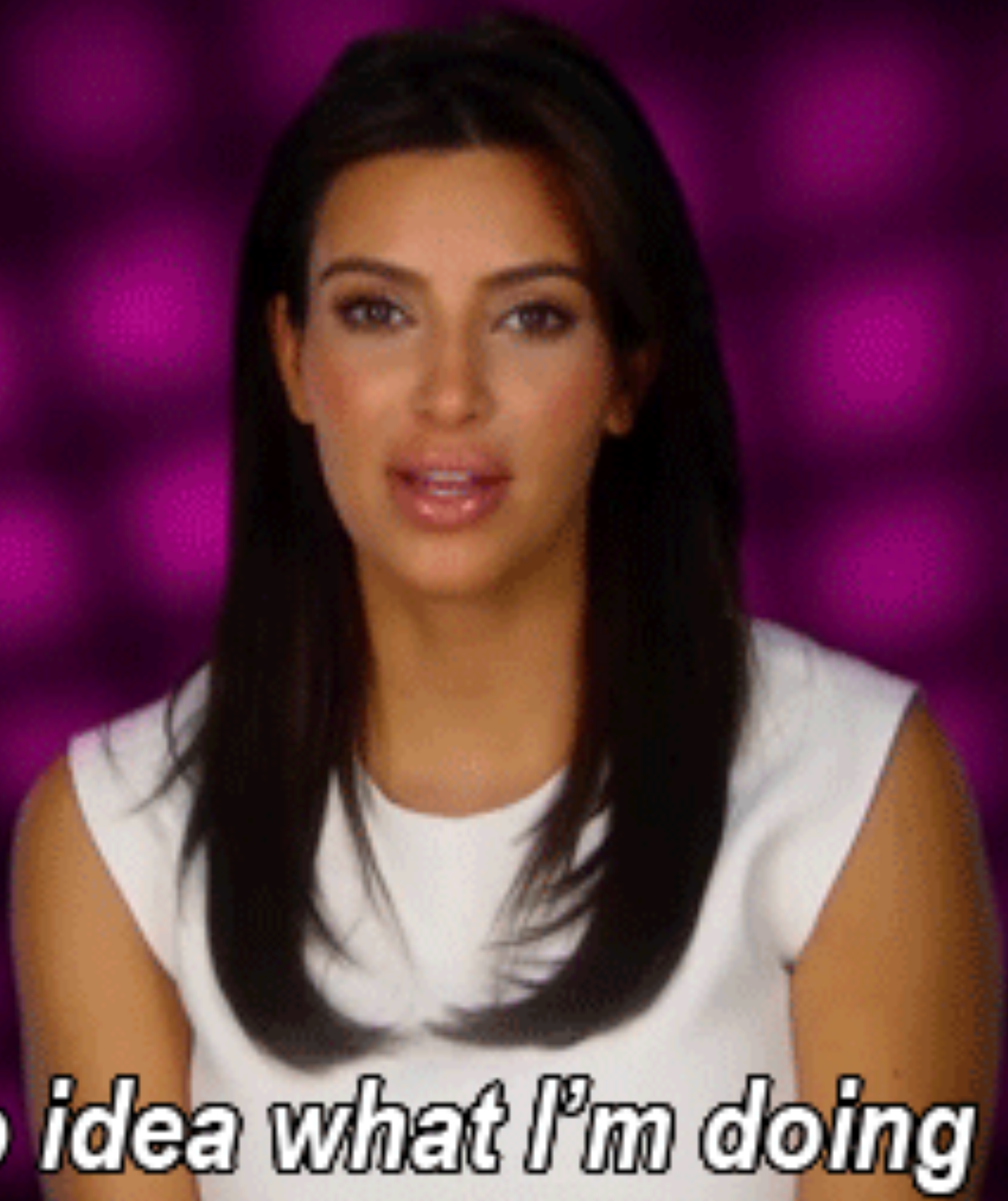
- Balance personality with professionalism.
- It's (a lot) about your environment
- Make people feel good about themselves
- Express interest in and remember the important details about your colleagues and acquaintances
- Be genuine, otherwise it's obnoxious
- Remember, someone who is junior to you today could be senior to you in a relatively short time. You never know. Show respect and kindness to everyone.
- Sometimes, people who dislike you have legitimate reason to do so. **Being genuinely yourself doesn't do much good if you are genuinely an ignorant jerk who refuses to change anything.** Keep an open mind to constructive criticism and realize you still have plenty to learn.
- Beware of the 'Heads Down' affliction

BRAND VOICE + RETAIL

Parrot®

 sphero

littleBits™



I have no idea what I'm doing

E!

Invest in yourself.

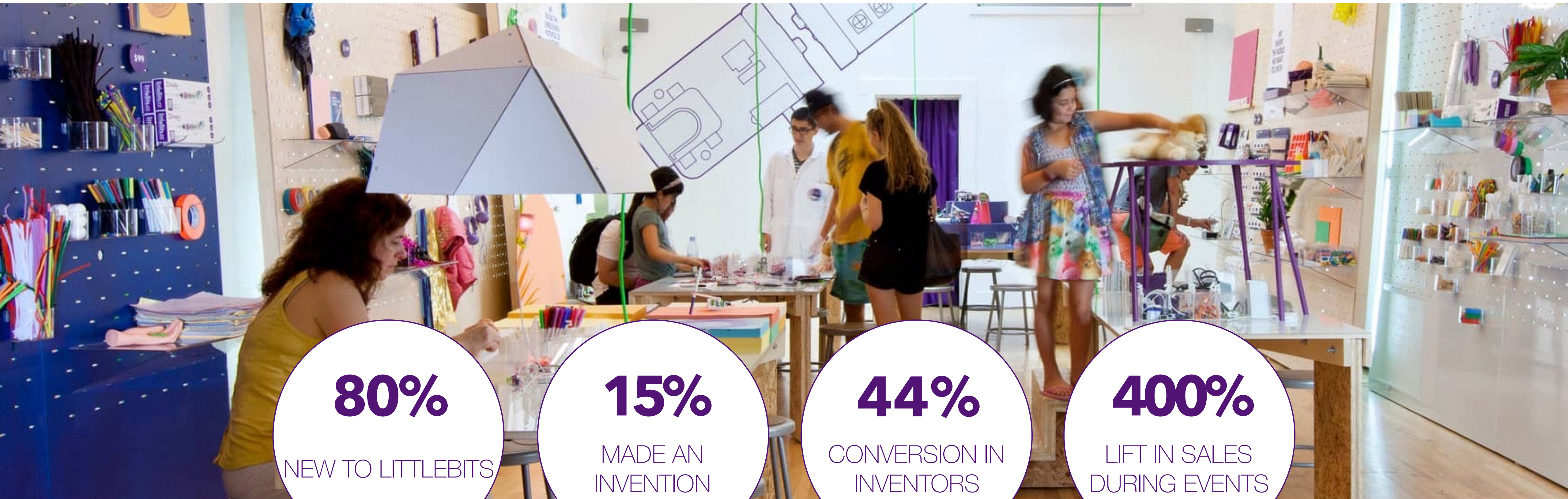
Get to know your consumer and the experience they have with your brand



Invest in yourself.

Build Credibility

Discover Key Business Learnings



80%

NEW TO LITTLEBITS

15%

MADE AN
INVENTION

44%

CONVERSION IN
INVENTORS

400%

LIFT IN SALES
DURING EVENTS



ironic.
non-traditional.
unexpected.

FLIP THE SCRIPT.

FLIP THE SCRIPT.



Why Beyoncé Is Embracing Her Own Backlash

The “Boycott Beyoncé” merchandise on sale at her concerts affords her a new kind of appeal.

Even the haters have got to love Beyonce.

The singer is very cleverly selling “Boycott Beyonce” merchandise on her Formation tour. It's a tongue-in-cheek reference to an earlier controversy over her Super Bowl performance and “Formation” music video.

FLIP THE SCRIPT.

MINI Drone - \$99
The Parrot MiniDrone is the winner of an Innovation Award in Wireless Handset Accessories!

CONNECTED PLAY

Zoomer - \$89
Master ALL Zoomer's tricks, earn badges and discover secret commands!

Ollie - \$99
Ollie is awesomely agile thanks to its tubular design. It tumbles, too.

AR Drone - \$299
Amazing footage streamed and recorded directly to your smart phone

ROMO - \$149
Learn basic programming concepts as you help Romo complete missions

Sphero - \$129
Sphero 2.0 is waterproof, pet proof, and ready for any adventure.

Anki - \$199
Anki DRIVE is battle racing for the real world.

Mip - \$99
Meet MIP™, the first balancing commercial robot with GestureSense™ technology

Tiggly - \$299
Tiggly makes interactive toys and iPad learning apps for preschoolers & toddlers.

CATEGORY LEADER.

BRAND

Build and leverage a killer brand image that customers recognize, follow, and love.



FLIP THE SCRIPT.



Materials:
corrugated, sintra
size: 48.0" w x 17.5" d x 23.5" h



SEE YOUR BRAND VOICE COME TO LIFE.



DO YOUR RESEARCH.

Be self-aware.

Anticipate objections.

Be humble.



**Invest in yourself.
Shift your focus.
Stay humble.
Take the lead.
Grow.**

Thank you!