



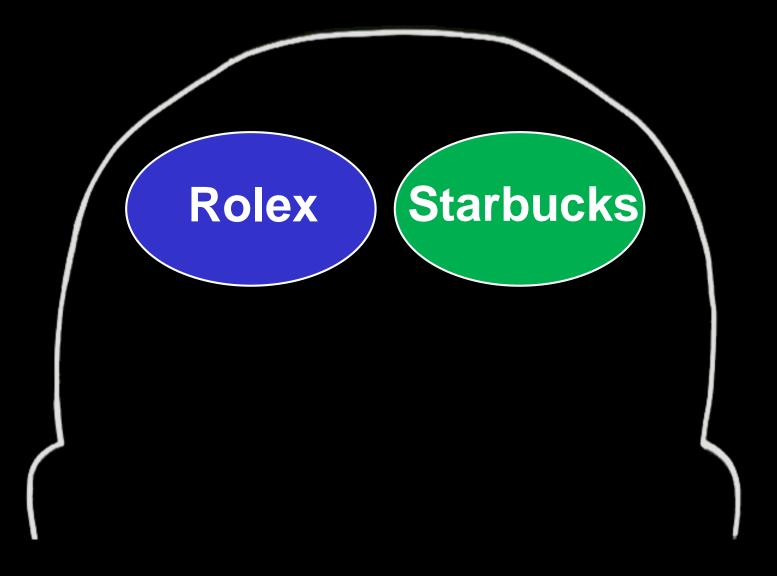
Laura Ries President, Ries & Ries.

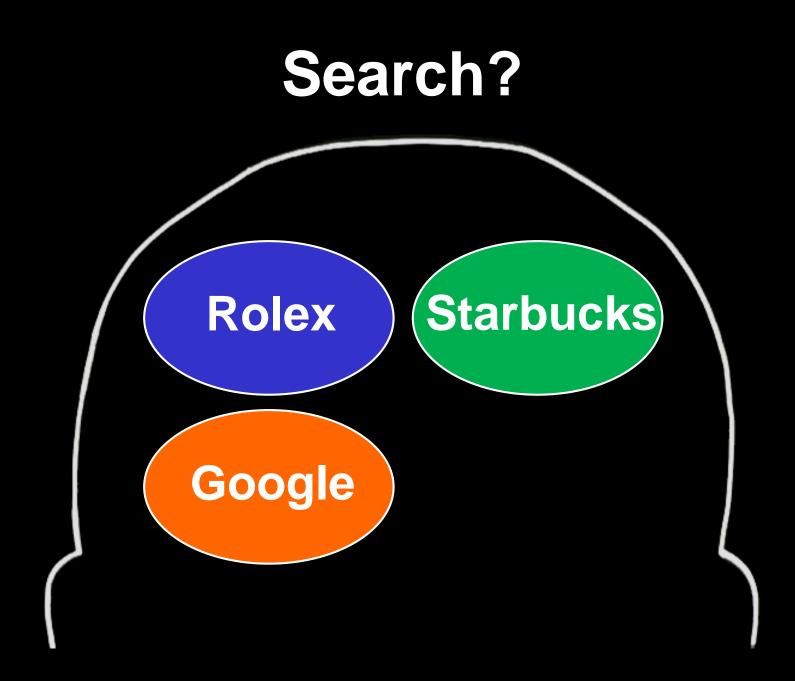
### In marketing, you win or lose

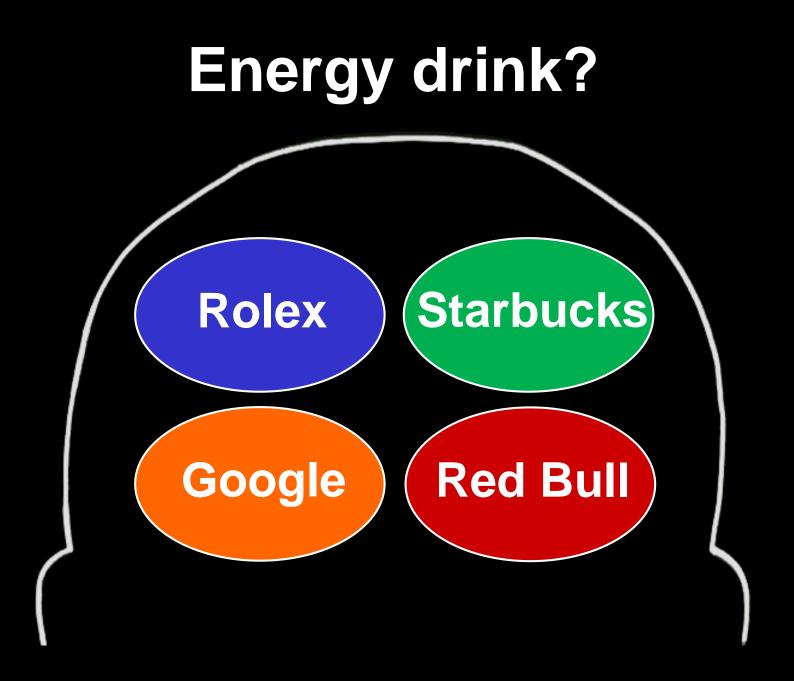
Inside the mind of the prospect. So how do you get inside a mind? The best way is with a single word or concept.



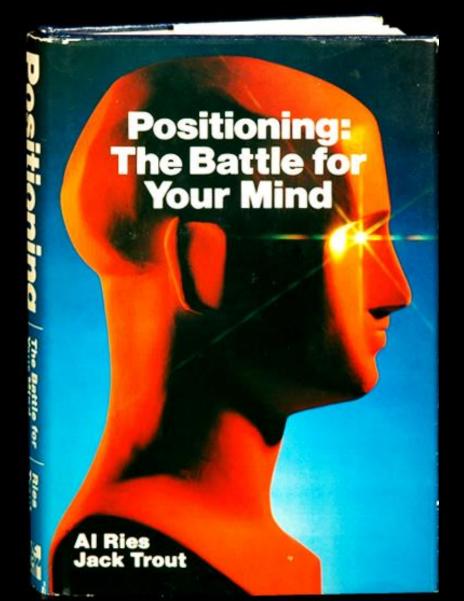
### An expensive cup of coffee?



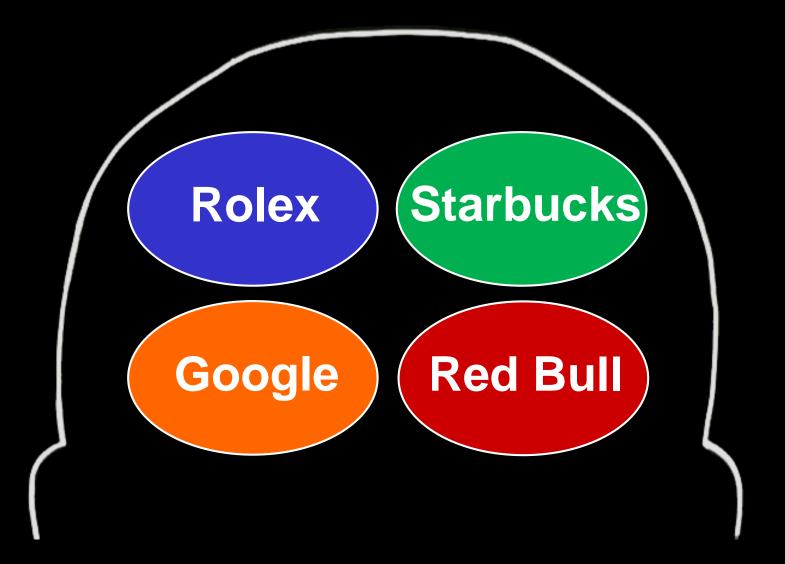




### Positioning is totally verbal.



### Words are no longer enough.



### The best way into a mind.

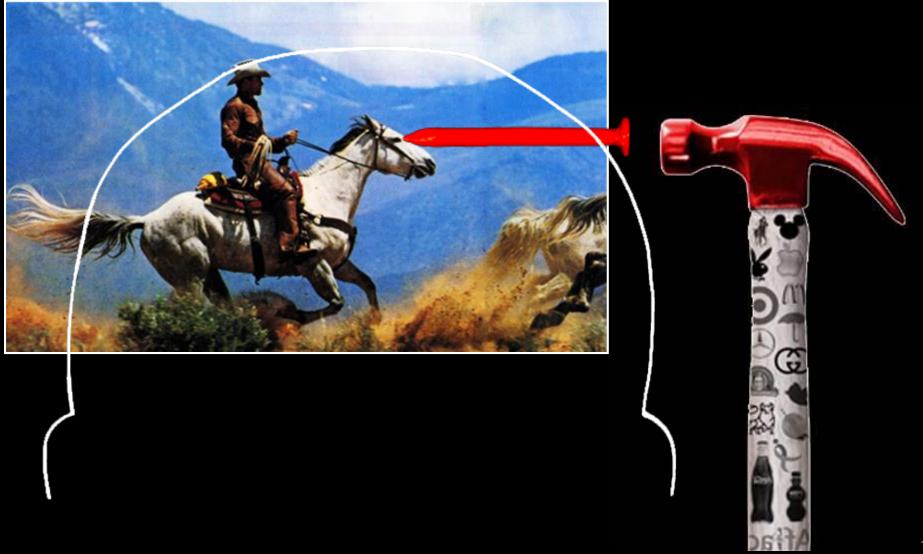
#### Is not with words at all. It's with visuals.

### But not any visual.



#### You need a Visual Hammer

### Thehadylaboymieras vaisveab a bahamaniler.



### That hammers a verbal nail.

# The masculine cigarette.

### Leading brands were "unisex."



## It's the combination of the two.

#### Visual hammer.

#### Verbal nail.



# First masculine cigarette.

#### That made Marlboro successful.

### Coca-Cola.



### Coca-Cola's verbal nail.



### Coca-Cola's visual hammer.

# A powerful combination.

### Reinforced on cans and cups.



### The visual dominates.



### A trademark is not a hammer.



### What does the Pepsi mark say?

#### Pepsi's logo just says "Pepsi."

### A visual hammer is different.



#### Coke's contour bottle communicates its authenticity.

### You have two brains.

#### Left brain: Verbals.

#### Right brain: Visuals.

# A spoken word.

#### Left brain: Verbals. /

/ Can be understood almost instantly in the left brain.

#### Right brain: Visuals.

### A visual image.

#### Left brain: Verbals.

Can be perceived almost instantly in the right brain.

25

**Right brain:** 

**Visuals**.

## Right brain has another function.

#### Left brain: Verbals.

It's also the site of your emotions.

Right brain: \Visuals.

### Visuals are emotional.

# **Right brain:** Left brain: Visuals. Verbals. Baby.

### Why are visuals so powerful?

## Ugly woman.

### Because they dominate words.

### Ugly woman.

"They put the wrong words on the picture!"

### Because they dominate words.

### Ugly woman.

Nobody says they put the wrong picture with the words."

### Six ways to create a hammer.













## 1. Shape.



# TARGET

### The red circles.



### TARGET

### The verbal nail.

"Cheap chic."

TARGET

### What Oprah has called Target.

#### Tar-zhay

TODAY 4:00pm

Dial



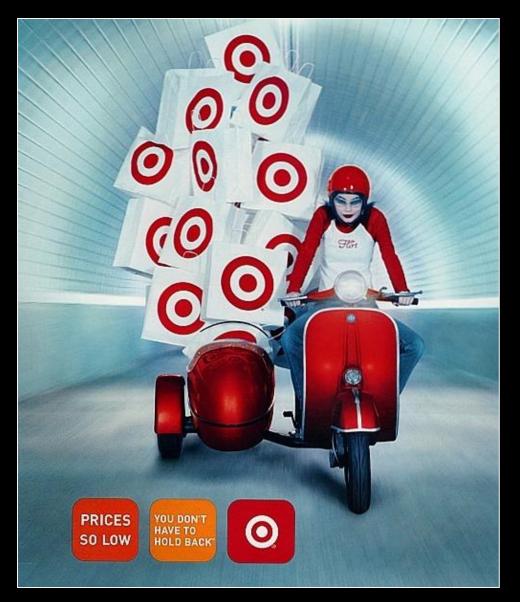
### The visual hammer on stores.



# Shopping bags.



## Advertising.



#### Just about everything.



# More profitable than Walmart.4.3 percent. 3.5 percent.



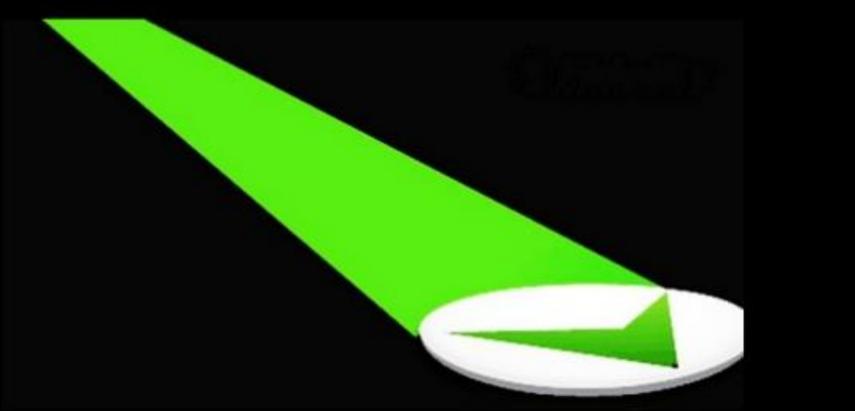


#### Net profit margins, last 10 years.

#### Fidelity investments.



#### "Follow the green line."





#### The yellow rectangle.

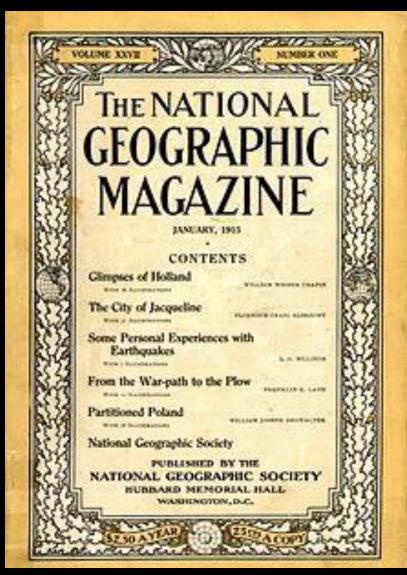
# NATIONAL GEOGRAPHIC

#### Iconic cover.

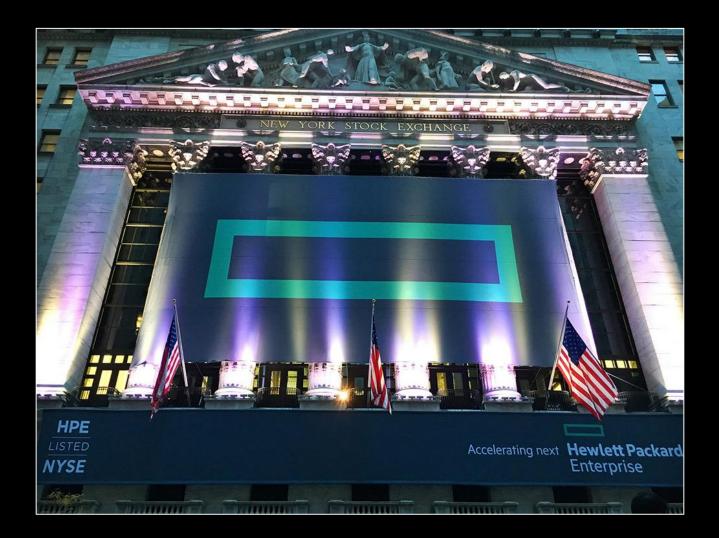


CAN COAL EVER BE CLEAN? 28 A TALE OF TWO ATOLLS 63 THE VIEW FROM A GIANT TELESCOPE 76 TOWERS OF LACE FOR BRETON WOMEN 86 DIGGING UP A ROMAN BOAT 120

#### 128 years old.



## What does this rectangle say?



## HP spun off IT business.



# Hewlett Packard Enterprise

#### The Nike Swoosh.



#### A powerful visual hammer.

## A free hammer.

When your brand is first in a new category like Nike athletic shoes, almost any visual can be a strong hammer.

#### Another free hammer.

# Symbolizes "prestige."

## Simpler is better.





#### Mercedes-Benz

#### 2. Color.

#### The Golden Arches.

(8)

#### World's largest fast-food chain.

#### The Golden Arches.

(8)

#### It's hard to miss a McDonald's.



#### With the Golden Arches.



## Easy to miss a Burger King.



# **Big Blue.**

#### Mainframe computers.

## A good naming strategy.

#### Using a color as part of your brand name.

jetBlue<sup>-</sup>



·jetBlue ··· ·

jetblue.com

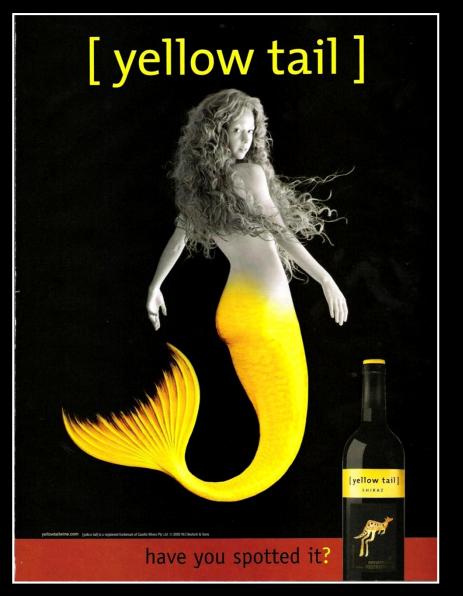
Big Blue Bu

#### Red Hat.



#### **#1 in Open Source Solutions.**

## **Best-selling Australian wine.**





## Voya financial.



#### "Your orange money."



#### "Your orange money."



#### The blue box.



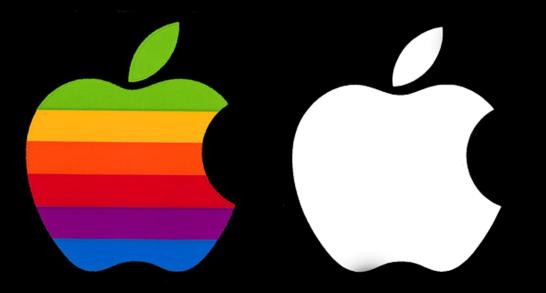
# Tiffany blue.



## The white ear buds of an iPod.

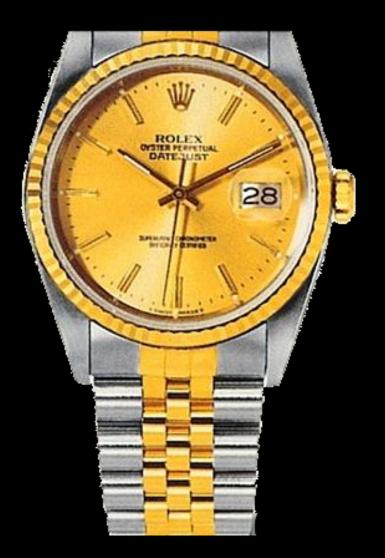


## No color is better than many.

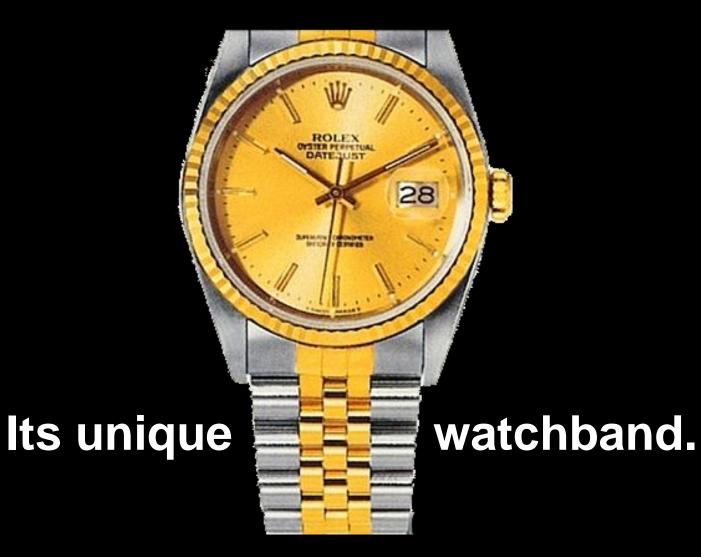


#### **Attractive. Memorable.**

#### 3. Product.



#### Rolex's visual hammer.



#### The verbal nail.



Prestige.

# **Everybody copied Rolex.**



#### It doesn't matter.

# Rolex was first.



The other brands look like "imitation" Rolexes.

## Small, ugly and reliable.



## Best ad of the 20<sup>th</sup> century.



#### Think small.

Our little car isn't so much of a novely any more. A couple of dozen college kids don't

try to squeeze inside it. The gay at the gas station doesn't ask where the gas goes.

Nobody even stares at our shape. In fact, some people who drive our little fliver don't even thick 32 miles to the gallan is going ony great guns. Or using five pintrol oil instead of five

Or using five pintrol oil instead of five quarts. Or never needing anti-freeze.

Or racking up 40,000 miles on a set of tiles. That's because alice you get used to some of our economies, you don't even think about them any more.

Except when you squeeze into a small parking spot. Or renew your small insurance. Or pay a small repair bill. Or trade in your old VW for a new ane.

Think it over.

## 4. Founder.



## World's largest chicken chain.



## KFC's visual hammer.



### **Colonel Sanders.**

## KFC in Beijing.



#### No.1 in China with 3,800 units in 800 cities.

## Virgin is into everything.



## Bad branding strategy.



## Saved by its founder.

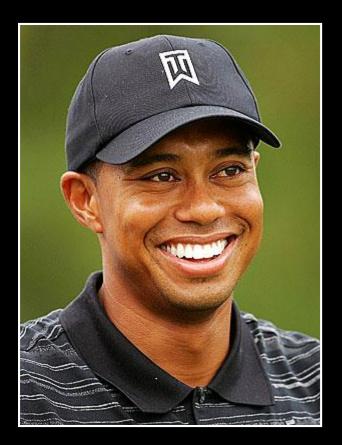


## Branson will do anything.

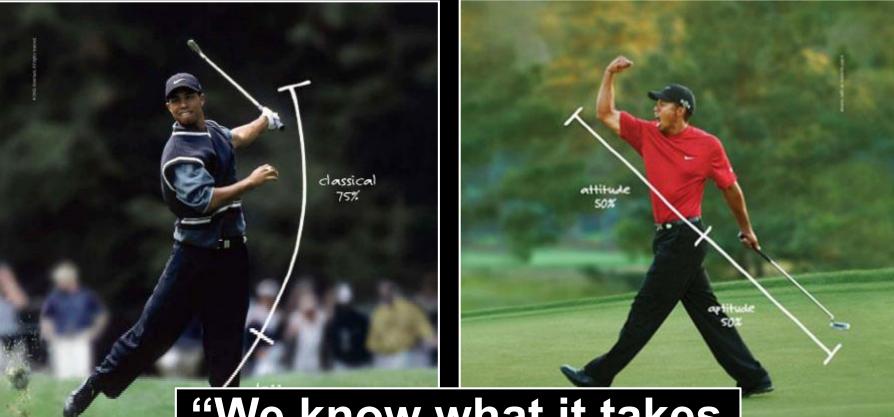


## I mean anything.

## 5. Star.



## Seven years with Accenture.



#### We know what it takes

Our proprietury research on over 50 successful companies finds that higt eared at hundamentals, they're aver to for an in-depth look at our study of and experience with

high pisteriners, will accentize competence

Consulting - Technology - Dalamaring

### "We know what it takes to be a Tiger."

accenture

+ Consulting + Technology + Outpounting

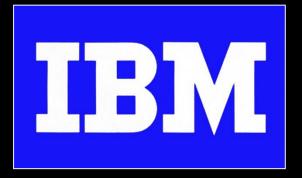
Accenture

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## In seven years of Tiger Woods.

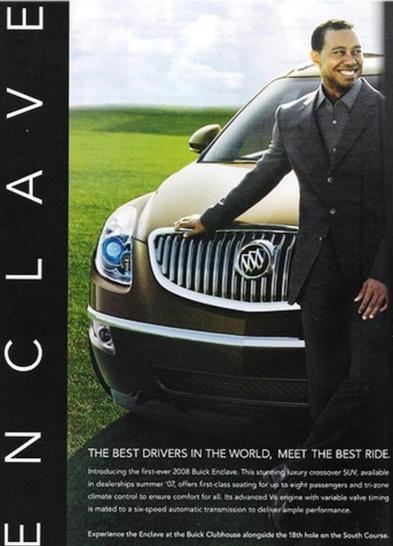
## accenture

# Accenture's revenues increased 72 percent.



IBM's revenues increased just 12 percent.

## **Tiger driving a Buick?**



Experience the Enclave at the Buick Clubhouse alongside the 18th hole on the South Course.

## Cadillac is more believable.



### America's Leading Luxury SUV.

## Tiger got in big trouble.



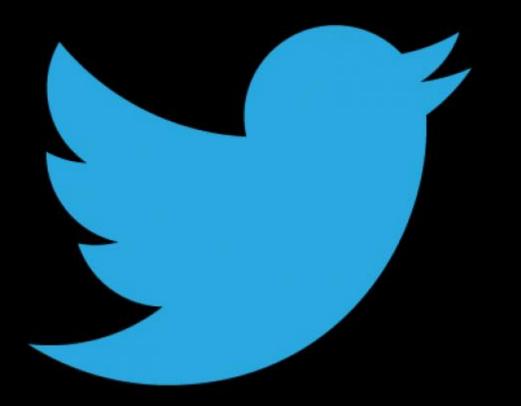
## Not just his wife dumped him.







## 6. Animal.

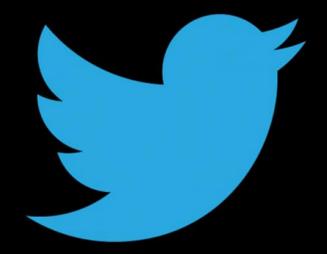


## Tweeting around the world.



## twitter

#### 645 million registered accounts.



## Follow me @lauraries

## Tiger was replaced by animals.

## Who says you can't be big and nimble?

To see how our research and experience can help you become a high-performance business, visit accenture com

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## Frogs.

#### Play quantum leapfrog.

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## Accenture

## Chameleons.



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High performance. Delivered.

## Fish.

Is your business in shape to compete?

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## Giraffes.



### Polar bears.



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### A better direction.



### Focus on one animal. My choice: The elephant.

## The verbal nail.

# Who says you can't be big and nimble?

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accenture

High performance. Delivered.

## Accenture is a big company.



### Serving big companies.



## A rainbow flower?



## Bestselling book.



How Indian Tech Upstart WIPRO is Rewriting the Rules of Global Competition



**STEVE HAMM** 





## A Bangalore Tiger.



rful

## Gorilla glue.



#### The toughest glue on Planet Earth.

## A good brand.



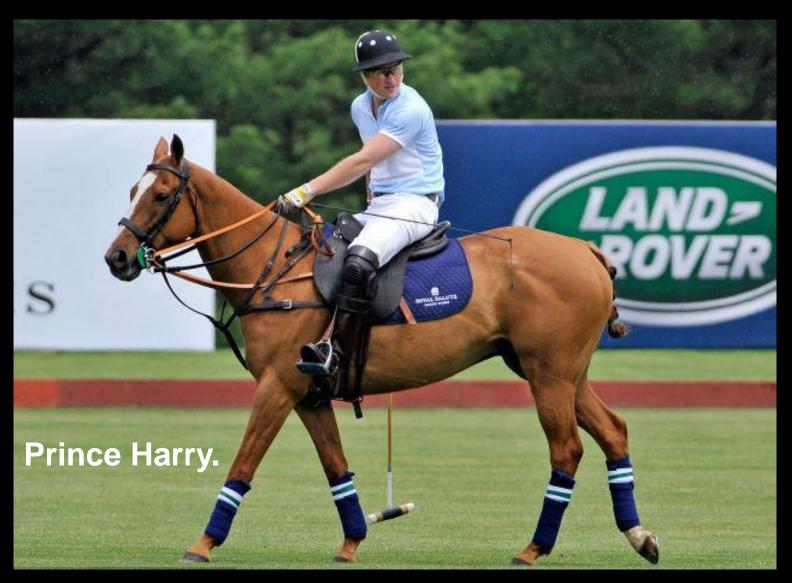


## A much-better brand.



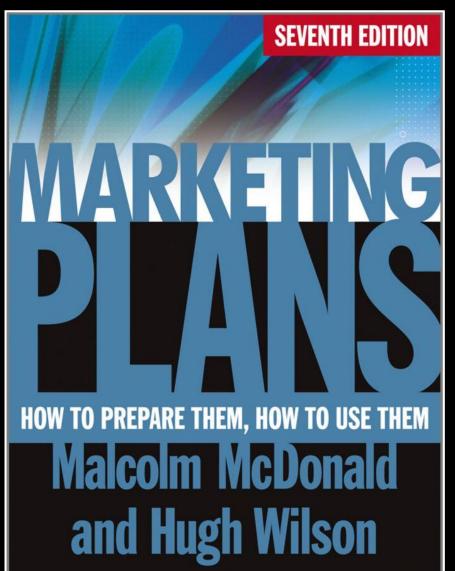
### Sales last year: \$6.9 billion.

## Polo is a high-end sport.



# We live in a world of words.

Our marketing books are mostly words.



Our marketing plans are mostly words.

## Our meetings are mostly words.



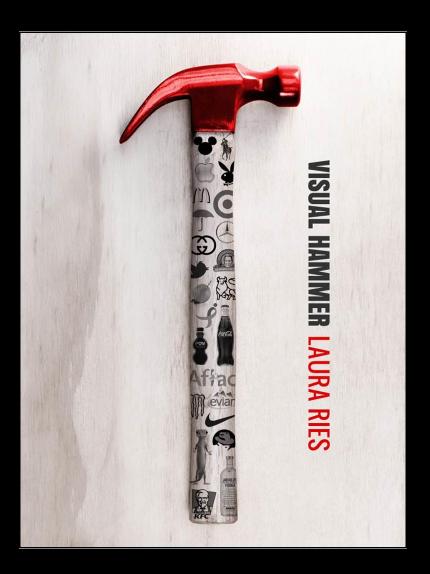
## Yet the best way into the mind.

### Is with a visual. But not any visual.

## You need a visual hammer.

# To drive your verbal nail.

## **Ries.com**

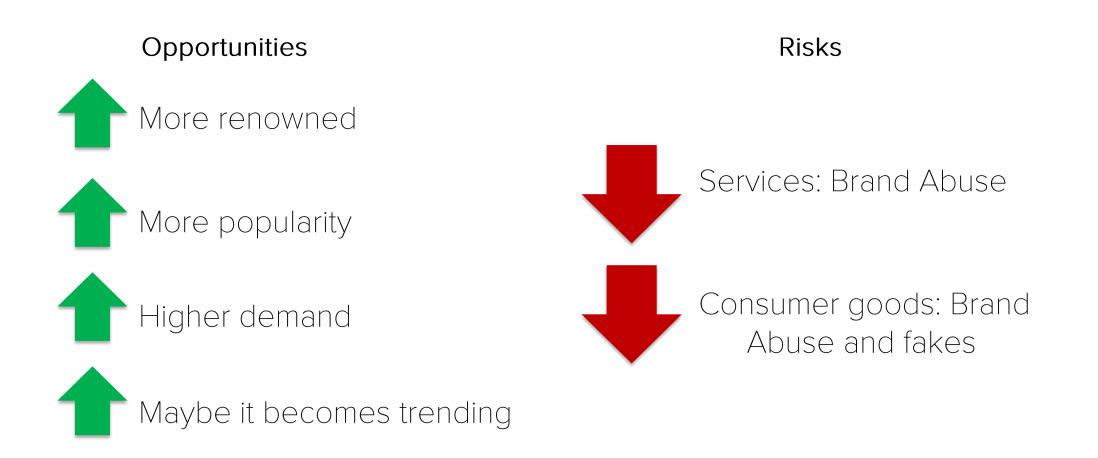


# How to protect your product idea and brand



The smart solution against counterfeits online







Your Brand Assets Trademark TM Designs Patent Y





**E-commerce sites** with counterfeits and other (Amazon, Aliexpress, eBay, Alibaba, etc.)



Fake apps

App copycats that try to take a ride with your original apps popularity and ranking



Impersonations

Fake profiles in social networks that impact your company's brand reputation



Cybersquatting

Fraudulent registration of domain names that reproduce registered trademarks

And other types of unauthorized and illegal use of your brand.



What To Do In Case of Brand Abuse

#### WHERE? ACROSS ONLINE SALES CHANNELS



MARKETPLACES WHOLESALE AliExpress, DHgate, Tokopedia, eBay...



WEBSITES ROGUE PLATFORMS cheapjersey.com, soccerjerseyreplica.net

×

CLASSIFIED ADS LOCAL SALES OLX, Avito, Milanuncios...



SOCIAL NETWORKS PROMOTION & SALES Instagram, Facebook, Twitter...



#### Making Your Brand Global: The Downside



#### Brand abuse: A problem of **big** and **small** businesses







#### Profit Loss

• Abusers use the tactics legitimate marketers use, such as paid search ads and SEO, to lure buyers to their sites.

• Fall in sales of genuine products in favor of illegal copies, with **decline in clientele**.



#### Harmed partners

• Counterfeits are cheap and easily accessible, becoming unfair competition for your distributors.

 Infringing products break the exclusivity of your partnership deals and weaken your negotiation leverage.





#### Brand reputation

• Fakes follow no regulations, posing health risks to consumers.

• Low quality of illegal copies can distort users perception of the real brand.

· Premium brands lose prestige.



- 25,000 counterfeit listings
- From 11 websites
- Websites fooled consumers
- Knockoffs for \$5-\$15 (versus \$95-\$160)



- 600+ counterfeit listings
- From 300+ platforms
- Websites fooled consumers
- Knockoffs for a similar price of original ones (\$100+)







- 600+ counterfeit listings
- From 300+ platforms
- Websites fooled consumers
- Knockoffs for a similar price of original ones (\$100+)
- \$150,000 spent with lawyers



What To Do In Case of Brand Abuse



#### What To Do In Case of Brand Abuse



#### Red Points Automation: Scan, detect and eliminate infringements in a matter of hours

Leave the hard work to our solution, without losing track of any brand-abuse case:

- $\cdot$  Search algorithms scan the Internet and flag infringements.
- $\cdot$  Incidents are judged, then rejected or accepted.
- $\cdot$  Confirmed incidents are removed or de-indexed.
- $\cdot$  All incidents are logged and updated in real-time.



Ask us for a free audit at

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