

BRAND STRATEGY MATTERS

**UW-MADISON
NOVEMBER 2025**

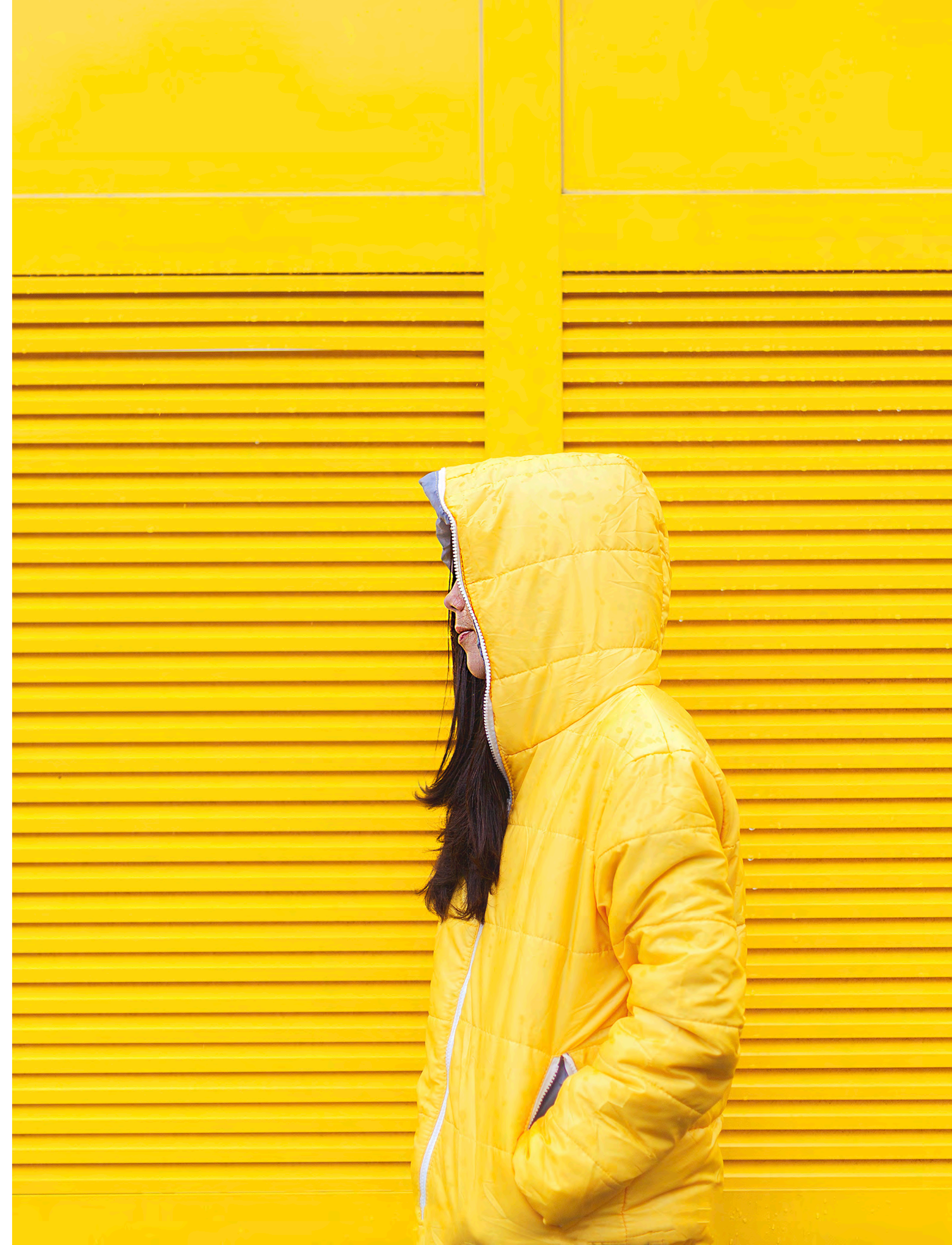


TABLE OF CONTENTS

People Matter

Business Matters

POV Matters

Differentiation Matters

People Inside Matter

Simplicity Matters

Homework Matters

AMA/Office Hours

History of a Brand Strategist

Brand strategy matters

Ogilvy

AGENCY

**THE WORLD WORKS
WITH SERVICENOW**

CLIENT

crimea river

CONSULTANCY

Brand Strategy Matters

Brand strategy matters

Brand Strategy is not a logo!

Brand strategy matters

Warp Speed Crazy Change

Brand strategy matters

Coherent. Clear. Solid. Strong.

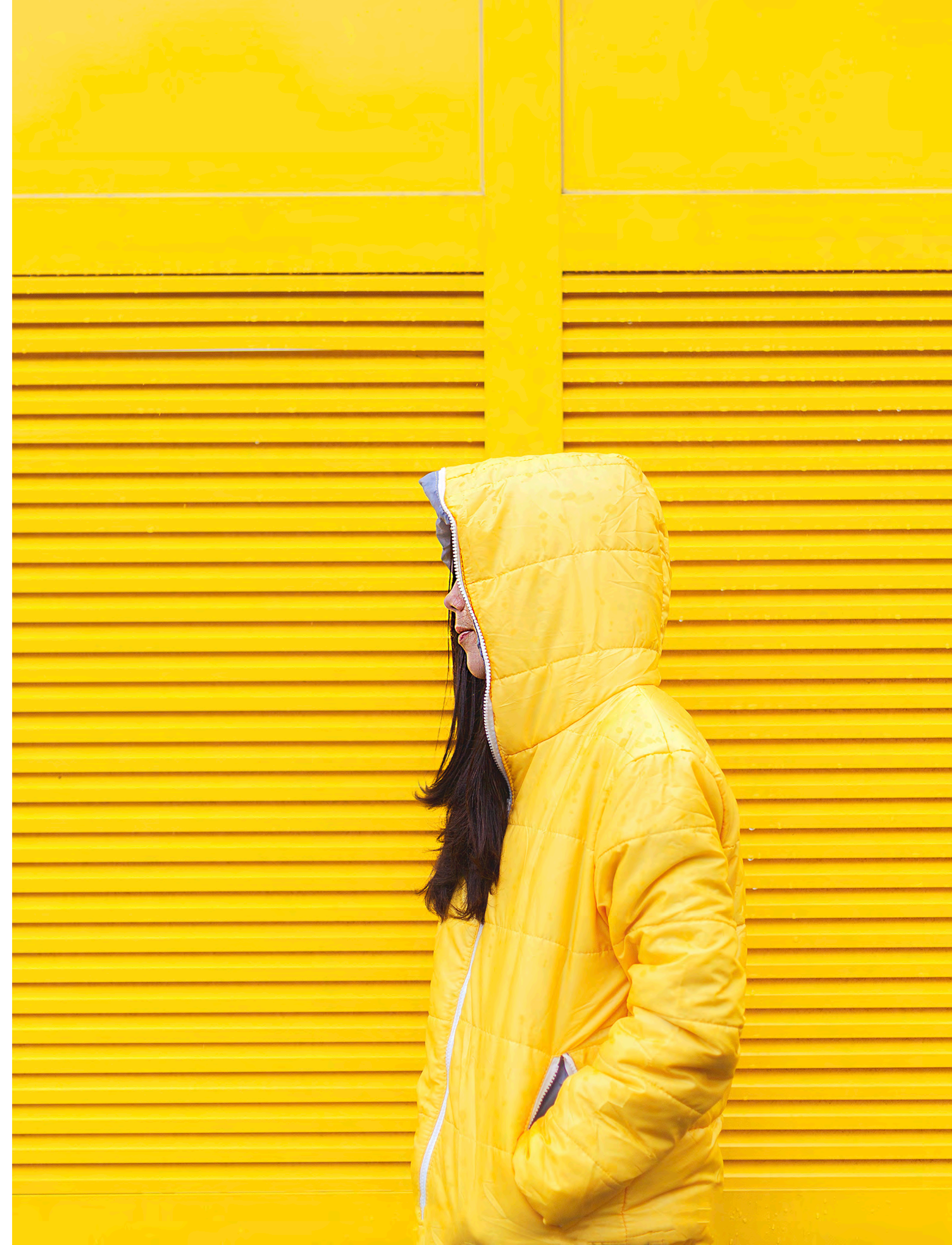
Brand strategy matters

Centre of Gravity. North Star.

Brand strategy matters

PEOPLE MATTER

BRAND STRATEGY = PEOPLE

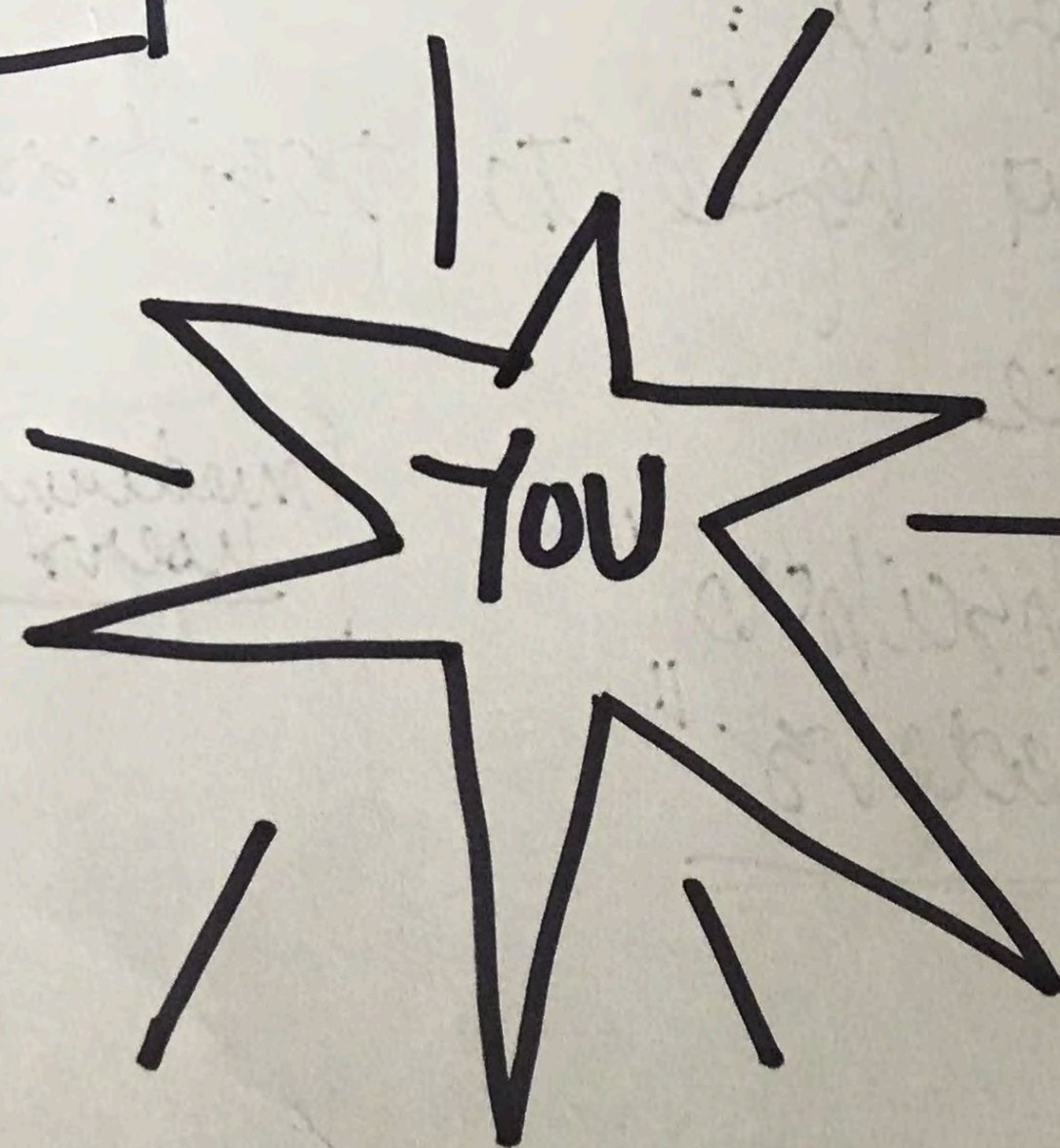




SUPER
POWERS
YOURS / ALTUS

KILLER
PRODUCT - SERVICE
NOW. SOON.

PRIORITISE
YOUR
PARTNERS -
COLLABORATORS -
ALLIES -
AUDIENCES -



CHALLENGES
HURDLES
PERSONALLY
PROFESSIONALLY

LAST
LICKS

WHAT
ELSE

SHOW ME
THE MONEY - YOU
HOW DO WE
PROSPER: GROW

SPECIAL
SAUCE





Talk to experts

Ask Big Juicy Questions
(The fine art of conversation)



LISTEN





DATA



INSIGHT

**Human Insight informs
Brand Strategy**



Audience Participation

Which one is an insight?

- 1. Working 24/7**
- 2. Navigating fiscal volatility**
- 3. Getting ripped abs**
- 4. Acquiring new technology skills**
- 5. Working on emotional skills**



IT'S LONELY AT THE TOP

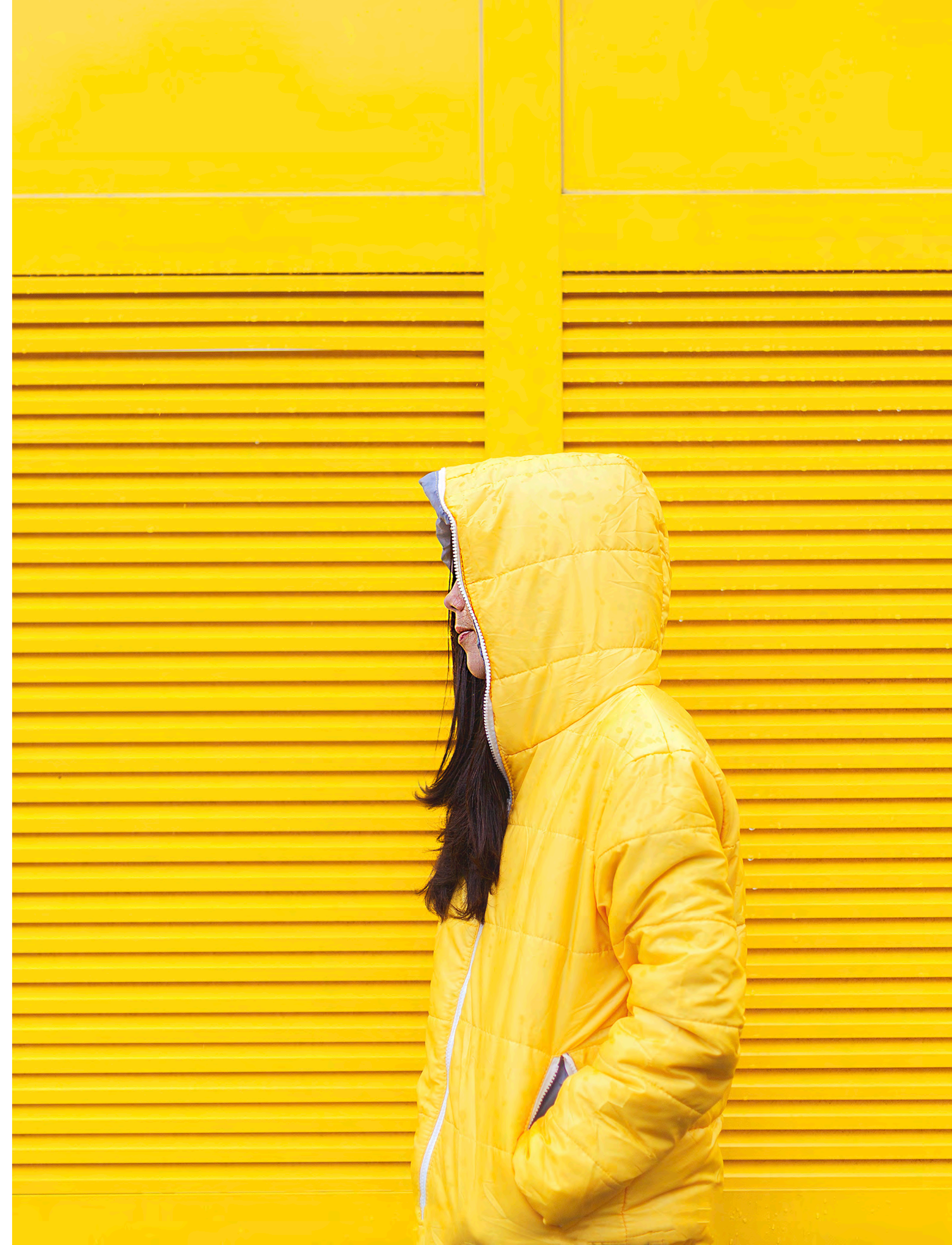




EMPATHY

BUSINESS MATTERS

BRAND = BUSINESS



BRAND = BUSINESS:

REVENUE IMPACT (HBR/20%)

TRUST, LOYALTY, RETENTION (EDELMAN/81%)

INFLUENCE ON PURCHASE DECISIONS (NIELSEN 59%)

MARKET SHARE (KELLER & KOTLER/10X)

CUSTOMER LOYALTY (HBR/23%)



Find Allies

Sales

Up close and personal with people



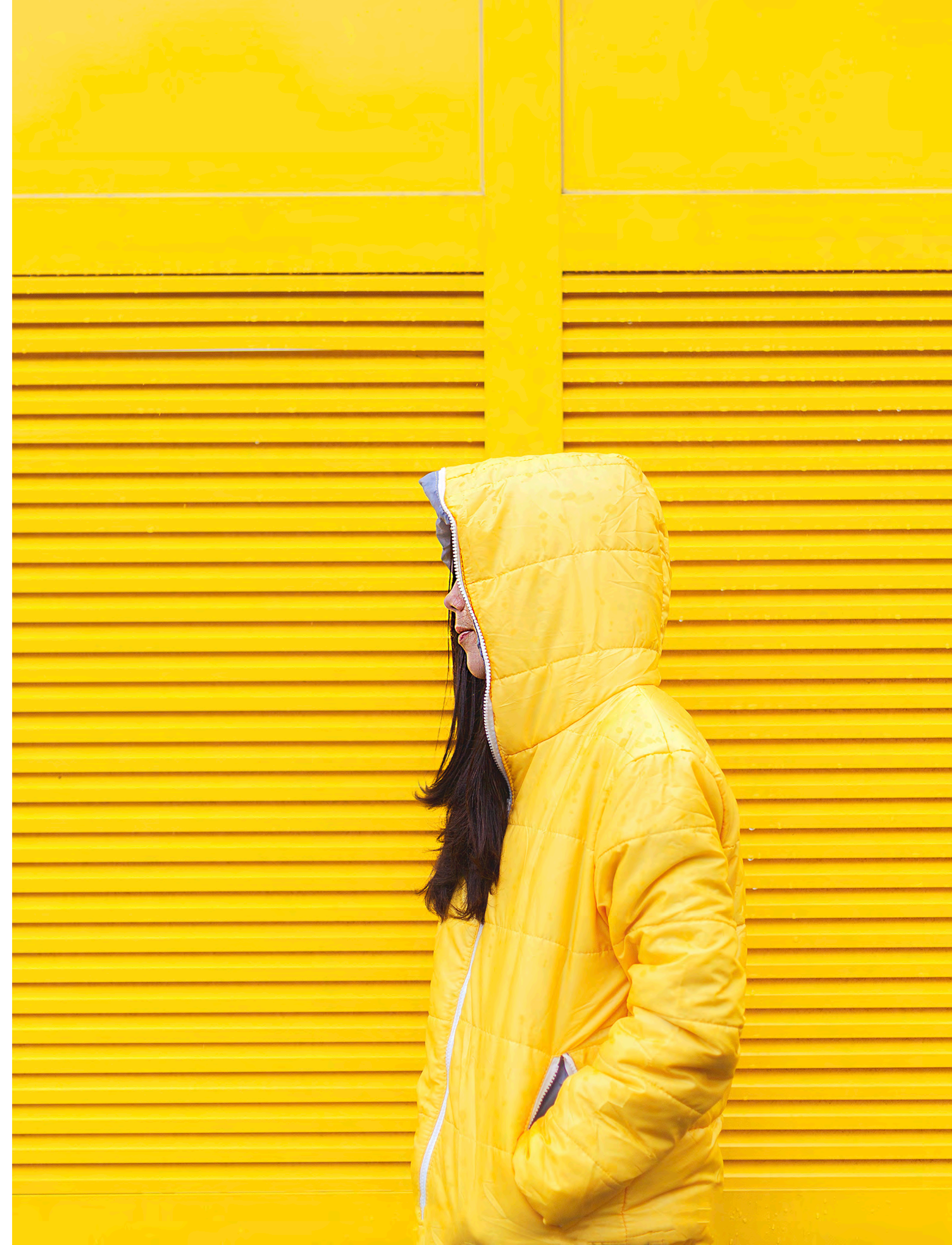
Innovation

Always looking to the future



POV MATTERS

BRAND STRATEGY = TAKING A STAND



Where Am I?

If you build it, they will not come.

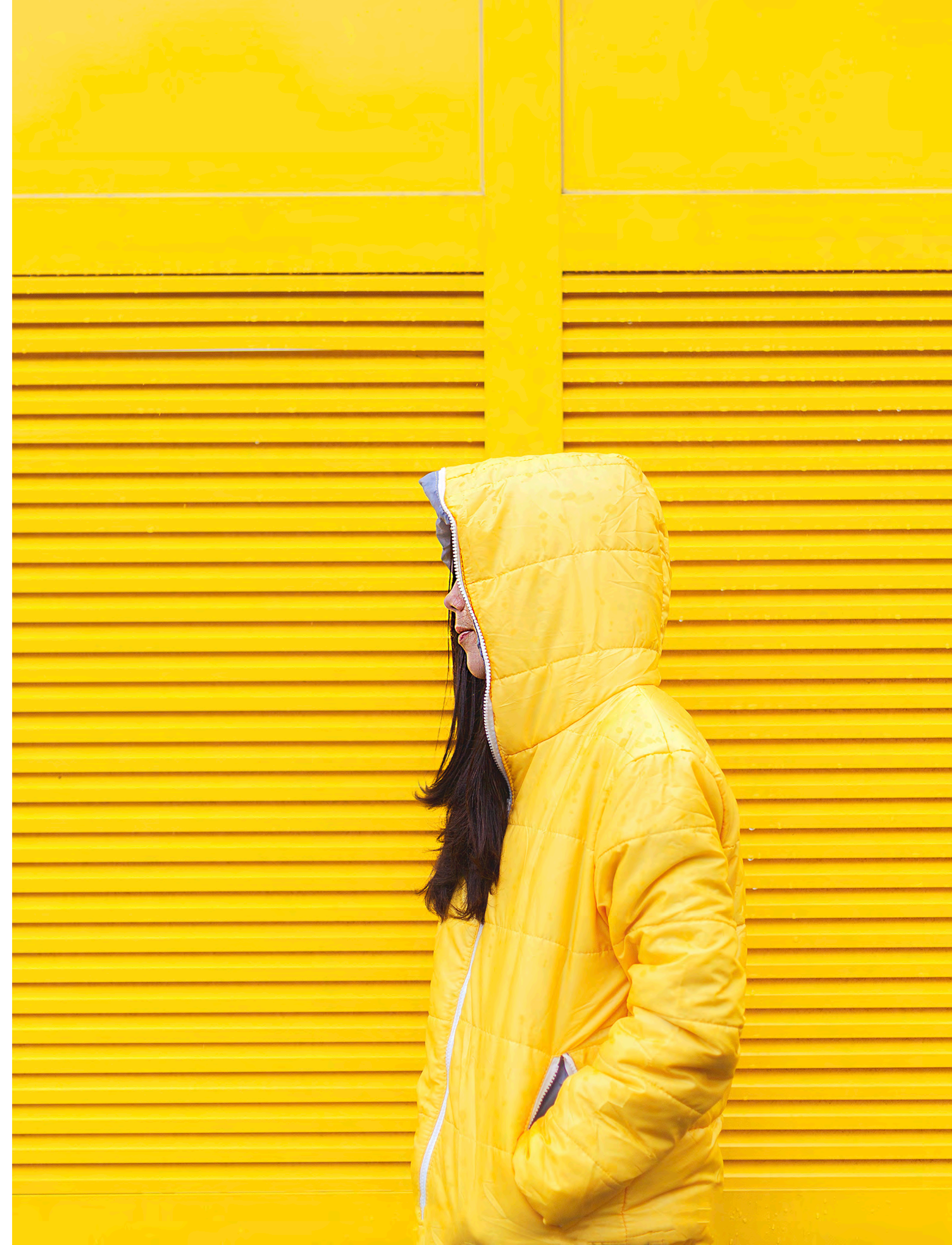






DIFFERENTIATION MATTERS

WHAT MAKES YOU SPECIAL







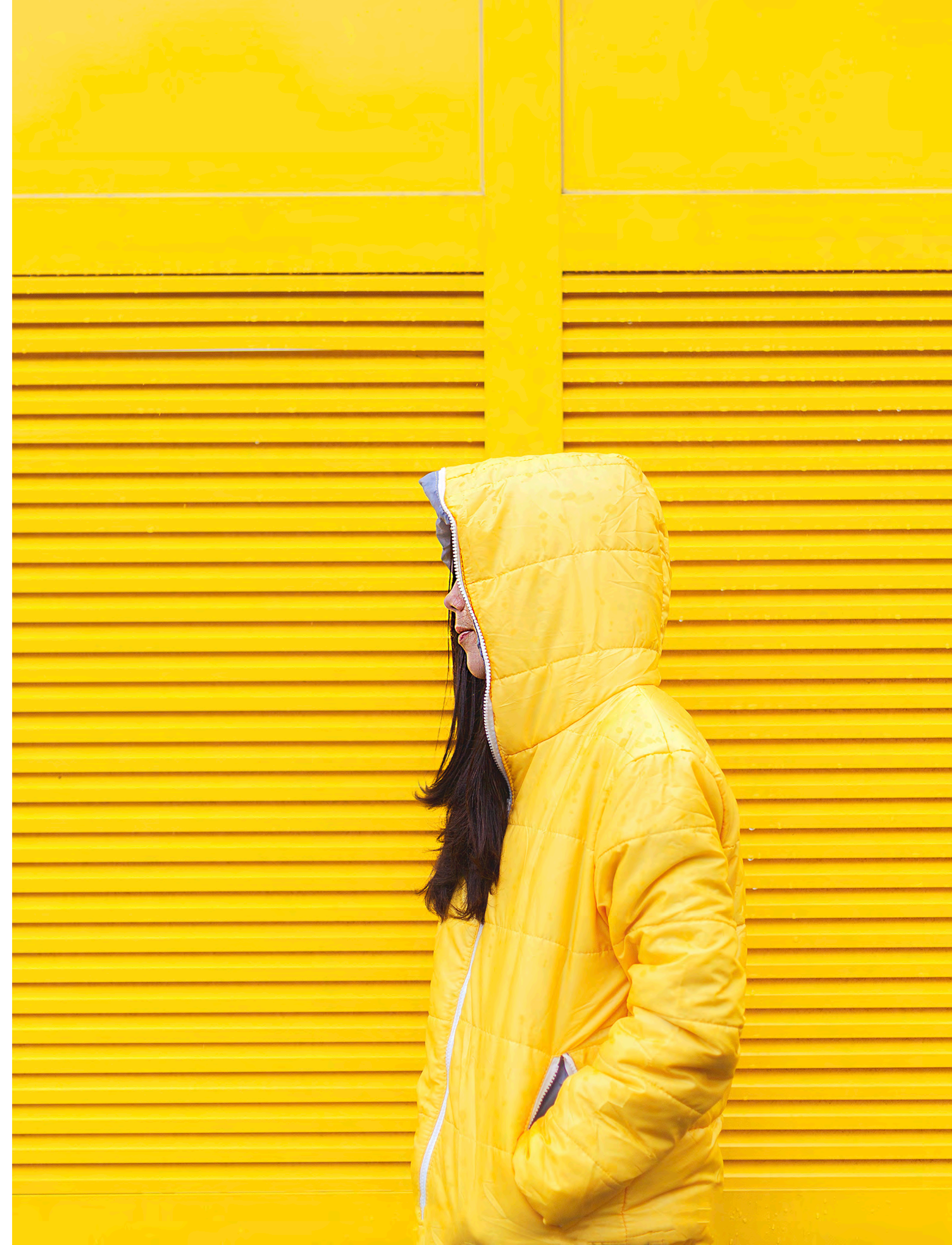


A person wearing a red beanie and a black puffy jacket is seen from behind, looking out over a vast, rugged mountain landscape. The foreground shows a rocky, brownish slope with sparse vegetation. In the distance, a massive, jagged mountain peak is covered in snow and partially shrouded in mist. The sky is a clear, deep blue with a few wispy clouds. The word "patagonia" is overlaid in a large, white, lowercase serif font across the center of the image.

patagonia

PEOPLE INSIDE MATTER

BRANDS ARE BUILT FROM THE INSIDE OUT



Great brands: built from the inside





Start at the top

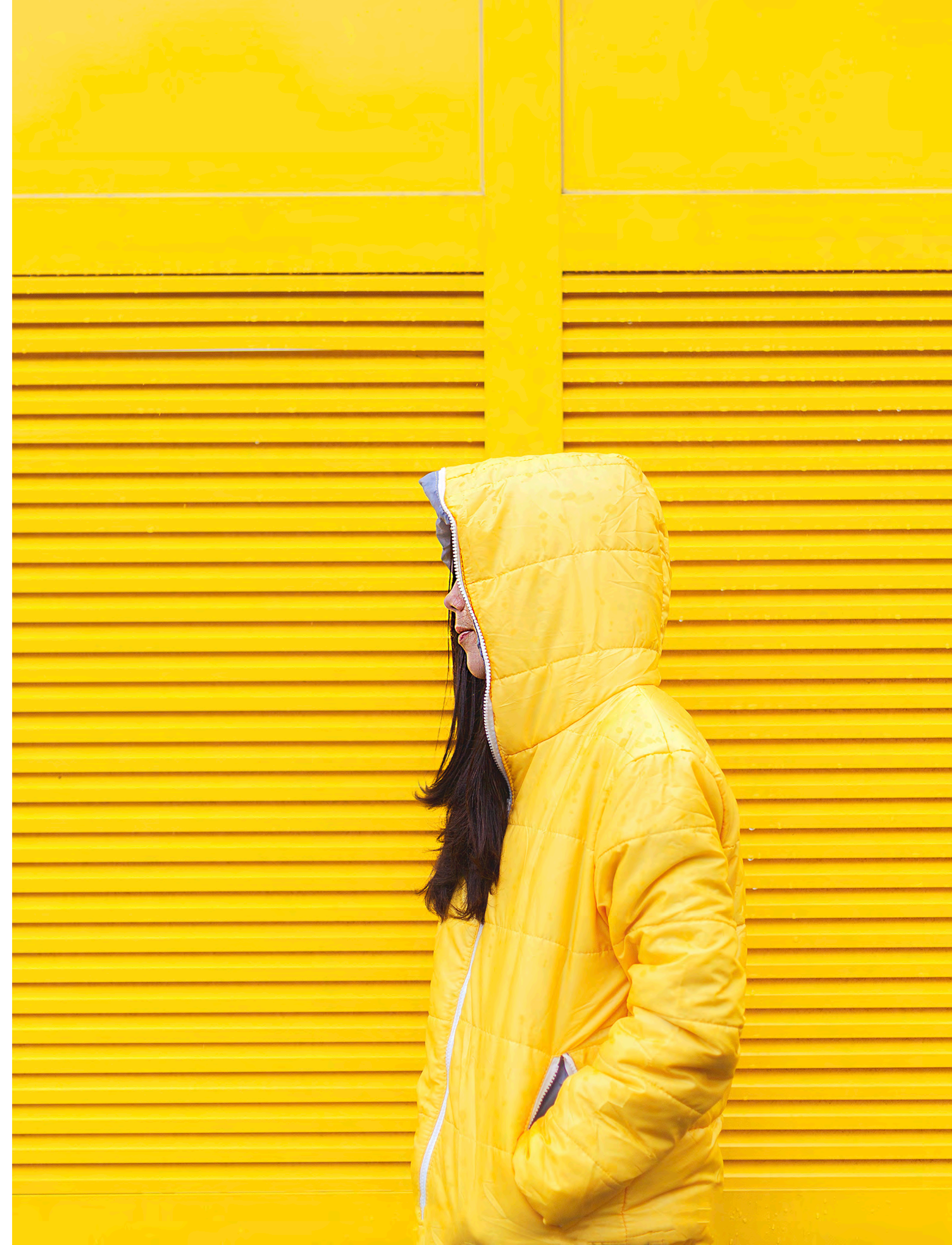
Get the CEO in your pocket



**It's not security.
It's defence.**

SIMPLICITY MATTERS

LESS IS MORE.

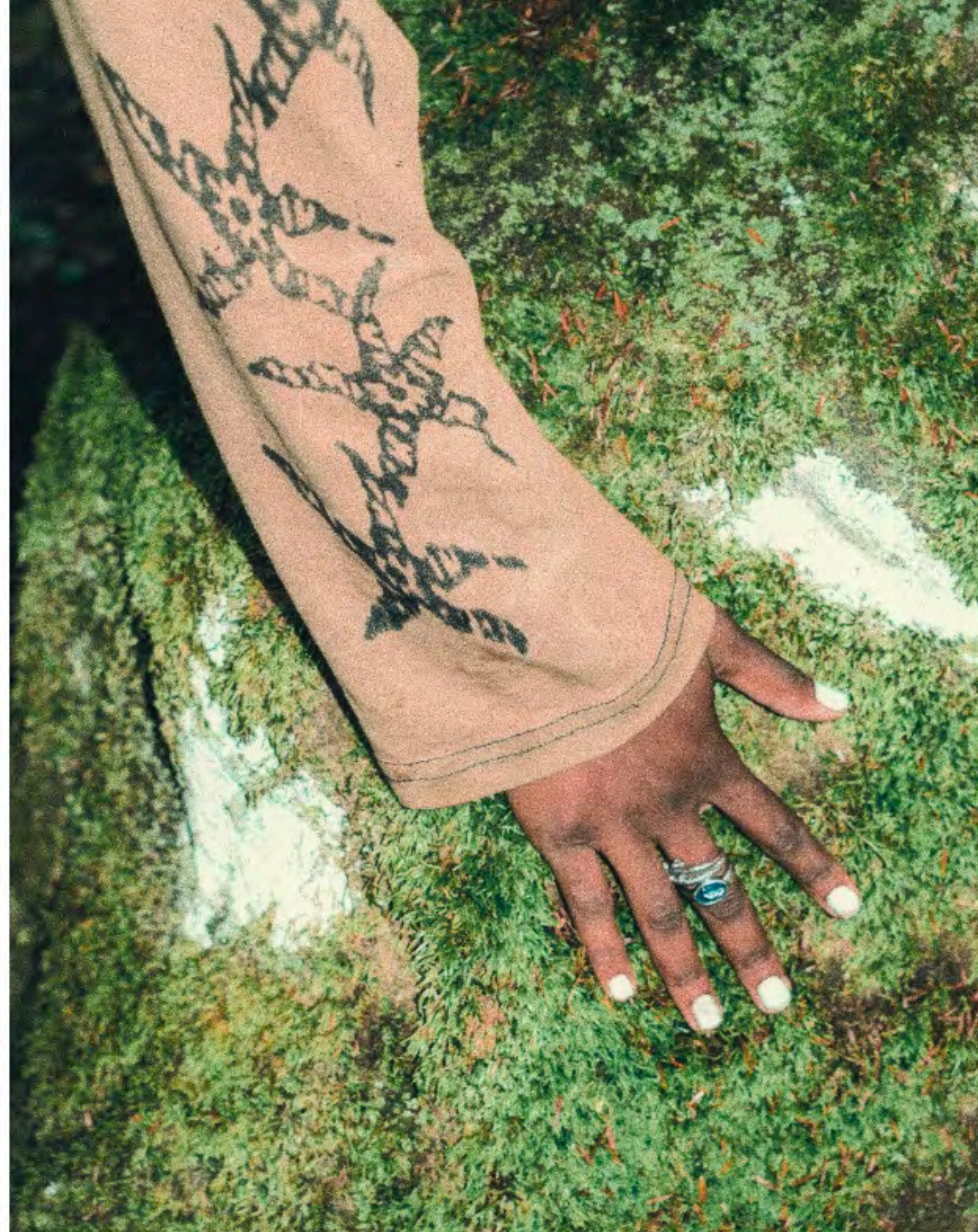


**ANY INTELLIGENT FOOL CAN MAKE THINGS BIGGER AND
MORE COMPLEX. IT TAKES A TOUCH OF GENIUS AND A
LOT OF COURAGE TO MOVE IN THE OPPOSITE DIRECTION.**

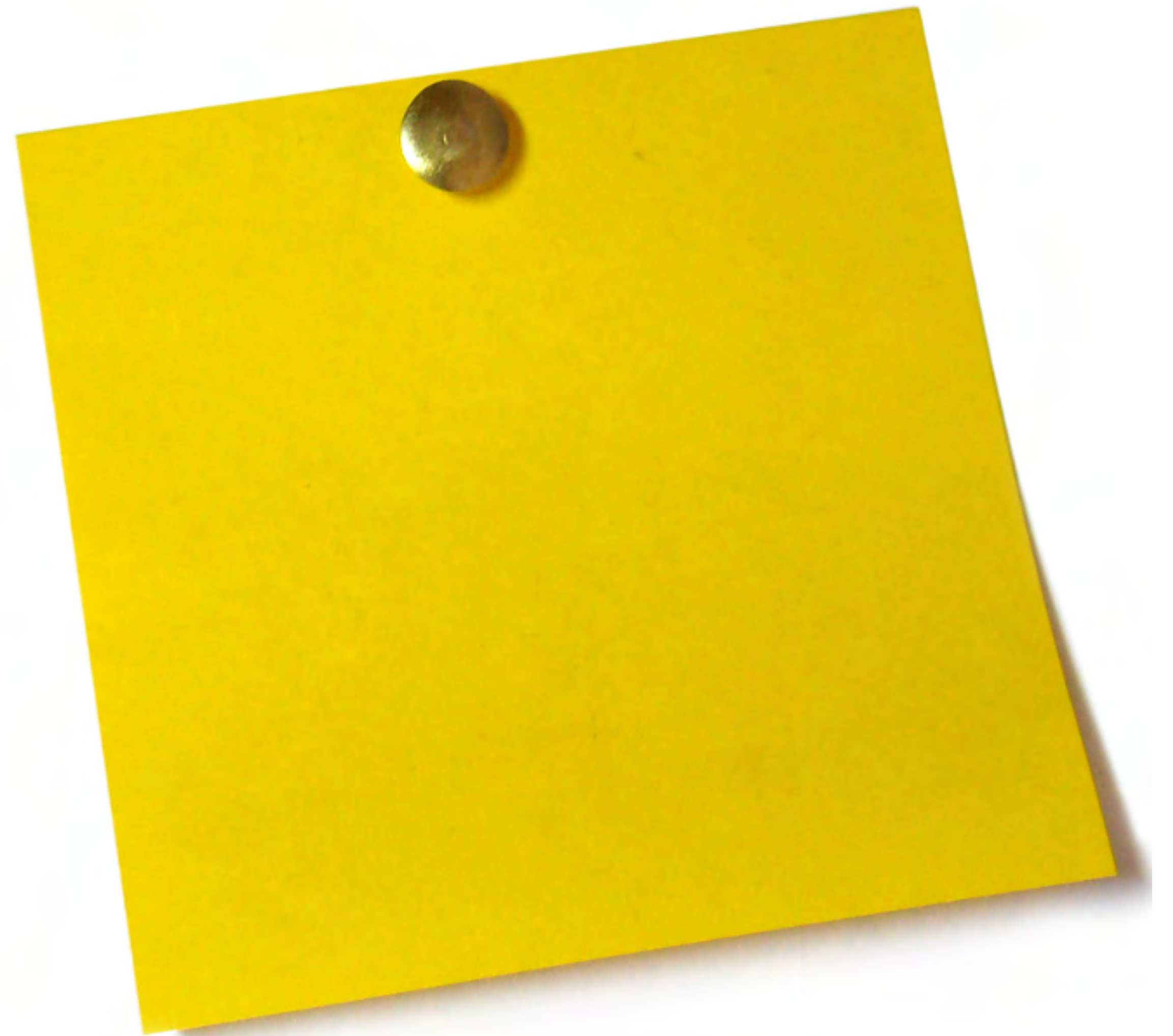
ALBERT EINSTEIN







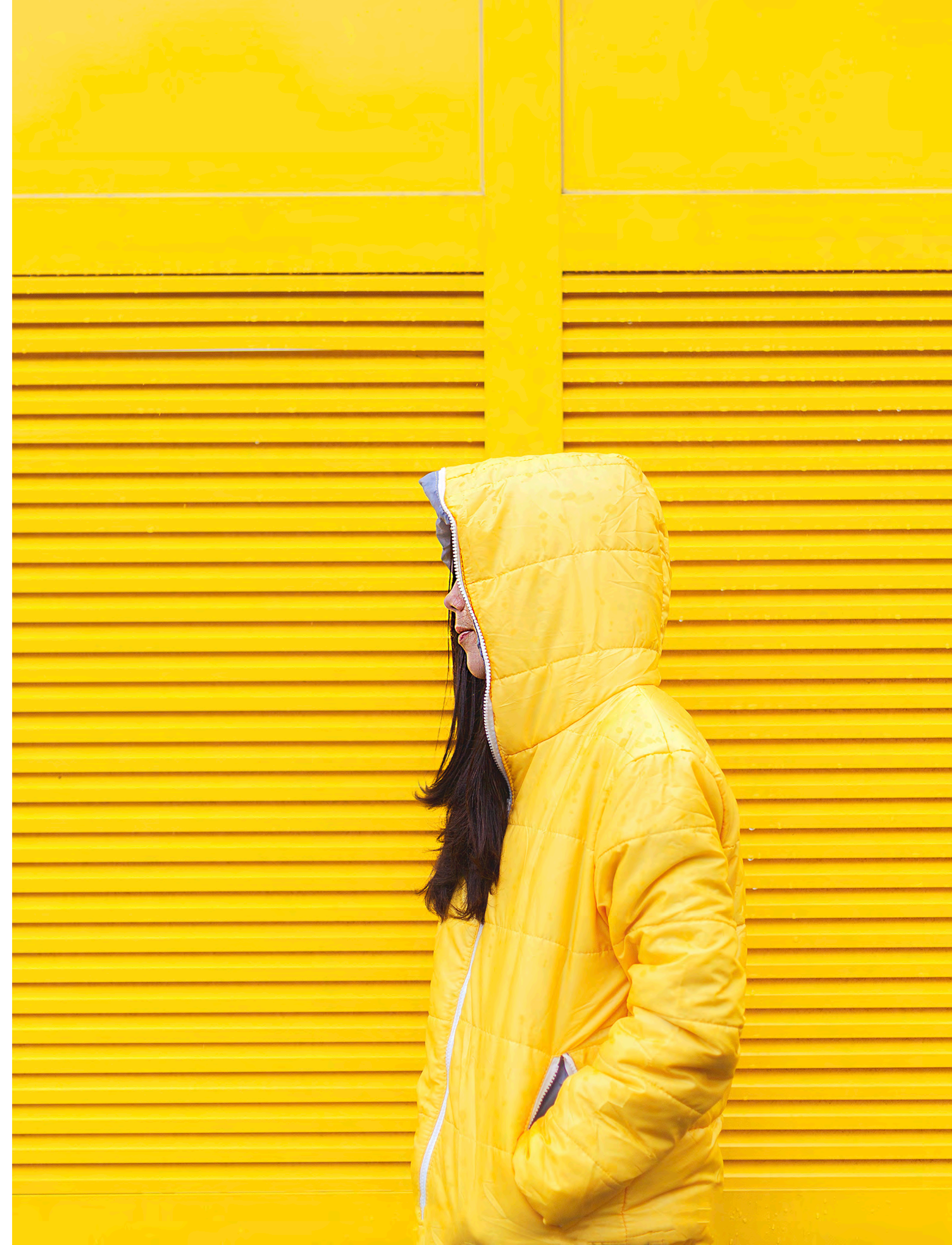
The sticky post-it
Helpful. Revealing.



АНА

IN REAL LIFE MATTERS

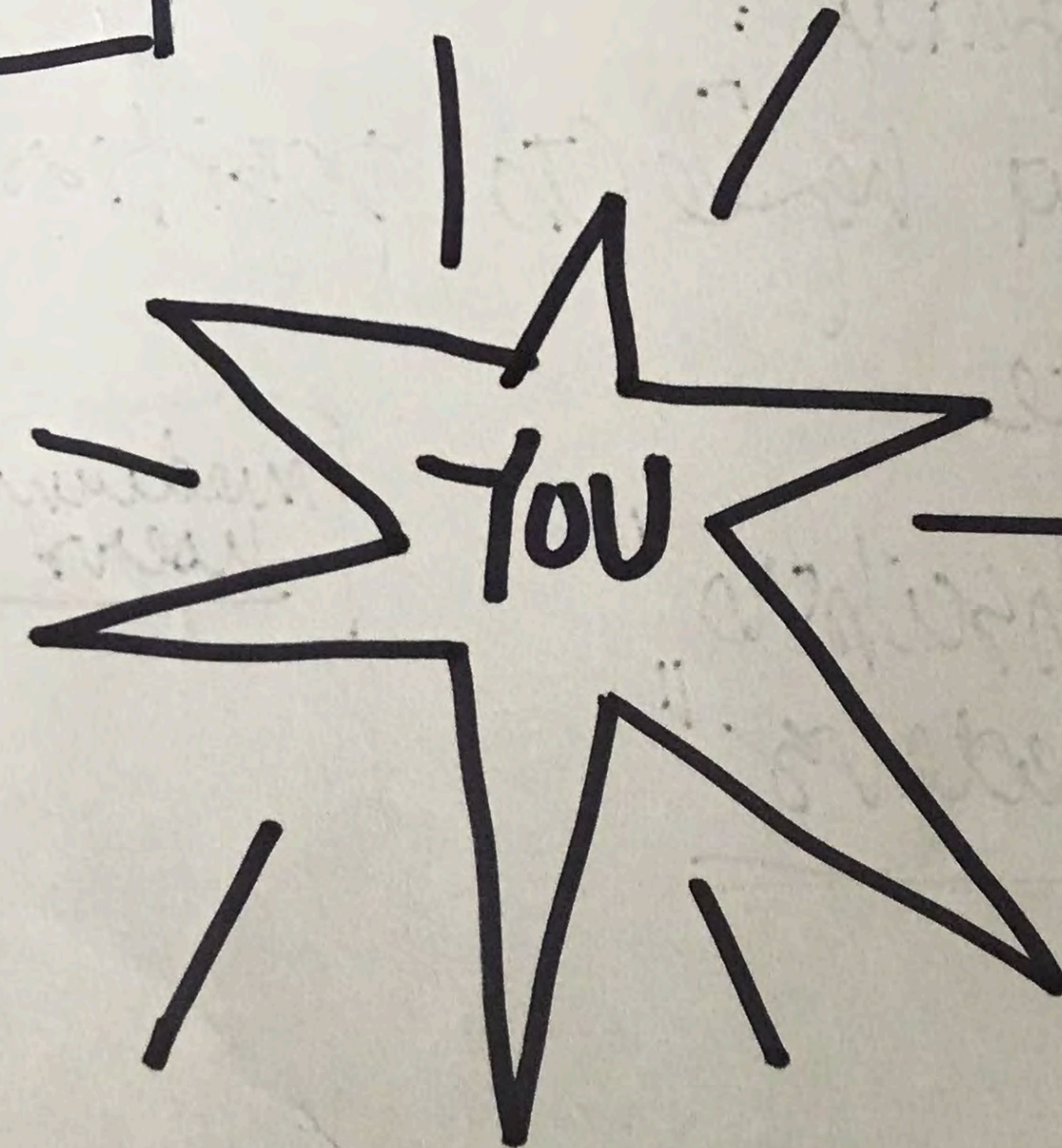
MAKE HUMAN CONTACT



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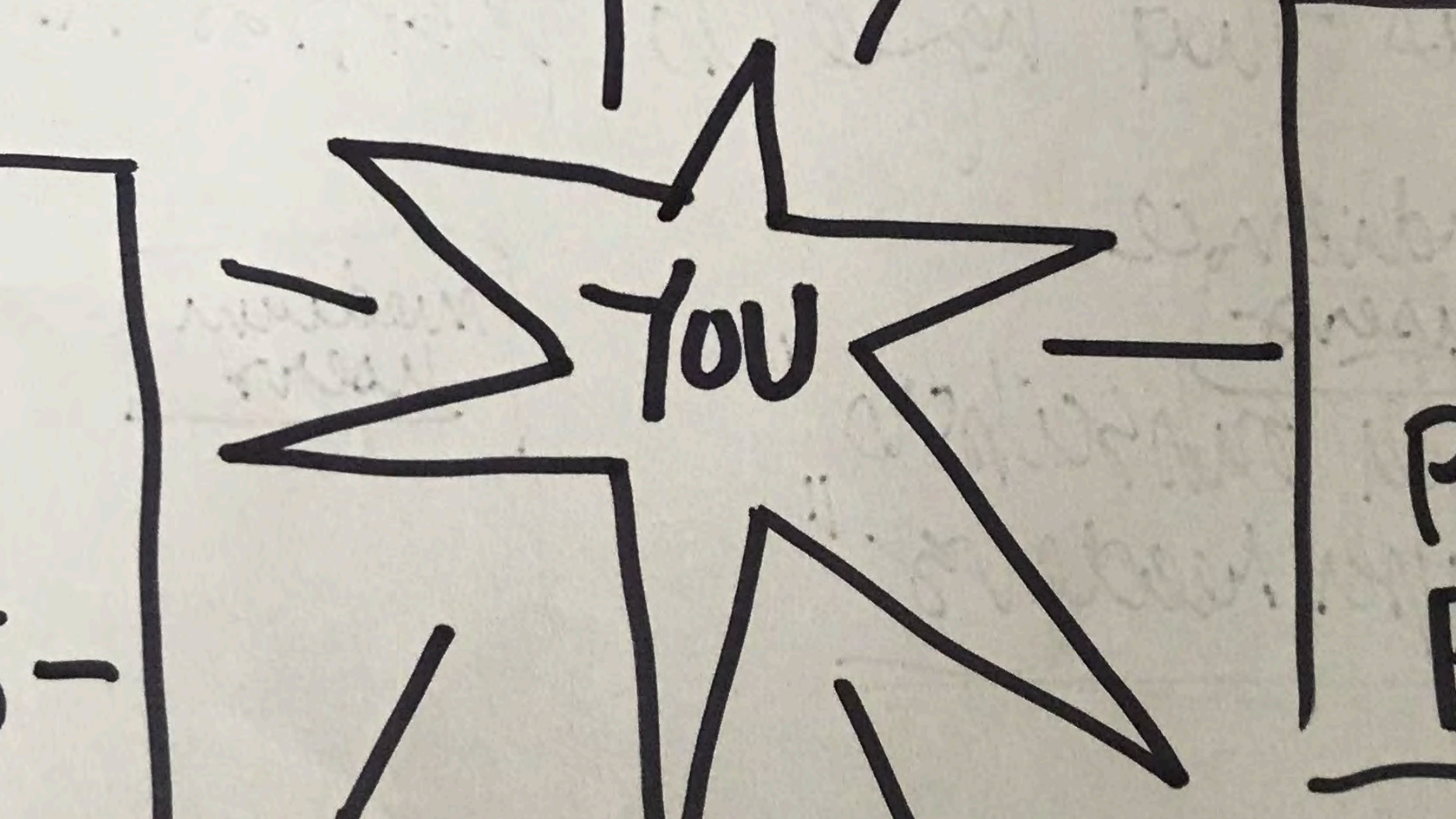
LAST
LICKS

WHAT
ELSE

SHOW ME
THE MONEY - YOU
HOW DO WE
PROSPER: GROW

SPECIAL
SAUCE

You



Talk to strangers

Talk to people you 'know'

Get onto someone's calendar

Talk to people you admire

I ❤️ SURVEYS

Listener>Talker
Strategic>Tactical
Humble>Know-it-all
Problem Solver>Problem Admirer

Over-rated

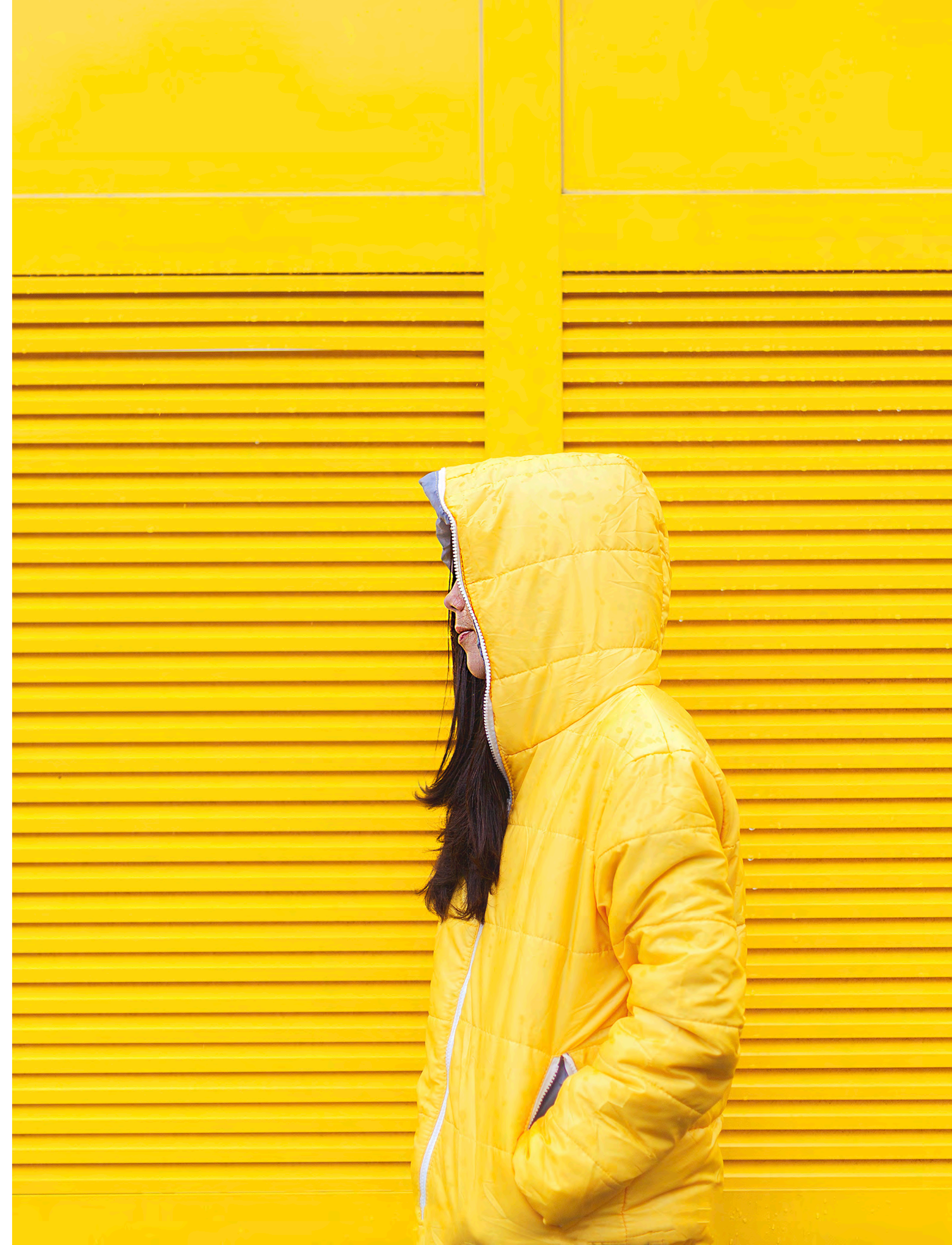
Technical. Smart. Data-proficient.

Under-rated

Thoughtful. Joyful. Charming. “Makes my life easier!”

HOMEWORK MATTERS

NO PREP NECESSARY

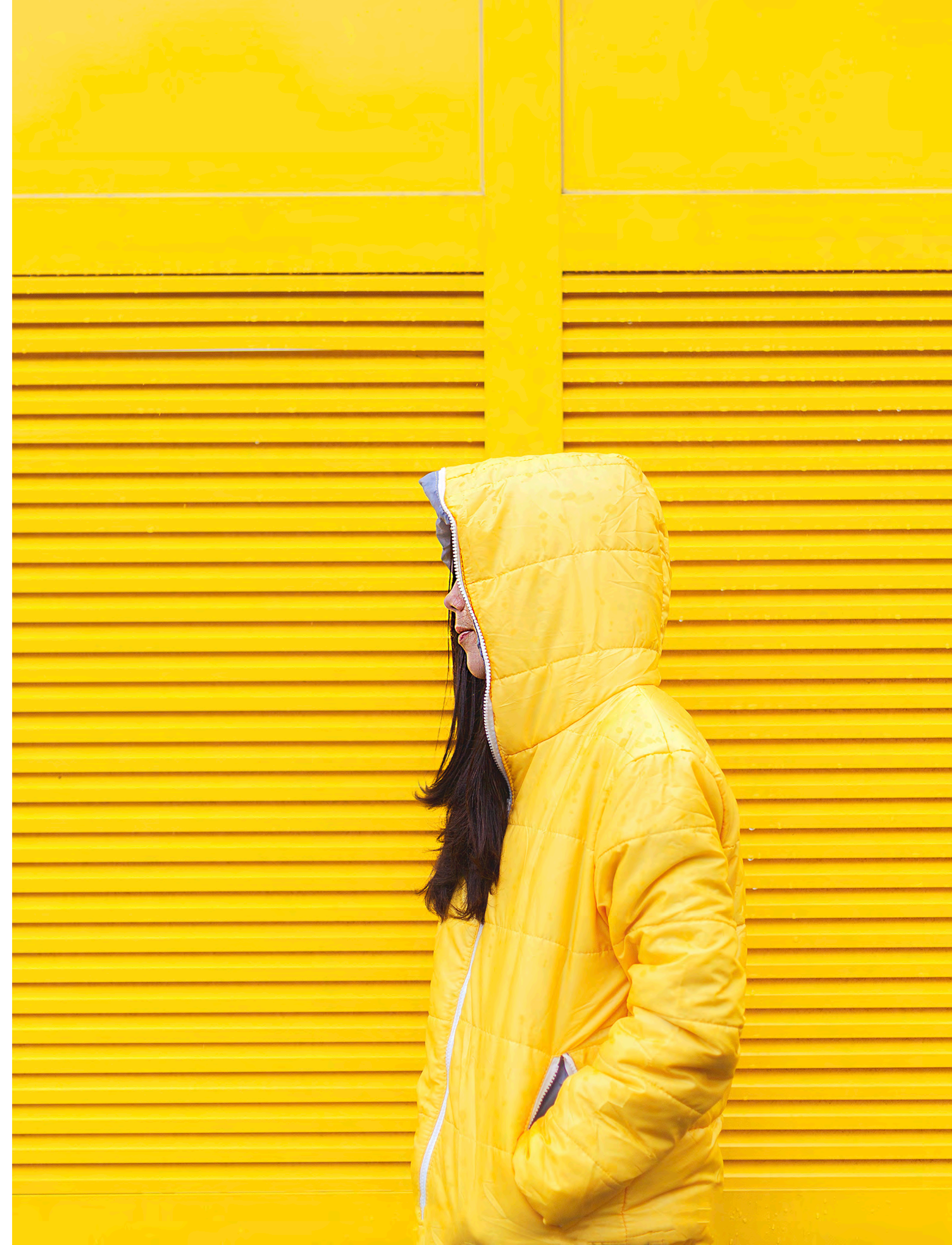


HOMEWORK:

- SINGLE-MINDED, BIG & JUICY BRAND POSITION (THINK PATAGONIA)**
- NAME 3 THINGS THAT MAKE YOUR BIZ/BRAND SPECIAL (SEE JESS COLLETT)**
- WHO ARE YOUR INSIDE ALLIES (SALES? CREATORS? WHO ELSE? NAME NAMES)**
- BUILD THREE AHA MOMENTS INTO YOUR NEXT PRESENTATION (SHOUT IT OUT)**
- TALK TO THREE STRANGERS THIS WEEK (TREAT THEM LIKE STARS)**
- USE DATA AND AI, THEN FIND THE HUMAN INSIGHT (SEE CEO STUDY)**
- DO A STAR CHART ON YOUR BFF AND HAVE THEM DO IT ON YOU (BRUTAL HONESTY)**

AMA

ASK ME ANYTHING







crimeariver.co

Teresa Alpert