



HOW EXPECTATIONS &
IDEAS FORM IDENTITY

BRAND STRATEGY



PRESENTED TO:

I-Open Technologies

WRITTEN BY:

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Part 1 - Expectations

According to a new study, 75% of global consumers EXPECT brands to contribute to their well-being and quality of life.
(adweek.com)

Let's say this is a realistic belief and fair expectation to hold. Then a brand strategist should aim to develop a plan that fulfills these needs. By following a system or scope (discovery to strategy to implementation to measurement), we can get closer to revealing our customer's wants. A well-defined expectation that is also adaptable can breed high and obtainable standards.

This is something that Jeff Bezos (founder of Amazon) memorably illustrated in a 2017 shareholder letter. Bezos wrote:

"A close friend recently decided to learn to do a perfect free-standing handstand. No leaning against a wall. Not for just a few seconds. Instagram good. She decided to start her journey by taking a handstand workshop at her yoga studio. She then practiced for a while but wasn't getting the results she wanted. So, she hired a handstand coach. Yes, I know what you're thinking, but evidently this is an actual thing that exists. In the very first lesson, the coach gave her some wonderful advice. 'Most people,' he said, 'think that if they work hard, they should be able to master a handstand in about two weeks. The reality is that it takes about six months of daily practice. If you think you should be able to do it in two weeks, you're just going to end up quitting.' Unrealistic beliefs on scope – often hidden and undiscussed – kill high standards. To achieve high standards yourself or as part of a team, you need to form and proactively communicate realistic beliefs about how hard something is going to be."

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Part 2 - Ideas

“As it turns out, there’s a major neuroscientific basis for the link between openness to new experience and creative thinking. Exploration is tied to the neurotransmitter dopamine, which also plays a role in motivation and learning and facilitates psychological plasticity, a tendency to explore and engage flexibly with new things. The drive for exploration, in its many forms, may be the single most important personal factor predicting creative achievement.” – excerpt from *Wired to Create: Unraveling the Mysteries of the Creative Mind* by Scott Barry Kaufman and Carolyn Gregoire

According to a new [report](#) from the World Economic Forum, creativity (which I define as the ability to draw compelling outcomes through thoughtful, strategic and reliable idea generation) will become one of the most valued attributes in job placement by 2020. Still, brands need to consider the role of context, which is the tie between experience and creativity. Making connections. Putting things together. Discovering the strength between social positioning, creative direction and digital specialty. Engagedhr.com says, “Context is critical, because it tells the receiver what importance to place on something, what assumptions to draw (or not) about what is being communicated, and most importantly, it puts meaning into the message.” Creativity plus context then, as Kaufman and Gregoire state, will ‘drive exploration’ – the ‘creative achievement’ of acquiring new clients, new objectives and new roles for employees to play – and in the most crucial sense, new methods of seeing the same things over and over again (our approach to managing user experience and other marketing mainstays).

I am an IDEA GENERATOR.

I am a CREATIVE ENGINE.

As a child, I was obsessed with communication. With my mom's help, I honed in the right skills through various after school programs – Toastmasters, sign language, calligraphy, creative writing, art classes – and this was all before entering high school. I've spent a good part of my life exploring ways to see, hidden in the beauty of our everyday surroundings. Overall, I have guided and led peers, friends and communities through thoughtful awakenings – big and large. This presentation is intended to instigate a further exploration of HOW expectations and ideas form identity or, a brand strategy. At best, a brand identifies who we are, so I am not simply providing you with information, I am opening up a forum for us to truly understand the capacity of our digital space.

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Biography

Born and raised in Calgary, Alberta, Canada, Chona received a Bachelor of Fine Arts Honours degree in Printmaking, Painting & Art Theory from the University of Calgary in 2002. Once graduated, she practiced as an independent commercial artist. In 2006, she moved to British Columbia to study Foundational Graphic Design, then in 2008, landed a job with Bell Mobility, Canada's #1 telecommunications company and LTE/HSPA+ based wireless service provider. Over a period of 10 years, she gained invaluable experience in customer service, account management and sales. Her longest held position was as a Corporate Account Specialist (Corporate Client Care Representative). In this position, she managed medium and enterprise-sized accounts. Her targeted vertical markets were construction, retail and oil & gas. Chona had the opportunity to work with corporations like Lafarge Canada, Aritzia, The Brick, Enbridge Inc., TransCanada Corporation (now TC Energy), Nova Chemicals, Tarpon Energy, Trotter & Morton, Houle Electric, Husky Energy, The Jim Pattison Group, Canwel Building Materials Group Ltd, Canadian Tire Corporation, Limited, The Calgary Stampede, Van Kam Freightways Ltd., Sysco Corporation and more. She was also proud to represent one of Canada's first corporate mental health initiatives, Let's Talk. The four pillars of the initiative's program strategy (Anti-Stigma, Care & Access, Research and Workplace Health) relate to Chona's core values and overall business approach. In total, her time spent at Bell Mobility generated insight, motivation and drive for understanding employee performance, the different ways to engage with clients and how metrics can be used to evaluate the efficiency of communication strategy as a whole. In 2018, Chona left Bell Mobility to re-launch her creative career. She began working for VanWhistle Media, a digital marketing startup agency based in New Westminster, British Columbia, Canada. Alongside the company founder and CEO, she helped to create the agency's brand identity, marketing collateral, sales-focused core concepts, and growth & awareness strategies from the bottom-up. Her contractual period with VanWhistle Media was short, but dense. She learned that it is more challenging to work alone, than in a cohesive group environment. Today, Chona maintains a creative and technical blog (ChonaBLOX), which focuses on her dual identity as a writer, artist & designer (personal/BLOX) and branding, marketing & sales strategist (professional/Blox. Communications). Her primary digital platforms are ChonaBLOX, Facebook, Instagram, LinkedIn, Pinterest, Twitter and Snapchat. She explores a wide range of topics, from research and neuroscience to art and advertising.

I look forward to fulfilling the role of Digital and Online Marketing Specialist at I-Open Technologies.

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Questions + Answers

PART I

My primary aim is to find answers (with your help) to questions like –

1. What strengths could you bring to marketing at I-Open Technologies?
2. What are other roles in the Digital and Online Marketing Specialist position?
3. What skills can you contribute to these specific roles?

We can find answers like –

1. I will use creativity, data analysis, past research experience and my knowledge of service promotion to assist in the development of new and existing business objectives.
2.
 - Administration and data management across multiple platforms
 - Supporting teams across the entire organization
 - Supporting my managerial team
 - Familiarity with CRM, collaboration, scheduling, planning, data collection, content/campaign creation, sales support, client rapport & user experience
3.
 - Solid communication
 - Diligence; resourceful in any situation
 - Knowledge of running a business
 - Knowledge of digital marketing
 - Ownership and management of a professional network
 - Ability to define goals and targets within a time frame
 - Familiarity with sales strategies and tactics
 - Ability to foster and leverage relationships
 - Understanding of boundaries and how to approach challenges
 - Experience in customer service supporting sales teams
 - Willing to be a team player and work well independently

Best words to describe myself –

- ✓ Creative Engine
- ✓ Innovation Queen
- ✓ Pavement Pounder
- ✓ Brand Strategist
- ✓ Passionate Communicator

5 examples of leadership success in the past 5 years –

1. Created a business model (Digital Presence) to help acquire new customers and illustrate VanWhistle Media's vision and mission statement. A formal document was created alongside a PowerPoint presentation. *this is in long-term development, as with my concepts Simpler & Larger and Innovative & Mainstream.
2. Supported national sales teams by providing creative solutions to critical problems. This resulted in several contract renewals and solidified customer loyalty and trust. For example, Nutrien (previously Agrium Inc.) is a major retail supplier that delivers important agricultural nutrients and industrial products across North and South America. Acting as a mediator, I effectively communicated the client's needs to the parties involved, and we were able to develop a workable solution that aligned with Bell's service protocols and newly established mandates for Wi-Fi Calling. As a result, pilots were able to test the new service and establish a connection with company executives. As the world's largest provider of crop inputs, services and solutions, this communication link was an important technical requirement for Nutrien and my responsiveness closed their contract renewal within days.
3. Created PowerPoint presentations, one based on the best-selling business novel, Who Moved My Cheese by Spencer Johnson. Content was shared with team members to help identify decision-making processes and ways to approach change in the workplace. This increased morale and helped team members feel a sense of pride in their work. The presentation also disclosed personal communication opportunities for frontline agents and team leaders.
4. Volunteered as team leader for health and fitness initiative (run by Four Bentall Centre, a building managed by Bentall Kennedy, now BentallGreenOak). Engaged with employees to participate and have fun. Teams tracked steps with a counter and data was logged daily, then compared to other national teams' results.
5. Led through one-of-a-kind content creation with business identity Blox. Communications, blog ChonaBLOX (www.chonafecanlas.com) and Instagram account BLOX (@chona_canlas). Each platform passionately presents content, concepts and strategies to provide insight into new modes of thinking in the fields of branding, marketing and sales. My vision is to impact Western culture and in

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due course, Western medicine by exploring and documenting 'Global Comprehension'. Global Comprehension is the idea that we can only truly comprehend our human experience now by analyzing the digital condition of our life and environment today. Ultimately, our culture and society would be equipped with revolutionary tools to eradicate negative modes of thinking and being. This includes social and communicative challenges like self-image, self-esteem, body dysmorphia and other psychological conditions. My ultimate dream would be to speak for TED Talks and to present my ideas to change-making leaders around the world.

What kind of account manager are you?

I manage tasks using strong organizational and problem-solving skills. I am positively optimistic and engaged. I am tough, determined, adaptable and personable. I am dedicated to creating Simpler & Larger solutions for both the business (seller) and customer (buyer).

As a dedicated communicator, I thrive on creativity, technicality, working interdependently and evaluating work for the team. I am focused on developing an approach or balanced strategy that will ultimately contribute toward business sustainability.

A business or brand should consider three marketing mainstays – profitability, scalability and customer experience. I strive to Make Change Happen (quote inspired by Seth Godin) each and every day and I will say it with conviction – it is my goal to be able to successfully implement a marketing strategy that will output results.

How do you manage expectations on a team?

I believe that we must build strong relationships with everyone around us (networking) and promote skillful and powerful storytelling (synergy) each step of the way.

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Here's one example –

In between school and deciding on a career (2007), I took a part-time job at a fine dining restaurant called Muse in Calgary, Alberta, Canada. I managed expectations in a couple of ways. 1. I had to release my expectations to learn something new in an unfamiliar environment. 2. The kitchen and cooks had one objective – to produce a superior meal within a specific time frame. I managed their expectations by setting up systems to ensure this objective could be met.

Their priority was to uphold the quality of their product and service time frame. The group's overall expectation or goal was to get it done. So, I quickly developed a strong and guiding voice to call out tasks and this helped to lead the team in a productive way. Suddenly, we all knew where we were, physically and mentally. And the more efficiently the back-end ran, the better the front-end ran and this was (in our kitchen) a continual process that made staff happy, customers satisfied and the dining experience topnotch.

We were a well-oiled machine, because we understood each others' expectations and aimed to establish balance and reciprocity.



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What is the SPIRIT of your company?

HOW did it all begin?

Key questions to pose

What is an example of a campaign you were involved in?

I ran a social media business awareness campaign for VanWhistle Media called #ourlocalcrew. Its aim was to facilitate first meeting bookings and add qualified leads into our sales pipeline. I created scripts which were distributed via cold email, Facebook Messenger and/or Instagram DM. Each month, a list of potential businesses was compiled. Our goal was to feature 1 business once per week. The feature was comprised of an original photographic portrait (shot by me) and short biography answering the questions – What is the spirit of your company? How did it all start? On average, for every 5 businesses we visited, 1 would convert into a lead.

To track progress, we had an Excel spreadsheet and a ‘Success Tracker’ which noted ideal experiences for future improvements. For example, we featured a high-end consignment retail store (Shameless Resale) in Vancouver, British Columbia, Canada. We developed a relationship with the owner and forged new opportunities for projects within a specialized niche (retail brick and mortar) and psychographic (Vancouver trend buyers). I took photographs of unique pieces and added them to the feature. *Shoppers love to identify with their products* and this allowed for our social media audience to take a breath from typical content and peruse my colourful and artistic work.

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For myself, success was measured by creating valuable rapport and spreading positive feedback about our local community (reciprocal brand awareness). The dedication and pride each owner reflected in their endeavours was astounding. We were pleased to share this engagement within our professional network. At the time, it was only the owner and I plugging away, so we empowered each other through huddles, brainstorming and working in tandem to inspire some radical outcomes (i.e.: bringing an 'old school' business - Bigfoot Industry Supply Ltd - into the new age).

How do you define and differentiate excellence vs perfection?

Excellence is quantitative. Perfection is qualitative. The measurement of both is something we produce. We have a choice to create standards (of excellence) or labels (of perfection). *Let's step away from branding for a moment and take a look at a relevant social media concern.*

Imagine a girl worried about her self-image. She can measure 'self-image excellence' by weighing herself on a scale. She can yearn to be a certain weight and cringe at the number she sees or try her best to set a goal and stay within a healthy range. Excellence is thus measured quantitatively; she has a choice to create a standard that is negative (I need to weigh this much) or positive (I'm doing great and see where this healthy habit will take me).

On the other end, she can measure 'self-image perfection' by how she perceives her reflection in a mirror or via her social media presence. She can yearn to see a certain image or try her best to be satisfied with what she's observing. Perfection is thus measured qualitatively; she has a choice to create a label that is negative (I hate what I see; I look overweight) or positive (I look great; I like this part of my appearance; I don't need to compare myself to other women on social media). In the grand scale of things, we require both excellence and perfection in our life.

An interesting examination could be a competitive environment purporting levels of knowledge or social influence based on the measurement of 'immeasurable things', like beauty, vanity metrics and to a certain extent, content. This is reach vs influence.

What Is The Importance

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Of BRANDING

A brand strategist's work is to strike a balance between what's excellent (objective) and perfect (subjective). Exploring identity can establish certain levels of supply and demand to suit a professional or personal context. Understanding identity is a massive undertaking and as an artist and marketing practitioner, I believe there is a way to find answers to complex ideas. In the role of Digital and Online Marketing Specialist, I will master my ability for managing marketing and content development activities/initiatives while understanding our client relationships and their expectations to a tee.

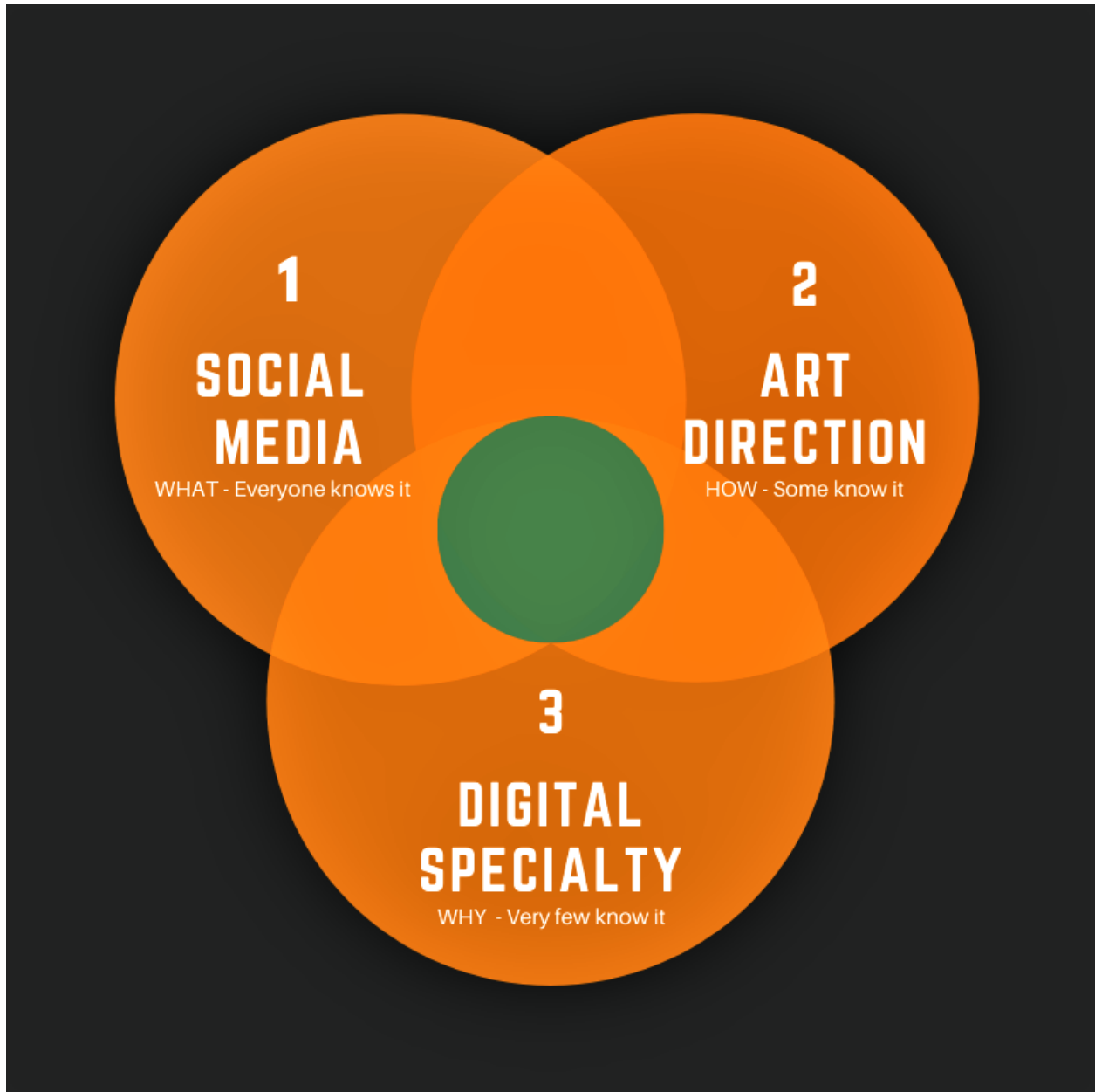
PART II

This next portion showcases my work and capabilities with writing, art and design. Created using Canva and my productivity tool MART, you see examples of data analysis, creative + copy, brief persona studies relating to Simon Sinek's Golden Circle concept, and an introduction to my Buyer & Seller model. Content has been adapted from Supporting Businesses Using Social Media Strategy – A Quick 5 Step Review, which you can read on my blog ChonaBLOX. Thank you for sharing your time and sight with me! I am excited to have the opportunity to join the I-Open Technologies team.

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BALANCE + HARMONY

We enter the space. A seller holds ideas, while the buyer holds expectation. When they come together, born is the brand and into motion begins the strategy. The brand strategist's duty is to uphold the forum, allowing for fair and vital interactions to take place. If I could I would devote my energy toward working as a strategist. Developing and implementing strategies is my passion and I use my blog to develop my ideas. I also love to analyze by bringing relevant data together, then further analyzing the metadata. I believe this is how we come to an understanding -- of the buyer's and seller's identity or the relationship between idea and expectation.



1

SOCIAL MEDIA

Social media tools and platforms allow us to create and share content or to participate in social networking. **90.4%** of Millennials, **77.5%** of Generation X and **48.2%** of Baby Boomers are active social media users (Emarketer, 2019). It's **WHAT** we use to develop new social skills and to lead with identity. In essence, we are communicating and entrusting one another with our values and vision. It has also become a tool for exploring adaptive learning techniques and for understanding the role that critical mass plays in our digital environment. With **3.2 billion** daily users (Emarys, 2019), what we do with it truly matters.

WHAT

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2

ART DIRECTION

Art direction is a form of leadership that focuses on evoking emotions and creating connections to what users are seeing and experiencing. Vadim Grigoryan is a marketer that specializes in corporate art projects (like the infamous Absolut Vodka ad campaign). He argues that both art and marketing are communication vehicles (Forbes, 2019). Paired together, it's HOW we can create value in our product or service - through creativity, innovation, an ability to appropriate and a readiness to tear up old ideas to incite wonder and change. If 20% of your loyal customers get it, then they become effective and loyal influencers for your brand (Grigoryan, 2019).

HOW

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3

DIGITAL SPECIALTY

Digital specialty is a level of expertise relevant to today's digital environment. In Adobe's 2013 Digital Distress Survey, 76% of those asked felt that marketing data has changed more in the past 2 years than in the previous 50. And that was over 5 years ago! This is **WHY** digital marketing matters - it's an area of business driven by and dependent on data. Businesses are increasingly aware that along with carrying the indispensable knowledge and acumen that's required to succeed, data has the potential to drive a competitive advantage. It's also crucial to customer experience and according to Ascend2, 68% say it improves ROI measurability.

WHY

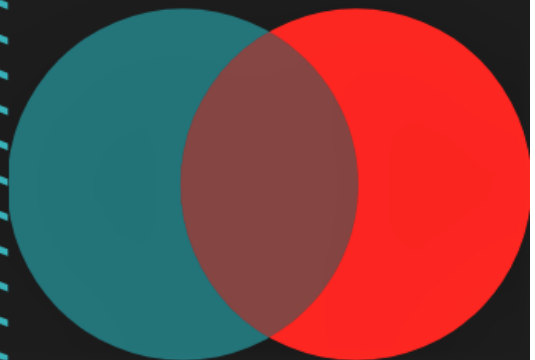
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THE SOCIAL SELLER

As sellers, our future is really about seeing the path and the steps that were taken to get **HERE**. To be able to move business and profit with joy and intention means we live **NOW**. We are able to evaluate and critique everything around us, by placing **measurable objectives** around **significant ideas**. The Social Seller innately believes in branding, visuality, transparency and in pushing the boundaries of our omnichannel presence and messaging capabilities.



THE SOCIAL BUYER

As buyers, we make it right and pass that feeling along to our customers. In our social atmosphere, we become engaged and can respond by way of **digital collaboration**. We want to support what is formed through content, creative and context. It's about **balance** and **harmony** or developing a plan that is flexible and inclusive. The Social Buyer innately believes in action, integrity, longevity and in upholding expectations for a new type of customer experience.

