



Burn Bright
LIFEWORKS

Strategist

Helping Individuals,
businesses and
communities
Reach their FULL
Potential.

General Market
Multi-Cultural
Cultural Strategy
Insights & Innovation
TRANSFORMATION



TRANSFORMATION



Person



Person



Business



Person



Business



Community

TRANSFORMATIONAL BRAND STRATEGIES

New Methods for a New Era in Communications

Foundational Questions

- What is a Brand?
- What is Transformation?
- What is a Transformational Brand Strategy?
- Why is it relevant, today?

Foundational Questions

- **What is a Brand?**
- What is Transformation?
- What is a Transformational Brand Strategy?
- Why is it relevant, today?

Simply put:

A BRAND is your promise to your customer.

BRANDR

(Derived from Old Norse meaning "to burn")

and also:

a set of EXPERIENCES seared into hearts & minds.

Foundational Questions

- What is a Brand?
- **What is Transformation?**
- What is a Transformational Brand Strategy?
- Why is it relevant, today?

n.

a change or alteration, esp a radical one

n.

the **act of transforming or the state of being transformed**

a change in position or direction of the reference axes in a coordinate system without an alteration in their relative angle (mathematics)

an equivalent **change in an expression** or equation resulting from the substitution of one set of variables by another (mathematics)

a change in an atomic nucleus to a different nuclide as **the result of the emission** of either an alpha-particle or a beta-particle (physics)

an apparently **miraculous change in the appearance** of a stage set (theatre)

another word for **transformational rule**-a rule that converts deep structures into

Foundational Questions

- What is a Brand?
- What is Transformation?
- **What is a Transformational Brand Strategy?**
- Why is it relevant, today?

A series of strategic actions designed to radically transform a brand's trajectory, enabling it to inspire and activate audiences and create deeper levels of engagement, all while making a meaningful, lasting contribution.

Foundational Questions

- What is a Brand?
- What is Transformation?
- What is a Transformational Brand Strategy?
- **Why is it relevant, today?**

Because success hinges on taking this:



and being able to do this:



Transformation

The Experience Economy

The Progression of Value



Evolution for every stage

A **commodity business** charges for undifferentiated products.

A **goods business** charges for distinctive, tangible things.

A **service business** charges for the activities you perform.

An **experience business** charges for the feeling customers get by engaging it.

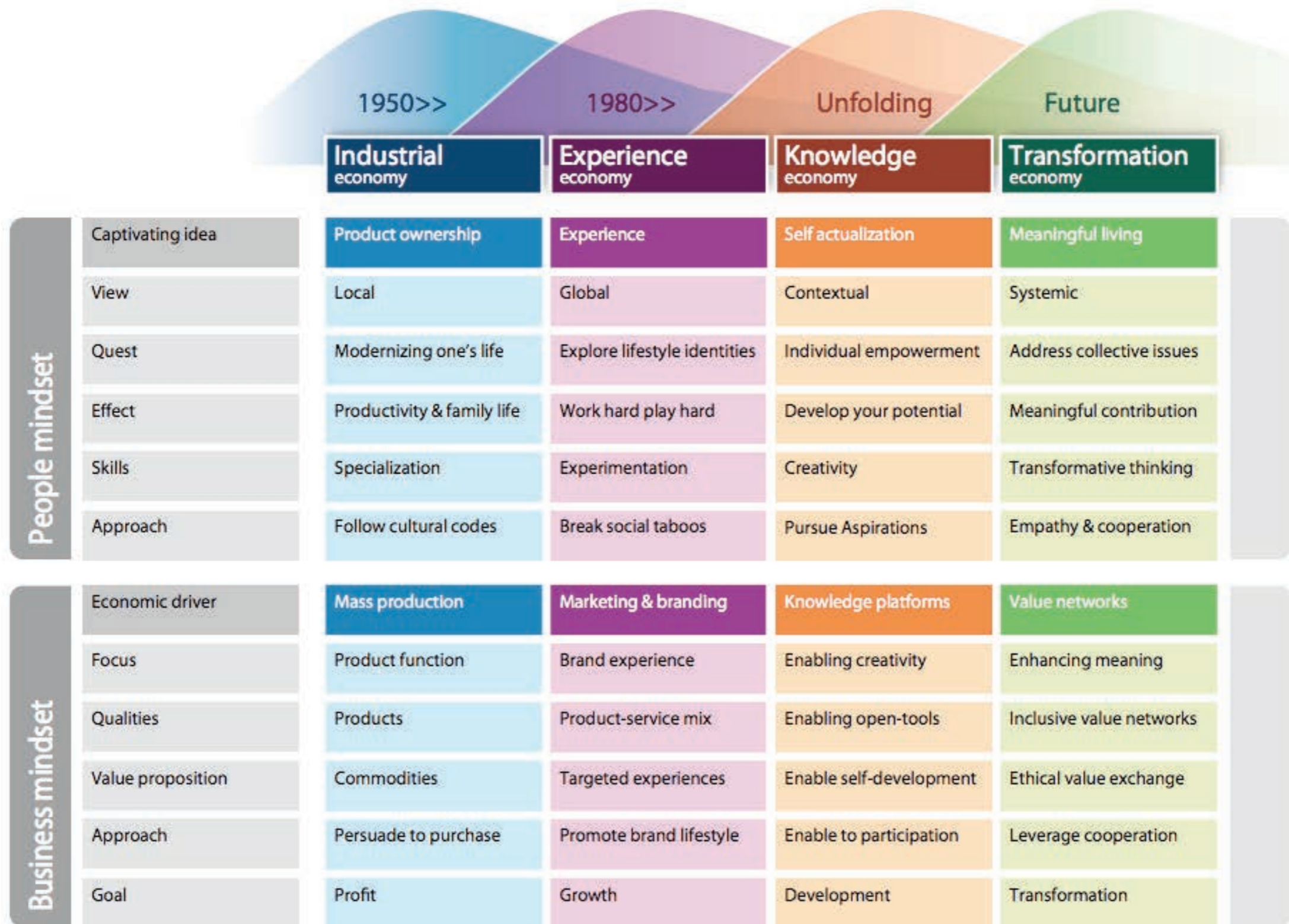
More advanced experience businesses can begin charging for the value of the "transformation" that an experience offers. This, they argue, is a natural progression in the value added by the business.

The Transformation Economy

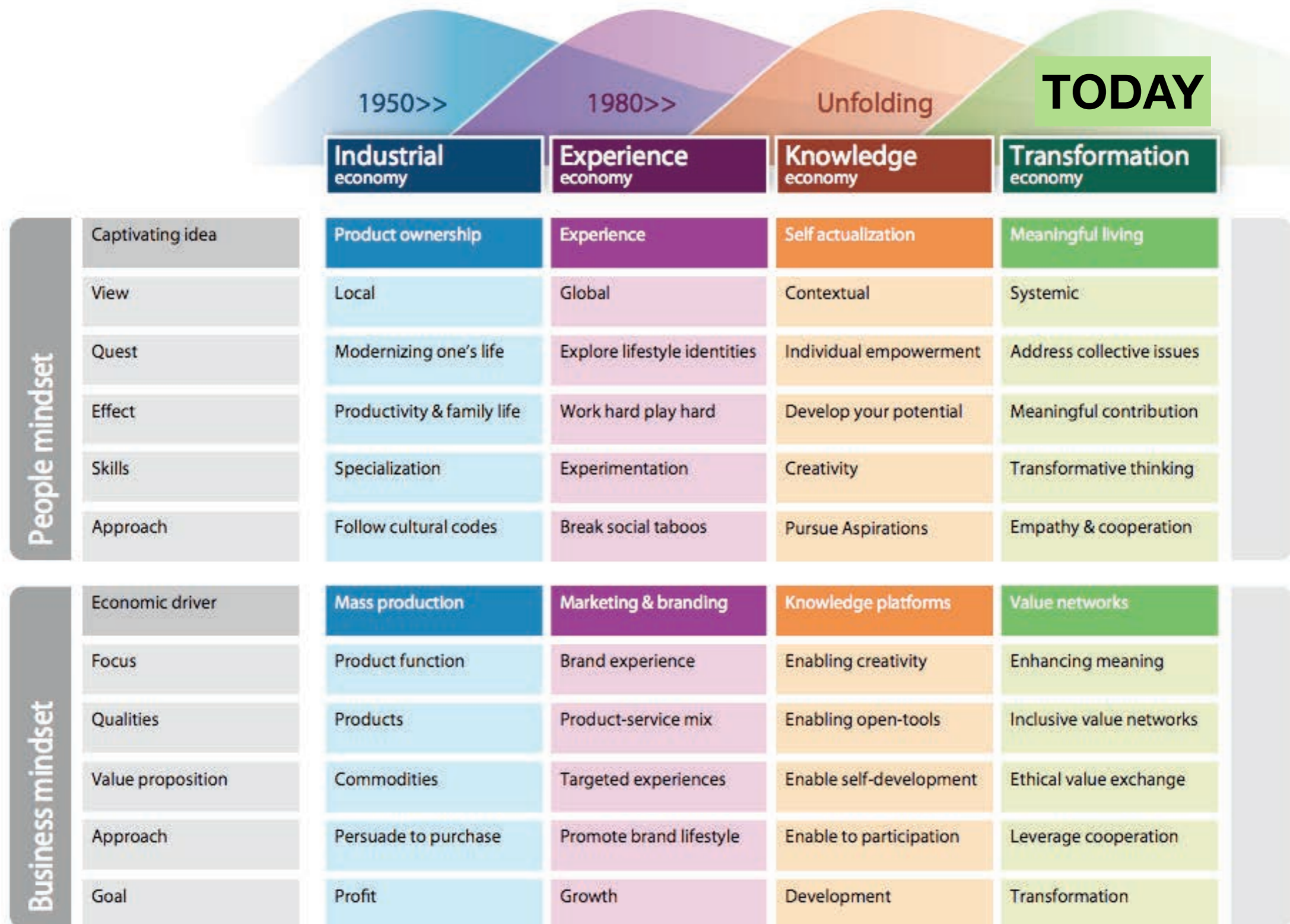
The **Transformation** Economy

The exchange of cash for goods or services that could considerably improve the quality of life of the consumer who buys them, for the long term. ~Jess Greenwood, r/ga

2011...Said to be the future



2013...That future is today



**In the transformation economy
businesses need to connect to an
audience by building a long-term
customer relationship and engineering
or reengineering a fully transformative
process.**



is at the CORE of this process.

Forward-thinking corporate leaders will build their marketing strategies not around media but around culture.~Faith Popcorn



What is CULTURE?



Culture is
a shared system
of meanings.

It dictates what we
pay attention to,
how we act, and
what we value.

Riding the Waves of Culture

The **lens** through
which () we see the
world.



**culture is our
operating
system**

~Terrance Mckenna

Let's be clear. Without a connection to culture, Coke is merely carbonated water and syrup.

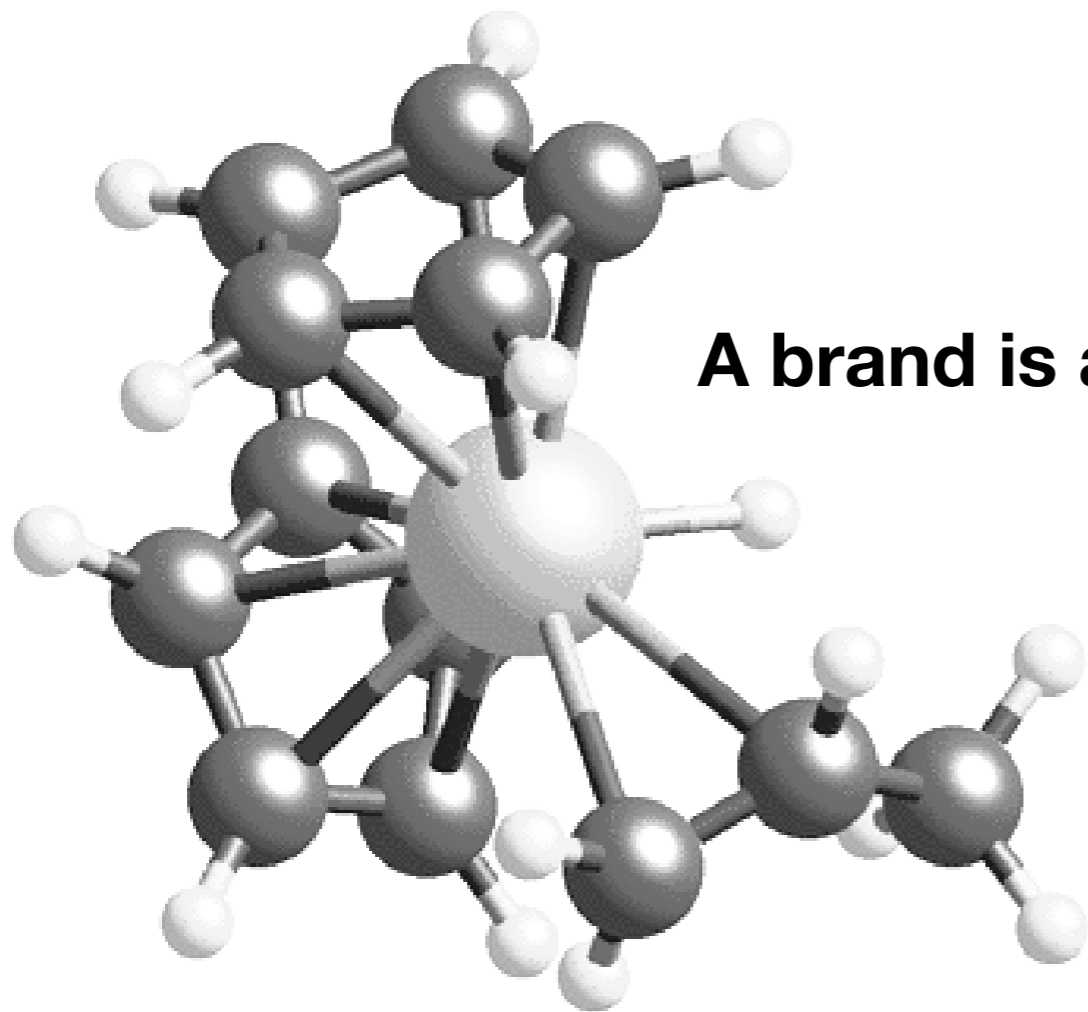


Without culture It's just a fizzy drink. So Culture Counts.

~Grant McCracken



BRAND MOLECULES

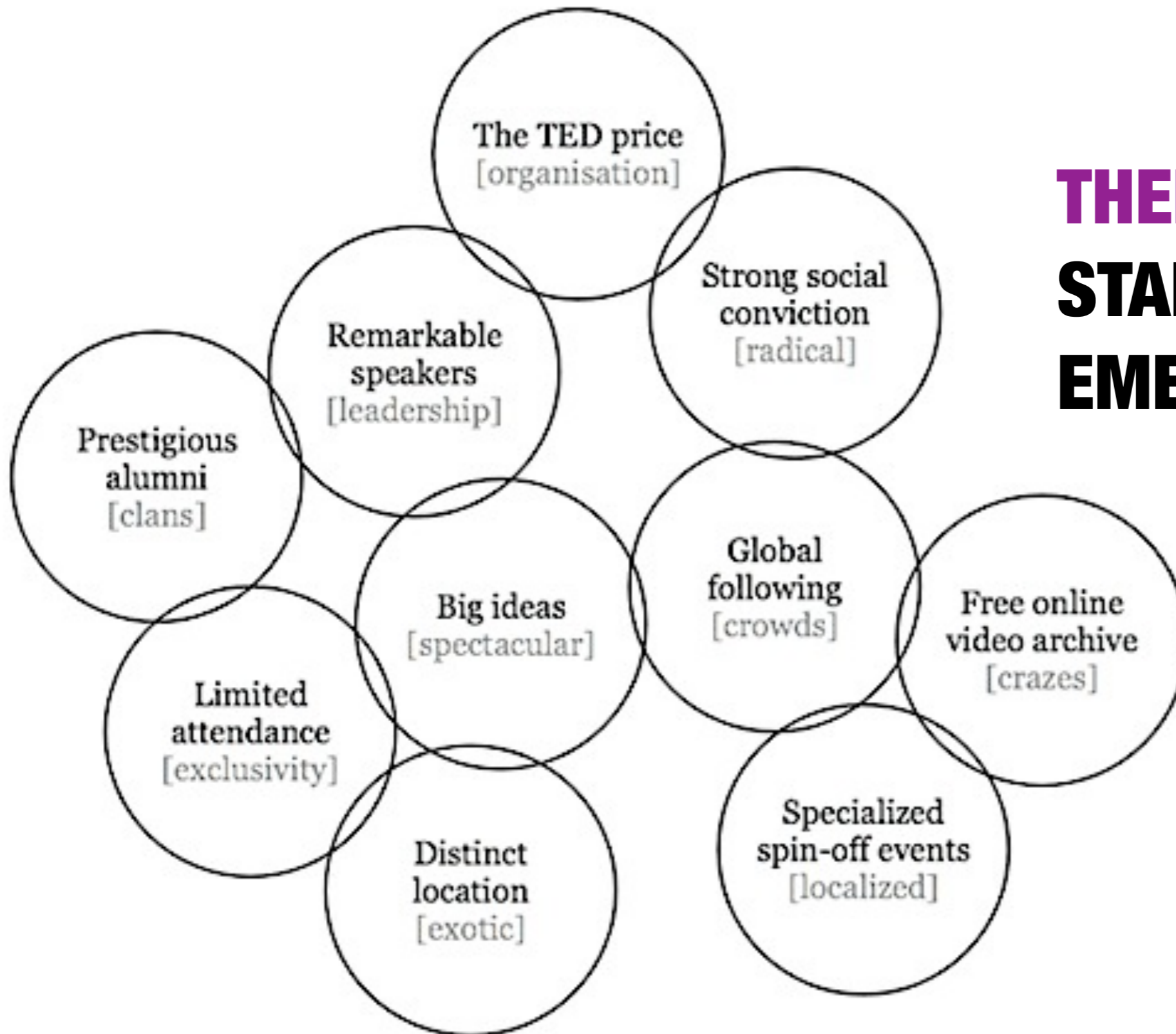


A brand is a cluster of **Strategic Cultural Ideas**
~John Grant

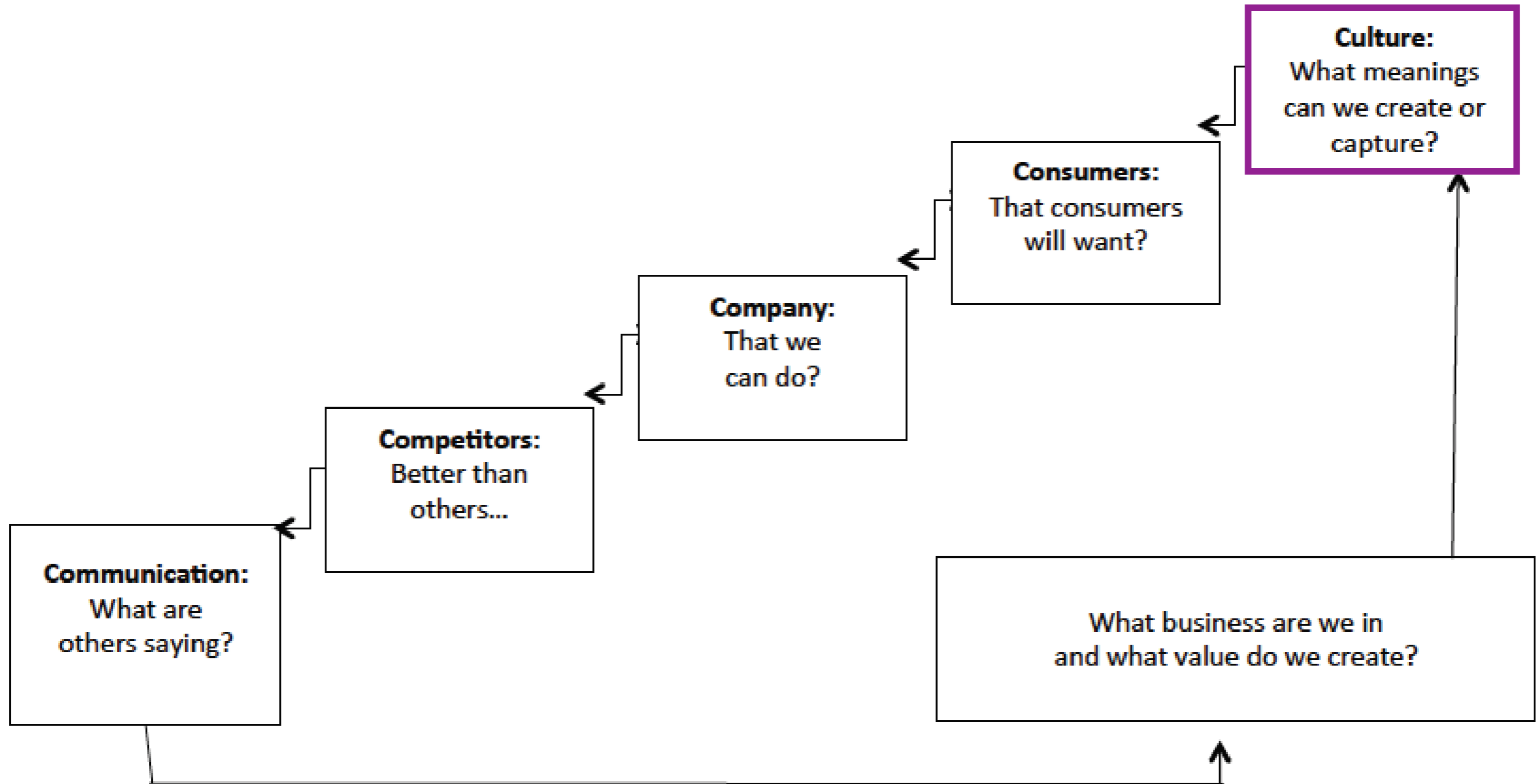


**LINKAGES
ARE
MADE**

THEMES START TO EMERGE



CONSCIOUSLY adding it to Marketing Mix



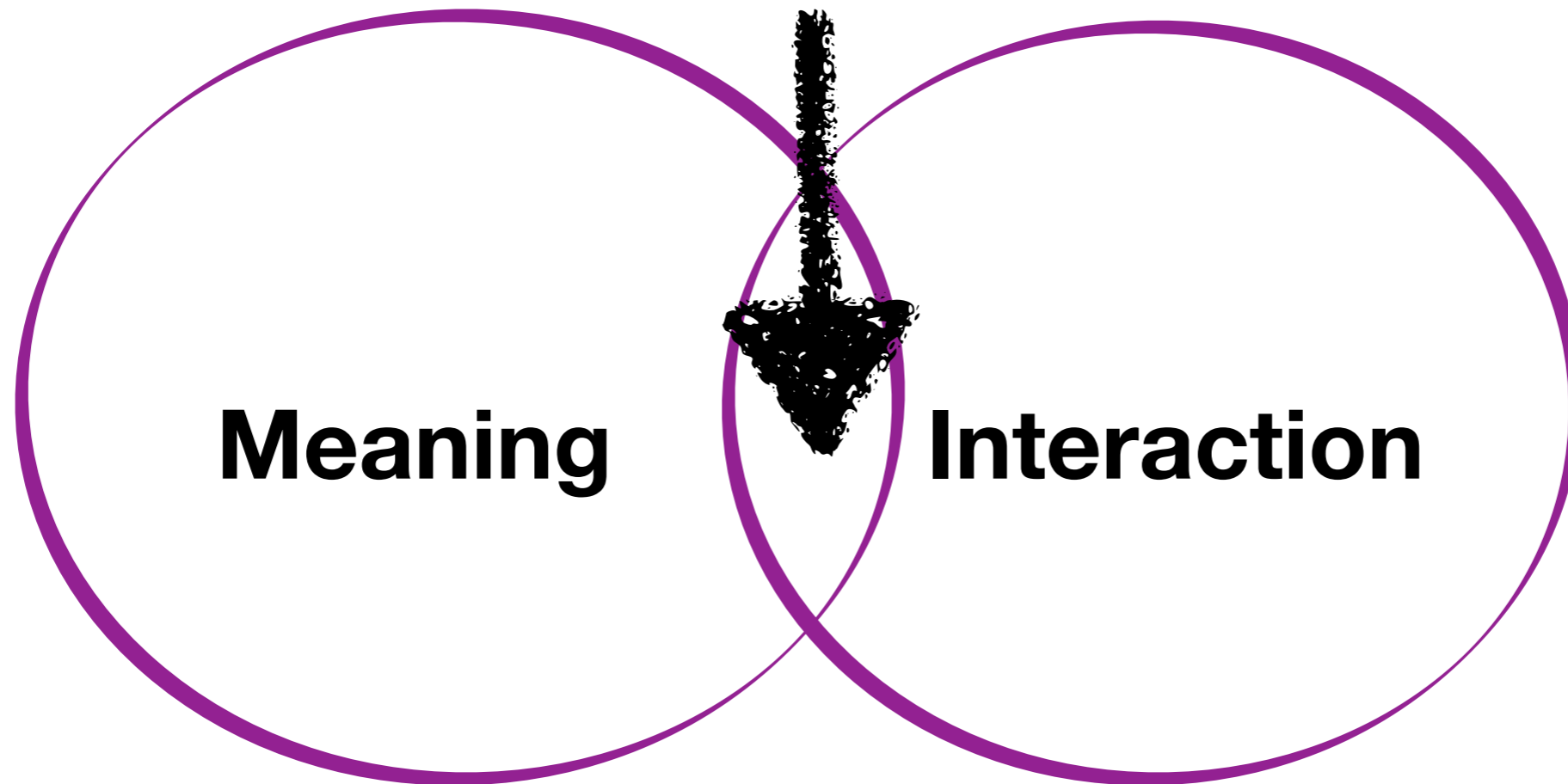
Looking at brands this way allows us to transcend the stiff dichotomy of focusing solely on function & emotional benefits.

It allows us to focus on delivering experiences that leverage and **engage a wider network of meaning.**

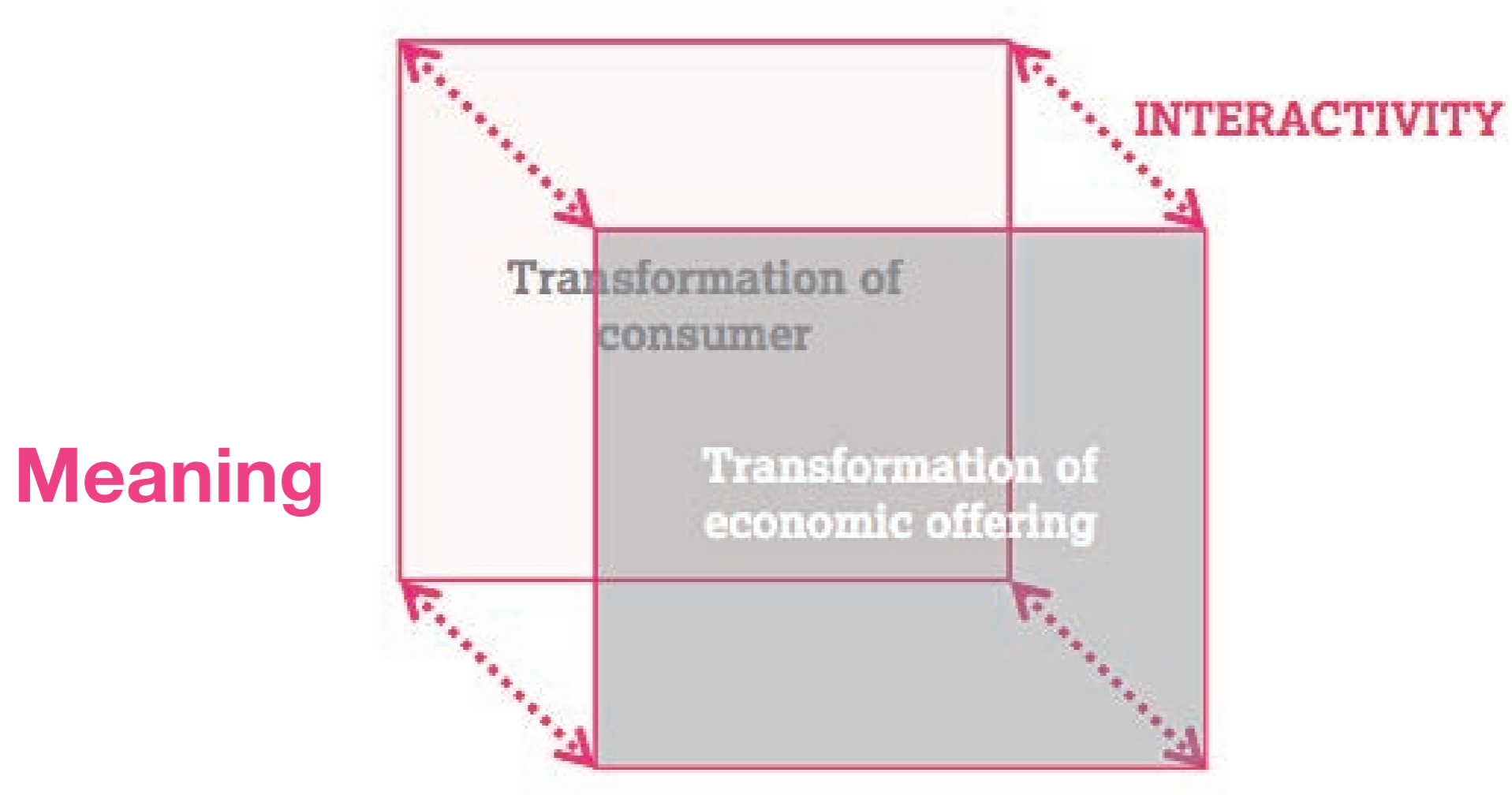
Successful brands & social/cultural movements have always used the elements of culture to **maintain relevance** over time and to **evolve** their value synergistically with the evolution of the culture around them.



Brand Relevance Relies on Transformation



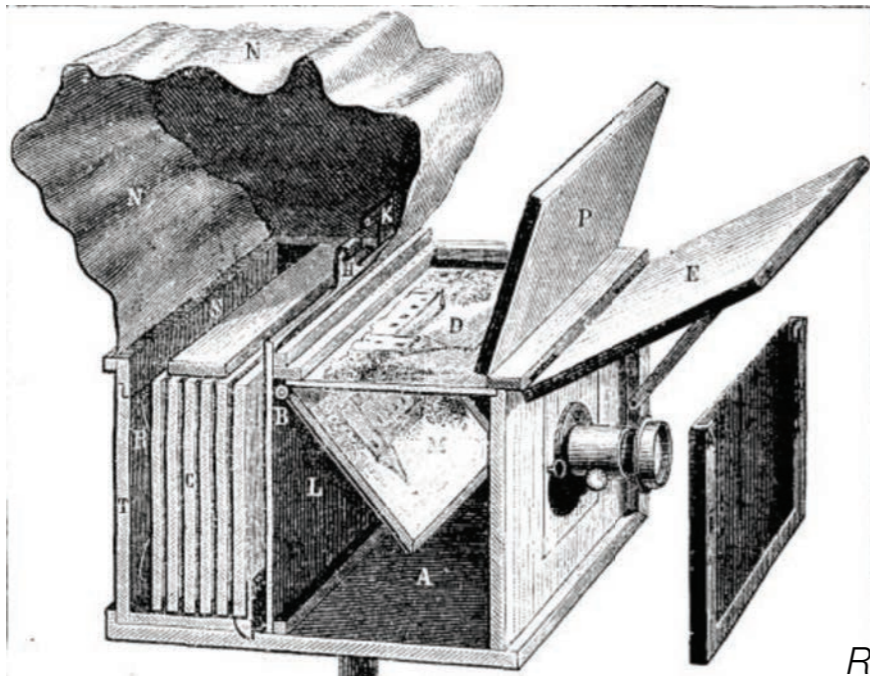
Transformation of Relationships



Consumers will therefore choose a product or service not only according to how closely it matches their likes and interests (product preference), but also on the basis of how it will transform them, their lives or their ways of thinking (political, social and moral inclinations).

The Players: Aspirants & Elicitors

Transformation Apparatus



Reference of Brand as "Transformation Apparatus" first coined by O.E.



Seeker of Change

Creating a transformational experience based on meaning will therefore become the next point of focus for the marketing director and brand manager.

Harvard Business Review



THE BIG IDEA

Creating Shared Value

**TRANSFORMATIONAL
BRAND STRATEGIES SEEK TO
IGNITE CULTURAL CHANGE**

As businesses begin to engineer fully transformative processes, it is essential that they adopt a principled perspective.

INSPIRED EXCELLENCE

5 KEYS TO UNLOCK BRAND POTENTIAL

INSPIRED EXCELLENCE

A STRATEGY. A METHOD. A PATH.

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- Resources
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- Hatched
- Media
- Innovation

Build your new year layer by layer

See more in our current flyer >

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3 ways to turn ideas into businesses

 by Michael del Castillo, Technology & Innovation Editor
 December 3, 2012 | 5:44pm EST
 Last Modified: December 3, 2012 | 7:23pm EST

This Friday, **Ozioma Egwuonwu**, the founder of the New York-based **BurnBright Lifeworks** is speaking at **TedX Brooklyn**. When not working at her startup, a consultancy specializing in helping brands reach their full potential, the 31-year-old entrepreneur teaches a course on **Developing and Implementing Ideas** at Columbia University.

[Enlarge Image >](#)



When Ozioma Egwuonwu isn't working at her startup she teaches a class on **Developing and Implementing Ideas** at Columbia University.

What's News

- Ask Shama: To delete or not delete? How to handle negative comments** 
- Venueseen lets the Instagram marketing race (and the controversy) begin** 
- SLIDESHOW: In the race for most fit, these apps aim for first** 



The 5 Transformational Keys

KEY I: Embrace Purposeful Intention

KEY II: Surround yourself with inspiring source material

KEY III: Identify and commit to your values

KEY IV: Honor your uniqueness

KEY V: Be generous with your walk and your work

5 Brands who embody Inspired Excellence



Dove



PURPOSE

**Organize brand efforts around a power principle
and use it to inspire intentional action**

[http://www.youtube.com/watch?
v=hibyAJOSW8U](http://www.youtube.com/watch?v=hibyAJOSW8U)

2004

The Dove Campaign for Real Beauty is a global effort that is intended to serve as a starting point for societal change and act as a catalyst for widening the definition and discussion of beauty.

The campaign supports the Dove mission: to make women feel more beautiful every day by challenging today's stereotypical view of beauty and inspiring women to take great care of themselves.



Purpose: Campaign for Real Beauty



wrinkled?

wonderful?

Will society ever accept 'old' can be beautiful? Join the beauty debate.

campaignforrealbeauty.co.uk  | *Dove*

*Dove had their finger on the pulse of their consumers. They entered the market at the perfect moment; women were tired of being made to feel less than beautiful in order for a company to sell their beauty products. **Dove became the trendsetter, innovator and a breath of fresh air in the beauty industry. Dove challenged the industry to see women as they really are: beautiful in their own unique way.** The Campaign for Real Beauty shattered the stereotype of the size zero, blonde, perfect model. CFRB made a splash; it did not enter the market quietly. Commercials, billboards and magazine ads soon had the media and households across the United States buzzing.* ~Melinda Brodbeck and Erin Evans

PURPOSE

**Organize around a power principle
and use it to inspire intentional action**

facebook

CURATION

**Strategically align and integrate assets
that support the expression of your desired narratives**

The Power of CURATION


facebook Ozioma Egwuonwu Home

You are posting, commenting, and liking as International Day For Dreamers — Change to Ozioma Egwuonwu

International Day For Dre... Timeline Now Admin Panel Ads Manager

International Day For Dreamers shared a link. January 14

Very important fuel for those who seek to make a difference

 **10 Resolutions For Social Entrepreneurs In 2013**
www.fastcoexist.com


Editor's Note We invite you to share your favorites—and your own additions—using hashtag #SocEnt2013. We'll post the most

Like · Comment · Share

41 people saw this post Promote


International Day For Dreamers shared NASE – National Association for the Self Employed's photo. January 14

Don't let fear stand in the way of your pursuit of your



Like · Comment · Share 1

Create an Ad Sponsored Prada ideeli.com

 ideeli SHOP NOW

ideeli: \$650 (Retail: \$930!) Sample sales sell out quickly.

Chat (35)

Curation: From launch to Sponsored Stories

2004 Launched February 2004

2010 Open Graph

Allows websites to draw information about more objects than simply people, including photos, events, and pages, and their relationships between each other. This expands the social graph concept to more than just relationships between individuals and instead applies it to virtual non-human objects between individuals, as well. en.wikipedia.org/wiki/Social_graph

2012 Curated Stories

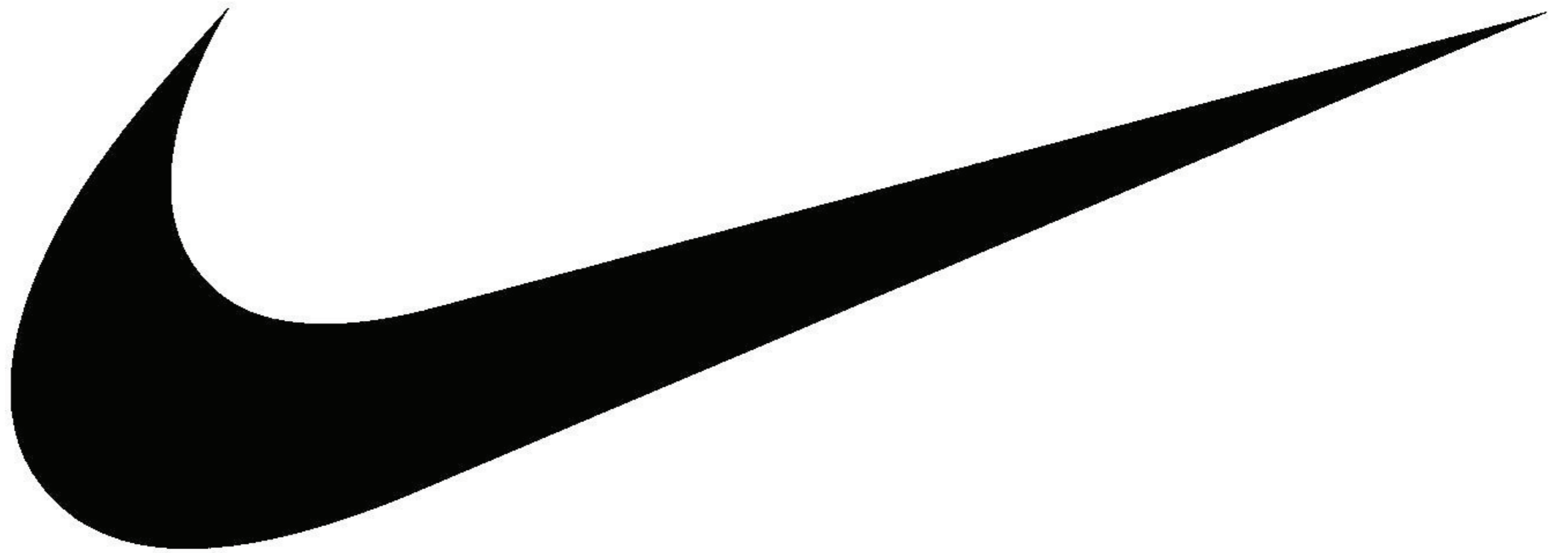
[https://www.facebook.com/video/
video.php?v=10100328087082670](https://www.facebook.com/video/video.php?v=10100328087082670)

Businesses such as Google, Facebook and others understand that the value lie not so much in business-to-consumer branding, but in building scaling platforms that would inspire and motivate people to invite their peers to join and participate. People do not go to Facebook to read about Facebook, but to see and interact with other people and to build their own profiles. The knowledge age shifted value away from staged brand experiences to empowering people to fulfill their own ambitions, develop and showcase their skills and, in many cases, unleash their entrepreneurial talent for their own benefit.

*~Rethinking value in a changing landscape A model for strategic reflection and business transformation,
Reon Brand, Simona Rocchi, A Philips Design paper*

CURATION

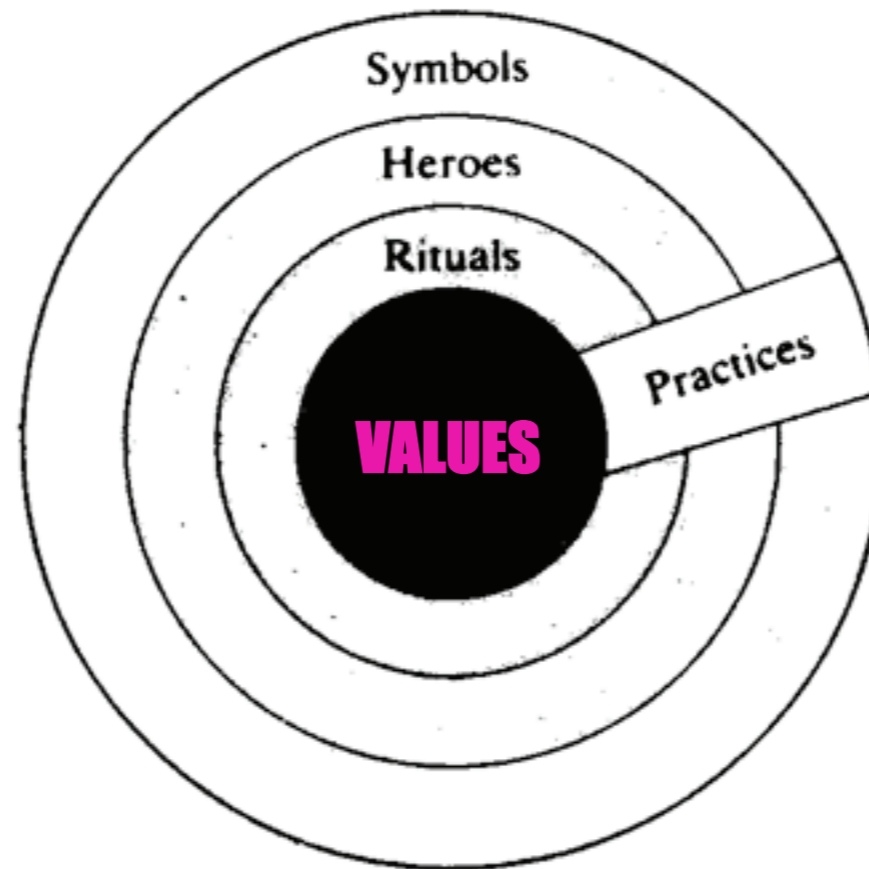
**Strategically align and integrate assets
that support the expression of your desired narratives**



VALUE

**Define/Design/Develop based on what matters
and what will change lives, business & culture**

Value: Sport

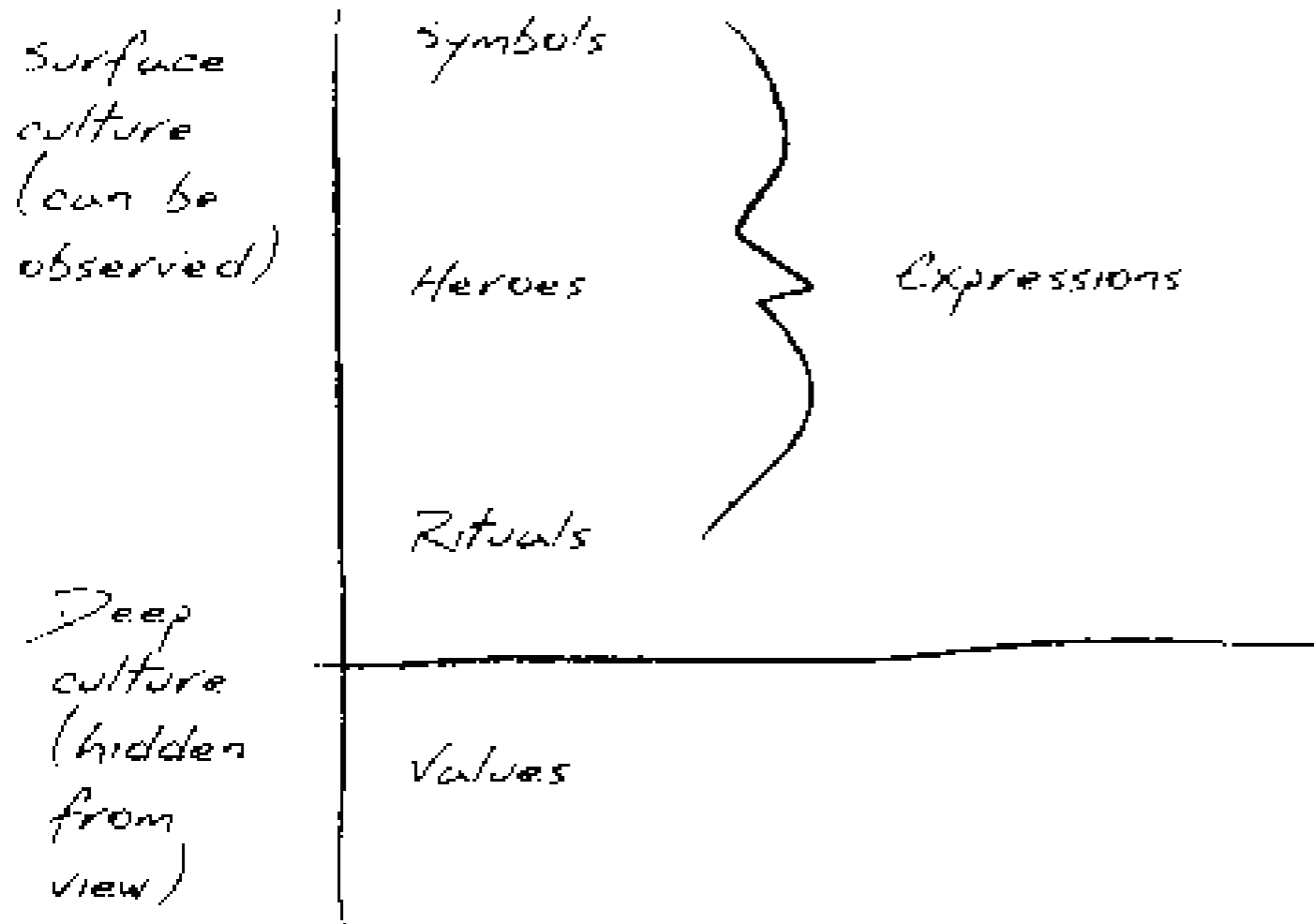


Value: If you have a body, you are an athlete

**LIFE IS
A SPORT.
MAKE
IT COUNT.**



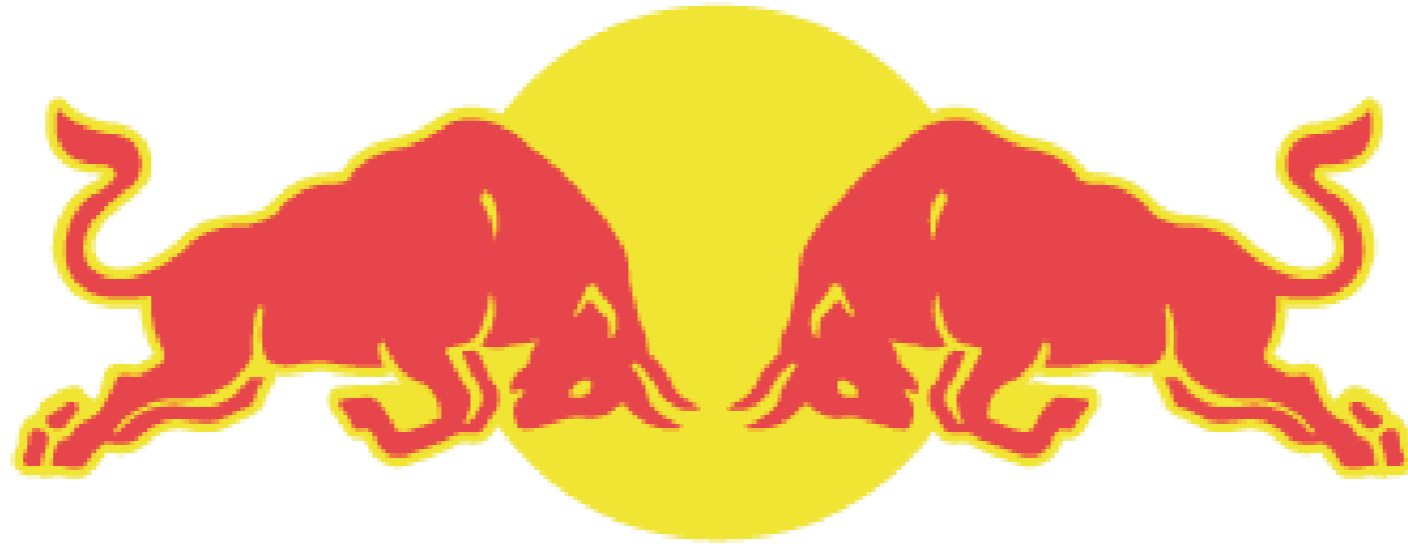
Value at work: #counts



[http://www.wired.co.uk/news/archive/
2012-10/25/jess-greenwood](http://www.wired.co.uk/news/archive/2012-10/25/jess-greenwood)

VALUE

**Define/Design/Develop based on what matters
and what will change lives, business & culture**



Red Bull®

UNIQUENESS

Tailor efforts to boldly, imaginatively emphasize your USP in a way that honors your audience

*Perhaps the most interesting element of Red Bull's marketing mix is its approach to promotion. Red Bull embraces innovation within its promotional activities and as such is able to create a lasting impression on consumers. **The concept behind its promotional activity is to give people 'Wiiings'. This translates as pushing the boundaries of what is possible and nurturing people's talent so they can achieve their goals and dreams.*** ~businesscasestudies.co.uk

[http://www.redbullstratos.com/
gallery/?
mediaId=media1900707044001](http://www.redbullstratos.com/gallery/?mediaId=media1900707044001)

Uniqueness: Stratos giving the world wings

- **October 12, 2012**
- **Austrian skydiver Felix Baumgartner broke three of the four planned records—the highest manned balloon flight 128.000 ft, the first human to break the sound barrier without the assistance of a vehicle, and the highest skydive. He failed to break the record for the longest time in free fall.** The entire world was watching (e.g. 8.000.000 live youtube viewers).



Uniqueness: Honoring the next frontier

- This mission contributed important scientific data to make space missions safer and developed a new generation of space suits.
- STRATOS also provided data for the development of high-performance, high-altitude parachute systems. It has been stated these will inform the development of new ideas for emergency evacuation from vehicles, such as spacecraft, passing through the stratosphere



UNIQUENESS

Tailor efforts to boldly, imaginatively emphasize your USP in a way that honors your audience



TOMS

GENEROSITY

**Turn around. Take stock. Give back:
share the journey, share the lessons, share your product**

Generosity: One for One

- In 2006, American traveler Blake Mycoskie befriended children in Argentina and found they had no shoes to protect their feet. Wanting to help, he created TOMS Shoes, a company that would match every pair of shoes purchased with a pair of new shoes given to a child in need. One for One. Blake returned to Argentina with a group of family, friends and staff later that year with 10,000 pairs of shoes made possible by TOMS customers.
- Over 2,000,000 shoes for children in need
- Expansion into Eyewear



SHOES FOR BETTER HEALTH

Millions of children are at risk of injury, disease and soil-transmitted infections.

WHY GO WITHOUT SHOES?



CURIOSITY



CONVERSATION



ACTION



CHANGE

The One Day Pocket Card
WILL HELP FUEL YOUR CONVERSATIONS!

DOWNLOAD

Shoes can help protect against injury, and in combination with basic hygiene and sanitation, help prevent disease and soil-transmitted infections.

[http://www.youtube.com/watch?
feature=player_embedded&v=7MV3H
WQH1s](http://www.youtube.com/watch?feature=player_embedded&v=7MV3HWQH1s)

GENEROSITY

**Turn around. Take stock. Give back:
share the journey, share the lessons, share your product**



The 5 Transformational Keys

KEY I: Embrace Purposeful Intention

KEY II: Surround yourself with inspiring source material

KEY III: Identify and commit to your values

KEY IV: Honor your uniqueness

KEY V: Be generous with your walk and your work

The 5 Transformational Keys in Action

PURPOSE

Organize brand efforts around a power principle and use it to inspire intentional action

CURATION

Strategically align and integrate assets that support the expression of your desired narratives

VALUE

Define/Design/Develop based on what matters and what will change lives, business & culture

UNIQUENESS

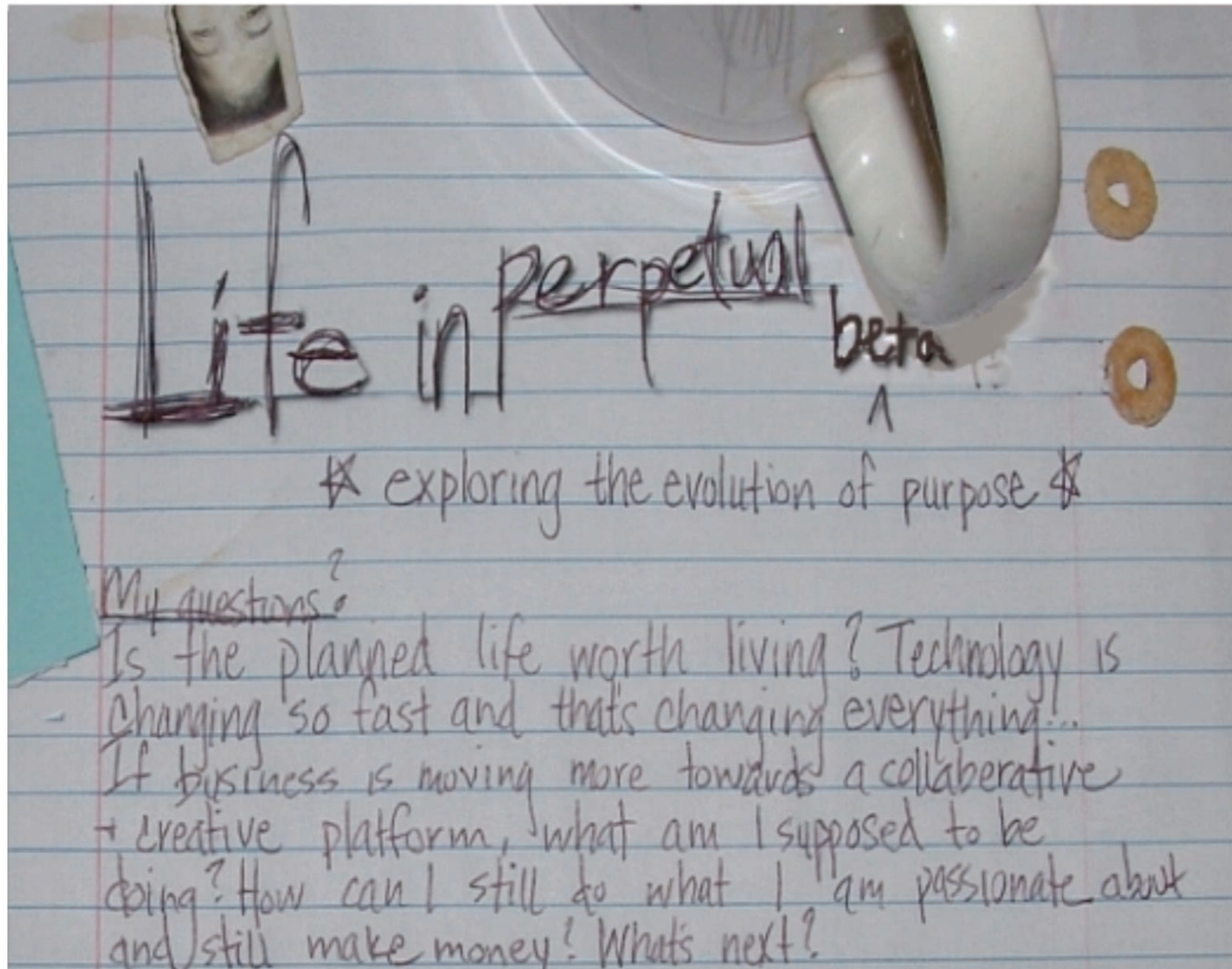
Tailor efforts to boldly, imaginatively emphasize your USP in a way that honors your audience

GENEROSITY

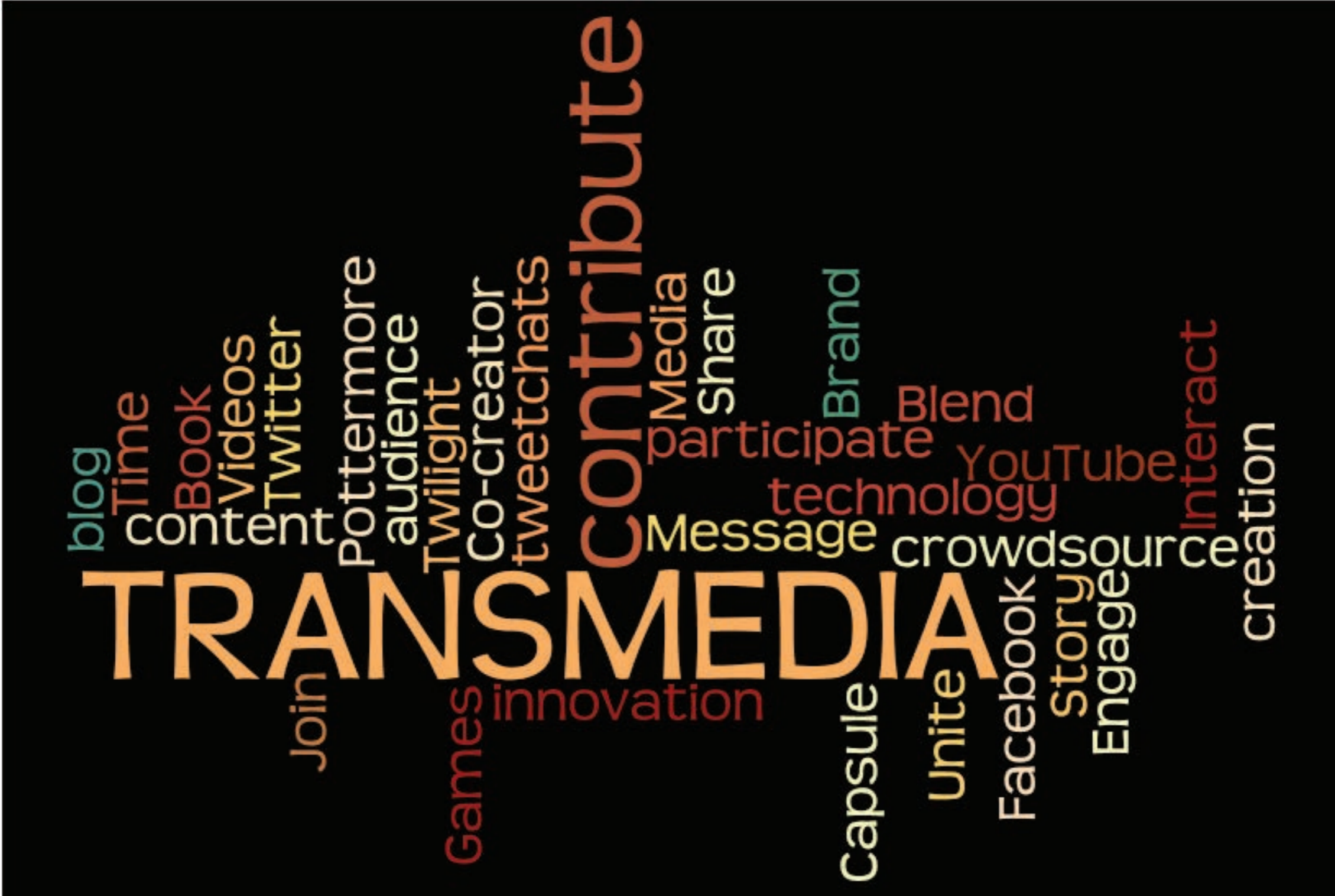
Turn around. Take stock. Give back: share the journey, share the lessons, share your product

So where is this all going?

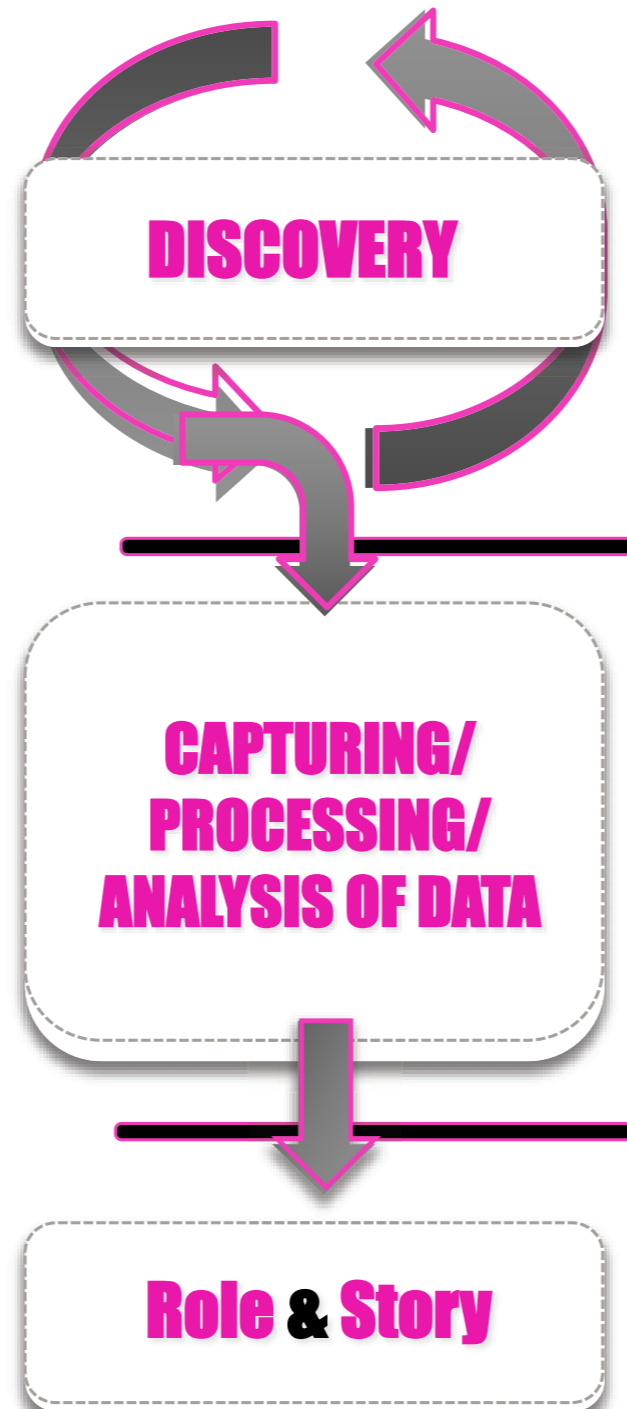
Brand Strategies will remain in Perpetual Beta



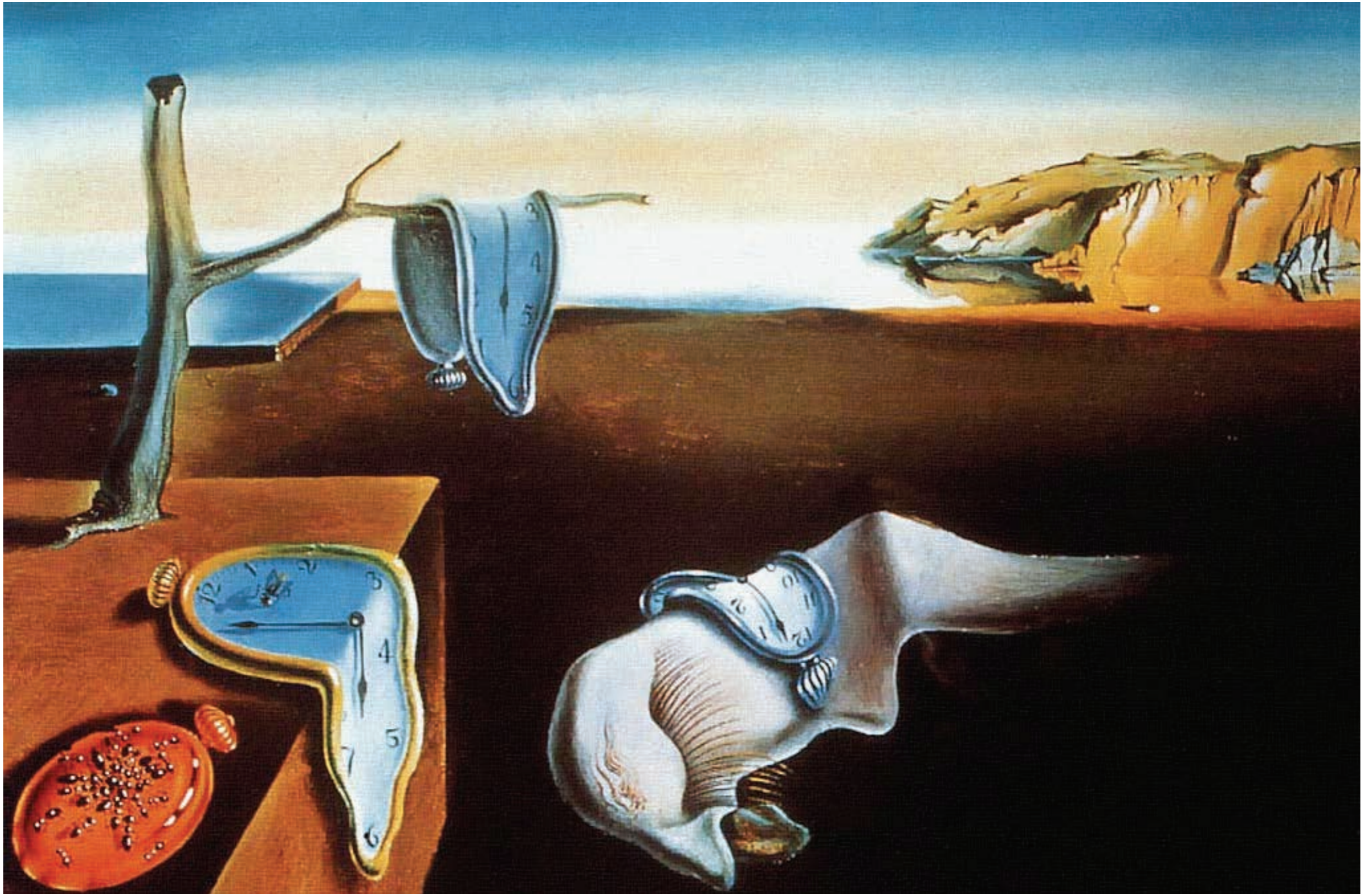
Reliance on story to hold the threads together



Evolved Strategic Methods. Elegant Insights.



A shift in focus from Consistent to Persistent



Today, brands must create persistent worlds where their **purpose** is expressed through a **curated**, designful experience that not only honors what is **unique** about themselves and their customers, but also **generously** creates shared **value** for the long term.



The skillful application of these 5 keys can support brands in their never ending quest to **unleash their FULL potential and drive heightened levels of engagement.**



Soon people/customers/creators will ONLY want to stay connected to brands and/or remain in communities that TRANSFORM their lives and this world for the better.

The Transformational Brand Imperative:

Evolve

or become obsolete.

THANK YOU

www.burnbright-lifeworks.com

@culturalmaven

@bblifeworks

BUT WAIT! There's more!

The business models necessary to achieve these ambitions are not mature; they are only just emerging. They will be developed and refined through experimentation and through piloting collaborative ventures in various geographical and social-cultural contexts.

~Rethinking value in a changing landscape A model for strategic reflection and business transformation, Reon Brand, Simona Rocchi, A Philips Design paper

Now it's your turn to experiment

- Let's apply Inspired keys to a brand in need of transformation.
- Break into groups select a key and apply it to this brand...



MTV Situation Analysis

Does the M really belong in MTV anymore? Interbrand notes that MTV continues to steer further away from its musical roots and continues to experiment into low-cost content, leading to an “identity crisis.” The agency added, “MTV would do well to push the boundaries and recapture some of its lost edge — the very thing that made it a household name more than 30 years ago.” Even some of its staple programming is hitting turbulence. Jersey Shore, which became the most popular show in the history of MTV, started declining in the ratings in the beginning in 2011. The show will now come to an end following Season 6. Meanwhile, the ratings for the MTV Movie Awards in June were down 29% from a year ago.

Beset with an identity crisis and in the midst of a tough game of catch-up with its target audience, the brand has some distinct challenges ahead. Constant innovation is mandatory for a youth-oriented brand such as MTV. It will need to pursue an aggressive creative strategy in order to capture the attention of a generation with an exceptionally short attention span. MTV would do well to push the boundaries and recapture some of its lost edge — the very thing that made it a household name more than 30 years ago.

- > **Parent company:** Viacom Inc.
- > **1-yr. change in revenue:** 9.7%
- > **Pct. brand value decline:** 12%
- > **Brand value:** \$5.6 billion (67th)
- > **Industry:** Media

MTV has declined long before the YouTube boom. Blame the "surreality" craze.

MTV's decline started in the late 90's when they started phasing out more of the genre based music shows like Headbangers Ball, Alternative Nation, 120 Mins and Yo MTV Raps for more non music programs. By the time they brought some of these shows back, we had Youtube so the demand for music videos on MTV died out. Hell they even cancelled the worst of them all, Total Request Live, because of the digital age.

The last really relevant music show mtv had was trl which peaked in the early 2000s but even at that shows peak mtv wasnt really much of a music channel anymore

In the aspect of sticking to it's roots of music, of course they've declined. Music won't bring in viewers anymore when you have every and any song/music very on demand on Youtube and/or places like Piratebay. There's no reason for them to air music videos anymore.

In 2010 MTV took the Music Television off their logo.



R.J. Cubarrubia (24, Writer for Billboard, AWL)

*So are we absolute fools for wanting, expecting, looking for meaning from MTV? Short answer: Yeah. Long answer: Surely we can't be to blame here. It must be MTV's fault! It may seem silly that we grasped for deeper meaning in this MTV show, but **once upon a time that meaning wasn't too hard to find in MTV programming**. When I talk about The Music Television with those older and wiser than me, I hear a strong attachment to MTV that I'm not sure our generation has.*

*I'm not interested in the usual large "monoculture vs. the Internet age" arguments. **What about MTV specifically?** Did the programming falter? I'm not sure MTV means that much, if really anything, to people our age.*

***MTV helped spark my transformation from mushy blank slate to sentient fan.** Back then I fiended music culture coverage and any music video I could watch. But in my first year of middle school, I began to grasp for deeper subcultures (thanks, skateboarding!), gradually turning elsewhere for music discovery.*

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