

SUN'S OUT  
PUNS OUT



*Whalecome!*

**AAF**

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AMERICAN ADVERTISING FEDERATION

TENTH DISTRICT

**D10 ADvent10n 2018**

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Presented By:



goodway group  
HONESTLY SMART DIGITAL

**NOTES**

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# CHRIS SMITH

WRITER & CREATIVE DIRECTOR, THE RICHARDS GROUP

“THEY’RE ROOTING FOR YOU: TURNING YOUR CLIENTS INTO A FRIENDLY AUDIENCE”

At The Richards Group, Chris works on Motel 6 and HEB campaigns

## Advertising = Short-form improv comedy

You have 6-30 seconds to catch your audience’s attention or change their minds. Improv and creativity are about making decisions. You must decide what’s best and make a judgment call on the fly. There are no right/wrong answers, just judgment calls.

## What happens in the brain with all this?

### Decision Fatigue

You can be just as exhausted at the end of the day from making decisions as physical activity. Judges actually give harsher sentences in the afternoon court sessions than the morning ones due to this.

- **How to Combat Decision Fatigue**

There’s an improv rule which Chris uses in his brainstorming sessions – “yes and..” This actually helps to combat decision fatigue. DON’T EVER say “no, that’s just not going to work”– it stops the flow of creativity. Take what you’re given and roll with it. Man up, and take it. Go with the brief you’re given; nothing will ever be perfect. Approach it this way: “Here’s why it doesn’t work, and here’s how to make it better.”

## Creative Process

### 1. Ideation (brainstorming, etc.)

Just start writing. Start with “This is an ad about...” and write all of the ideas you can think of down on paper (computer is too erasable). Once you run out of everything expected and rational, you’ll have to start getting creative and making stuff up.

You cannot create and edit at the same time. Write everything and then go back. It helps to do this somewhere that has great white noise to drown out the internal editor in us all to allow the creative side of your brain to work. Coffee shops are great for this.

- It takes **10X** the length of the distraction to get back on track/in your creative zone. Listen to music without words, don’t watch TV. Those will become distractions subconsciously.

### 2. Incubation

Sleep on it. Remove yourself from it so you can come back and edit. Good ideas will arise. Bad ideas will be obvious.

Don’t stick with your first idea. It usually never survives the first contact with the client. You must be flexible and adapt to the ever-changing variables that come your way (client direction, limitations, etc)

### 3. Evaluation

Which is a good/bad idea? Which do you move on or which do you put back for later? The older you get and the more you do it the better/faster you get at making these decisions. We limit ourselves without realizing it. Our brains actually put limits on creativity on its own. Get rid of any limitations in brainstorming!

As advertisers, we aren't artists. We are craftsmen who make artistic decisions. We work on teams and answer to bosses/clients/etc. We need another creative outlet because we are not in charge of the creative process of advertising.

A **surprise** is what makes a campaign work. People respond to the unexpected.

A stand-up comedian audience and an improv audience are TOTALLY different.

With a **stand-up comedy audience**, the audience expects a show. You should be funny from start to finish, but they don't want to be a part of the show.

With an **improv audience**, they want to be a part of the show and creative process and are rooting for you to do well with their ideas.

**Turn your client from a stand-up audience into an improv audience by making them part of the creative process.** They want it. It's the fun, exciting part of their day, gives them a stake in the work and makes it more memorable.

**Never bring just one idea.** It's a proven fact that if people have a choice, they usually like their choice best and better.

But how do you make a client like something better? Let them think it was their idea. "You said... in the brief, so that took us down this path..." Give them ANY credit you can for anything they said that relates to what you created or during the creative process.

**Remember the client knows their product best.** Advertisers will NEVER know as much about the product as your client does. They thought about it a lot before coming to you. Use them as a resource and defer to them for questions. Tell the client: "Please tell me why you don't like it so I can address that issue."

### Books to Note

**Yes, And** by Kelly Leonard & Tom Yorton

***This Is Your Brain on Music: The Science of a Human Obsession*** by Daniel Levitin

***Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads***  
by Luke Sullivan & Edward Boches

***Kluge: The Haphazard Construction of the Human Mind*** by Gary Marcus

***The Midnight Disease: The Drive to Write, Writer's Block, and the Creative Brain***  
by Alice Weaver Flaherty

About postpartum and how creativity happens on the swings of your moods. That's why most bipolar people are REALLY creative because they have such crazy mood swings.

***Imagine: How Creativity Works*** by Jonah Lehrer

***Truth in Comedy: The Manual for Improvisation***  
by Charna Halpern, Del Close & Kim Howard Johnson

***Make the Right Choice: Creating a Positive, Innovative and Productive Work Life*** by Joel Zeff

***Happy Accidents: The Transformative Power of Yes, and at Work and in Life***  
by David Ahearn, Frank Ford & David Wilk

# WENDY BUSKOP

PATENT ATTORNEY

“COPYRIGHT WITHOUT AN ATTORNEY”

## Registered Trademark/ Patent

- Weapons to protect market share and keep others from using similar names to sell similar goods or services
- Assets: they can increase company value up to 2%
- Licensable: can be licensed for short or long periods of time for a fee
- Marketing tools: can help create brand awareness among customers

## Why Trademark?

- Protect Product Brand
- Protect Service Brand

## What is a Trademark?

A **trademark** is a word, name, symbol, logo, or color which identifies the source or origin of a good or product in commerce.

A **service mark** is a word, name, symbol, logo or color which identifies the source or origin of a service in commerce.

## Marks that can be trademarked:

- Words • Slogans • Logos • Sounds • Smells

There's 45 classes of trademarks: 1-34 are for goods; 35-45 are for services

## Common trademark & service mark filings:

- Class 09: computer software
- Class 16: printed matter
- Class 25: clothing
- Class 35: retail and wholesale store services
- Class 41: educational/entertainment services
- Class 42: technical consultation services

**Celebrity Mark:** is like Nike- can't use “just do it” ANYWHERE else in any market

## Common Rejections:

- “likely confusion”
- “Descriptive” it's too generic

**Trademarks last forever as long as they're in use.**

### **What is a trade secret?**

Under new law, you have to stamp it as a trade secret & have some provable evidence that it makes you money; also have to have the client sign that it's confidential.

### **Levels of intellectual property:**

1. Trade secret
2. Confidential
3. Proprietary

### **Copyright**

- Social media • Video • Music • Ads • Blog
- The person who creates the work owns the copyright unless there is a signed contract transferring the copyrights.
- Copyright only protects expressions, not ideas.
- Lasts 100 years // corporations are for 125 years
- If you don't mess up the filing process, the copyrights is instantaneous upon filing

### **To purchase an official copyright for your work:**

1. Fill out the proper form at [copyright.gov](http://copyright.gov)
2. Make a payment
3. Submit your work for approval
  - a. Uploading work:
    - i. Bit map
    - ii. Gif
    - iii. Jpg
    - iv. Autocad
    - v. Audio files
    - vi. etc...

# NANCY MILLER

*TX A&M CC, GRAPHIC DESIGN PROGRAM COORDINATOR & ASSOCIATE PROFESSOR*

**“DESIGN-DRIVEN, USER-FRIENDLY AND PERFORMANCE FOCUSED. BUILD YOUR WEBSITE WITH SQUARESPACE.”**

## Benefits of Squarespace

- Flexible - can scale large, small
- Easily turned over to the client
- Design driven with good templates
- Performance focused - intuitive, can add extensions
- User friendly - tutorials, chat, don't have to rely on a developer
- Self-contained platform - No updates required for software, plugins etc. because squarespace updates
- Security stability
- Built-in mobile responsiveness
- Built-in SEO - no need for meta data, ad words, etc.
- Can easily switch templates & transfer content
- Built-in Metrics/Analytics
- Reasonably priced with multiple package options to fit variety of needs

# TIMOTHY GOODMAN

NYC ILLUSTRATOR, GRAPHIC DESIGNER, ART DIRECTOR, AUTHOR

“YOU GOTTA MAKE A LOT OF STUFF BEFORE YOU CAN MAKE STUFF LIKE YOURSELF”

## His Work

### People of Craft

A showcase/directory for creatives of color

### 40 Days of Dating

Experiment, website/blog and book

### 12 Kinds of Kindness

A 12-step experiment designed to open our hearts, eyes and minds.

### My Dad is...

Website for people to anonymously post how they feel about their father

### Let's Talk about Mental Health

A website created to help minimize the taboo around mental health

## His Advice

- Finding your voice matters. When working on client work, do one for them and one for you.
- If you want to change your look, change your tools. Timothy started using Sharpies and other uncommon tools for his artworks.
- Approach design as a practice, not a profession.



# CHRIS SMITH

BREAKOUT SESSION

“STORYTELLING IN 60 SECONDS OR (MUCH) LESS: MAKING SHORT ADS WORK LIKE LONG MOVIES”

## Audio is having a moment.

What should a person DO after hearing an ad? Have a clear CTA.

Radio is just words, music, sound effects.

## How do you tell a successful story in a short amount of radio time?

- 1. Character:** Your brand does not have to be likable, just relatable. Be consistent with your character – you NEVER break character. Think Maserati, Dos Equis man, Old Spice
- 2. Plot:** It's more than just what happens. One scene that drives it; a story should have conflict. What do customers currently think? What do we want them to think? Conflict doesn't have to be violence, every brand already has conflict. Think: Motel 6 radio spots, Home Depot (More Saving, More Doing), Nike (Just Do It): their conflict is “yes you can; shut up and do it” // doesn't have to be complicated
- 3. Theme:** What should they learn? What do we want the customer to do WITHOUT telling them? It's all about subtext. Say what you want to say, but don't be too on the nose about it; you can't be too direct. Give your customers a little more credit that they can connect the dots. Still use literary elements like irony & foreshadowing.

- People don't like to be advertised to, but they love stories. Ads shouldn't look like ads. Millennials reject things that are obviously advertising.
- Make sure “Your strategy isn't showing.” (Ex: Milky Way - tells a story within a story)
- What not to do?  
Have someone come in & give all the info read off -- \*show don't tell\*
- Have an expectation but meet them with a surprise. Same thing, but different.
- Have an elevator pitch – can you say it in 7 words or less?  
Titanic was pitched in 5 (This ship, Romeo & Juliet) // Ex: “this movie meets that movie”
- Discipline yourself to stay on point. Challenge your agency to say it better, not on the nose. What's the story you want to tell? NOT what's the product you want to sell?
- Use the strengths of the medium to your advantage with strong audio.  
“If you can't hear this, you might need a hearing test” For Doctor's office.  
Transgender voice changing from woman to man. Spot follows along with process and voice changes throughout the piece.

## Examples of Good Story-Telling

GE “The Message”

Geico “Washington Crossing the Delaware”

### **Effective billboards should be:**

- Reminder of your brand or directional
- Brand impression
- NO MORE THAN 7 WORDS -EVER- and make it readable
- ONLY SAY 1 THING

A good test for if a billboard works is to print it out or draw it out on a piece of paper. Look at it for about 1-2 seconds, then flip it around. Could you read it? Did it work? Did you get the full message in that quick glance? If not, drivers likely won't either.

### **Social media should:**

- Make me look at it/stop scrolling
- Make it payoff
- Intrigue me

### **Advertising Grenade**

Throw it, then wait a second for audience to get it

# DR. STEVEN SEIDEL TX A&M PROFESSOR OF PSYCHOLOGY

“WORKING SMARTER TO ACHIEVE BETTER WORK, HEALTH AND LIFE OUTCOMES”

## Life Goals

1. Enjoying life
2. Being Healthy
3. Being Happy
4. Achieve Intellectual Growth
5. Pursue ideas/passions

Social integration/close relationships are important help give you purpose.

- Too much happiness = less creative, less safe  
Can sell to a client if they are super happy because they are willing to take more risk
- Happiness not the best for every situation. (Don't smile at a funeral.)
- Not all happiness is good for you. Pride can hinder building relationships.
- Pursuing happiness can make you unhappy, trying too hard

## Why happiness is desirable in the work place.

- More helpful, less hostile
- More productive
- Better physical health

## What makes us happy?

- 2 hours a week helping people
- Using your skillset
- Productivity/Accomplishment

## Hedonic Treadmill

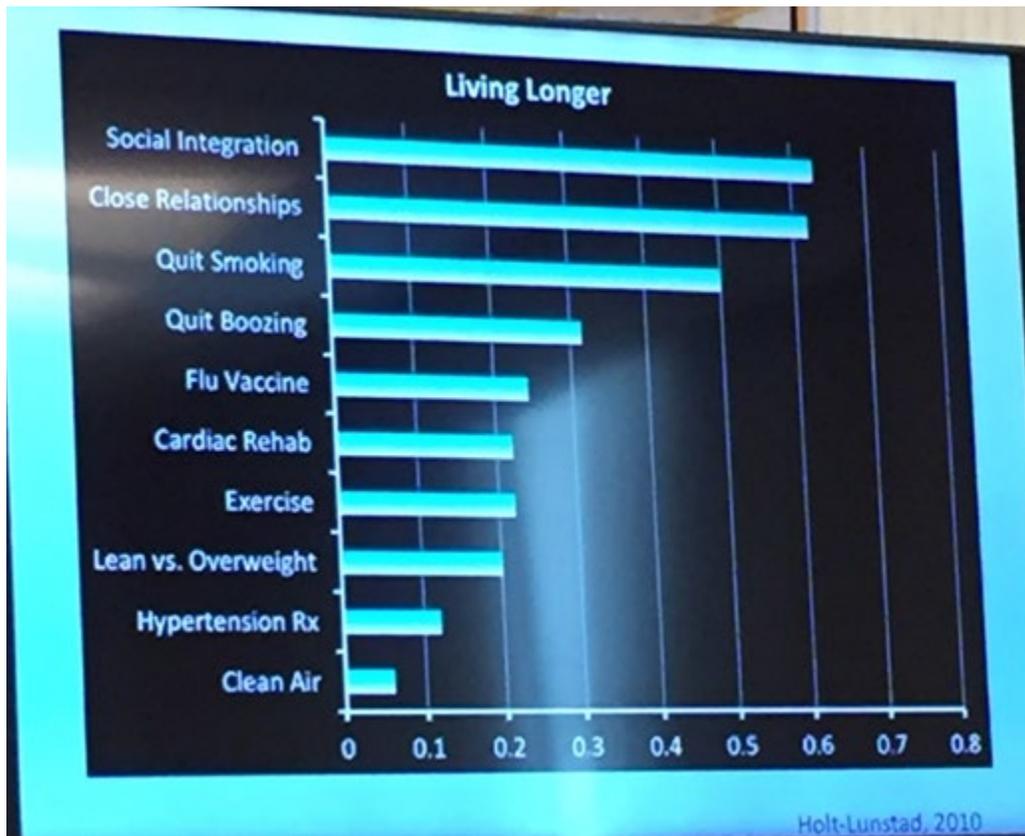
Theory that humans level out to a stable level of happiness in spite of major highs and lows in life. Everyone has a basic set level of happiness they level out to.

## Predictors of Subjective Well-Being

1. Positive self-esteem - help people become more successful
2. Sense of perceived control - time management/accomplishment/finishing tasks
3. Optimism
4. Extroverted personalities
5. Positive relationships with others

## Strategies for a Happier Life at Work (some controllable, some not)

1. Certain level of money
2. Older = Happier, more comfortable with self, stronger relationships
3. Take control of your time – eliminate distractions, allocate a time table and walk away, proper time budgeting/communication
4. Set goals – something that is clear, concise, relevant and measurable. Achievable in a timely manner.
5. Control your email -- reduce email anxiety with an organized inbox
6. Shorten commute
7. Act happy – put on a happy face. A smile will translate in attitude, mood, etc.
8. Reach out to those in need
9. Nurture your spiritual self - get outside
10. Keep a gratitude journal - thank people
11. Dive into something you are hesitant about and own it
12. Make close relationships a priority
13. Exercise
14. Sleep
15. Enhance skills and learn



# ASHTON GARY

DIRECTOR OF DIGITAL STRATEGY AT GOODWAY GROUP

## “PEOPLE BASED MARKETING”

No matter what side of the client account you're on, remember everyone involved is working toward the same goal.

We are in the middle of a **“new experience” arms race** where people want experiences to live through, but a lot of times people aren't able to be part of the awesome new experiences that other people seem to be having and sharing on social media.

Start with having a 1 on 1 conversation with your client. You really have to get to know your client's customers.

Advertising is a lot like the customer service reps we talk to on the phone in that there's typically:

1. A script (where people have expectations and ignore stuff like website banner ads)
2. A tone
3. An annoyed customer

**So instead of media reaching the audience, what if we flip it, and our audience reaches our media?** Have to remember that even people with families or thrill-seekers, etc...there's A LOT more to each user than just those aspects. We have to catch more data about them. When thinking about your audience, begin to see them as more than just a name on an email.

**People based marketing** can build the customer base; you can build look-alikes against them and get more people than just the recent buyers. This works on nearly every level. But where to start?

1. Start with an email
2. Add more fields to your forms to gather more info // How did you find out about us, etc.  
\*Do not make it required
3. Start loyalty programs
4. Use a DMP (data management platform) to enrich your data
5. Partner with an expert

### 3 Pillars of Business

1. People
2. Platform
3. Data-driven media



Combination of a Retargeting Campaign, Exclusion Targeting and Look-alike Segmentation resulted in 100x ROAS for this particular campaign example.

## Catch More Data

Keep their data secure!!!! When you do collected data on your customers, this should be the most secure. Always send it through cloud-based servers:

- Encrypted & secure
- Anonymized
- Never store it on your computer ; don't use email, don't save on desktop, never share with anyone

## Data On-boarding & Identity Resolution

- Hashed and anonymized; so the person becomes a number
- Identity resolution let's you explore new attribution opportunities

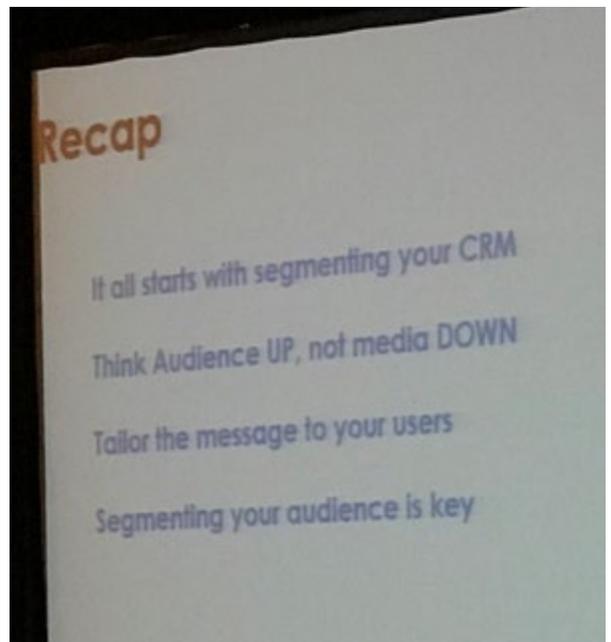
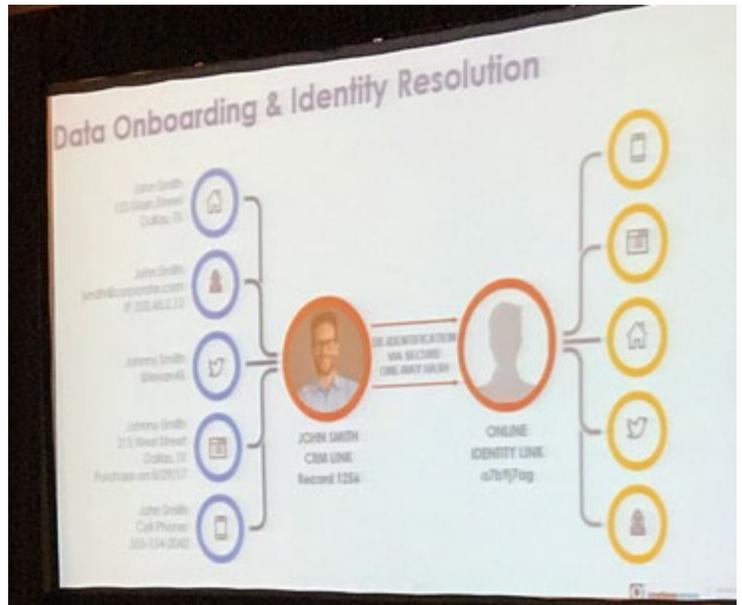
## It all starts on your CRM

(customer relationship management)

- Think audience UP, not media down
- Tailor the message to your audience
- Segmentation

DSP- demand site platform

Adobe has a CRM? Sales force, liveform?



# AMY SCHMITTAUER

YOUTUBER, SPEAKER, AUTHOR, PODCASTER & MARKETING CONSULTANT

“HOW TO CREATE VIDEOS THAT GET ATTENTION”

1/3 of online activity is video views

50% on mobile

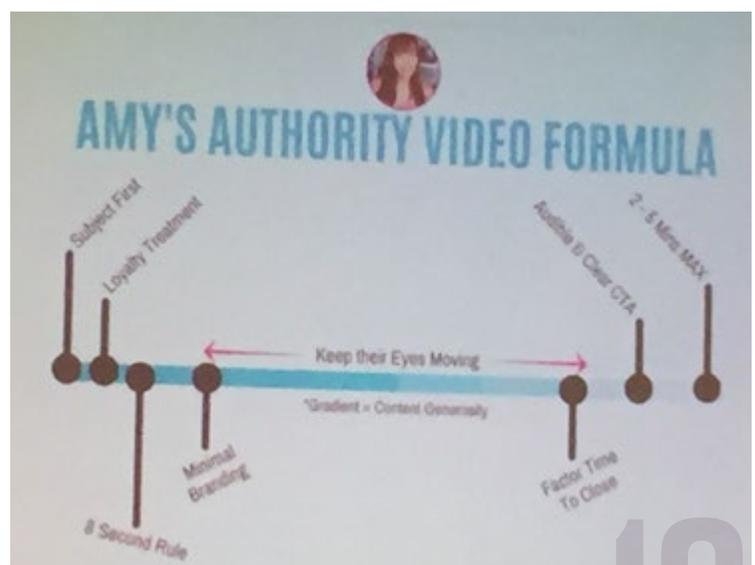
81% convinced to buy because they see interaction with real people

## Content Strategy

(Specifically for video web content, but also very relevant to Social Media presence)

- 1. Sustainability.** Plan content that will work. Use 3 different types of messaging to keep people engaged
  - a. Hub - 60% of content - engage/push content - motivation, resources, experiences - specialized to your product/company
  - b. Hero - 10% of content - tent pole, big moments, raise awareness - trends, timely, tutorials - broader, appeals to larger audience
  - c. Help - 30% of content - strategic pull content, designed to reach core target audience through engagement - Pain points, FAQ, checklist
  - d. Focus on 1 person to reach many - specific topic/answer
  - e. Apply a purpose to every post.
  - f. Can't achieve everything in 1 post.
- 2. Consistency.** Make a new post when you say you will. If people expect new content every Tuesday, you have to make it happen. Must build trust with viewer.
  - a. Can plan ahead batch multiple video productions at one time.
- 3. Context.** Customize your content for the platform you post on. Also adjust thumbnails, viewing, etc. Youtube different than FB
- 4. Content.** Show your product, face, etc first. Grab attention immediately. Don't oversell yourself. Get to the point. End your video intentionally with a clear call to action. Don't make too long. Deliver message without wasting people's time.
- 5. Camera/Audio.** Better quality is always better, but don't wait on ability to buy the best to get started. iPhone with extra mic will work.

Don't link directly to Youtube on FB, they will kick it down. FB doesn't want you going to a different site.



# ZSU WEKLER & DAVID TONG CULTURE PILOT

“THAT SHIT HAS SAILED – STORY FRAMING: EFFECTIVE PHOTOGRAPHY IN BRANDING & ADVERTISING”

## Evolution of Branding/Advertising:

- 1900s - Features - What It Has
- 1925 - Benefits - What It Does
- 1950 - Experience - What You Feel
- 2000 - Identification - Who You Are
- 2010s - Purpose - Why you do it

## People are no longer buying brands, they're joining brands.

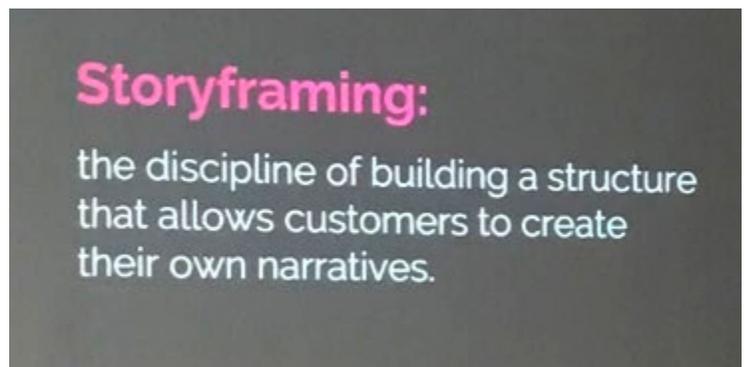
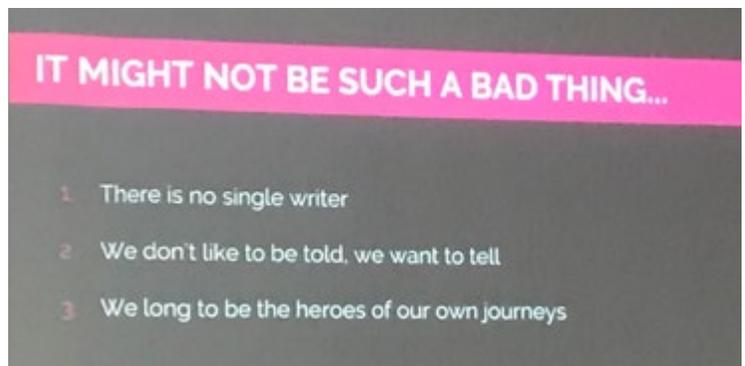
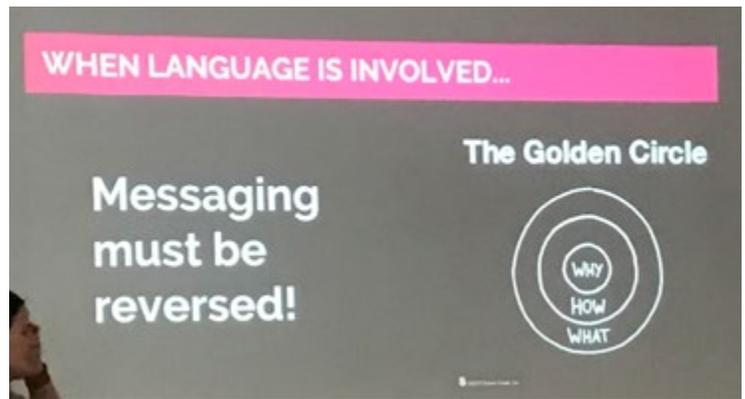
They are engaged participants that are actively seeking.

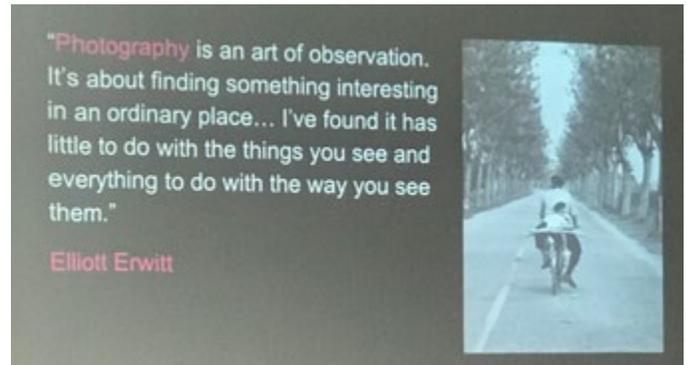
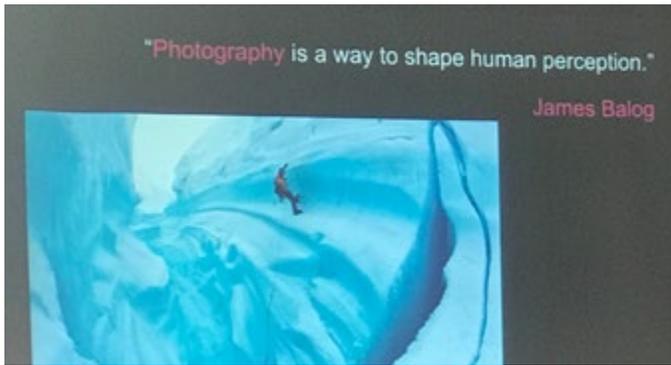
We as a society are “information rich and time poor.” But we always love a story, so it's important to tell a story and engage your audience, but it must be done quickly.

**Storyframing** is a storytelling technique where the audience isn't told, but helps shape the narrative. It helps the story have more impact.

- A solid example of storyframing is **GoPro**. The use customer's own footage to shape their ad campaign. It makes the customer feel more like they belong to a group, or a “tribe.” Having their voice heard can have a lasting impact.

The customers are driving the brand, NOT the company.



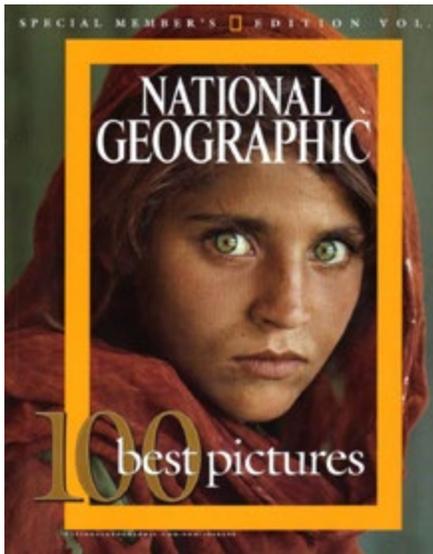


### Photography for Advertising

Focus not so much on the actual product but how the product would make you feel. No need to show a diamond ring, when you can show a couple embracing after a proposal. The actual diamond ring can be secondary. Let your mind fill in the gaps.

- This **TAG Heuer** focused on a feeling, not showing the actual watch until the very end.
- Feel free to be somewhat vague and have the audience's mind fill in the gaps. This **OREO ad** barely shows the cookie, but is still effective because it was poking fun at the blackout at the SuperBowl. We were all in on the joke and it feels inclusive.

Visual communication can be processed 60,000 times faster than written information. Most people are "visual learners". So it's usually better to show than tell.



### 9 Photo Composition Tips (video)

Rarely a photo will be so powerful it can spark social change. The most popular National Geographic photo of all time is the Afghan Girl. It was impactful enough to raise awareness of the social injustice that was a world away. It caused people to become aware and donate time and money to cause. All starting from a single image.

# ASHTON GARY

BREAKOUT SESSION

“CONSUMER TRENDS AND ADVERTISING IN THE DIGITAL AGE”

## Protect your Brand and your Budget

**Fraud** is extensive & impossible to fully define because it's robots, and it can't actually be seen.

The larger the digital funnel, the more fraud. There's somewhere between 20-40% fraud, and it's costing billions of dollars every year

## GIVT (General Invalid Traffic)

- Run from known data centers
- Non-human movements like a million clicks per minute
- Pretty easy to detect

## SIVT (Sophisticated Invalid Traffic)

- Rotating IPs, browsers & IDs
- Bots mimic human mouse movements
- Programmed to certain interest groups
- Much harder to detect

## Fake sites admitted by SSPs (Supply Site Partner)

- Bots are created to send to these fake sites
- Even some of their anti-fraud software missed “PizzaBus.com” and they placed ads on it; they noticed there went from A LOT of traffic to ZERO

## Meth-bot

- If users or sites go from extreme high impressions to crazy low amount, it's a red flag & don't advertise with them

If you're a quality blog with lots of visitors and want to start running ads and making money from them, AdEx gives them the source code to run the ads.

## Types of Fraud

1. Pixel stuffing: general invalid traffic
  - a. A 1px X 1px ad that's just rapid firing in the background of the site
  - b. The viewability of the Ad:  $\frac{1}{2}$  of ad needs to be seen for 1 second  
Video:  $\frac{1}{2}$  of video for 2 seconds
2. Ad stuffing: putting like 5 ads in one space and stuffing other ads behind the one
3. Domain spoofing: spoofs the name of the site that you're looking at
4. Toolbars: if you see an extra one, they're REALLY bad; they just sell your stuff (all the sites you're viewing, etc.) while your surfing the web

### How to tell if it's fraud or not?

- Start with the Pixelate blacklist
- Study the anomalies (like pizzabus)
- Review pixelate analytics finding and share it with them
- Add to site/IP blacklists (get these new everyday)
- Overdraw the line- if it looks like fraud, & won't produce turnover then why bother advertising there?

Goodway runs billions of ads a month & analyzes all of them  
 Google AdEx is pretty safe overall- BUT google won't tell you the details of any fraud experienced; they just send you a refund and tell you there was fraud involved

### Google Analytics - Identifiers to look for:

- Never optimize the clics
- Check the bounce rate - look at the view-through tactics: when most ads run, they're not served through the company, they're run through google - don't measure clicks, they measure impressions (know that the people saw it and can measure it)

### IAB Advance TV:

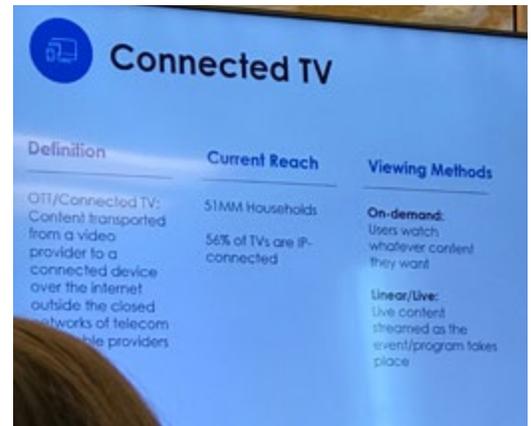
- 2 sub categories:
  1. CTV/OTT (over the top): on-demand, linear, live
  2. Addressable: video on demand, separates broadcast linear & digital
- No more saying "smart TV" all tvs now will be made smart
- PMP- private market list

### Addressable TV potential:

- Larger reach, but have to work really hard to get it
- Client's patience runs out before the ad really runs out. Also don't get real numbers, only the Nielsen Analytics

### Digital TV best practice for Ads:

- Can't click on the ads when watching on your TV
- That's where the view-through tactics work
- Show logo earlier & keep everything SHORT



# CHERYL MILLS KNIGHT

BRAND DIRECTOR, KENDRA SCOTT LLC

“FAMILY, FASHION & PHILANTHROPY”

## “No” is merely a suggestion.

You can't stop the fast-moving train (our work/workload) to solve problems. You just have to adjust on the fly while the train is still moving.

The company grew on Kendra's infectious optimism and continuously shooting for the stars.

Kendra's first business was called “Hat Box” which was to design fashionable head-wear for cancer patients. Her step dad had cancer and in his end all he could get out to her were these words “You do good.” This was the foundation of the future company's core value: philanthropy.

**Know your brand's values.** Stay true to that brand. If something is not aligning with those values, re-evaluate.

### **Kendra Scott's brand values: Family, Fashion, Philanthropy**

- Friendly, approachable, polished, fashion-forward

1. Family: extends to each other and their co-workers, but also their customers
2. Fashion: moving into lifestyle, not just jewelry anymore
3. Philanthropy: how do they operate better everyday and connect to community?
  - a. Built a brand on never saying no.
  - b. They engage the community and give back
  - c. They have between 20-30 event in their stores each week where they give 20% of the proceeds to whatever group you want // don't even have to live in the city with the store.
  - d. Kendra Cares is an event they put on in childrens hospitals where kids can make jewelry for themselves, family, or care takers -- this happens every month

## **Social media**

They try to create memorable social moments, cool incentive partnerships

Their social team makes sure every comment, voice and opinion is heard.

Have to be clever to come up with new things to keep it going. Have to take a 360 degree approach.

At Kendra Scott, they constantly challenge each other, inspire each other, have tough conversations, continuously try to press each other to be better family members

Their company culture: about 96% women-run company with a very welcoming and caring environment

Their stores are not typical jewelry stores. They wanted to take the scary out of jewelry stores and had signs that said “have fun and try on.” **They wanted the shopping experience to be fun and welcoming and inclusive.**

They love to host give-back parties at their stores, also do bridal showers, parties, etc.

Don't just believe in good customer service; they want to WOW them. Use a “sister-brother” mentality: if your sister or brother came into the shop with a problem, you'd go above and beyond to help them.

At their stores they give EVERY employee the power and ability to solve customer problems/issues.

Engage your clients in **experiential marketing.**

- Focused on experiences (i.e. Kendra Scott hosts events where 20% of the proceeds will be donated to charity of your choice)
- Customers love experiences and being part of making a difference. Other examples could be giveaways and crowd sourcing for advertising.
- Employees ride bikes in Central Park and gave moms jewelry for moms day. Surprise and delight moments.
- Valentine's Day have yellow roses to people in NYC subway stations
- Southwest Airlines Christmas event

**Ask yourself:**

- How are we connecting to the customer?
- How are customers engaging with new products?
- How are we giving back?

They choose business partners who build their core values also; like Southwest Experiential marketing is their goal and where they're succeeding- people want more than a product, they want an experience.

**Ask, "What do we want our culture to be?"**

Write that down! Document that! It shapes your organization as a whole and where it will head