What Brand Would You Be?

We are surrounded by brands. They have become part of our everyday lives. Technically, a brand is a name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers (AMA). With so many to choose from, which brand best describes you?

Ronald McDonald’s Yellow Gloves Go Couture
By: Hoag Levins, AdAge, 9/15/09

NEW YORK (AdAge.com) -- Ronald McDonald doesn’t come to mind as the most likely brand icon to be integrated into New York’s Fashion Week. But as part of McDonald’s larger promotional involvement in the event, his gloves have been given a couture redesign and are selling for $50 a pair -- and you can only buy them via Twitter. Meanwhile, the burger chain’s McCafe is the official gourmet coffee provider at the high-fashion fest in Bryant Park.

For full article: http://adage.com/video/article?article_id=139011

600,000 Tweets Daily about Brands

Recently (9/13/09) Dirk Singer of thisisherd.com brought to the attention of a Penn State study with startling conclusions...

“Researchers led by Jim Jansen, associate professor of information science and technology, and Twitter chief scientist Abdur Chowdhury looked at half a million tweets. 20% of them were apparently people ‘asking and providing’ product information. Assuming three million tweets a day, that would translate into 600k posts daily of direct relevance to brands.”

While Twitter and social media are still in the area of “alternative media marketing,” the amount of activity and consumer expression present suggests that it may be on its way as a prime marketing application. What are your thoughts on Twitter and Brand expression?

For the full study: http://live.psu.edu/story/41446

How the Beatles Maintain the Brand

Even though the Beatles broke up almost 40 years ago, their brand power is almost as strong as it was in the 60’s and continues to pick up a younger generation of fans. So what’s their secret? It’s in the control.

Apple Corps, the Beatles’ holding company; the Beatles themselves and their surviving spouses; former Beatles label EMI and Sony/ATV, jointly decide which projects will be approved and they do so sparingly.

“The key is they’ve been so amazingly protective of the brand that everything that does come out is special,” said Bill Stainton, president of Ovation Consulting.

With their approval, films like “Across the Universe” were produced along with the “The Beatles Love” Vegas Show. Last week, “The Beatles: Rock Band” video game was released and it seems like a sure hit. It looks like the Beatles brand will live on.

“For Beatles Brand, All They Need is Control” (From AdAge)